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The logo features the letters 'ada' in a bold, lowercase, sans-serif font, enclosed within a thin circular border. To the right of this circle, the words 'News Letter' are written in a large, elegant, cursive script. A horizontal dotted line runs across the page, passing behind the 'ada' circle and the 'News Letter' text.

ada News Letter

Vol. 11, No. 13 - Tuesday, July 1, 1958

SENATORS ORDER CONSTRUCTION OF DENTAL RESEARCH BUILDING WITHOUT DELAY; FUNDS FOR STRUCTURE APPROVED, RESEARCH PROGRAM BOOSTED TO \$7,923,000

Construction of an "urgently-needed" building to house the National Institute of Dental Research was ordered to be carried out without delay last week in a report of the Senate Appropriations Committee. The Committee's report accompanied an appropriations bill that the Senate approved by voice vote June 20. The bill included funds for construction of the building and an appreciable boost in funds for dental health and research activities of the U.S. Public Health Service. Included were \$3,700,000 for construction, an item approved earlier by the House of Representatives, and \$7,923,000 for dental health and research programs, an increase of \$1,380,000 over the amount voted by the House. The A.D.A. had sought an increase of \$750,000 over the House-approved figure for the programs. The bill, which covers appropriations for the Departments of Labor, and Health, Education and Welfare for the new fiscal year, beginning July 1, was sent back to the House to iron out differences. The strong wording of the report on the dental research building, an unusual action in congressional committee procedures, was included in the committee's recommendation on the fiscal measure which was submitted to the Senate by Sen. Hill (D., Ala.) of the Appropriations Committee. The report, directing that plans for the building be carried out according to a previously-decided timetable, also ordered that there be no further change in plans without the committee's approval. The committee's report said in part:

The committee was informed that final plans should be ready on June 15, 1958, a bid invitation released by the end of July, a contract executed by Sept. 15, and the building ready for occupancy by Feb. 15, 1960. But on June 16 the committee learned that final plans would not be ready until Sept. 1, 1958, a delay of two and a half months, occasioned by a further budget re-examination of a conference and cafeteria facilities previously approved. The funds allowed will, the committee is advised, permit construction of the building according to the plans hitherto approved, and the committee directs that there be no further alteration in such plans without its approval.

CONGRESSIONAL HEARING ON DENTIFRICE ADS TO BE HELD JULY 15

A.D.A. representatives have been invited to testify at a congressional hearing on dentifrice advertising claims to be held July 15. The hearing will be conducted by the subcommittee on legal and monetary affairs of the House Committee on Government Operations. The chairman is Rep. Blatnik (D. Minn.), who has been conducting a series of hearings to determine whether federal agencies concerned with false and misleading advertising claims are performing an adequate job. Earlier hearings have been concerned with advertising claims for tranquilizers, cigarettes and reducing pills. Testifying for the Association at the hearing on dentifrices will be Dr. Harry Lyons of Richmond, Va., past president of the A.D.A.; Dr. Sholom Pearlman of Chicago, assistant secretary of the Council on Dental Therapeutics;

Dr. Walter C. Hess of Washington, D. C., professor of biological chemistry at the Schools of Medicine and Dentistry, Georgetown University, and Dr. Ralph E. Creig of Cleveland, member of the Council on Legislation. Special consultants to the Association in the preparation of testimony were Dr. Saul Levy, of Chicago, in behalf of the American Academy of Periodontology, and Dr. Donald A. Wallace, of Chicago, professor of applied materia medica and therapeutics, College of Dentistry, University of Illinois.

A.D.A. OPPOSES ENACTMENT OF FORAND BILL, HOUSE COMMITTEE TOLD

Enactment of a system of federally-sponsored health care for recipients of Old Age and Survivors' Insurance benefits under the Social Security Act has special implications for dentistry, including a real threat eventually in curtailment of services to other segments of the population equally in need of care, A.D.A. representatives told the Ways and Means Committee of the House of Representatives June 27. The testimony was presented by Dr. Matthew Besdine, of Brooklyn, N.Y., member of the Council on Legislation, and Dr. Rudolph H. Friedrich, of Chicago, secretary of the Council on Dental Health, at hearings on the Forand bill (H.R. 9467) which would provide hospitalization, nursing home and surgical care, including oral surgery, to those eligible for O.A.S.I. benefits. In his testimony, Dr. Besdine pointed out that the A.D.A. has opposed the Forand measure as conflicting with the Association's principles governing federal supported personal health care programs and said:

This policy recognizes that there are areas in which the government has a responsibility to act and others in which it is justified in acting to provide health care or financial support of health care for certain segments of the population. These segments include, of course, military personnel, veterans and others toward whom the government bears a special responsibility or a special relationship. Also included are the needy, whether or not they are among the aged. Beyond this, the Association is convinced the government should not go.

Dr. Friedrich said that "the bill has far-reaching implications for members of the dental profession as well as others interested in the nation's health," and added:

Experience with similar plans in other countries clearly shows that where health facilities and services are provided to persons entirely free of any cost, there is a normal tendency toward excessive utilization of those facilities and services..... Simply put, the question is: Are there enough hospital beds, physicians, dentists and nurses to accommodate the aged in hospitals to the extent and in the manner contemplated in the bill without displacing others equally in need of care?...

It would seem unwise to introduce a program which, by concentrating care on the aged, might eventually cause serious imbalance in the availability of care as between age groups and result, as it has in England, in a lowering of general dental health standards. The first element of a sound dental program is to take care of the young age groups where dental diseases can best be prevented and controlled....

It would seem much more prudent for the government to make its contribution toward programs which eventually would benefit all segments of society. These would include among others; grants-in-aid for construction of dental and medical schools, support for fellowships, training programs, scholarship programs and, of utmost importance, dental and medical research projects.

DR. H. B. G. ROBINSON NAMED DEAN OF KANSAS CITY SCHOOL

Dr. Hamilton B. G. Robinson, associate dean of the College of Dentistry, Ohio State University, has been named dean of the School of Dentistry, University of Kansas City, effective Sept. 1. Dr. Robinson will succeed Dr. Joseph F. Jacobs, acting dean of the school and professor of periodontics, who has resigned to return to fulltime practice. Dr. Robinson was for many years editor of the Journal of Dental Research.

NEW AMENDMENT TO TV CODE DENTIST-ACTOR COMMERCIALS

The portrayal of dentists, physicians and nurses to promote products in television commercials is prohibited in a new ruling by the Television Board of the National Association of Broadcasters. The familiar "man in the white jacket" was barred in an amendment to the N.A.B.'s Television Code approved June 18. A new section of the code states:

Dramatized advertising involving statements or purported statements by physicians, dentists or nurses must be presented by accredited members of such professions.

The code insignia is displayed by the country's three national networks and by 308 individual television stations. A columnist of the Washington Post and Times-Herald, commenting on the action, noted that "if the Television Board enforces the new ruling, a lot of actors are going to be unemployed." Previously, it was permissible for actors depicting members of the health professions to promote products on television commercials providing the word "dramatization" was flashed on the screen for at least 10 seconds. The Association has worked closely with the N.A.B. on the matter of actors portraying dentists in advertising.

DR. DONALD WASHBURN NAMED TO BOARD OF MEDICAL LIBRARY ASSOCIATION

Dr. Donald Washburn, of Chicago, director of the A.D.A. Bureau of Library and Indexing Service, has been elected to the board of directors of the Medical Library Association, an international organization of individuals and institutions in the dental, medical, pharmacy, nursing and hospital fields. The election took place at the recent annual session of the organization in Rochester, Minn. Dr. Washburn was formerly business manager of the Bulletin of the Medical Library Association and is chairman of the M.L.A.'s subcommittee on curriculum.

42 DENTAL SCHOOLS NOW FULLY APPROVED

Of the nation's 47 dental schools, 42 have now been fully approved in the Association's accreditation program, it was announced last week by Dr. Harold W. Oppice of Chicago, chairman of the A.D.A. Council on Dental Education. The report was made as the School of Dentistry, University of Texas, Houston, was elevated from the status of provisionally approved to fully approved by the council. Full approval was also given to the operation of the freshman and sophomore program at the two-year-old College of Dentistry, Seton Hall University, Jersey City. For dental hygiene schools, the new program at Browne County Community College, Binghamton, N. Y., was given provisional approval. There are 34 dental hygiene schools of which 31 have been fully approved.

V.A. DENTISTS INCLUDED IN PAY RAISE

Approximately 850 dentists in the Veterans Administration this month will receive pay raises, retroactive to last January, in the wake of a measure signed by President Eisenhower June 20 to give a 10 per cent pay increase to civilian government employees. The A.D.A. gave testimony in favor of increases for V.A. dentists at congressional hearings last year.

ANNOUNCE EXAMINATIONS IN NEW PROGRAM FOR LABORATORY TECHNICIANS

The new program for certification of individuals as qualified dental laboratory technicians will be officially launched in October when the first examinations will be held in three cities in the United States. Announcement of the examinations followed approval of the bylaws of the National Board for Certification, an agency of the National Association of Dental Laboratories, by the A.D.A. Council on Dental Education. The general principle of the certification program was approved by the A.D.A. House of Delegates last November. The certification board has approved the issuance of founders' certificates to the seven original members of the board, including Mr. Horace J. Denner, Mr. Joseph Deurmyer, Mr. Joseph Kennedy, Mr. George Klein, Mr. Einar Lignell, Mr. G. Paul Stough and Mr. Alfred Stern.

TWO MORE CONGRESSMEN PRESENT CENTENNIAL RESOLUTIONS

Two more congressmen have presented resolutions calling on the President of the United States to set aside Feb. 8-14, 1959, as National Children's Dental Health Week, emphasizing "the fundamental necessity of a continuous program for the protection and development of the dental health of the nation's children." The latest resolutions were introduced by Sen. McClellan (D., Ark.) and Rep. Forrester (D., Ga.). An identical resolution was presented earlier by Sen. Murray (D., Mont.). Sen. McClellan accompanied his resolution with a special statement on the observance which appeared in the Congressional Record of June 19. The statement noted that "this event will be one of the most important features of a centennial year commemorating the 100th anniversary of the American Dental Association," and added in part:

Much of the untold damage to the health of children and much of the cost of dental care could be prevented through use of measures now available to curb dental disease. Many of the dental problems of adults, furthermore, could have been eliminated had these individuals taken proper precaution during childhood and youth. Unlike many other diseases, there is no single preventive, such as vaccination, to minimize tooth decay, although fluoridation of water supplies is contributing to the over-all picture in this field. The individual must be motivated to take the necessary steps to prevent dental problems. . . I introduce for appropriate reference a joint resolution authorizing the President to give official recognition to the importance of good dental health by proclaiming Feb. 8-14, 1959, as National Children's Dental Health Week. I believe this measure should be given full support by Congress.

A.D.A. MEMBERS INVITED TO GIVE CLINICS AT PAN AMERICAN CONGRESS

A.D.A. members are invited to present clinics at the forthcoming Pan American Dental Congress in Mexico City. The congress will take place Nov. 18-23 following the 99th annual session of the Association, Nov. 10 through 13, in Dallas. Members of the Association who would like to present clinics at the Pan American Congress are asked to communicate with Dr. Roberto E. Woodworth, whose address is Melchor Ocampo 487-302, Mexico City, D. F., Mexico. Dr. Woodworth is foreign secretary for the Mexican Dental Association which is sponsoring the congress. Some 2,000 dentists from Canada, the United States and Central and South America are expected at the meeting. Information regarding reservations can be obtained by writing the Pan American Dental Congress, Medical Arts Building, 1715 Pacific Ave., Dallas 1, Texas.

NAME DR. W. G. BALL AN ASSISTANT SECRETARY OF DENTAL EDUCATION COUNCIL

The appointment of Dr. Warren G. Ball, of Sunnyvale, Calif., as an assistant secretary of the A.D.A. Council on Dental Education, effective July 1, has been announced by Dr. Harold Hillenbrand, Association secretary. Dr. Ball, who holds a master of business administration degree in hospital administration from the University of Chicago, has been serving as an administrative analyst at Palo Alto-Stanford Hospital Center. He received a dental degree from Northwestern University in 1947 and obtained his pre-dental training at Northwestern and Yale. In his new position, Dr. Ball will be working with Dr. Shailer Peterson, secretary of the Council on Dental Education, on various programs of the council, including the hospital internship and residency program.

BRIEFS IN THE NEWS

The appointment of Dr. Howard F. Lyboldt, of Rochester, N. Y., to the A.D.A. Council on Dental Health was announced by Dr. William R. Alstadt, of Little Rock, Association president. Dr. Lyboldt fills the vacancy created by the death of Dr. Donald H. Miller, of Elmira, N. Y... Dr. Lyon W. Morrey, of Chicago, editor of The Journal of the American Dental Association, has been re-elected to the board of directors of the Tuberculosis Institute of Chicago and Cook County...The Oregon State Dental Association is now publishing a news letter...The Minnesota State Dental Association reports that its Women's Auxiliary contributed \$4,027.27 to the Relief Fund as proceeds of the 1957-58 scrap collection...Rep. Fogarty (D., R.I.) has had inserted in the Congressional Record the text of the address he made at the annual A.D.A. session last November. At the meeting, the congressman was awarded honorary membership in the Association.