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ADA News Letter

Vol. 11, No. 14 - Thursday, July 17, 1958

A.D.A. URGES LEGISLATION TO CONTROL 'RECKLESS ADVERTISING CLAIMS;' REPRESENTATIVES TESTIFY AT CONGRESSIONAL HEARING ON DENTIFRICES

Advertising claims of the nation's major toothpaste manufacturers were described by the A.D.A. July 17 as misleading and detrimental to the public's dental health. In testimony presented before the House of Representatives Subcommittee on Legal and Monetary Affairs, headed by Rep. Blatnik (D., Minn.), Association representatives called upon Congress to enact legislation which would permit federal agencies to control "reckless claims in advertising." Dr. Harry Lyons, of Richmond, dean of the School of Dentistry of the Medical College of Virginia and a former A.D.A. president, said:

Within our own time, we have witnessed promotions of "therapeutic" dentifrices on the alleged merits of peptic digestants, antiseptics, sulfated detergents, wetting agents, urea, ammonium compounds, chlorophyllin, antienzymes and compounds of fluorine. One after another of these dentifrices has been promoted with unsupported advertising claims of great promise. None has survived the test of time and use...

The millions of dollars spent by the public for these products is the least significant of the several considerations related to the unwarranted claims....More important are such health factors as a false sense of security about dental caries, periodontal disease, "bad breath" due to diseases of the nose, sinuses, lungs and the gastro-intestinal tract, and serious systemic diseases presenting a variety of oral symptoms.

ADS TO BRUSH TEETH ONLY ONCE-A-DAY CRITICIZED

Dr. Lyons was particularly critical of ads which claimed that once-a-day brushing with a particular toothpaste could substitute for oral

hygiene measures long recommended by dentists. He told the congressmen:

Some of this advertising goes so far as to imply that "sweets" may be eaten with impunity through the day, provided only that the toothpaste in question has been used just once in the morning before breakfast. This vicious suggestion flies in the face of all that has been done by the health professions to educate the public about hygienic and dietary measures for protecting the teeth against the ravages of decay. There are no short-cuts to dental health and to mislead the public in this regard is to work deliberately against the public welfare.

F.T.C. 'POWERLESS,' CONGRESSMEN TOLD

Dr. Ralph E. Creig, of Cleveland, a member of the A.D.A. Council on Legislation, said that the Federal Trade Commission has admitted it is

powerless to halt unsupported advertising claims for dentifrices. He added:

The Association believe strongly that existing law and enforcement procedures need strengthening at least insofar as therapeutic claims for dentifrices and

drug products are concerned. Where the health of the public is involved, as it is here, the government is completely justified in requiring a high standard of responsibility from industry. At the present that standard is lacking.

The burden of demonstrating the validity of therapeutic claims in advertising belongs morally, ethically and logically with the party asserting them. The current concept that such claims must be considered to be true and un-challengeable until disproved by the public is fallacious and demonstrably ineffective.

NO EVIDENCE OF SIGNIFICANT VALUE FOUND FOR DENTIFRICES

Council on Dental Therapeutics. Dr. Pearlman said that most advertising for so-called "therapeutic" dentifrices "exaggerate, inflate and otherwise distort the limited scientific findings to the point where the unsophisticated consumer, and even the dentist...is grossly misled and flatly deceived." Dr. Pearlman said that "no dentifrice available today has been demonstrated to be of significant value in preventing oral disease." He said that the Association based its opinion on the actual performance of dentifrices in reducing or preventing tooth decay in human beings and not on theoretical experiments. "The brushing is what counts," Dr. Pearlman said as he described dentifrices as "only an aid to the toothbrush."

LIST MAJOR BRANDS MAKING 'THERAPEUTIC' CLAIMS

claims in the advertising of the following brands: Super Amm-i-dent with Fluoride (Block Drug Co.), Crest Toothpaste with Fluoristan and Gleem Toothpaste with GL-70 (Procter & Gamble Co.), Ipana with WD-9 (Bristol-Myers Co.), Brisk Fluoride Toothpaste and Colgate Dental Cream with Gardol (Colgate-Palmolive Co.) and Stripe Toothpaste with Hexachlorophene (Lever Brothers Co.). Dr. Pearlman commended "Co-op Tooth Paste" for carrying on its label the statement "...thorough brushing cleans the teeth--often no dentifrice at all is required..." This he described as a "rare example of forthright honesty."

EFFECT ON 'ACID FORMATION,' 'BAD BREATH' IS QUESTIONED

Georgetown University Schools of Medicine and Dentistry, and Dr. Donald A. Wallace, of Chicago, professor of applied materia medica and therapeutics, University of Illinois College of Dentistry. Dr. Hess reported that independent testing of Colgate's "Gardol" toothpaste had revealed that it had no more effect on acid formation in the mouth than did toothpastes not containing "Gardol." He said: "It is apparent that the advertising claims for protection against acid formation by 'Gardol' are not supported by published data." Dr. Wallace said that scientific data do not justify broad claims that dentifrices are able to prevent or eliminate "bad breath."

CONGRESSMEN TO HOLD HEARING ON CENTENNIAL RESOLUTION

A subcommittee of the House of Representatives Judiciary Committee will hold a hearing July 23 on a resolution that would authorize and recommend that President Eisenhower proclaim Feb. 8-14 of 1959 as National Children's Dental Health Week. The resolution was offered by Rep. Forrester (D., Ga.), subcommittee chairman. Two senators have introduced similar resolutions for the Association's centennial year.

NEW A.D.A. LEAFLET ON X-RAYS AVAILABLE

A small four-page leaflet, entitled "Dental X-Rays and Your Health," has been issued by the A.D.A. Bureau of Dental Health Education. The leaflet was designed primarily for distribution to patients having some apprehension about dental x-ray examinations. Sample copies can be obtained from the Bureau of Dental Health Education. In quantities, 100 leaflets are \$1; 500 are \$4, and 1,000 are \$7, and are available from the A.D.A. Order Department.

RELIEF FUND CONTRIBUTIONS REACH \$121,929 AS DRIVE ENDS; QUOTAS SURPASSED BY 47 SOCIETIES AND FEDERAL SERVICES

The A.D.A. Relief Fund campaign ended June 30 with contributions of \$121,929. While the 1957-58 figure fell short of last year's Golden Anniversary high of \$128,362, the new drive for the sixth consecutive year far exceeded the goal of \$100,000. In all, 47 constituent societies and federal services surpassed their quotas in this year's campaign. Dentists in Tennessee contributed \$4,670, nearly three and a half times the quota for the society. Alaska was second with 250 per cent of quota and Southern California was third with 211 per cent. Additionally, three other societies nearly doubled their quotas. They were the District of Columbia, 196.2 per cent; Arizona, 196.1 per cent, and Vermont, 191.8 per cent. The nation again was led by New York in dollar volume with a contribution of \$13,583, representing 93 per cent of quota. Southern California again took second place with \$10,354 and Illinois again was third with \$8,296, which was 121 per cent of quota. For the fifth consecutive year, the smaller societies with quotas under \$1,000 surpassed the larger societies with quotas over \$1,000 in per capita contributions. The smaller groups contributed 140 per cent of their quota compared with 119 per cent for the larger societies.

QUOTA UNDER \$1,000.00 1957-58				QUOTA OVER \$1,000.00 1957-58			
	QUOTA	CONTRI- BUTION	PCT.		QUOTA	CONTRI- BUTION	PCT.
ALABAMA	\$ 850.00	\$ 1,547.00	182.0	CALIFORNIA	\$ 4,010.00	\$ 4,723.50	117.8
ALASKA	60.00	150.00	250.0	SO. CALIFORNIA	4,900.00	10,354.01	211.3
ARIZONA	360.00	706.00	196.1	COLORADO	1,010.00	1,245.00	123.3
ARKANSAS	530.00	691.65	130.5	CONNECTICUT	1,950.00	2,138.00	109.6
DELAWARE	150.00	275.00	183.3	FLORIDA	1,530.00	1,917.00	125.3
DIST. OF COLUMBIA	740.00	1,452.00	196.2	GEORGIA	1,080.00	1,225.50	113.5
HAWAII	390.00	697.00	178.7	ILLINOIS	6,830.00	8,296.40	121.5
IDAHO	280.00	307.00	109.6	INDIANA	2,230.00	2,655.00	119.1
KANSAS	970.00	1,090.50	112.4	IOWA	1,740.00	1,757.50	101.0
MAINE	440.00	777.00	176.6	KENTUCKY	1,170.00	1,955.26	167.1
MISSISSIPPI	550.00	411.00	74.7	LOUISIANA	1,050.00	1,089.00	103.7
MONTANA	370.00	527.00	142.4	MARYLAND	1,160.00	1,514.50	130.6
NEBRASKA	960.00	1,146.00	119.4	MASSACHUSETTS	3,580.00	3,602.34	100.6
NEVADA	120.00	178.00	148.3	MICHIGAN	4,240.00	4,852.00	114.4
NEW HAMPSHIRE	310.00	260.00	83.9	MINNESOTA	2,650.00	3,330.50	125.7
NEW MEXICO	260.00	419.50	161.3	MISSOURI	2,350.00	2,572.00	109.4
NORTH DAKOTA	290.00	512.00	176.6	NEW JERSEY	4,020.00	5,501.50	136.9
OKLAHOMA	910.00	1,001.00	110.0	NEW YORK	14,600.00	13,583.60	93.0
PANAMA CANAL ZONE	20.00	20.00	100.0	NORTH CAROLINA	1,310.00	1,885.00	143.9
PUERTO RICO	250.00	219.00	87.6	OHIO	4,920.00	4,724.63	96.0
RHODE ISLAND	540.00	919.00	170.2	OREGON	1,320.00	1,497.00	113.4
SOUTH CAROLINA	440.00	411.00	93.4	PENNSYLVANIA	6,660.00	6,433.50	96.6
SOUTH DAKOTA	300.00	498.00	166.0	TENNESSEE	1,380.00	4,670.00	338.4
UTAH	510.00	690.00	135.3	TEXAS	3,280.00	3,665.00	111.7
VERMONT	170.00	326.00	191.8	VIRGINIA	1,280.00	1,390.00	108.6
WEST VIRGINIA	700.00	875.00	125.0	WASHINGTON	1,920.00	2,389.50	124.5
WYOMING	160.00	199.00	124.4	WISCONSIN	2,880.00	2,675.50	92.9
TOTAL	\$ 11,630.00	\$ 16,304.65	140.2		\$ 85,050.00	\$ 101,642.74	119.5
FEDERAL DENTAL SERVICES							
AIR FORCE	\$ 630.00	\$ 533.83	84.7	Quotas under \$1,000	\$ 11,630.00	\$ 16,304.65	140.2
ARMY	590.00	521.50	88.4	Quotas over \$1,000	85,050.00	101,642.74	119.5
NAVY	1,070.00	896.50	83.8	Fed. Dental Services	3,320.00	2,795.83	84.2
PUBLIC HEALTH SER.	240.00	439.50	183.1	Students		954.00	
VETERANS ADMIN.	790.00	404.50	51.2	Memorials		20.00	
				Miscellaneous		212.06	
TOTAL	\$ 3,320.00	\$ 2,795.83	84.2	GRAND TOTAL	\$ 100,000.00	\$ 121,929.28	121.9

ASSOCIATION MEMBERSHIP EXCEEDS 90,000

Membership in the Association has continued to gain, exceeding 90,000 for the first time in its history as of June 30. The mid-year total was 90,395, an increase of 1,050 from the membership figure of 89,345 for all of 1957. The new high represented a record in four categories of membership. For active membership, the figure was 74,566 as compared to 74,421 for the 1957 year-end total. Life membership as of June 30 was 4,588, compared with last year's 4,294. Student membership was 10,981, contrasted to 10,510 for 1957, and affiliate membership was 223 in comparison to 215 for last year.

A.D.A. PROTESTS STATEMENT IN DREW PEARSON COLUMN

The Association has protested a statement that appeared July 1 in Drew Pearson's syndicated newspaper column. The item asserted that the Association had requested District of Columbia dentists to give free care to members of Congress. In a telegram to the columnist, Dr. Harold Hillenbrand, of Chicago, secretary of the A.D.A., said:

The statement in your column of July 1 that the American Dental Association has asked dentists in the Washington area to give free treatment, if possible, to congressmen and their families in order to create good will is not true.

The Association has not attempted to influence any member of Congress or other individual by offers of free health care. Your statement to the contrary is an unwarranted attack upon the professional organization of the great majority of the nation's dentists.

A similar protest was sent to Bell Syndicate, distributors of the column, and was issued to the press generally.

WAYS AND MEANS COMMITTEE AGREES ON MODIFIED JENKINS-KEOGH PLAN

The Ways and Means Committee of the House of Representatives agreed July 11 to send to the House for action a modified version of the Jenkins-Keogh proposal. The measure, approved in principle by the A.D.A., would permit self-employed persons, including dentists, to set aside a portion of their annual income in tax-deferred retirement savings programs. The House was expected to vote on the bill (H.R. 10) in the coming week. The bill, as amended by the committee, would place a limit of \$ 2,500 on the amount that could be put aside annually and a limit of \$ 50,000 on a 20-year basis.

DR. F. A. PIERSON NAMED TO PRESIDENT'S YOUTH FITNESS COMMITTEE

Dr. Fritz A. Pierson, of Lincoln, Neb., A.D.A. trustee and past president of the American College of Dentists, was appointed to the President's Citizens Advisory Committee on Fitness of American Youth for a one-year term, beginning July 1. Re-appointed to the committee for another term was Dr. C. Willard Camalier, of Washington, D.C., assistant secretary of the A.D.A. and past president of the Association. The selections were announced by Interior Secretary Fred Seaton, chairman of the President's Council on Youth Fitness.

BRIEFS IN THE NEWS

New editions of two booklets of special value to the dentist interested in relocating his practice and to the graduating dental student have been issued by the A.D.A. Bureau of Economic Research and Statistics and are available on request. They are "Distribution of Dentists in the United States by State, Region, District and County" and "Facts About States for the Dentist Seeking a Location."....The Tennessee State Dental Association in cooperation with the Tennessee Department of Health is holding a 16th Postgraduate Dental Seminar which is being presented in eight different parts of the state until July 24....Mr. Herbert B. Bain, of Chicago, director of the A.D.A. Bureau of Public Information, will be a keynote speaker at the 1958 District Officers Conference of the Michigan State Dental Association to take place Sept. 20-21 in Lansing....The Hawaii Territorial Dental Society has reaffirmed its endorsement of water fluoridation for the Islands. The program has begun operating at Pearl Harbor where it is serving nearly 60,000 persons associated with the Navy and Air Force installations.