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## ADA News Letter - 09/02/1958

American Dental Association

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99th Annual Session - DALLAS - Nov. 10-13



# News Letter

Vol. 11, No. 17 - Tuesday, September 2, 1958

## CONGRESSMEN CRITICIZE F.T.C. FOR 'NOT DISCHARGING RESPONSIBILITY' IN DENTIFRICE ADVERTISING CLAIMS FOLLOWING ASSOCIATION TESTIMONY;

The Federal Trade Commission was strongly criticized by a congressional committee last week for failure to prevent deception in advertising claims for dentifrices. In a report dealing with a hearing on dentifrice advertising claims, the Committee on Government Operations of the House of Representatives recommended the principal points advocated by A.D.A. spokesmen at the July hearing (see A.D.A. News Letter, July 17, 1958). Noting that the Association had recommended that "the burden of proof be shifted so that the (dentifrice) advertiser would have to prove the validity of his advertised claims," the congressmen recommended that the F.T.C. require scientific proof of claims from dentifrice manufacturers as is now demanded with respect to cigaret advertising. It said sharply that the F.T.C. "is not discharging its statutory responsibilities" with respect to dentifrice advertising and suggested that the commission institute trade practice conference procedures "without delay." The committee reported that it addressed itself to the problem with the knowledge that in 1957 more than \$25 million was spent to advertise the 12 leading brands of toothpaste, adding:

However, rather than encouraging better dental hygiene, the American Dental Association, the leading professional organization of dentists, contends that much of the current advertising had discouraged proper dental hygiene. The Association contends that 'there has been a widespread conviction within the dental profession that many advertising claims for dentifrices are misleading and detrimental to the dental health and general health of the public.'

Testimony was taken by the Subcommittee on Legal and Monetary Affairs, headed by Rep. Blatnik (D., Minn.). On the basis of the hearing, the parent committee issued the following conclusions and recommendations:

1. The F.T.C. is not discharging its statutory responsibilities to halt or prevent deception in the advertising of dentifrices.
2. The Commission should request scientific proof of advertised claims from dentifrice manufacturers as it is now doing with respect to claims advertised for cigarettes.
3. The Commission should institute trade practice conference procedures without delay, with a view to effecting codes of fair advertising practices for dentifrices.
4. Consideration should be given by the appropriate legislative committees of the Congress to determine whether statutory changes are required for more effective enforcement action in the field of false and misleading advertising.

## FULL PROGRAM OF SOCIAL ACTIVITIES SCHEDULED FOR DALLAS SESSION

An unusually full program of social activities has been planned for the 99th annual session of the A.D.A. to be held Nov. 10 through 13 in Dallas. Highlight of the social events will be the president's banquet in honor of Dr. and Mrs. William R. Alstadt, of Little Rock, Ark., which will take place Wednesday, Nov. 12, in the Grand Ballroom of the Statler Hilton Hotel. As a feature of the event, a program will be presented by the U.S. Army Chorus, one of the nation's outstanding choral groups. Tickets for the banquet are \$10 each and can be obtained by sending a check to Dr. Edgar T. Gillean, entertainment chairman, 3702 Fairmount, Dallas 19. For women visitors to the meeting, the world-famous Neiman Marcus Specialty store will present two fashion shows on Tuesday, Nov. 11, in the Grand Ballroom of the Statler. There will be a brunch at 11 a.m. and a luncheon at 2 p.m. Tickets for either event are \$5 each and can also be obtained by writing Dr. Gillean. Letters containing reservation forms for the social event are being sent next week to all those who have requested accommodations for the meeting.

### 'SOUTHWESTERN EXPOSITION OF MUSIC, FOLKLORE' SET

Among other special events planned for the session is a scenaramic tour of Dallas. A two-hour tour of the Southwest metropolis has been scheduled for Monday, Tuesday and Wednesday of the meeting. Tickets for the tour are \$2.50 and can be obtained from Dr. Gillean. The general meeting will be held at 8 p.m. Tuesday, Nov. 11, in the Dallas Memorial Auditorium and it will be followed by an elaborate program of entertainment which will be open without charge to A.D.A. members and their guests. "Southwestern Exposition of Music and Folklore" is the title of the program. There will also be music for dancing later. The General Committee on Local Arrangements for the four-day meeting is headed by Dr. P. Earle Williams, of Dallas, as chairman. Dr. Phelps J. Murphey, of Dallas, is secretary.

### NAME REFERENCE COMMITTEES FOR '58 HOUSE OF DELEGATES

Three standing committees and ten reference committees of the House of Delegates for the 99th annual session have been appointed by Dr. Alstadt, president of the A.D.A. Following are the names of the committee members with the three standing committees heading the list (the chairman of each committee is named first):

Constitution and Bylaws (elected by the House of Delegates) -- Drs. Herbert L. Taub, Jamaica, N. Y.; J. E. Berney, Davenport, Iowa; Frank W. Jordan, Louisville, Ky.; Thomas A. Price, Miami, Fla., and C. M. Taylor, Houston, Texas.

Credentials -- Drs. Paul W. Zillmann, Buffalo, N. Y.; Allen R. Cutler, Boise, Idaho; P. B. Hair, Spartanburg, S. C.; Isadore L. Voda, Las Vegas, N. M., and George J. White, Riverton, N. J.

Rules and Order -- Drs. Frank O. Alford, Charlotte, N. C.; Homer D. Butts Jr., Pittsburgh; John M. Deines, Seattle, Wash.; R. Donald Hooper, St. Paul, Minn., and Edgar C. Schick, Albany, N. Y.

Dental Education -- Drs. Leo M. Shanley, St. Louis; William A. Garrett, Atlanta, Ga.; Theodore E. Lilly, Dayton, Ohio; Chester D. Sitz, Austin, Minn., and Carlton H. Williams, San Diego, Calif.

Dental Research and Therapeutics -- Drs. M. C. Hansen, Racine, Wis.; Kenneth L. Dedekind, Salt Lake City; M. Duke Edwards, Montgomery, Ala.; M. A. Hoghaug, Grand Forks, N. D., and Edward D. Leifer, Washington, D. C.

Dental Trade and Laboratory Relations -- Drs. Robert J. Pollock, Oak Park, Ill.; John B. Burns, Cheyenne, Wyo.; Roger V. Ostrander, Waterbury, Conn.; J. Guilford Sharp, Knoxville, Tenn., and Carl J. Stark, Cleveland.

Federal Dental Services -- Drs. Rolla C. Calkin, Guthrie, Okla.; Alva S. Applyby, Skowhegan, Me.; Sau Yee Chang, Lihue, Kauai, Hawaii; J. Robert Short, Kalamazoo, Mich., and Claude S. Williams, Hattiesburg, Miss.

Hospital Dental Service -- Drs. Walter J. Winterhoff, Tucson, Ariz.; John H. Bell, Windber, Penn.; Gory N. Casto Jr., Charleston, W. Va.; G. B. Clendenin, Bethesda, Md., and James C. Donelan, Springfield, Ill.

Legislation and Judicial Prodedures -- Drs. William D. MacIntosh, Providence, R. I.;

Frank C. Carothers, Garnett, Kan.; J. B. Kennedy, Des Moines, Iowa; Bruce R. Kurtz, Pasadena, Calif., and Leo N. Thelen, Sioux Falls, S. D.

Miscellaneous Business -- Drs. Thomas P. Fox, Philadelphia; James E. John Sr., Roanoke, Va., F. J. Martin, Medford, Wis.; Edward K. Reiman, Rutland, Vt., and Richard C. Ritter, Bozeman, Mont.

President's Address and Administrative Matters -- Drs. Isidore Teich, New York; Lyall O. Bishop, Walnut Creek, Calif.; Murray A. Leitch, Detroit; Edward W. Luebke, Chicago, and Crawford A. McMurray, Ennis, Texas.

Public Health -- Drs. Harold M. Kramer, Portland, Ore.; Joseph H. Griswold, Richmond, Ind.; William Roy Humphrey, Denver, Colo.; Stephen M. Lyons, Summit, N. J.; and Philip H. White, Boston.

Women's Auxiliary -- Drs. E. A. W. Montgomery, Evansville, Ind.; Norman C. Carlson, Lincoln, Neb.; B. C. Kingsbury Jr., Vallejo, Calif.; Roland E. Morse, New York, and J. Melville Smith, New Orleans, La.

## **COUNCIL ON DENTAL TRADE AND LABORATORY RELATIONS TO HOLD SYMPOSIUM**

A symposium on programs affecting relations between the dental profession and the dental laboratory group will be held Sept. 29-30 at Association headquarters in Chicago. State dental societies and state dental examining boards are invited to send representatives to the two-day meeting which is sponsored by the A.D.A. Council on Dental Trade and Laboratory Relations. Presiding will be Dr. Walter E. Dundon, of Chicago, chairman of the council. Among subjects to be discussed will be the education and certification of dental laboratory technicians, the accreditation of commercial dental laboratories, and A.D.A. policy on the licensure or registration of commercial dental laboratories and dental laboratory technicians. Among the speakers will be Dr. William M. Trumbull, professor of law at Northwestern University; Dr. William Frederick of the Council of State Governments; Dr. Joseph L. Champagne, secretary of the Michigan State Board of Dentistry; Dr. Don W. Gullett, secretary of the Canadian Dental Association; Dr. Robert B. Hughlett of the Florida State Board of Dental Examiners, and Mr. Homer Dickson, president of the National Association of Dental Laboratories.

## **A.D.A. CENTENNIAL SESSION TO BE PRESERVED IN MOTION PICTURE**

For probably the first time in A.D.A. history, the highlights of an annual meeting will be preserved in a documentary motion picture. The movie will cover the Centennial Session in 1959, it was announced jointly by Dr. Harold Hillenbrand, Association secretary, and the Dental Division of Johnson & Johnson which is financing the film. The Association's anniversary session will be held in New York City from Sept. 14 through 18 in 1959. President Eisenhower has been invited to appear. Plans call for the film to cover ceremonies in other cities prior to the annual session. Copies of the film will be distributed as soon as possible after the centennial meeting to state and local dental societies so that dentists who do not have an opportunity to be in New York will be able to see the highlights. A group of motion picture specialists will be at the forthcoming 99th annual session of the A.D.A. in Dallas to plan next year's Centennial Session coverage. The film will eventually be in the Association's historical archives in Chicago.

## **DR. HENRY HELMHOLZ, FLUORIDATION LEADER, DIES AT 75**

Dr. Henry F. Helmholtz, who as chairman of the committee on health of the National Congress of Parents and Teachers had actively supported the water fluoridation program, died Aug. 19 in Rochester, Minn. He was 75 years old. Dr. Helmholtz was head of the section on pediatrics at the Mayo Clinic from 1921 to 1947 and had been for many years professor of pediatrics at the Mayo Foundation of the University of Minnesota.

## **NAVY CASUALTY TREATMENT COURSES OPEN TO CIVILIAN DENTISTS**

Dental societies are invited to send representatives to casualty treatment courses to be given by the Navy Dental Service this fall at the Naval Dental Clinic in Norfolk, Va. Arrangements have been made for a limited number of civilian dentists to enroll. Three courses are scheduled, each eight days in length, and starting Sept. 15, Oct. 13 and Dec. 1. Dentists wishing to attend one of the courses are asked to write the A.D.A. Council on Federal Dental Services, 222 E. Superior St., Chicago 11.

## NAME UNIVERSITY OF DELAWARE HEAD AS CHAIRMAN OF SURVEY OF DENTISTRY

The appointment of Dr. John A. Perkins, president of the University of Delaware, as chairman of the Commission on the Survey of Dentistry has been announced by Dr. Arthur S. Adams, president of the American Council on Education. Dr. Perkins succeeds Dr. Arthur S. Flemming who served as chairman of the commission from its inception until Aug. 1 when he assumed the duties of secretary of the Department of Health, Education and Welfare. Dr. Perkins has been president of the University of Delaware since 1950 except for a one-year leave of absence in 1957-58 when he served as undersecretary of Health, Education and Welfare. Prior to 1950, he taught political science and public administration, served as budget director for the state of Michigan and held a number of other administrative and advisory posts. The two-year \$400,000 survey of dentistry, being conducted by the American Council on Education at the request of the A.D.A., will include a study of Dental education, practice, research and health as well as a dozen special studies. It is being conducted by Dr. Byron S. Hollinshead and his staff whose headquarters are in Chicago. Final authority for the administration of the survey rests with the commission which is composed of representatives of such special groups as education, management, labor, medicine and dentistry. Dentist members of the commission are Dr. Otto W. Brandhorst, of St. Louis, secretary of the American College of Dentists; Dr. Willard C. Flemming, of San Francisco, dean of the School of Dentistry, University of California; Dr. Don W. Gullett, of Toronto, secretary of the Canadian Dental Association, and Dr. Percy T. Phillips, of New York, president-elect of the A.D.A.

### FOUR STAFF MEMBERS APPOINTED FOR STUDY

Appointment of four staff members for the survey has been announced by Dr. Hollinshead.

They are Dr. Robert G. Kesel, of Chicago, on leave of absence as professor and head of the department of applied materia medica and therapeutics at the College of Dentistry, University of Illinois, who will serve as director of the sections on dental practice and dental research; Dr. William R. Mann, professor and associate dean of the School of Dentistry, University of Michigan, who will serve as director of the section on dental education; Mr. Melvin L. Dollar, former assistant director of the Bureau of Public Health Economics at the University of Michigan, who will serve as director of the section on dental health and socio-economic studies, and Mrs. Nell Talbot, assistant to the dean at the College of Dentistry, University of Illinois, who will serve as staff associate.

## '1959 AMERICAN DENTAL DIRECTORY' CAN BE ORDERED NOW AT DISCOUNT

The 1959 edition of the American Dental Directory, appearing during the centennial year of the Association, will contain several special features commemorating the 100th anniversary of the A.D.A. In addition to information on more than 100,000 U.S. dentists, the Directory will contain a special history of the Association, special messages and other material designed to make the volume a valuable souvenir issue. A comprehensive encyclopedia of dentist facts, the Directory will contain such information as lists of educational institutions, list of dental organizations in the United States and elsewhere and a classified directory of specialists. The cost of the Directory on orders received before Oct. 31 is \$12.50. After that date, the price is \$15. The Directory will be mailed in December. The Directory may be ordered from the A.D.A. Order Department, 222 E. Superior St., Chicago 11.

## BRIEFS IN THE NEWS

Dr. W. R. Alstadt, of Little Rock, A.D.A. president, has been appointed to the Arkansas State Board of Health for a three-year term. He succeeds Dr. Don M. Hamm, of Clarksville, secretary-treasurer of the Arkansas State Dental Association....At a meeting of the American Association for Health, Physical Education and Recreation, Mr. Perry Sandell, of Chicago, director of the A.D.A. Bureau of Dental Health Education, was chosen chairman-elect of the organization's dental health education section....Two dental schools are included among the recipients of matching grants made under the National Institutes of Health' program to build and equip research facilities. The School of Dentistry, Indiana University, was awarded \$15,027 for equipment for research facilities at an addition to the school, and the School of Dentistry, University of Pennsylvania, was granted \$5,350 for equipment for research laboratories....Capt. Curtiss W. Schantz, commanding officer of the Naval Dental School at Bethesda, Md., has been named for promotion to the rank of rear admiral by a Navy selection board.