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# CENTENNIAL SESSION - NEW YORK - SEPT. 14-18



# News Letter

Vol. 12, No. 14 - Friday, August 14, 1959

## JUSTICE DEPARTMENT DENIES DROPPING ANTITRUST PROBE OF DENTAL SOCIETIES

The August, 1959 issue of Dental Laboratory Review contains an erroneous report stating that the Justice Department has withdrawn from the investigation of relations between some state dental societies and dental laboratories approved by the societies. The item on page 18 further says the antitrust investigation has been turned over to the Federal Trade Commission. A query to the Justice Department Antitrust Division by the Association's Council on Dental Trade and Laboratory Relations brought a reply that the Dental Laboratory Review report is inaccurate. A source at Justice said the investigation of A.D.A. and a few state societies is still active.

## CONGRESS APPROVES \$10,019,000 FOR DENTAL HEALTH AND RESEARCH ACTIVITIES

The Health, Education and Welfare appropriations bill for fiscal 1960—which includes \$10,019,000 for federal dental health activities under auspices of the National Institute of Dental Research—was awaiting presidential action as this issue of A.D.A. News Letter went to press. Congress had approved a bill with this figure, which was agreed to by conferees assigned to reconcile differences between House and Senate versions of the legislation. The House had called for \$9,725,000, while the Senate raised the figure to \$10,164,000. Final figure of \$10,019,000—which is \$2,599,000 more than the administration's proposed budget for these activities—is in substantial accord with Association recommendations.

## SOCIAL EVENTS SCHEDULED FOR CENTENNIAL SESSION SEPT. 14-18 IN NEW YORK

An extensive program of social events has been scheduled for the centennial session Sept. 14-18 in New York. Numerous orders for tickets already have been received, according to Dr. William A. Fennelly, New York, general chairman of the committee on local arrangements. Major social event will be the centennial banquet honoring President and Mrs. Percy T. Phillips at 7:30 p.m. Wednesday, Sept. 16, in the grand ballroom of the Waldorf-Astoria Hotel. All tickets to the banquet have been sold. If any are returned, they will be available at special ticket windows in the Coliseum lobby opening Sunday, Sept. 13. A special event for the ladies—a luncheon and fashion show—has been set for noon Tuesday, Sept. 15, in the Waldorf's grand ballroom. Tickets at \$6.50 each may be secured from Dr. Fennelly by writing Room 1238, 33 W. 42nd Street, New York 36. Tickets to the national and international health luncheons, also being held at the Waldorf, may be obtained from Dr. Fennelly at \$6.50 per event. The national health luncheon at noon Tuesday in the Sert Room will feature as main speaker Dr. Leroy E. Burney, surgeon general of the U.S. Public Health Service. Sir Leslie Munro, past president of the United Nations, will be principal speaker at the international health luncheon set for 12:30 p.m. Wednesday in the Empire Room. A centennial night program featuring the Howard Barlow Orchestra will be held at 8 p.m. Tuesday in Carnegie Hall. Tickets may be obtained only at the Coliseum ticket windows for 95 cents.

## DR. PHILLIPS URGES IMMEDIATE FLUORIDATION IN NEW YORK CITY

Dr. Percy T. Phillips of New York, president of the Association, has charged that a seven-year delay in fluoridating his city's water supply already has cost families there nearly \$1 billion in preventable dental work. In a talk over radio station WNYC in New York, Dr. Phillips urged immediate adoption of water fluoridation in the nation's largest city. He said it would be an important step toward improving dental conditions which "lag behind much of the rest of the United States." Describing the "lag," Dr. Phillips said New Yorkers were spending more than \$100 million annually with 8,000 dentists "for only about a third of the dentistry the people of this city actually need." The situation, he asserted, is being worsened by an estimated total of 7 million new untreated dental caries every year. These, he said, should be added to a backlog of at least 35 million decayed teeth that remain unattended.

## HAWAII DENTAL SOCIETY REAFFIRMS ITS SUPPORT OF FLUORIDATION

Hawaii Territorial Dental Society has reaffirmed its support of fluoridation of community water supplies. The action, taken by the House of Delegates during the society's recent 57th annual meeting, was designed to "exhibit a solid front and progressive attitude toward this public health measure." The resolution approved by delegates states that "no scientific evidence has been brought forth since the original endorsement by this society (in June, 1951) which in any way alters these previous approvals." Hawaii Medical Association also reaffirmed its support of fluoridation earlier in the year.

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## WRITER-EDITOR JOINS A.D.A. BUREAU OF PUBLIC INFORMATION

Appointment of Heinz R. Kuehn of Oak Park, Ill., a Chicago suburb, as the second assistant director in the Association's Bureau of Public Information has been announced by Dr. Harold Hillenbrand, secretary. A native of Bern, Switzerland, Kuehn formerly was a writer and publications editor with the public relations bureau of Portland Cement Association, Chicago. He received a B.A. degree in Berlin, Germany, in 1938. Before coming to the U.S. in 1951, he was a newspaper editor and radio commentator in Berlin. The new assistant director has had experience in health journalism through work as publicity consultant to the Oak Park Health Department. Mel Garbar, Chicago, also joined the Bureau as an assistant director late in May as reported in the June 1 issue of A.D.A. News Letter.

## A.D.A. MEMBERSHIP PASSES 94,000, MOVES TO WITHIN 945 OF 95,000 GOAL

Membership in the Association has passed the 94,000 mark for the first time and thus moved to within less than a thousand of the Council on Membership's goal of 95,000 for the centennial year. The total of 94,055 members at the end of July—some 945 shy of the centennial goal—marked an increase of 307 during the month. The figure also represented an increase of 3,332 over a year ago.

## TRUSTEES APPROVE AWARDING A.D.A. COMMEMORATIVE CERTIFICATE TO 4 GROUPS

Presentation of a commemorative certificate from the Association on behalf of its officers and trustees to four organizations has been approved by the Board of Trustees. Purpose of the certificate, authorized last March by the trustees, is to "recognize important historic events being celebrated by dental and related organizations." Two of the certificates already have been presented. The first, marking the centennial of the founding of the School of Dental Surgery of the Royal Dental Hospital of London, was bestowed earlier in the year. Dr. Paul H. Jeserich of Ann Arbor, Mich., A.D.A. president-elect, presented the second while in England late in July to the General Dental Council. The certificate observed the 100th anniversary of the establishment of the dental diploma through issuance of the Royal Charter of 1859 to the Royal College of Surgeons of England. Forthcoming events of two other organizations also will be noted—75th anniversary of the Norwegian Dental Association and centennial of Der Deutschen Gesellschaft für Zahn-, Mund- und Kieferheilkunde (German dental organization).

# START A LIFETIME OF SMILES



National  
Children's Dental  
Health Week  
FEBRUARY 7-13

SPONSORED BY THE  
AMERICAN DENTAL ASSOCIATION

## ORDERS BEING TAKEN FOR CHILDREN'S DENTAL HEALTH WEEK POSTERS

"Start a Lifetime of Smiles," theme of the 1960 observance of National Children's Dental Health Week being held Feb. 7-13, is featured on posters promoting the event. Orders for outdoor advertising posters must be received no later than Nov. 15 by the Association's Bureau of Dental Health Education. Perry J. Sandell, director of the Bureau, advised constituent and component societies to make early contact with advertising agencies for securing free billboard space for the posters. Size of the 24-sheet 4-color posters, pictured above, will be 234 by 104 inches. If the total number of posters ordered is between 500 and 999, price will be \$9.00 each. If the total exceeds 1,000, the price will be \$8.00 each. The posters will be shipped by the Bureau the first week in January. The same photograph of a mother and two children brushing their teeth appears on the standard size (16-1/4 by 12-1/2 inch) and miniature posters. The Bureau expects to make its portfolio of suggestions for planning NCDHW available by Sept. 1.

## LEGISLATION IN BRIEF

Association testimony in support of the Keogh-Simpson retirement bill (H.R. 10) was presented Aug. 11 before the Senate Finance Committee by Dr. Floyd W. Pillars, Des Moines, Iowa, vice chairman of the Council on Legislation. This was expected to be the committee's final session of hearings on the bill....The House Post Office and Civil Service Committee is expected to issue a favorable report shortly on a Senate-passed bill (S. 2162) that would authorize medical care and hospitalization for Federal employes and dependents. The House counterpart is H.R. 8210.

## ILLINOIS DEAN ADDRESSES FIRST GRADUATING CLASS OF ISRAEL DENTAL SCHOOL

Dr. Isaac Schour, Chicago, dean of University of Illinois College of Dentistry, has told the first graduating class of Israel's first school of dentistry that he believes the profession's greatest advances will be made in the area of research, especially in prevention. He spoke Aug. 5 at graduation exercises of Hebrew University School of Dentistry in Jerusalem. Dr. Schour further predicted that continued research into fluorides "will result in nearly 100 per cent control instead of the present 65 per cent reduction in dental caries." The dental educator expressed belief that dental research will make a significant contribution to the broader fields of biology and the health sciences in such concerns as control of pain, knowledge of skeletal and cranial growth, mineral metabolism and muscle physiology. Dr. Schour visited Israel in 1952 and 1956 and was instrumental in helping set up the dental school there.

## A.D.A. RECOMMENDS FEDERAL ACTION ON PROBLEMS OF AGED IN THREE AREAS

Dr. Rudolph H. Friedrich, secretary of the Association's Council on Dental Health, has told the Senate Subcommittee on Problems of the Aged and Aging that much needs to be done to make dental care available to elderly persons who are institutionalized or homebound. Testifying before the group Aug. 6, Dr. Friedrich said these two groups constitute a "critical problem." It must be recognized, he noted, that many aged persons will not cooperate and some actually refuse needed dental care. Dr. Friedrich presented the following Association recommendations for action in three areas where the federal government has "existing, effective means for cooperating in the improvement of the dental health of elderly citizens":

1. Additional federal support for dental research projects. This would increase federal grants administered by the National Institute of Dental Research now supporting 40 research projects relating to oral health problems of the aged.
2. Establishment of a federal grants-in-aid fund under the U.S. Public Health Service Act for support of state dental public health activities.
3. Encouragement of state legislatures and administrative agencies to allocate funds from public assistance grants for dental care.

## FIRST OFFICIAL ROSTER OF CERTIFIED DENTAL TECHNICIANS IS PUBLISHED

The first official roster of certified dental technicians has been published in the July, 1959 issue of the NADL Journal. The A.D.A. through its Council on Dental Education has worked closely with the National Association of Dental Laboratories in establishing a national certification program for dental laboratory technicians.

## DRS. PHILLIPS, TIMMONS TO RECEIVE HONORARY DEGREES ON SEPT. 11

Two members of the Association's official family will receive honorary degrees of Doctor of Laws from Fairleigh Dickinson University during a convocation Friday, Sept. 11, at the school's Teaneck campus. Recipients of the degrees will be Dr. Percy T. Phillips of New York, president, and Dr. Gerald D. Timmons, Philadelphia, speaker of the House of Delegates and dean of the Temple University School of Dentistry.

## HEARINGS ON ARMY, AIR FORCE DENTAL BILLS DELAYED

Sen. Henry M. Jackson (D-Wash.) has indicated he will wait until early in the second session of 86th Congress to press for hearings on the Army and Air Force Dental bills. Sen. Jackson, sponsor of the bills (S. 1993 and 1994) in the upper house, decided on the delay, because adverse reports on the bills from the Defense Department were issued so late in the first session. The House Armed Services Committee also decided against hearings this year on similar legislation (H.R. 5984 and 5985) introduced in the House by Rep. L. Mendel Rivers (D-S.C.).

### ARMY, AIR FORCE DEPARTMENTS TELL OPPOSITION TO BILLS

Departments of the Army and Air Force explained their opposition to the dental bills in reports sent to Sen. Richard B. Russell (D-Ga.), chairman of the Senate Armed Services Committee. Speaking for the Army, Secretary Wilber M. Brucker said the bill covering that service "violates a fundamental of good governmental administration" by detailing the duties of subordinate officers and placing them in the organizational structure. These matters, according to the secretary, should be prescribed by the highest officer of a department and not outlined by statute. The Air Force report, prepared by Lyle S. Garlock, assistant secretary, asserts that the bill's provision for creating a separate staff segment for dental service would bring additional administrative overhead. He claims the goals of the legislation are being achieved under existing statutes.