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NEWS Letter



Bringing in the New

In the spirit of turning out the old and bringing in the new which is so much a part of this time of year, the Bureau of Public Information herewith presents a new ADA News Letter. It is hoped readers will find the new form more interesting and easier to read.

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222 East Superior Street • Chicago 11, Illinois

JUSTICE DEPT. COMMENTS ON DENTAL LABORATORY ACCREDITATION

The U.S. Department of Justice will not initiate criminal proceedings against the Association or any of its constituents provided their dental laboratory accreditation activities conform to the recently approved revision of accreditation standards. However, in a Jan. 7 letter to Sec. Harold Hillenbrand, the department's antitrust division said it reserves the right to start criminal or civil action if ADA or any constituent operates beyond baselines established in the revised program.

1954 Statement Revised

The Council on Dental Trade and Laboratory Relations and the Board of Trustees recently approved revision of the 1954 policy statement on dental laboratory accreditation. Their action came in response to a directive from the 1959 House of Delegates that changes be made in the statement to "obviate any tenable legal objections." These changes were made to eliminate three major objections which the Justice Department had expressed against the 1954 policy statement. The Justice Department questioned:

1. The legality of requirements said to be contained in some constituent society programs making it necessary for a dental laboratory to join, or remain a member of, a particular dental laboratory association in order to gain and retain accredited status.

2. The legality of the alleged delegation by some constituents of the administrative responsibility for a dental laboratory accreditation program to

a non-professional agency, such as a dental laboratory group.

3. The legality of alleged publication by some constituents of lists of accredited dental laboratories when accompanied by editorial comment suggesting or recommending that members of societies limit their patronage to accredited dental laboratories.

Constituents Urged to Act

Dr. Hillenbrand has urged constituents to take immediate action to eliminate from dental laboratory accreditation programs any features which incorporate above objections. The Jan. 7 letter of the Justice Department stemmed from an investigation of certain aspects of relations between the profession and the dental laboratory group which was initiated by the Federal Grand Jury in Chicago in March, 1957. Since that time, a series of conferences has been held between representatives of the Justice Department and the Association which resulted in revision of the 1954 policy statement on dental laboratory accreditation.

2/15/63 Book Shop \$4.28

ADA Tells Group of Ad Stand

The Association has informed the House special subcommittee on legislative oversight—which has been investigating deceptive practices in broadcasting—of its views in this area. In a letter from the Council on Legislation, blame for the present lack of control over false and misleading advertising was pinned on two "deficiencies"—lack of appropriate legislation and failure or inability of the Federal Trade Commission to discharge its duties. The Council reiterated the Association stand favoring shifting of the burden of proving dentifrice advertising claims from FTC to manufacturers. Sec. Harold Hillenbrand disclosed contents of the letter in a speech Jan. 11 before mid-winter meeting of the Denver Dental Association. The letter was written in response to a request from Beverly M. Coleman, principal attorney for the subcommittee. Dr. Floyd W. Pillars, Des Moines, Iowa, chairman of the Council, originally had written the subcommittee offering to present the Association's views.

Fluoridation Decline Hit

Sec. Arthur S. Flemming of Health, Education and Welfare once again has put his stamp of approval on fluoridation, urging citizens in communities served by public water supplies "to consider the facts about this important health measure." In a year-end statement, Flemming expressed disappointment over the apparent trend away from fluoridation. He said that since 1956 the urban population has increased by approximately 7.5 million, while the number of people drinking fluoridated water has risen by 4.2 million. In contrast, he noted that during 1954-56 while the urban population was expanding by 5 million, the number of people served by fluoridated water increased by more than 10 million. Said the secretary:

This formerly encouraging trend has now been reversed, and progress of the fluoridation program has declined sharply.

Relief Fund Nears Goal

Early attainment of the \$100,000 goal in the 1959-60 Relief Fund campaign became imminent Dec. 31, with contributions of \$97,190 reported. This year's drive was running almost \$15,000 and more than two months ahead of last year. Largest total ever contributed to a Relief Fund drive—\$128,362—was recorded in 1956-57. This year's effort had attracted 21,279 contributors compared with 19,439 a year ago. Some 31 constituent societies and 1 federal dental service had achieved their quotas as of Dec. 31. On the other hand, seven societies and two federal services reported less than 65 per cent. A list of Relief Fund contributions through Dec. 31 appears on the enclosed mimeographed Supplement.

ADA 305 Members Short of Goal

Membership in the Association at the end of 1959 reached another new high with a total of 94,695. The total as of Dec. 31 stood 305 short of the goal of 95,000 set by the Council on Membership for the centennial year. It also represented an increase of 83 new members during the month and 3,190 over a year ago.

NCDHW Projects Outlined

A number of projects aimed at bringing to the public's attention the 12th observance of National Children's Dental Health Week Feb. 7-13 has been announced. The nationally syndicated television program, Romper Room, will salute the observance, and the Bureau of Dental Health Education has cooperated by providing material for shows. Perry J. Sandell, bureau director, has asked dental society officers in areas where TV stations present the program to offer their assistance to teachers who act as masters of ceremony on the shows. In addition, the Bureau of Public Information has sent black-and-white slide reproductions of the NCDHW poster to the more than 500 TV stations in the U.S. Meanwhile, constituent and component societies again are planning a variety of projects in conjunction with the week.

Educator Stresses Research

Dr. Reidar F. Sognnaes, professor of oral pathology and acting dean of Harvard School of Dental Medicine, has set forth a three-pronged approach to achieving the goal of dental health which emphasizes importance of research. Dr. Sognnaes' thesis, outlined in an article called "Dentistry at Its Centennial Crossroads" in the Dec. 18 issue of Science magazine, includes the following steps:

Step number one is to implement the research training for dental scientists. This requires substantial long-term support. To get this under way, the federal government must step in with support specifically earmarked for the training of teacher-researchers, until dental schools come to attract a greater share in endowments by private foundations. Among the 400 philanthropic foundations listed in American Foundations and Their Fields, six are already specifically naming dentistry as being among their major aims. The Kellogg Foundation, one of these, now supports the Commission for the Survey of Dentistry.

Step number two is to enable properly trained dental scientists to pursue basic research on a long-term basis rather than be confined to narrow, short-term projects.

Step number three is for this new breed of dental scholars and investigators to extend and deepen their collaboration with scientists and experts in other fields, in situations ranging from laboratory research to "chair-side" and bed-side patient care.

Casualty Courses Scheduled

Civilian dentists have been invited to participate in two casualty treatment training courses being presented at U.S. Naval Dental Clinic, Norfolk, Va. The five-day courses will convene Feb. 1 and May 9. Interested members may contact Herbert C. Lassiter, secretary of the Council on Federal Dental Service, 222 E. Superior Street, Chicago 11.

Award Program Honors Centennial

American Association of Dental Schools has accepted an offer by Columbia Dentoform Corporation, New York, to establish an annual award program for the best published articles representing original ideas in dental teaching. The program, designed to serve as additional recognition of ADA's centennial, will be administered by the editor and editorial board of the Journal of Dental Education. First awards will be presented this year, and a total of \$1,000 in prizes will be given annually.

ADA Joins Foundation

The Association has become a participating member of the International Science Foundation, which furthers exchange of information between scientists and others on an international basis.

Benson to Address Chicago Meeting

Sec. Ezra Taft Benson of U.S. Department of Agriculture will address the first general session of the 95th annual mid-winter meeting of Chicago Dental Society Monday evening, Feb. 8, in the grand ballroom of the Conrad Hilton Hotel. Also speaking at the 8 p.m. session will be Drs. Paul H. Jeserich and Harold H. Hayes, presidents respectively of the Association and the Society. Other highlights of the meeting will be a ladies' luncheon and fashion show at noon Tuesday, Feb. 9, and the annual dinner-dance at 7:30 p.m. Wednesday, Feb. 10. Both will be in the Hilton's grand ballroom. Scientific phase of the meeting will include an essay program, limited attendance clinic program, table clinics, projected essays and exhibits. There also will be 11 panel discussions covering such subjects as complete dentures, practice administration, group dental health plans, pedodontics, endodontics and periodontics. Information on the meeting can be secured from Karl S. Richardson, executive secretary, Chicago Dental Society, 30 N. Michigan Avenue, Chicago 2.

CHANGES MADE IN CENTRAL OFFICE ORGANIZATION, STAFF

Several changes have been announced by Sec. Harold Hillenbrand in organization and personnel of the Central Office staff effective Jan. 1. They include the following:

—Dr. Louis M. Cruttenden, assistant secretary since Dec. 1, 1947, has retired. He formerly was secretary of Minnesota State Dental Association.

—Dr. Gerard J. Casey has been appointed secretary of the Council on Hospital Dental Service on a full-time basis. Margaret Bona has been assigned full time to the council staff.

—Mrs. Grace Parkin has been named secretary of the Council of the National Board of Dental Examiners on a full-time basis. Assigned full time to the council staff have been Diane Fulton and Mrs. Mabel Dawson.

—Herbert Jackman has been selected as director of the newly established Bureau of Audio-

visual Service on a full-time basis. Aspasia Trigourea, Mrs. Marlene Dunitz, Rose Massano and Mary Lahey have been assigned full time to the bureau.

—James Bonk has been named to the Business Office staff and also will have temporary assignments from the Secretary's Office for special projects. Assigned to the Business Office full time has been Mrs. Babette Dreger.

—Alice Panresis has been appointed executive assistant on the staff of the Council on Dental Education.

—Centennial Staff Committee has completed its assignment and has been discharged with thanks of the officers and trustees.

CDT Examinations Slated

National Board for Certification of the National Association of Dental Laboratories has announced dates for several Certified Dental Technician examinations. Applications must be received by NADL, 201 Mills Building, Washington 6, D.C., one month before date of the examination. Dates and locations of examinations are as follows: Feb. 20-Los Angeles; Feb. 27-San Francisco; March 5-Boston; March 19-Pittsburgh; March 26-Atlanta, Ga., and April 2-Detroit. Council on Dental Education is making arrangements to hold examinations at dental schools in the above cities.

Bureau Conducts Hospital Survey

A survey of the scope and characteristics of hospital dental service is being conducted by the Bureau of Economic Research and Statistics. Copies of the survey questionnaire have been sent to U.S. hospitals with dental departments. Information obtained from the survey is designed to assist the Council on Hospital Dental Service and the Council on Dental Education.

Briefs in the News

January issue of American Medical Association's monthly publication, Today's Health, has an illustrated article on "A Child's First Trip to the Dentist."....A report on Food and Drug Administration activities for November includes announcement of seizure of an unidentified "prescription dentifrice" sold directly to the public and represented in leaflets as a treatment for bleeding gums, pyorrhea, gingivitis and other oral conditions....Dr. Shailer Peterson, secretary of the Council on Dental Education, has been named consultant to two groups—Pan-American Commission of the World Health Organization and the Division of Dental Resources of U.S. Public Health Service....Dr. Fernando Ordonez, who served as president of Puerto Rico Dental Association during the first part of 1959 until forced to resign because of illness, died recently....An article in December issue of the publication, World Convention Dates, refers to the eight-page reprint of centennial publicity clippings sent out with the Nov. 2 issue of ADA News Letter. Headline on the article is "Dental Stand on Khrushchev Applauded."

This Supplement lists contributions to the 1959-60 ADA Relief Fund from constituent societies and federal dental services through Dec. 31. Societies which have reached or exceeded their quotas are listed in capital letters. In addition, an asterisk precedes the names of societies and services which have achieved 100 per cent participation in the campaign by their members.

	<u>Quota</u>	<u>Contri- bution</u>	<u>Pct.</u>		<u>Quota</u>	<u>Contri- bution</u>	<u>Pct.</u>
ALABAMA	\$ 900.00	\$ 1,249.50	138.8	Penn.	\$ 6,600.00	\$ 6,023.00	91.3
ALASKA	50.00	175.00	350.0	Puerto Rico	270.00	187.00	69.3
*ARIZONA	390.00	500.00	128.2	Rhode Is.	530.00	310.00	58.5
ARKANSAS	560.00	568.15	101.5	S. CAR.	430.00	441.00	102.6
CALIFORNIA	4,110.00	4,405.00	107.2	S. Dak.	300.00	180.00	60.0
Calif. So.	4,970.00	4,789.00	96.4	TENNESSEE	1,350.00	2,880.25	213.4
COLORADO	1,030.00	1,170.50	113.6	Texas	3,410.00	2,935.50	86.1
CONN.	1,940.00	2,038.00	105.1	Utah	540.00	525.00	97.2
DELAWARE	160.00	287.00	179.4	Vermont	170.00	120.00	70.6
Dist. of C.	710.00	646.00	91.0	VIRGINIA	1,300.00	1,365.00	105.0
FLORIDA	1,630.00	2,068.00	126.9	WASHINGTON	1,900.00	2,115.00	111.3
Georgia	1,070.00	477.00	44.6	W. VA.	670.00	702.00	104.8
HAWAII	400.00	639.50	159.9	Wisconsin	2,710.00	2,244.50	82.8
Idaho	290.00	86.50	29.8	Wyoming	160.00	143.00	89.4
ILLINOIS	6,570.00	7,618.00	116.0	TOTAL	\$ 96,150.00	\$ 93,710.75	97.5
INDIANA	2,160.00	2,317.00	107.3				
IOWA	1,690.00	1,752.75	103.7				
KANSAS	970.00	1,008.65	104.0				
Kentucky	1,170.00	717.00	61.3	<u>Fed. Dental</u>			
Louisiana	1,030.00	890.00	86.4	<u>Services</u>			
MAINE	420.00	521.00	124.0	Air Force	810.00	575.00	71.0
MARYLAND	1,210.00	1,503.00	124.2	Army	860.00	500.00	58.1
Mass.	3,490.00	1,240.00	35.5	Navy	1,170.00	809.50	69.2
MICHIGAN	4,320.00	4,856.00	112.4	P.H. SERV.	290.00	367.50	126.7
MINNESOTA	2,630.00	2,989.50	113.7	Vet. Admin.	720.00	297.50	41.3
Miss.	560.00	423.50	75.6	TOTAL	\$ 3,850.00	\$ 2,549.50	66.2
MISSOURI	2,280.00	2,368.50	103.9				
Montana	360.00	359.00	99.7				
NEBRASKA	930.00	1,116.00	120.0				
NEVADA	120.00	139.50	116.3				
New Hamp.	310.00	172.00	55.5	<u>Summary</u>			
NEW JERSEY	4,010.00	4,841.75	120.7	Constit.	\$ 96,150.00	\$ 93,710.75	97.5
NEW MEXICO	270.00	363.00	134.4	Societies			66.2
New York	14,330.00	11,020.75	76.9	Fed. Dntl.	3,850.00	2,549.50	
N. CAR.	1,290.00	1,332.00	103.3	Services			
N. DAK.	290.00	460.00	158.6	Students		865.00	
Ohio	4,940.00	4,208.05	85.2	Memorials		36.00	
Oklahoma	930.00	855.00	91.9	Misc.		29.06	
OREGON	1,290.00	1,367.50	106.0	TOTAL	\$100,000.00	\$ 97,190.31	97.2
Panama	30.00	0	0				