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Colgate Answers FTC Complaint

House Unit Criticizes FTC

(Please see stories on page 2)

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222 East Superior Street • Chicago 11, Illinois

ASSOCIATION OPTIMISTIC OVER DENTIFRICE ADVERTISING CAMPAIGN

The Association has expressed guarded optimism over results of its continuing efforts to eliminate false and deceptive claims in dentifrice advertising. Members were told in an Information Bulletin that the Association's long campaign is "winning increased support from governmental agencies and an aroused public."

ADA optimism is based on the fact that (1) Federal Trade Commission has issued complaints against two dentifrice manufacturers for using claims contrary to the public interest, and (2) some television advertisements already have been modified to eliminate false and misleading therapeutic claims for dentifrices. Association feels "it is safe to assume that more dentifrice firms and their advertising agencies will continue to take a long and careful look at their advertisements." The Bulletin emphasized importance of the individual dentist in the campaign against misleading dentifrice advertising. Chairside advice in the dentist's office, said the Bulletin, can help inform patients of the hazards involved in

believing claims "which attach excessive importance to the dentifrice itself rather than stress the toothbrushing procedure as an important and necessary factor in helping to prevent oral disease." In addition to giving members a roundup of the dentifrice advertising situation, the Bulletin stressed importance of their having a copy of the 1960 edition of Accepted Dental Remedies. The new edition—which may be secured at \$3.00 a copy from the Order Department, ADA, 222 E. Superior Street, Chicago 11—provides up-to-date information on topics of current interest such as dentifrices as well as those of continuing interest.

Support the ADA Relief Fund

Association Has 50,721 Members

Membership in the Association as of Jan. 31 stood at 50,721—or 115 less than a year ago. A drop in the comparative number of student members was reason for this year's lower figure.

Dr. Alstadt Heads Board of Health

Dr. William R. Alstadt, Little Rock, has been elected president of Arkansas Board of Health. Dr. Alstadt, a past president of the Association, has been on the board about a year and a half.

Colgate Answers FTC Complaint

Colgate-Palmolive Company of New York has denied charges it falsely advertised toothpaste, but has accused competitors of deceptive claims. The company made these points in reply to a Nov. 19 complaint by the Federal Trade Commission charging that newspaper, magazine and television advertisements falsely said Colgate Dental Cream with Gardol forms a "protective shield" which gives users complete protection against caries. The company reported that none of its advertising, "when read or viewed in its entirety," had made the alleged representations "directly or by implication." It further asserted that claims for competitors for their dentifrice products "have not been based upon nor warranted by clinical or laboratory tests and have been and are false, misleading and deceptive. . ." The firm asked FTC to drop its complaint.

Senate Confirms Hine Nomination

President Eisenhower's nomination of Dr. Maynard K. Hine, Indianapolis, as a member of the board of regents of National Library of Medicine has been confirmed by the Senate. Dr. Hine, who is recovering from surgery he underwent recently, is an ADA trustee, dean of Indiana University School of Dentistry and president of the Fund for Dental Education.

Relief Fund Passes \$105,000 Mark

More contributors and a larger average contribution have been the keys to success of the 1959-60 ADA Relief Fund campaign as indicated in the Jan. 31 progress report. Some 22,378 persons were responsible for total contributions on that date of \$105,295—or 105.3 per cent of the \$100,000 goal. Average donation was \$4.63. The 1959-60 campaign was running almost \$15,000 ahead of last year, when 21,376 persons had made an average contribution of \$4.23. Some 38 constituent societies and 1 federal dental service had achieved their quotas at the end of January. In addition, several other societies were approaching 100 per cent. A list of Relief Fund contributions through Jan. 31 appears on the enclosed Supplement.

House Unit Criticizes FTC

The House subcommittee on legislative oversight has issued an interim report which severely criticizes both Federal Trade Commission and Federal Communications Commission for "sitting idly by" as radio and television scandals grew. The subcommittee—which was the group originally responsible for exposing TV quiz show rigging—called for new legislation that would strengthen the hand of FTC in dealing with false and deceptive advertising. One proposal would allow the commission to force cited commercials off the air pending disposition of an FTC complaint. The other would make broadcasters, networks and advertising agencies subject to criminal provisions of the FTC act. The legislative proposals paralleled closely those contained in a report by Atty. Gen. William P. Rogers to President Eisenhower Dec. 30. The latter report also was critical of FTC as well as FCC. The subcommittee said its legislative remedies were necessary because the two regulatory agencies and the men who run them were guilty of inaction.

Broader Research Aid to Schools Asked

Sec. Arthur S. Flemming of Health, Education and Welfare has proposed legislation to provide broader grants to dental, medical and public health schools for medical and health related research and research training programs. In letters to the president of the Senate and the speaker of the House, Flemming asked that the Public Health Service Act be amended to give the surgeon general authority to make grants for the general support of the research programs of institutions as well as the grants now authorized to support specific projects proposed by individual applicants. Funds for the general grants would be obtained by setting aside a uniform percentage, not to exceed 15 per cent, of the appropriations to National Institutes of Health for research grants authorized in existing legislation. Applications for general grants would be made by schools and reviewed by the National Advisory Health Council.

ON THE LIGHTER SIDE

You've Got to Have Heart!

The now famous "Affair of the Grand Ballroom" apparently will not be allowed to fade silently into history. And what's more, President de Gaulle of France appears to have succeeded where Premier Khrushchev of the Soviet Union failed. The New York Heart Association has agreed to give up the Grand Ballroom of the Waldorf-Astoria Hotel in favor of an April 26 dinner honoring the general. The group originally had scheduled for that date the annual Heart of America Ball, but acceded to a State Department request to use the ballroom for the de Gaulle function. In a Feb. 2 story, the New York Times described the Heart Fund's decision to give up the ballroom for de Gaulle and also referred to the situation which developed when ADA refused to do the same for Premier Khrushchev during the centennial session. At the time, the Association claimed it had become an unwilling participant in a situation which it did not initiate and which could have been avoided through proper handling.

Dr. Jeserich Again Backs Fluoridation

A statement by Pres. Paul H. Jeserich supporting fluoridation appeared in Jan. 31 issue of RWDSU Record, publication of the AFL-CIO affiliated Retail, Wholesale & Department Store Union. A spokesman for the 160,000-member union said the group "has, along with the AFL-CIO, belief in fluoridation and would like to further the nationwide effort to bring more cities under this program." In his statement, Dr. Jeserich said:

I can see no valid reason which should prevent any city from adopting fluoridation of its water supply—a health measure which repeatedly has been proved safe, effective and economical.

International Health Unit Formed

Sec. Arthur S. Flemming of Health, Education and Welfare is chairman of an Inter-departmental Committee on International Health Policy established on a permanent basis at request of the Department of State. Among members of the committee is Dr. Leroy E. Burney, surgeon general of U.S. Public Health Service. The group is to function as a regular mechanism for advising the secretary of state on objectives, long-range goals and programs in the field of international health.

60 Per Cent Caries Decline in Evanston

An average decrease in caries of 60 per cent has occurred in Evanston, Ill., children whose entire lives have been spent there since fluoridation began 13 years ago. This statistic was announced at a Feb. 11 luncheon marking anniversary of the addition of fluoride to the water supply. Dr. J. Roy Blayney, director of the Evanston Dental Caries Study, presented the city's mayor with a mock check for \$154,202, representing estimated amount Evanston parents have saved in dental bills since fluoridation was initiated in 1947. Among guests were Evanston twins born nine months after sodium fluoride was added to the water supply and whose teeth have been free of caries.

Dental Accounting Systems Under Study

The Association has made a \$5,000 grant for a study of ways dental record and accounting systems can be improved. Conducting the study is Dr. T. Leroy Martin, professor of cost accounting, Graduate School of Business, Northwestern University, Chicago, who will supervise development and testing of systems for use in dental practice. Purpose of the one-year study is to provide dentists with effective data which they can use to analyze their practices and develop sound management policies.

Pamphlet Outlines International Programs

Council on International Relations has just published a pamphlet which describes the Association's international activities. The publication, entitled "International Programs of the American Dental Association," is designed to answer questions ADA receives from dental societies, schools and practitioners abroad. It tells how the Association provides assistance on the international level through the annual session, publications, library services, audio-visual materials and dental education information. Single copies of the pamphlet can be secured from the Council, 222 E. Superior Street, Chicago 11.

Cancer Project Grants Available

Appropriation of \$1,500,000 by Congress for community cancer demonstration project grants has been brought to the attention of the profession by U.S. Public Health Service. The fund is designed to give added impetus this year to application of existing knowledge of preventing and controlling cancer. It is being administered by the Cancer Control Program, Bureau of State Services, USPHS, under technical guidance of the director of the National Cancer Institute. Educational activities emphasizing importance of including cancer diagnostic aids in complete health examinations is among projects suggested by USPHS as offering best opportunities for demonstrating better ways of providing community cancer control services. Additional information and application forms may be obtained from the eight regional offices of USPHS.

Candy Sales to End in Chicago Schools

Chicago Board of Education has approved halting candy sales in public grade school lunchrooms after current supplies are exhausted. The board agreed to the measure on recommendation of Schools Supt. Benjamin C. Willis. Board members also voted to stop sales of candy and soft drinks in two high schools experimentally, pending further study. Willis made the recommendation after a pediatrician who is a board member claimed that children were learning bad nutritional habits in school lunchrooms.

President Sends NCDHW Message

President Eisenhower extended his best wishes for success of the 12th observance of National Children's Dental Health Week Feb. 7-13. In a Feb. 5 message to Pres. Paul H. Jeserich, Mr. Eisenhower said:

The observance of National Children's Dental Health Week affords an opportunity to focus attention on the work of the dental profession. During this week, our citizens are reminded of the need for improved dental health among our young citizens and of the measures that will help them to achieve it. I am delighted to add my best wishes for the success of National Children's Dental Health Week.

Dentists Attend Radiological Health Course

Some 327 Alabama dentists and auxiliary personnel recently took a course on dental radiological health cosponsored by the Alabama Department of Public Health and the Division of Radiological Health, U.S. Public Health Service. The course is believed to be the first of its kind presented anywhere in the U.S. for the dental profession. The four-hour session was given on eight occasions at different locations throughout the state in order to attract greatest possible attendance. Purpose of the course was to provide dentists "with supplementary training in the principles of reducing ionizing radiation exposure to patients and operators in normal dental radiographic procedures."

Briefs in the News

Dr. Charles H. Patton, Philadelphia, president-elect, has been appointed an honorary dental consultant to surgeon general of the Navy....Feb. 4-6 marked third anniversary of the formal completion of the expansion and remodeling of Central Office headquarters.... Dr. Gerald D. Timmons, Philadelphia, speaker of the House of Delegates, received the Honor Award of Rhode Island State Dental Society at ceremonies Jan. 16 in Providence. Dr. Timmons is recovering from recent surgery.

This Supplement lists contributions to the 1959-60 ADA Relief Fund from constituent societies and federal dental services through Jan. 31. Societies which have reached or exceeded their quotas are listed in capital letters. In addition, an asterisk precedes 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	\$ 1,308.50	145.4	Penn.	\$ 6,600.00	\$ 6,402.00	97.0
ALASKA	50.00	205.00	410.0	Puerto Rico	270.00	192.00	71.1
*ARIZONA	390.00	503.00	129.0	RHODE IS.	530.00	616.00	116.2
ARKANSAS	560.00	578.15	103.2	S. CAR.	430.00	466.00	108.4
CALIFORNIA	4,110.00	4,581.00	111.5	S. DAK.	300.00	489.00	163.0
CALIF. SO.	4,970.00	4,983.90	100.3	TENNESSEE	1,350.00	3,590.25	265.9
COLORADO	1,030.00	1,273.50	123.6	Texas	3,410.00	3,061.50	89.8
CONN.	1,940.00	2,114.00	109.0	UTAH	540.00	540.00	100.0
DELAWARE	160.00	298.00	186.3	Vermont	170.00	125.00	73.5
Dist. of C.	710.00	658.00	92.7	VIRGINIA	1,300.00	1,451.00	111.6
FLORIDA	1,630.00	2,118.00	129.9	WASHINGTON	1,900.00	2,172.00	114.3
Georgia	1,070.00	987.00	92.2	W. VA.	670.00	729.00	108.8
HAWAII	400.00	676.50	169.1	Wisconsin	2,710.00	2,307.50	85.1
IDAHO	290.00	291.50	100.5	WYOMING	160.00	196.00	122.5
ILLINOIS	6,570.00	7,807.00	118.8				
INDIANA	2,160.00	2,424.00	112.2	TOTAL	\$ 96,150.00	\$101,603.75	105.7
IOWA	1,690.00	1,784.75	105.6				
KANSAS	970.00	1,028.65	106.0				
Kentucky	1,170.00	727.00	62.1	Fed. Dental			
Louisiana	1,030.00	935.00	90.8	Services			
MAINE	420.00	567.00	135.0	Air Force	810.00	645.00	79.6
MARYLAND	1,210.00	1,570.00	129.8	Army	860.00	550.00	64.0
Mass.	3,490.00	3,268.00	93.6	Navy	1,170.00	833.50	71.2
MICHIGAN	4,320.00	5,074.00	117.5	P.H. SERV.	290.00	385.00	132.8
MINNESOTA	2,630.00	3,094.50	117.7	Vet. Admin.	720.00	319.50	44.4
Miss.	560.00	441.50	78.8				
MISSOURI	2,280.00	2,413.50	105.9	TOTAL	\$ 3,850.00	\$ 2,733.00	71.0
MONTANA	360.00	405.00	112.5				
NEBRASKA	930.00	1,129.00	121.4				
NEVADA	120.00	139.50	116.3				
New Hamp.	310.00	180.00	58.1	Summary			
NEW JERSEY	4,010.00	5,046.75	125.9	Constit.	\$ 96,150.00	\$101,603.75	105.7
NEW MEXICO	270.00	373.00	138.1	Societies			
New York	14,330.00	11,454.75	79.9	Fed. Dntl.	3,850.00	2,733.00	71.0
N. CAR.	1,290.00	1,585.00	122.9	Services			
N. DAK.	290.00	465.00	160.3	Students		893.00	
Ohio	4,940.00	4,485.05	90.8	Memorials		36.00	
Oklahoma	930.00	880.00	94.6	Misc.		30.06	
OREGON	1,290.00	1,412.50	109.5				
Panama	30.00	0	0	TOTAL	\$100,000.00	\$105,295.81	105.3