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## ADA News Letter - 04/01/1960

American Dental Association

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## ADA AND WASHINGTON STATE CONFER ON "DENTURISTS'" PETITION

An Association delegation, headed by Pres. Paul H. Jeserich, met March 10-13 with top officials and staff members of the Washington State Dental Association in Seattle to discuss Initiative No. 206 filed in that state. This initiative seeks to place a "public denturist" proposal before the state's general electorate on the November ballot (see Feb. 29 News Letter). Sec. Harold Hillenbrand said ADA requested the meeting to learn as much as possible about the "denturist" initiative at first hand. He emphasized that the outcome of Initiative No. 206 will be of utmost importance to the practice of dentistry throughout the country in the years that lie ahead. While "denturists" frequently have sought recognition in various state legislatures, this is the first time they have carried their appeal directly to the public in an initiative. As a result of this meeting the Board of Trustees, at its March 24-26 session, resolved to provide the Washington State Dental Association with all legally permissible aid in its efforts to defeat the "denturists'" initiative.

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### ADA and Canadian Dental Officials To Meet

The ADA Board of Trustees will meet with the Canadian Executive, the interim committee of the Board of Governors of the Canadian Dental Association, May 6-7 in Toronto, Canada. The meeting was requested by Pres. Paul H. Jeserich to exchange information on developments in both countries involving the status of auxiliary personnel, especially legislation in the western provinces of Canada.

### Broaden Function of Manitoba Hygienist

The Manitoba (Canada) Parliament has enacted legislation supported by the dental society that will widen the activity of dental hygienists (male or female). They will be allowed to make intra-oral impressions, register jaw relations, and repair dentures. All such work must be performed under the direct supervision of a licensed dentist.

### Board OKs Studies on "Denturists" Threat

The Board of Trustees appropriated \$12,500 for two studies of the so-called "denturist" problem. The studies will be conducted to help the profession confront the "denturist" issue that has proved to be a threat to dental practice in many areas.

### ADA-NADL Talk on Lab Accreditation

Representatives of the Association and National Association of Dental Laboratories will hold a conference on dental laboratory accreditation at the Central Office April 9-10. Pres. Paul H. Jeserich will welcome participants to the program, with a response to be made by Ugo Garganese, president of NADL. The conferees also will survey the education and certification programs for dental laboratory technicians.

## NAME FOUR NEW OFFICIALS IN CENTRAL OFFICE ORGANIZATION CHANGES

Several changes have been announced by Sec. Harold Hillenbrand in organization and personnel of the Central Office staff. The changes, effective April 1, include the naming of four new assistant secretaries. The changes:

—Dr. C. Gordon Watson, San Diego, Calif., has been appointed assistant secretary: Administrative Affairs (See following story on Dr. Watson.)

—Bernard J. Conway has been appointed assistant secretary: Legal Affairs. Conway will continue as secretary of the Judicial Council. However, he will be succeeded as secretary of the Council on Legislation by Hal M. Christensen, formerly assistant secretary of the council. Christensen will continue as assistant secretary of the Judicial Council.

—Dr. J. Roy Doty has been appointed assistant secretary: Research and Therapeutics. Dr.

Doty will continue as secretary of the Council on Dental Therapeutics.

—Dr. Shailer Peterson has been appointed assistant secretary: Educational Affairs. Dr. Peterson will continue as secretary of the Council on Dental Education.

—Dr. C. Willard Camalier will continue in his present position as assistant secretary: Washington Office.

—Miss Doris Nugent was appointed assistant to the secretary of the Association. A new method of organizing the Central Office staff has been under study for two years by Sec. Hillenbrand in consultation with a special committee of the Board of Trustees.

### Dr. Watson Is Named an Assistant Secretary

Dr. C. Gordon Watson, who has been extremely active in dental affairs on the West Coast, will join the Association as an assistant secretary in charge of Administrative Affairs near the middle of this month, Sec. Harold Hillenbrand has announced. Dr. Watson, 38 years old, practiced dentistry 14 years in San Diego, Calif. His home was in La Mesa, Calif. In addition to serving as secretary of the San Diego County Dental Society, he has been chairman of the society's Dental Health Committee, editor of its publication the Bulletin, a member of its speaker's bureau, and chairman of the Council on Dental Health of the Southern California State Dental Association. He also is a member of American Association of Dental Editors, and Dental Health Advisory Committee of the Department of Public Health of the State of California. He is a graduate of Brigham Young University and the School of Dentistry of Northwestern University. In 1959 he was awarded fellowship in the American College of Dentists. Dr. Watson is married and has three sons.

### Institute on Dental Care in Hospitals

Who should evaluate dental health care provided in hospitals? This question will be among those discussed at the Institute on Hospital Dental Service May 16-19 in Atlanta. Speakers will include dentists, physicians and hospital administrators. The Institute will be conducted by the American Hospital Association in cooperation with the American Dental Association. Members of the ADA are urged to attend. Registration fee is \$40. For further information contact American Hospital Association, 840 North Lake Shore Drive, Chicago 11.

### ADA Joins National Health Education Group

The Association is now a member of the American National Council for Health Education of the Public. Accompanying this honor is the right of membership in the International Union for Health Education of the Public. Besides reviewing the journal of the international group, members of the ADA staff will be delegated to present the dental profession's attitude toward current problems.

## **FATE OF FORAND BILL THIS SESSION IS STILL UNCERTAIN - ADA STATES OPPOSITION TO CONTROVERSIAL MEASURE**

The Forand bill which still is bottled up in a House committee continues to be one of the most controversial pieces of social legislation on the Washington scene. The Eisenhower administration had decided, as Sec. Arthur S. Flemming of Health, Education and Welfare, said to "oppose any program of compulsory health insurance." Rep. Aime J. Forand (D., R.I.) has strong labor backing for his bill to provide medical and hospital care for persons eligible to receive social security benefits. Forand estimates his program would cost the nation \$1,120,000,000 the first year. Republican members of the House Ways and Means Committee considering the bill place the cost at \$2 billion the first year and \$6 to \$7.5 billion a year thereafter.

ADA spokesmen met with HEW officials earlier this month to express the Association's opposition to the so-called Forand type of legislation. The Association also has requested an opportunity to testify before the Senate committee that is planning to begin hearings soon on similar legislation. The American Medical Association and the AFL-CIO's committee on political education (C.O.P.E.) are engaged in a running argument over the Forand bill that is being reported extensively by news media. AMA has demanded the AFL-CIO retract a series of allegedly "scurrilous" charges contained in a political memorandum released by the C.O.P.E. committee Feb. 1. The union had charged the AMA traditionally has opposed many health measures that were

for the good of the public. In Congress, Republican leaders feel that a great deal more information is needed before any program of medical care for the aged should be enacted. They believe it would be desirable to hold off such legislation until the White House Conference on Aging is held in Washington, D.C., next Jan. 9-12. Meanwhile, Forand is attempting to force his bill out of the Ways and Means Committee and onto the House floor in the event the committee votes against it. To do this, he must line up sufficient support for a discharge petition. Labor spokesmen indicate that, so far, they do not have sufficient votes to do this. Signatures of 219 House members are needed to discharge the bill.

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### **Tax Relief for Self-Employed May Be Near**

Reliable reports from Washington indicate self-employed persons may in the not too distant future be able to defer income taxes on limited amounts set aside for retirement purposes. It is reported the Treasury Department plans to send Congress a modified version of the Smathers-Morton-Keogh-Simpson bill, H.R. 10, which seeks to establish this principle. The bill which has passed the House now is awaiting action by the Senate Finance Committee. Action by the committee is expected as soon as the Treasury proposal has been received and appraised. ADA is among the organizations of the self-employed that have been seeking such legislation. The Council on Legislation feels some version of the bill has an excellent chance for enactment this session of Congress.

### **Committee Asks \$12,594,000 for Dental Health**

The House Appropriations Committee has recommended that the federal government spend \$12,594,000 on dental health activities during the next fiscal year. This would be an increase of \$1,390,000 above the sum recommended by the President's budget for 1961 and \$2,575,000 above the amount provided for fiscal 1960. The House committee's recommendation, however, is \$3,835,000 below the \$16,429,000 requested by the Association for next year. The committee's recommendation provides the following increases over the 1960 totals: \$970,000 more for research projects, \$209,000 more for training, and \$1,396,000 more for direct operations. Most of the increase for direct operations would go to equip the research building under construction at Bethesda, Md., for National Institute of Dental Research.

## **Dr. O. M. Dresen, Trustee, Dies in Chicago**

Dr. O.M. Dresen, Milwaukee, member of the Board of Trustees, died in his hotel room in Chicago following the conclusion of the Board meeting on March 26. Dr. Dresen was in the city to attend the Board's meeting at Central Office headquarters. Dr. Dresen, 60 years old, apparently died from a heart ailment. Dr. Dresen, a native of Sauk City, Wis., graduated from Marquette University School of Dentistry, Milwaukee, in 1924. He joined the staff of the school in that year and became dean of the dental school 24 years later. In addition to serving as a member of the Executive Council of the American Association of Dental Schools, he also had held numerous high offices in dental societies and organizations. He served as president of the Wisconsin State Dental Society 1951-52; president of the Academy of Denture Prosthetics 1942-46; president of the Milwaukee Dental Forum 1936-38, and president of the Milwaukee County Dental Society in 1935. He was the author of many articles and during World War II he served as Consultant to the Surgeon General, U.S. Army, and as Consultant to the Surgeon General, U.S. Navy. Dr. Dresen is survived by his wife, Lorraine, and two sons, William Frederick and James David.

## **ADA To Support Health Career Program**

The Board of Trustees appropriated \$1,500 for support of the National Health Council's Commission on Health Careers. The Commission—through publications reporting on, and discussing career problems common to the health professions—endeavors to promote careers in the health field.

## **Relief Fund Total Approaches \$110,000**

The Relief Fund total for 1959-60 was near the \$110,000 mark as of March 15. The actual total of \$109,941 represented 109.9 of the \$100,000 goal. All but 13 constituent and four federal dental services reached or surpassed their quota.

## **FTC To Broaden Its Study of Ads**

Chairman Earl W. Kintner of the Federal Trade Commission said his agency is beginning a study of advertising in newspapers and magazines. He indicated the work is being done by the same staff which monitors radio and television advertising. The unit has been expanded for the new task since it issued a series of complaints several months ago against those responsible for alleged misleading television advertisements, including two dentifrice manufacturers. The FTC chief said his agency will seek voluntary compliance with the truth-in-advertising law.

## **False TV Ads More "Evil" than Payola**

Misleading television advertisements were viewed as a more serious moral issue than rigged TV shows and payola, according to a recent Elmo Roper poll. Donald H. McGannon, president of the Westinghouse Broadcasting Company of New York and chairman of the television code review board, used the poll results to warn broadcasters they must clean up or face further public anger. The poll showed that 60 per cent of the respondents were upset by the misleading advertisements. McGannon added that the Federal Trade Commission had received 300 complaints against false and misleading advertising in the last three years, most of them dealing with printed media.

## **Dr. Hine To Host Science Fair Event**

Dr. Maynard K. Hine, trustee and dean of Indiana University School of Dentistry, will serve as master of ceremonies for the Health Awards Banquet May 12 to be held at the 11th National Science Fair May 11-14 in Indianapolis. He also will serve as a member of the Association's 4-man judging team. Names of winners in the health field will be announced at the dinner to be sponsored by ADA, American Medical Association, American Pharmaceutical Association and American Veterinary Medical Association. The Association will make four awards, the first two providing winners with expenses-paid trips to the 1960 annual session in Los Angeles.

## Fédération Dentaire Internationale

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- Do you want to develop contacts with dentists in other countries?
- Would you like to know what the Germans are accomplishing with new high-speed equipment, what new roentgenographic techniques are being developed in Finland?
- Do you plan to travel abroad this year?
- Will you be attending the 48th annual session of the Fédération Dentaire Internationale in Dublin, June 20-25?

If your answer to any of these questions is "yes," then you will be interested in becoming a supporting member of the Fédération Dentaire Internationale. As a member of the profession's official international organization, you will have access to dental meetings throughout the world, including the annual FDI meetings and the quinquennial congresses; you will receive the International Dental Journal and the FDI News Letter which carry scientific articles and news of dentistry from all parts of the world; you will receive a beautifully engrossed membership certificate suitable for framing and an annual pocket membership card.

Through the Fédération, the profession has an effective voice in international health activities such as the World Health Organization.

Fill out the application below and return it with a check for your 1960 dues and begin participating in the international programs of your profession.

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I enclose \$15.00 for Supporting Membership in the Fédération Dentaire Internationale. I understand that as a benefit of this membership I will begin receiving the International Dental Journal and the FDI News Letter. I am a member of the American Dental Association.

Name (please print) .....

Address .....

Degrees .....

Return completed form and \$15.00 dues to:

Obed H. Moen, D.D.S.  
U.S. National Treasurer  
6 Main Street  
Watertown, Wisconsin