

American Dental Association

ADACommons

[ADA News Letter](#)

[ADA Publications](#)

8-1-1960

ADA News Letter - 08/01/1960

American Dental Association

Follow this and additional works at: <https://commons.ada.org/adanewsletter>



Part of the [Dentistry Commons](#), [History of Science, Technology, and Medicine Commons](#), and the [Nonprofit Administration and Management Commons](#)

Recommended Citation

American Dental Association, "ADA News Letter - 08/01/1960" (1960). *ADA News Letter*. 307.
<https://commons.ada.org/adanewsletter/307>

This News Article is brought to you for free and open access by the ADA Publications at ADACommons. It has been accepted for inclusion in ADA News Letter by an authorized administrator of ADACommons. For more information, please contact commons@ada.org.

FLUORIDATION HIT BY MISSOURI JUDGE

See page 2

LAWBREAKERS GET LICENSE, See page 4

Vol. 13, No. 14 Monday, August 1, 1960
published by the AMERICAN DENTAL ASSOCIATION
222 East Superior Street • Chicago 11, Illinois

ADA COUNCIL APPROVES CREST AS FIRST TRULY ANTI-DECAY DENTIFRICE

The American Dental Association has officially recognized Crest toothpaste as "an effective decay-preventive agent." Crest is the first dentifrice ever to receive such recognition. In a statement published in the Aug. 1 issue of The Journal of The American Dental Association, the Council on Dental Therapeutics reported:

"Crest has been shown to be an effective anticaries (decay preventive) dentifrice that can be of significant value when used in a conscientiously applied program of oral hygiene and regular professional care; Crest dentifrice may also be of value as a supplement to public health procedures."

The dentifrice contains stannous fluoride as its principal active ingredient. The Council emphasized that its action applied only to this specific product. "None of the other dentifrices evaluated to date by the Council is supported by evidence considered adequate to demonstrate substantial effectiveness," according to Dr. Lester W. Burket, Philadelphia, Council chairman. Dr. Burket also added: "The stannous fluoride dentifrice is an aid in combatting dental decay; it is not a cure-all. Nor will it substitute for fluoridation of community water supplies. Fluoridation, which is supported by exhaustive long-term studies, remains by far the most effective means for obtaining the benefits of fluorides. We hope that additional studies will further clarify the role of Crest or other dentifrices in the program of preventing dental decay." Three elements were involved in the Council's deci-

Colgate Leads Dentifrice Market

Colgate snared nearly a third of the dentifrice market during the first quarter of 1960, a recent survey showed. The seven leading dentifrices and their share of the total sales for that period were: Colgate, 31%; Gleem, 20%; Pepsodent, 12%; Crest, 11%; Stripe, 10%; Ipana, 9%, and Listerine, 2%. As reported in the June 30 Newsletter, Colgate was top advertiser in the field during 1959, spending \$12.8 million.

ADA Membership Tops 95,000

ADA membership reached 95,303 on June 30, an all-time record exceeding the total for 1959. The current figure was more than 600 higher than the total for Dec. 31, 1959, and about 1,500 higher than the figure for June 30, 1959. The new record included 76,867 active members, 5,557 life, 243 affiliate, 24 associate, 37 honorary and 12,575 students.

See Crest, page 2

... CREST (cont'd from page 1)

sion: the safety, the effectiveness, and the advertising claims. In taking its action, the Council considered both the results of clinical studies conducted during a ten-year period and "the manufacturer's willingness to limit advertising claims to those supported by adequate research." Seven clinical studies, varying from one to two years in length, have been conducted on the dentifrice. All seven test groups reported less dental decay during the study period than did control groups using dentifrices without stannous fluoride. "However, the magnitude of the decrease in caries incidence in each test is difficult to express without making specific reference to the conditions of each study," the Council report stated. One group used the dentifrice "under normal conditions in their home" and experienced a 23 per cent reduction in the incidence of dental decay. In another group, where there was supervision of brushing once daily with the product, there was a 34 per cent reduction. In a third group, with supervised brushing three times daily, there was a 57 per cent reduction.

Second Specialty Conference Set

The Second Conference on Dental Specialties and Specialization will be held in Chicago, at the Drake Hotel, on Sept. 7-8. The first conference took place in July, 1959 at the ADA Central Office. Various dental specialty boards, academies and societies are being invited to appoint representatives and the Council on Dental Education has requested that the names of these official representatives be submitted before Aug. 10. Purpose of the second conference is to explain and discuss progress and development of the Council study of problems related to practice in special areas of dentistry. This second phase of the Council's study deals with problems concerning definition of areas of dental practice and proposals for combining certain areas into groups. Representatives will be asked to present their comments and questions concerning the report, which the Council will give to the House of Delegates at the annual session this October.

Session Housing Forms in Journal

Applications for housing during the 1960 Annual Session in Los Angeles will appear on pages 184-185 of the ADA Journal for August. While some choice accommodations are still available, early applications will receive priority in placement.

FLUORIDATION ORDINANCE RULED UNCONSTITUTIONAL BY MISSOURI JUDGE

A court battle over proposed fluoridation of water will shortly move to the Missouri Supreme Court in the wake of a ruling by a circuit judge in St. Louis County terming an enabling ordinance unconstitutional. While proponents of the measure were disappointed by Judge Douglas L. C. Jones' decision, they expressed confidence that the higher court would reverse it. In a thirteen-page ruling, Judge Jones said the proposal was in violation of the United States Constitution, the Missouri Constitution and the County charter. The ADA legal staff pointed out that the ruling can be divided into two parts. The first bears on technical questions involving state law in Missouri. The second deals with federal constitutional questions. All precedent on the federal constitutional question is favorable to fluoridation. The ordinance had been passed in June, 1959 by the County Council, policy-making body of the wide area that borders but does not embrace the city of St. Louis. Ten county residents took the ordinance to court, contending the public hadn't been asked whether it wanted fluoridation. Judge Jones agreed, saying that the ordinance was in violation of the Fourteenth Amendment, which is concerned with "due process." If upheld, one effect of his ruling would be that each of the ninety-eight municipalities in St. Louis county other than the city of St. Louis would have to approve the ordinance by popular vote.

FLUORIDATION, DENTAL TECHNICIANS DISCUSSED BY FDI CONVENTION IN DUBLIN

The 1960 Convention of Federation Dentaire Internationale took action on two of the top issues facing the dental profession today, fluoridation and dental technicians. Held in Dublin, Ireland, June 20-25, the meeting attracted 709 dentists from some 30 countries. One of the major tasks facing the delegates was action on the report of a world wide study conducted over the past year on dental technicians. In the policy statement adopted by FDI, on the subject, three objectives were listed as being in the interest of improved dental service:

"1. The establishment of formal training courses on the vocational level with members of the dental profession cooperating in such instruction. 2. The support of legislation for technicians in countries where such legislation is deemed desirable by the dental profession, provided that such legislative proposals are designed to protect the health of the public by recognizing that only the dental profession has the education, experience and training to provide prosthetic services directly to the public. 3. In general, the support and implementation of measures to improve the educational and economic base of the dental technician and his craft." Within the same statement, while saluting the "valued contribution" of dental technicians, FDI opposed any efforts designed to allow the practice of dentistry by the technicians.

In its action on fluoridation, FDI took note of the fact that the World Health Organization has recommended the adoption of fluoridation measures and itself resolved that "the fluoridation of public water supplies be commended to all public authorities as the most effective public health measure available for reducing safely and economically the incidence of dental caries, particularly in the younger age groups." Other action of the convention included: re-election of Dr. O. H. Moen of Watertown, Wisconsin, chairman, ADA Council on International Relations, as FDI president; authorization of a glossary of dental terms to be published in five languages; preparation for a history of FDI, and establishment of a special commission on the dentists' health. The next annual session will be in Helsinki, Finland, July 9-15, 1961, where the main subject will be the education and proper utilization of auxiliaries.

Two Constituents Buy Newsletter

Two constituent societies are now taking advantage of the new "society subscription" policy announced by ADA for the Newsletter. They are the Montana State Dental Association and the Puerto Rico Dental Association. The new program enables component or constituent societies to buy bulk shipments of the Newsletter for remailing to members at as little as one-fourth the normal individual subscription rate of \$2. Annual individual subscription rates for societies are: for the first 500 members, 50¢ each; for the second 500 members, 40¢, and for each additional 1,000 members, 25¢. Copies are mailed to the society office, arriving from 24 to 48 hours after coming off the press. Any society wishing to order under this new policy should write John E. Rush, business manager, at the ADA Central Office.

Asks Postal Zone for Address Changes

The ADA Bureau of Membership Records, Central Office, requests that whenever a member reports a change of address, the postal zone be included.

ADA History Given to Libraries

The Forsyth County (North Carolina) Dental Society has presented copies of A History of the American Dental Association, 1859-1959 by R. W. McCluggage to five libraries in Forsyth and Winston-Salem counties. The gifts were presented as part of a project to place dental teaching aids and materials within the reach of all public school students and teachers. The book is available from the ADA Order Department. The standard edition is \$8.00, the deluxe edition, \$12.50.

Nixon Favors Voluntary Health Aid

One of the fourteen points which resulted from the now famous meeting of Vice-President Richard M. Nixon and Gov. Nelson Rockefeller (R-N.Y.) concerned health insurance. It advocates "health insurance on a sound fiscal basis through a contributory system under which beneficiaries have the option of purchasing private health insurance." While the precise meaning of the statement was not immediately clarified, observers consider this a compromise for both men. Nixon previously had supported the Administration plan, which provides voluntary contributions operating through existing state agencies, while Rockefeller had advocated tying health insurance to Social Security.

. . . Democrats Pledge Health Aid

The 1960 platform adopted by the Democratic party contains a plank of health care which advocates "medical care benefits for the aged as part of the time-tested Social Security System." The platform also calls for "more medical schools, more hospitals, more research laboratories. . ."

ONLY LAW BREAKERS QUALIFY FOR SPECIAL TECHNICIANS LICENSE IN PROVINCE

Dental technicians in British Columbia, Canada, who have been breaking the law for the past seven years are now empowered to make and sell dentures directly for the public. Those dental technicians who have been obeying the law, which until now forbade direct dealings, do not receive the right. This seems the substance of regulations governing dental technicians recently enacted by the provincial legislature under the "Dental Technicians Act" of 1958. That this interpretation is the correct one was confirmed by R. R. Keith, a member of the dental technicians' examining board. The details of the enactment, section 10 of the new regulations, provide that those technicians who have had twelve years experience as a dental technician of which the last seven years shall have been spent in an establishment dealing with the public in British Columbia, can apply until September 15 for a license to deal directly with the public. The license will not be available in future years. The Victoria, B.C., Daily Colonist, a newspaper in the province, headed the story: "False Teeth Permits to Lawbreakers Only." The paper quoted Dr. C. R. Hallman, president of the provincial College of Dental Surgeons, as asking whether "abortionists and bootleggers should demand the same right." Other sections of the regulation provide that those dental technicians who do not qualify under section 10 must still do business only upon the basis of written prescriptions from dentists. It also requires that all technicians must register with the examining board and accept classification as senior, junior or apprentice technicians. No technicians, even those with the special license, will be allowed to advertise.

Michigan Society Moves Office

Effective Aug. 1, the Central Office of the Michigan State Dental Association has moved to a different location providing twice as much office space. The new address is 430 Stoddard Building, Lansing, Michigan.

UNICEF Grants Dental Aid to Poland

A grant of \$60,000 has been made to Poland for purchase of mobile dental equipment. The money, presented by the executive board of the United Nations International Children's Emergency Fund, will be used to provide 22 vehicles and 44 sets of dental equipment for mobile dental clinics to serve rural primary schools in all 22 provinces of the country. These units, and others to be supplied by the Polish government, will be set up in time for the 1960-61 school year. The incidence of advanced caries in young school children in Poland is extremely high and the UNICEF executive board considered emergency action necessary. The World Health Organization will supply a consultant to Poland to study the etiology of the caries problem and to advise on school health and fluoridation programs.