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DR. DEAN SETS RECORD STRAIGHT FOR ANTI-FLUORIDATIONISTS

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CREST RECOGNITION WELL RECEIVED BY PROFESSION

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FULL CALENDAR OF SOCIAL EVENTS SET FOR A.D.A. 101ST ANNUAL SESSION

The usual extensive program of social events conducted at an Annual Session is on tap for the 101st such meeting being held Oct. 17-20 in Los Angeles. Numerous orders for tickets already have been received, according to Dr. J. Lorenz Jones, chairman of the Committee on Entertainment and Social Events. Tickets to the various events described below may be obtained by writing Dr. Jones at 903 Crenshaw Boulevard, Los Angeles 19. Tickets also will be available during the session at special locations in the Sports Arena.

Major social event will be the President's Banquet honoring Dr. and Mrs. Paul H. Jeserich at 8 p. m. Wednesday, October 19, in the Biltmore Bowl, Biltmore Hotel. Tickets are \$12.50 per person. Two special events for the ladies have been scheduled. The first is a home tour and tea for which the cost is \$1.50 per person. The tour, which will include interiors and exteriors of Southern California homes as well as famous Pasadena sights, will be made on busses leaving the Ambassador Hotel at 1 p. m. Monday, October 17. In addition, there will be a ladies' luncheon and fashion show to be presented by Bullock's of Los Angeles at noon Tuesday, October 18, in the Biltmore Bowl, Biltmore Hotel. Tickets are \$6.50 each. Other major social events will be a promenade concert featuring the Los Angeles Philharmonic Orchestra at 8 p. m. Tuesday, October 18, in the Shrine Auditorium. Tickets for the concert, which will be a cooperative effort to benefit the building fund of the Los Angeles Philharmonic Society Music Center, are 95 cents a person.

Hawaii Meet Follows Annual Session

The Pan Pacific Dental Conference will be held in Hawaii, Oct. 23-27, immediately following the ADA Annual Session in Los Angeles. The Conference is under the joint sponsorship of the Hawaii State Dental Association and Honolulu County Dental Society. Dr. Charles H. Patton will be making his first address after inauguration as ADA President at this Conference. Pre-registration, transportation and hotel reservations may be directed to Pan Pacific Dental Conference, 578 Grand Ave., Oakland 10, Calif.

Membership Continues to Grow

The membership statement issued as of Aug. 31 shows that ADA had 95,805 members on that date, the highest number in the history of the Association. Figures for the same day in 1959 and 1958 were 94,197 and 90,941 respectively. The breakdown on the most recent membership is as follows: Active, 77,404; Life, 5,448; Affiliate, 252; Associate, 24; Honorary, 37, and Student, 12,600.

DR. H. TRENDLEY DEAN SCORES MISSTATEMENTS ON HIS FLUORIDATION STAND

Dr. H. Trendley Dean, former director of the National Institute of Dental Research and former secretary of the ADA Council on Dental Research, has vigorously repudiated various advertisements and statements by anti-fluoridationists which claim he no longer considers fluoridation safe or effective. Dr. Dean has reaffirmed his belief that fluoridation of community water supplies is "safe and of significant benefit in reducing dental decay."

An advertisement by the Ohio Pure Water Association, appearing in a number of newspapers across the nation, contains the erroneous claims about Dr. Dean's purported change of attitude. Dr. Dean has written Mrs. L. S. Stevens, chairman, Ohio Pure Water Association, and sent a copy of his letter to some of the newspapers carrying the advertisement. The letter is as follows:

"I have been shown an advertisement sponsored by the Chairman, Ohio Pure Water Association, which appeared in the Akron Beacon Journal on Sunday, August 28, 1960. This advertisement claims that the testimony I presented before a master in chancery in the case of Alice Shuringa, et al. v. City of Chicago, repudiates the strong support I have always given to fluoridation of community water supplies. The advertisement also claims that other testimony of mine in 1955 shows that I admitted that I deliberately misrepresented the safety and effectiveness of fluoridation.

There is no legitimate basis for these claims. I still strongly urge all communities to fluoridate their water supplies. The procedure is safe and of significant benefit in reducing dental decay. There is nothing in the testimony I gave in California in 1955 or in Chicago in 1960 which indicates otherwise.

The advertisement which carries your name as Chairman, Ohio Pure Water Association, is a completely unjustified attack upon my professional reputation and my standing in the field of scientific research.

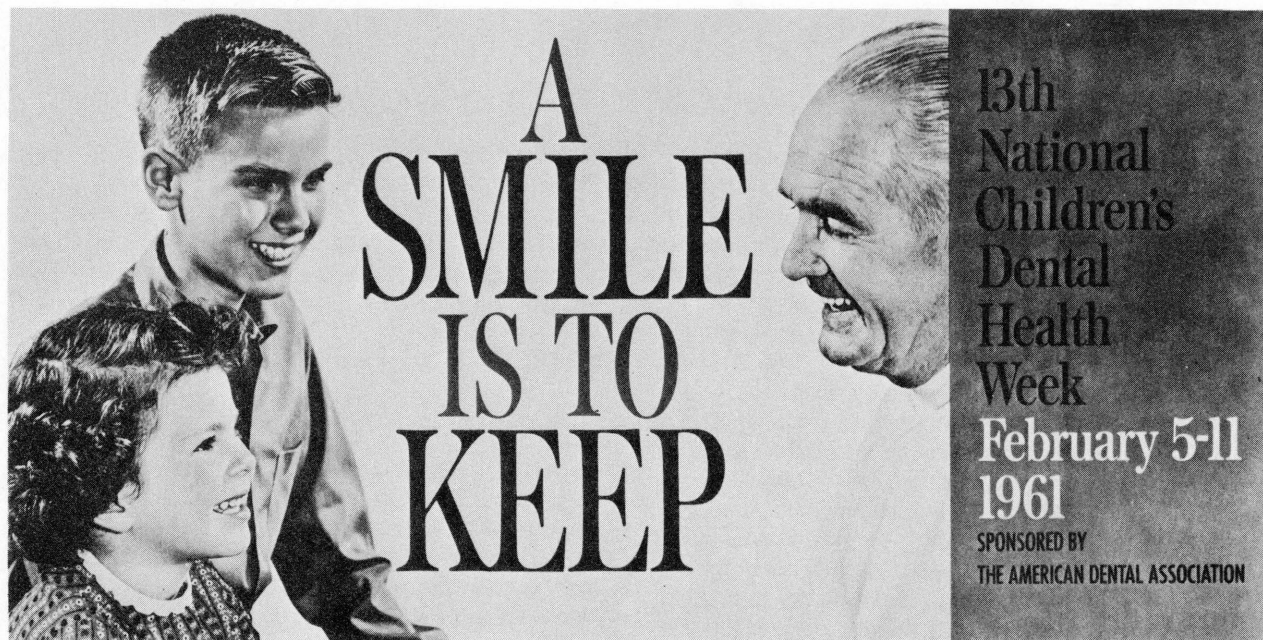
I am requesting the Akron Beacon Journal to publish a retraction. It is suggested that you and your organization do likewise."

Specialties Conference Draws 70

The question of specialties within the profession was the subject of a two-day conference held Sept. 7-8 at the Central Office. Approximately 70 representatives from over 30 national specialty groups attended as participants or observers. The meeting was sponsored by the ADA Council on Dental Education. A chief topic of discussion during the two days was the difficulty of satisfactorily defining the existing and potential areas of specialization so that they would be mutually exclusive. As a number of the speakers noted, mentioning the name of a particular specialty area may well evoke an "image" of that specialty in the mind, but verbalization of the image remains a formidable task. One suggestion considered during the meeting was that the combination of a definition and the "image" might well be enough to establish boundaries. Another topic discussed by the group was the report of the Council on Dental Education which will be submitted to the House of Delegates in Los Angeles. This report recommends continued affirmation by the House of the presently recognized seven specialty areas and asks that the moratorium on recognition of new specialties be continued for another year.

Kentucky Dentist Joins Health Board

A Louisville, Ky., dentist, Dr. John A. Atkinson, has become the first of his profession to be named to that state's Board of Health. Dr. Atkinson was named by Gov. Bert Combs from a list of three dentists proposed by the Kentucky Dental Association. A dental member on the State Board was authorized by an act of the 1960 General Assembly of that state. Dr. Atkinson is a former head of various dental groups.



POSTER INNOVATIONS FOR 1961 DENTAL HEALTH WEEK ANNOUNCED

For the first time since its inception, car cards, to be used in streetcars and busses, will be made available for National Children's Dental Health Week, to be observed Feb. 5-11, 1961. The two-color cards (pictured above) will be 11 by 28 inches. On orders of 100 or fewer, the price will be 25 cents per card. Prices for larger quantities will be supplied on request by the ADA Bureau of Dental Health Education. Outdoor advertising posters, in full color, will be available also. Size of the 24-sheet posters will be 234 by 104 inches. If the total number of outdoor advertising posters ordered by all dental societies is between 500 and 999, the price will be \$10.50 for each poster; if the total is more than 1,000, the price will be \$9.00 for each poster. Both outdoor advertising posters and car cards must be ordered by Nov. 15. Since only the number of posters and cards ordered by that date will be printed, orders received after Nov. 15 cannot be filled. Posters and cards will be shipped the first week in January.

First Insurance Conference Held

The first Conference on Professional Association Group Insurance Programs, held in the Central Office on Sept. 9-10 under the auspices of the ADA Council on Insurance, enjoyed participation by more than 65 persons, including representatives of 25 constituent societies and four federal dental services. The types of insurance available to dentists through the group approach were discussed, with particular emphasis accorded to Accident and Health, Professional Liability and Major Medical Expense Insurance. In addition, the merits of regional programming were considered and the results of the 1960 Group Insurance Survey were analyzed. The Council on Insurance expects to undertake a similar conference in 1961.

Health Measures Passed in Session

With the spotlight steadily on the aid-to-the-aged problem, other major health issues were considered by Congress and passed during the most recent session without benefit of fanfare. Congress passed a bill permitting Public Health Service to award grants in general support of medical research rather than just to specific projects as had been the policy. The National Advisory Health Council will be responsible for reviewing applications on this basis. Another bill sent to the White House authorizes \$2 million a year for five years to support advanced training in public health specialties. Congress also agreed to continue indefinitely the present \$1 million annual subsidy to schools of public health.

ANNOUNCEMENT ON CREST DENTIFRICE WELL RECEIVED, NATIONAL SURVEY SHOWS

In the wake of the announcement by the ADA Council on Dental Therapeutics concerning Crest dentifrice, a survey taken by Advertising Age newspaper shows that dentists have approved the recognition by a majority of two to one. The mail survey, which covered 500 dentists in a national sampling, showed that many dentists intend to recommend the dentifrice to patients and are using it themselves.

A further point of approval, Ad Age, a marketing and advertising trade publication, reported in its Sept. 5 edition, was the restrained advertising being employed by the dentifrice's manufacturer. Ad Age pointed out that the survey seemed to indicate confidence on the part of dentists for the thoroughness and caution exhibited by ADA as well as for the fact that university research played a major role in developing the stannous fluoride dentifrice. A Toledo dentist, one of a number quoted in the Ad Age story, said, "I compliment Crest upon their research effort and their integrity in advertising within the recommendations of the ADA committee." Opposition to the announcement was exhibited by a minority of dentists participating. A number of complaints centered about the propriety of the recognition by a professional group and the question of recognizing the product by brand name rather than in some other fashion. However, among those who registered objection, a considerable segment expressed belief that use of Crest was, as one of them put it, "probably advantageous."

Two Schools Receive Federal Grants

Grants totaling over \$500,000 were made recently by the Federal government to two of the nation's dental schools. The grants were among the first to be awarded from appropriations for fiscal 1961 from the Health Research Facilities Program Awards Fund and are given on a matching basis. The University of Kentucky, Lexington, Ky., received \$46,350 for equipment for a Dental Science Research Building and Loyola University, Chicago, Ill., received \$521,700 for research laboratories in a new Dental School building. The grant program is administered by the National Institutes of Health.

Dental Civil Defense Meeting Oct. 15

Dentistry's role in civil defense will be discussed at the Second National Dental Civil Defense Conference being held Saturday morning, Oct. 15, at the Statler Hilton Hotel in Los Angeles. The conference will be held in conjunction with the 101st Annual Session. Main speakers will be Rep. Chet Holifield (D-Calif.) and Dr. Carruth J. Wagner, director of the Division of Health Mobilization of the Public Health Service. Present status of the nation's defense requirements will be outlined in Representative Holifield's talk, and Dr. Wagner will discuss in detail activities planned by his agency for assisting and guiding the health professions in development and management of disaster training programs. Attendance at the Conference will be open to all interested dentists. Additional information can be secured from Herbert C. Lassiter, secretary, Council on Federal Dental Services, Central Office.

Midwest Dentists Studied by PHS

The Public Health Service has recently issued a publication which focuses sharply on the problem of dental care for a growing population. The publication, "The Dental Profession in the Midwest," covers six states, Iowa, Kansas, Nebraska, Missouri and the Dakotas. These states, according to the publication, had in 1958 about 5,440 private practitioners. This is 1,000 less than the total in 1940 and 1,500 less than the number in 1930. Even in metropolitan areas, the number of dentists is not keeping pace. Of the six states, the two Dakotas faced the greatest deficits.

Order your AMERICAN DENTAL DIRECTORY before October 31 — and save \$2.50!

You save \$2.50 by ordering your 1961 *American Dental Directory* now at the special prepublication price of \$12.50 per copy. Effective November 1, the regular price will be \$15.00. The 1,300-page *Directory* is also available from now to October 31 in an extra-durable hard cover edition at \$18.50 per copy. This edition will not be available after that date.

As usual, the *Directory* will contain a wealth of valuable reference material that cannot be duplicated elsewhere at any price.

- A listing of more than 100,000 dentists, both alphabetical and geographical, in the 50 states, territories and possessions
- Complete address and type of practice
- Year of birth
- Dental school and year of graduation
- ADA membership status

The *American Dental Directory* also lists dental educational institutions, national dental organizations and their key personnel, national and state board requirements and hospital internships and residencies. It also contains a classified directory of dental specialists. Order your *Directory* now and save. Use coupon below.



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*Offer only effective to October 31, 1960. Shipment first of January.