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DENTSPLY ANNOUNCES TECHNICIAN SCHOLARSHIPS

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PUBLIC HEALTH SERVICE OPENS INITIAL NATIONAL DENTAL HEALTH CENTER

The U. S. Public Health Service will open a National Dental Health Center on the grounds of the PHS Hospital, in San Francisco, on July 1. The Center will be operated by the Division of Dental Public Health and Resources, headed by Dr. Donald A. Galagan. First of its kind, the Center will provide facilities for applied research in the prevention and control of dental diseases and for training dental public health workers in the application of research findings. This dual approach is designed to substantially reduce the time lag between the discovery of new knowledge and techniques and their subsequent use in dental health programs.

During the first year of operation, a staff of 20 will be assigned to the Center, including four Public Health Service dental officers who will be receiving in-service training. Dr. George Nevitt, presently a Regional Dental Consultant, will direct the Center and its training activities. Dr. John Greene, now a graduate student in epidemiology at the University of California, will head the epidemiology program. As the Center expands over the next five years, a program of applied research touching many phases of dental health will be conducted. Among initial projects to be undertaken will be an investigation of the epidemiology of periodontal disease and a study of factors associated with the occurrence of cleft lip and palate.

Training activities, like those in research, will also grow with the Center. As programs develop, the Center will offer demonstrations and training courses aimed at furthering the skills, knowledge and information of state and local health agency personnel, dental educators and private practitioners. Studies of problems

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Fluoridated Milk Caution Given

A cautionary note concerning fluoridated milk has been given the Toronto, Canada Board of Health by Dr. A. R. J. Boyd, medical officer of health. Presumably discussing milk delivered through normal, commercial channels, Dr. Boyd stated his belief that 10 to 15 years of research was necessary to show conclusively that it was effective and safe. Even with such proof, Dr. Boyd went on, it would still be a more complicated and expensive process than water fluoridation.

Soft Drinks Must List Contents

All nonalcoholic carbonated beverages, or "soft drinks," will be required to bear a label listing ingredients after June 15, 1962, the Food and Drug Administration has announced. A spokesman for the American Bottlers of Carbonated Beverages said that the industry has been expecting something like the new rule for twenty years. Despite this, few beverages now list ingredients. An FDA spokesman said it has received a "number of consumer complaints" about the non-listing and thus decided the public interest would be served by requiring it.

DENTSPLY INAUGURATES NATIONAL SCHOLARSHIP PROGRAM FOR TECHNICIANS

The establishment of the first national scholarship program for dental laboratory technicians has been announced by Henry M. Thornton, president of The Dentists' Supply Company of New York. Dr. Leslie M. FitzGerald, chairman of the ADA Council on Dental Education, responded by terming the program "gratifying" and said it was a "substantial step forward for the dental trade and laboratory industries."

Two tuition scholarships have been established for the school year 1961-62 through a special grant to the Fund for Dental Education. Mr. Thornton revealed that the Company plans to create two additional scholarships for the school year 1962-63 and, thereafter, to maintain the four scholarships on an annual basis. The Dentsply scholarships are designed to meet the tuition and related training expenses of students enrolling in the schools of dental laboratory technology approved by the Council on Dental Education. The scholarships will be administered by the Fund for Dental Education in consultation with the National Association of Dental Laboratories.

The first scholarships will be awarded for students entering training programs during the Fall of 1961. Scholarship applications may be secured from the Fund for Dental Education. The Dentists' Supply Company or the National Association of Dental Laboratories. All applications must be completed and returned to the Fund for Dental Education to receive the consideration for the scholarships to be awarded this year. Applicants must plan to enroll in one of the training programs accredited by the Council on Dental Education. Since the approved programs for training dental laboratory technicians are two years in duration, the recipients of the 1961 scholarship awards may expect to receive a second grant to meet their second year's tuition expenses provided satisfactory progress is achieved during the first year of training.

Dr. Paffenbarger Honored in Japan

Dr. George C. Paffenbarger, ADA senior research associate at the National Bureau of Standards, received an honorary Doctor of Science degree on May 29 from Nihon University, Tokyo, Japan. He has recently completed a two-month period as visiting professor at that university.

Audio Analgesia, Crest Actions Taken

The ADA Council on Dental Therapeutics, at its June 15-17 meeting, took action on Crest and "audio analgesia" devices. The Council renewed the "B" classification of the stannous fluoride dentifrice for another year. The Council, in making the decision, reviewed all available evidence, including third-year results of a study first considered at the time of original classification when only two-year results were available.

The Council adopted, as well, a report on "audio analgesia" devices. The report, in addition to discussing the status of current studies, contains a set of safety standards drawn up by two hearing experts acting as Council consultants. The Council decided that the devices would be excluded from its classification program "until more definitive data are available." However, it pointed out that the devices can become eligible for advertising in ADA publications and exhibit at ADA meetings by meeting the following standards: tested for safety by an appropriate laboratory; accompanied by adequate directions for safe use, and promotional claims limited to those related to diversion or other psychological factors. The full report will appear in a future issue of the ADA Journal.

Educator Joins Central Office Staff

An experienced educator and educational consultant, Charles A. French, has joined the ADA staff. He will be assistant director of the Bureau of Dental Health Education. A native Chicagoan, French, 44, has taught at two local high schools as well as being associated for four years with the National Safety Council. A veteran of three years' service in World War II, French in 1948 received a master's degree in education from the University of Chicago.

ADA COMMENTS ON PRESS CONFERENCE AND ON "CANNED" EDITORIALS

(A press conference was held Tuesday, June 13, in Boston by Dr. LeRoy S. Miner. Dr. Miner criticized the ADA recognition of Crest dentifrice. The following is an Association commentary on statements made and material distributed at the press conference.)

Dr. LeRoy S. Miner, Boston, an ADA member, held a press conference June 13 to criticize the Association's recognition of a dentifrice containing stannous fluoride. This recognition (August 1, 1960) by the ADA Council on Dental Therapeutics described the dentifrice as "an effective decay preventive dentifrice that can be of significant value when used in a conscientiously applied program of oral hygiene and regular professional care." Dr. Miner's statements do not change in any respect the scientific evidence on which the Council based its judgment.

It is of some note that the day before this press conference, weekly newspapers throughout the nation were receiving an editorial distributed by a service which specializes in preparing "canned" editorials for commercial firms. The editorial was paid for by a dentifrice manufacturer which is in competition with Procter and Gamble, maker of the stannous fluoride dentifrice. The tone, contents and even the wording of the editorial were strikingly similar to statements made at the press conference and to statements contained in a 64-page booklet distributed at that conference.

Mention was made at the press conference of "ample evidence" and of a "spot check survey" of public opinion. The Association has not seen this information but would be very interested to examine it and to learn how it was obtained and by whom. We are aware of one such survey which was conducted by another dentifrice manufacturer.

One of the elements involved in the Council's decision was "the manufacturer's willingness to limit advertising claims to those supported by adequate research." The manufacturer has lived up to this agreement. The Association has for many years sought to persuade dentifrice manufacturers to include positive and accurate dental health information in their advertising. Procter and Gamble has done this as have a few others, such as the makers of Kolynos. We hope that other major manufacturers --which have failed to do so to date--may still be persuaded to follow suit.

As an individual member of the Association, Dr. Miner has every right to voice his opinion in public and through proper professional channels, up to and including the ADA House of Delegates. The House of Delegates in October 1960 considered the entire question and gave specific support to the Council's action. The vote was 279-94. If Dr. Miner wishes to raise the question again, he may do so through his elected delegates from Massachusetts.

Following are quotes taken from the "canned" editorial paid for by a dentifrice manufacturer, as compared with excerpts from the 64-page booklet distributed at the press conference:

64-page booklet distributed at Press Conference in Boston:

Spot-check surveys.....

Among dentists, "an alarming number" considered: 1) the American Dental Association -Crest action (sic) was "unprofessional"; 2) regarded this ADA action as "misleading"; 3) felt dentistry should get out of the "patent medicine" business and that the ADA should not recognize any dentifrice.

Of those members of the public queried at the same time, many responded that: 1) they still believed an actual endorsement had been given Crest by the ADA; 2) they still believed that stannous fluoride toothpaste was a panacea which allowed them to brush less often or less carefully; 3) they still believed they would have to visit their dentists less frequently.....

"Canned" editorial paid for by dentifrice manufacturer:

A recent spot check survey.....

Among dentists an alarming number considered the ADA action unprofessional, regarded it as misleading and felt dentistry should get out of the "patent medicine" business and refrain from classifying any dentifrice.

Of members of the public who were asked at the same time...still believed that actual endorsement had been given; believed stannous fluoride toothpaste to be a panacea which allows them to brush less often, or less carefully, and that they would now have to visit the dentist less frequently.

. . . Center **(Cont'd from p. 1)**

in dental payment planning and dental education are also planned. Expert assistance from outside the Center will be welcomed and encouraged. Reciprocal relationships will be developed with medical and dental schools, schools of public health, university departments in the social and basic sciences, and health departments. It is further expected that the Center will profit from the expert counsel of specialists in such fields as periodontics, orthodontics, and nutrition. Federal, state, and community hospitals will be invited to participate in cooperative research activities and in training programs mutually beneficial to them and to their communities.

Cliburn Concert Correction

The June 15 ADA Newsletter story concerning the Van Cliburn concert, scheduled Oct. 16 in Philadelphia, was incomplete. Those intending to order tickets by mail should make out their checks to "The Children's Hospital Benefit." The concert sponsors have also announced that tickets will not be mailed to the purchasers. Instead they can be picked up at the box office on the afternoon or evening of the concert.

Dr. Phillips Named N. Y. Secretary

Dr. Percy T. Phillips, 1958-59 ADA president, has been named executive secretary of the Dental Society of the State of New York. As well as being a former president, Dr. Phillips is a past Second District Trustee and was the first Speaker of the ADA House of Delegates, 1948-50.

Georgetown Honors ADA Researcher

Dr. Edward T. Hampp, ADA senior research associate at the National Institute of Dental Research, has been named recipient of the Georgetown University School of Dentistry 1961 Award of Merit. He will receive the award for "significant contributions to dentistry in the field of microbiology during the past 22 years." Dr. Hampp has been associated with ADA since 1941. Prior to that, he was a faculty member of Washington University's schools of dentistry and medicine.

Two Dental Deans Advise Israel

Two United States dental deans have spent two weeks in Jerusalem, Israel, as consultants to the Hebrew University. They are Dr. Harry Lyons, 1956-57 ADA president and dean of the Medical College of Virginia School of Dentistry, and Dr. Lester W. Burket, member of the ADA Council on Dental Education and dean of the University of Pennsylvania School of Dentistry. The educators' mission included an evaluation of the dental school of the Hebrew University, an appraisal of dental manpower in Israel and the preparation of recommendations to guide the further development of dental education in that nation.

Dr. Sebelius Named Ass't Secretary

Dr. Carl L. Sebelius has been named an assistant secretary of the ADA and secretary of the Councils on Dental Health and International Relations. Presently director of the Tennessee Division of Dental Health, he will assume his new duties Aug. 1.

A graduate of Northwestern University School of Dentistry and the University of Michigan School of Public Health, Dr. Sebelius has been associated with the Tennessee agency since 1936, except for the year 1956-58. During that period he was a World Health Organization dental officer in Geneva, Switzerland and, in 1958, a member of the WHO expert advisory panel on dental health. Dr. Sebelius is a past president of the American Association of Public Health Dentists and of the State and Territorial Dental Health Officers. Dr. Sebelius will be succeeded in Tennessee by Dr. Albert H. Trithart, presently director of the Montana Division of Dental Health.

Owen Rall Heads State Legal Group

Owen Rall, ADA legal counsel and honorary member, has been elected president of the Illinois State Bar Association. Long active in his profession's organizational affairs, he has been a member of the firm, Peterson, Lowry, Rall, Barber and Ross since 1933.