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URGE LETTERS TO CONGRESS ON HEALTH CARE BILL (See Page 3)

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BOARD RECOMMENDS NATIONAL AGENCY FOR DENTAL SERVICE CORPORATIONS

The Board of Trustees has recommended that a national coordinating agency be formed for dental service corporations. The recommendation, which will be acted upon by the House of Delegates at the annual session in November, was adopted by the Board at its meeting August 30-Sept. 1. The Board's action came as the result of a proposal from the Council on Dental Health which said that the agency should be established as a separate corporation. In making the recommendation to the House, the Board noted that "establishment of a national coordinating agency for dental service corporations is essential if the benefits of this type of prepayment program are to be made more widely available and on a multi-state basis. The establishment of such an agency will result in great benefits for the public by placing dental care within the reach of all those needing and desiring it." In other actions, the Board:

-- Recommended to the House of Delegates the Principles of Ethics be changed to allow dentists to use both their dental degree and other earned degrees;

-- Recommended that the Trustee Districts be revised to make them more nearly equal in number of dentists, and that the Districts be increased from the present 13 to 15. (A chart showing the proposed revision of Trustee Districts is enclosed with this News Letter);

-- Authorized ADA participation

See Board Recommends, Page 4



Dr. Bond L. Bible, right, secretary of the American Medical Association Council on Rural Health, examines the Proceedings of the 16th National Conference on Rural Health, with Dr. Donald Washburn, left, director of the ADA Bureau of Library and Indexing Service, and Dr. Harold M. Flickinger of Siloam Springs, Ark., chairman of the ADA Council on Insurance. Dr. Flickinger was ADA representative to the conference.

To Establish Cleft Palate Center

The largest clinical research center in the U.S. for the study of cleft lip and palate will be established at the Lancaster Cleft Palate Clinic, Lancaster, Pa., under a grant from the National Institute of Dental Research. The grant of \$428,642 will be used for the first year of a projected seven-year study, Dr. Francis J. Arnold, NIDR director, stated. Dr. Herbert K. Cooper, founder and director of the Lancaster Clinic, will conduct the program.

Council's Evaluation Program Praised

The product evaluation program of the ADA Council on Dental Therapeutics was praised by the Washington Evening Star in connection with the recent announcement of recognition of dentifrices and electric toothbrushes. An editorial published in the Sept. 1 issue stated in part: "The Association is a respected spokesman for the profession of dentistry, and it seems to have arrived at these conclusions after extensive testing. While its new role as a laboratory backstop for the consumer is unusual, inviting protests from companies whose products go unmentioned, we believe the public is benefiting from this process. The American Dental Association is showing a liberal outlook toward preventive measures in promoting human health. ADA's goal seems to be the eventual elimination of the need for dentists. A more perfect definition of altruism does not exist."

Executive Officer of NIDR Appointed

Herbert C. Christoferson has been appointed executive officer of the National Institute of Dental Research, Bethesda, Md., Dr. Francis J. Arnold, director, has announced. In the new position, Mr. Christoferson will supervise the administration of NIDR's direct operations and extramural programs. He is a business administration graduate of George Washington University and holds a master's degree in public administration from American University. Prior to his appointment at NIDR, Mr. Christoferson was executive officer in the Division of Indian Health of the U.S. Public Health Service.

ADTA Begins Fund Campaign

The American Dental Trade Association has begun its annual campaign in behalf of the American Fund for Dental Education. F. Ritter Shumway, president of Ritter Company, Rochester, will lead the campaign, ADTA President L.M. Anderson, Jr., Tampa, has announced. Last year's campaign topped the \$100,000 mark for the fourth consecutive year with \$110,828 in total contributions.

Change ADA Insurance Carrier

The Board of Trustees has authorized replacement of the National Casualty Company of Detroit by the Insurance Company of North America as carrier of the ADA Group Accident and Health Insurance Program, effective Nov. 1, 1964. In commenting on the change, which was recommended unanimously by the Council on Insurance after consultation with the Association's insurance administrators, the Board stated that the new program would offer the following benefit improvements at no additional cost to insured members: (1) first-day coverage on sickness disabilities when the member is hospitalized; (2) waiver of premium during a period of total disability; (3) a more liberal definition of disability under the extended benefits provision, and (4) private aircraft passenger coverage. The program will also be available to members in six constituent societies where the present program could not be offered.

Community Health Week Oct. 18-24

Dental societies are being asked to cooperate with medical societies in the second national observance of Community Health Week, Oct. 18-24, 1964. The national observance of Community Health Week was initiated last year by the American Medical Association as a result of a resolution adopted by its House of Delegates in 1962. The AMA has invited allied national health organizations to encourage their constituents and components to join with local medical societies in coordinating plans and programs.

HEW Publishes Two Smoking Booklets

The Children's Bureau of the Department of Health, Education, and Welfare has issued two pamphlets on teen-age smoking, entitled "Your Teen-age Children and Smoking," directed at parents, and "Smoking, Health, and You," directed at teenagers. Each publication may be purchased for 15 cents from the Superintendent of Documents, U.S. Government Printing Office, Washington 25, D.C.

Board Okays Anti-Smoking Resolution

The Board of Trustees has approved for submission to the House of Delegates an Ohio resolution on the hazards of smoking. The resolution urges that "the members of the American Dental Association be called upon and encouraged to undertake an educational effort to inform their patients of the health hazards of the use of tobacco and, especially with young people, to warn against acquiring the habit of cigarette smoking." The Board also recommended to the House approval of ADA membership in the National Interagency Council on Smoking and Health, a voluntary association which is "organized to develop and implement effective plans and programs aimed at combating smoking as a health hazard."

WAADA To Meet Nov. 8-11

The Women's Auxiliary to the American Dental Association will hold its annual session Nov. 8-11 in San Francisco, in conjunction with the ADA annual session. Headquarters hotel will be the St. Francis. Guests are invited to the Nov. 10 dental health education breakfast and the Nov. 11 president's luncheon and fashion show. Tickets to both events may be purchased during the meeting at the St. Francis and Fairmont hotels, or may be obtained by writing to Mrs. Clarence Duke, 405 Northgate Dr., Modesto, Calif.

ADA Sends Condolences To Mrs. Welch

Dr. Norman A. Welch, president of the American Medical Association, died Sept. 3. In a message sent to Mrs. Norman A. Welch, President James P. Hollers stated in part: "All of the members of the health professions are deeply saddened by the sudden loss of such an eminent and highly esteemed leader."

City Reinstates Fluoridation

The City Council of Gastonia, N.C., has voted to resume fluoridation of its municipal water supplies. The measure was first approved in 1955 but was later discontinued after months of bitter controversy.

ADA Opposes Gore-Anderson Proposal

Dr. John B. Wilson, San Marino, Calif., chairman of the ADA Council on Legislation, has urged all ADA members to write their congressmen, urging them to reject the so-called Gore-Anderson Amendment to Bill H.R. 11865. In a letter to secretaries and executive secretaries of constituent and component societies, Dr. Wilson pointed out that on Sept. 3 the Senate voted 49-44 to make health care for the aged part of the federal social security system by adding the Gore-Anderson Amendment to the bill. This bill would increase monthly retirement benefits for social security recipients. The Gore-Anderson Amendment is in substance the Johnson Administration's King-Anderson bill which has long been adamantly opposed by the ADA, he stated.

Staff Appointment Announced

Frank J. Cordero has been appointed sales manager of the ADA Department of Sales and Advertising, Secretary Harold Hillenbrand has announced. Mr. Cordero received an undergraduate degree in English from the University of Wisconsin in 1948 and a master's degree in English from Columbia University in 1950. Prior to joining the ADA, he served as promotion manager for Building Construction Magazine and as field promotion manager of Popular Mechanics Magazine. As sales manager, Mr. Cordero will be responsible for sales promotion of all ADA-produced materials.

CORRECTION

It was erroneously reported in the Aug. 31 News Letter that Dr. John B. Wilson presented ADA testimony before the Democratic Committee on Resolutions and Platform. Dr. Joseph B. Kennedy, Des Moines, Iowa, was the ADA witness. He is a member of the ADA Council on Legislation.

Three Iowa Cities Fluoridate

Three cities in Iowa -- Avoca, Belmond and Spencer -- have begun fluoridating their community water supplies.

INTERNATIONAL CONFERENCE ON ORAL DISEASES SCHEDULED FOR NOV. 10

An unusual world-wide look at dental disease will be presented at an international conference Nov. 10 as part of the ADA's 105th annual session. Top ranking dental scientists from all parts of the world will attend this Conference on Geographic Factors Influencing the Occurrence of Oral Disease. The ADA's annual session, Nov. 9-12, will be held in conjunction with the 52nd annual session of the Federation Dentaire Internationale.

"This conference will provide an excellent opportunity for reviewing the latest world-wide developments in research on the occurrence of oral disease, especially on those conditions which appear to occur with special intensity in certain geographic localities," said Dr. Robert L. Kreiner, Chicago, chairman of the ADA Council on Dental Research, which cosponsors the conference with the FDI Commission on Dental Research. "Oral disease continues as man's most widespread and persistent plague. It is hoped that the conference will manifest the increased need for profound measures to improve dental health conditions around the globe," he added. Participating in the morning session will include: Drs. Mario M. Chaves, Geneva, Switzerland, "Epidemiological studies of the World Health Organization"; Louis J. Baume, Geneva, Switzerland, "Aspects of dental disease in Polynesia"; Jens J. Pindborg, Copenhagen, Denmark, "Oral precancerous conditions in South East Asia"; Ivor R.H. Kramer, London, England, "Malignant lymphoma of children in Africa"; Rene Puig B., Santo Domingo, Dominican Republic, "Oral disease conditions observed in Dominican Republic and the Caribbean region," and Edwin Fischel R., San Jose, Costa Rica, "Oral disease conditions observed in Costa Rica and Central America." Dr. Seymour J. Kreshover, Bethesda, Md., chairman of the FDI Commission on Research, will preside.

Participants in the afternoon session include: Drs. Hans R. Muhlemann, Zurich, Switzerland, "Dietary fluoride and dental caries"; Yngve Ericsson, Stockholm, Sweden, "Phosphates in relation to dental caries"; Arje Scheinin, Turku, Finland, "Geographic distribution of dental caries

with particular reference to situation in Finland"; Fred L. Losee, United States Navy Dental Corps, Great Lakes, Ill., "Geographic distribution of caries, cancer and coronary disease"; Ino Sciaky, Jerusalem, Israel, "Research opportunities afforded by populations of mixed ethnic groups"; Soren Keiser-Nielsen, Copenhagen, Denmark, "Geographic factors in forensic odontology"; Albert A. Dahlberg, Chicago, "Geographic distribution and origin of dentitions," and Robert Frank, Strasbourg, France, "Dental and salivary gland defects acquired after irradiation." Dr. Keiner will preside over the afternoon session.

... Board Recommends (Cont. From Page 1)

in an accreditation program of nursing homes sponsored by the American Hospital Association, American Association of Homes for the Aging and other related groups;

-- Appointed Dr. Francis J. Fabrizio, Washington, D.C., as general chairman of the General Committee on Local Arrangements for the 1967 annual session in Washington;

-- Recommended approval of a three-year moratorium on the recognition of new areas of dental practice;

-- Recommended favorably to the House a resolution seeking approval of the American Board of Endodontics as a certifying board;

-- Appointed Drs. Bruce L. Douglas, Chicago, and Robert B. Shira, Washington, D.C., associated editors of the Journal of Oral Surgery, and Lyall O. Bishop, Walnut Creek, Calif., James R. Hayward, Ann Arbor, Mich., Fred A. Henny, Detroit, and Robert V. Walker, Dallas, members of the editorial board.