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## ADA News Letter - 10/11/1965

American Dental Association

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## NEW YORK CITY BEGINS FLUORIDATION; U.S. TOTAL NOW AT 65 MILLION

After more than a decade of debate and controversy fluoridation began for New York City's eight million residents at 11 a.m. on Sept. 30. New York City thus becomes the largest city in the world with fluoridation, while the national total of persons drinking fluoridated water increases to 65 million. President Fritz A. Pierson in a congratulatory telegram to Mayor Robert F. Wagner declared that the "children, and all new generations in your city are very much in your debt," adding, "it is hoped that New York's action will encourage other cities in this nation and in the world to adopt this proven public health measure."

As water engineers turned on fluoridation equipment, anti-fluoridation pickets stood at the Kensico Reservoir with signs reading "Forced medication is un-American" and "Bill Buckley (for mayor) opposes fluoridation." The Kensico Reservoir which supplies 84 per cent of the city's water supply will fluoridate 840 million gallons of water daily. Another 150 million gallons of fluoridated water will be supplied from the Dunwoodie Reservoir. There are nine water treatment stations where fluorides will be added to the city's water system. The measure was originally approved in late 1963 by the City Council and the Board of Estimate after a 20-hour public hearing but installation of equipment caused several delays in the initiation of the program. After the city's approval of the measure, opponents tried unsuccessfully to block it in the courts.

## AMA Rejects Medicare Boycott

The House of Delegates of the American Medical Association at a special session last week overwhelmingly rejected proposals for a physicians' boycott of the Administration's health care program. Instead, the delegates voted for resolutions under which physicians who are AMA members, may refuse to participate in the program as individuals provided they do not violate ethical obligations to patients. In essence, the AMA House reaffirmed the position taken at its June meeting in New York. AMA President James Z. Appel of Lancaster, Pa., addressing the special session, urged physicians to act with "restraint and prudence" on the federal health care program. He added: "Our two present objectives should be (1) to meet the immediate situation in the most statesmanlike manner possible and (2) to prepare for the next infinitely more crucial battle over means of financing the health of the entire nation." Calling for a unified medical profession "or we fail in our stewardship to humanity," Dr. Appel urged physicians to take a more active part in political elections in an effort to modify objectionable features of the federal health care program and to influence other legislation.

## ADA Recognizes 3rd Dentifrice

The American Dental Association on Oct. 1, announced recognition of a third dentifrice, Fact toothpaste, as "an effective decay-preventive dentifrice. In a statement published in the October issue of the ADA Journal, the Association's Council on Dental Therapeutics classified Fact toothpaste, manufactured by the Bristol-Myers Company, in Group B. The Council authorized use of the following statement by the company: "Fact has been shown to be an effective decay-preventive (anti-carries) dentifrice that can be of significant value when used in a conscientiously applied program of oral hygiene and regular professional care." Last year, the Council reclassified Crest toothpaste, manufactured by the Procter and Gamble Company, into its Group A and classified Cue, manufactured by the Colgate Palmolive Company, in Group B. Crest was the first dentifrice to receive ADA recognition when it was placed in Group B, August 1, 1960.

In its report on Fact, the Council stated: "The Council on Dental Therapeutics has carefully reviewed the laboratory and clinical data submitted by Bristol-Myers Company in support of the effectiveness of its stannous fluoride dentifrice, Fact, for home use in the partial prevention of dental caries and has classified the product in Group B." The report continued: "The manufacturer has supplied data from a clinical study of two-year duration which was conducted on a group of school children ranging in age from 10 to 19 years, the majority falling within the age range of 11 to 17. The study was of a multiple type involving several well-balanced groups each of which was assigned a different dentifrice. "Included among these were groups assigned a non-fluoride type dentifrice, a stannous fluoride dentifrice that was previously demonstrated by clinical studies to be effective and the test dentifrice. Both the one-year and two-year data indicate a significant reduction in the incidence of dental caries when compared with the non-fluoride dentifrice,



The Mills Brothers of motion picture, television and radio fame will entertain at the President's Banquet Wednesday, Nov. 10, in the Dunes Hotel in Las Vegas during the 106th ADA annual session.

## Mills Brothers To Sing At Banquet

ADA President Fritz A. Pierson and Mrs. Pierson will be honored at a special President's Banquet to be held in conjunction with the 106th ADA annual session in Las Vegas. Date for the evening affair is Nov. 10, and the place is the Grand Ballroom of the Dunes Hotel. Highlight of the evening's entertainment will be a selection of popular songs performed by the Mills Brothers, a nationally known quartet. Another feature of the entertainment will be dancing after the dinner, with music provided by a big-name band. Tickets for the affair are \$15 apiece, and advance reservations are required. Tickets may be purchased by writing Dr. John B. Hirsch, 1707 East Charleston Blvd., Las Vegas. Tickets will also be available at registration desks in Convention Hall at the time of the annual session.

## 3 Tenants In New ADA Building

The new ADA Headquarters building is partially opened and three tenants have moved in. The tenants are M.A. Gesner, Inc., an insurance firm; International Graphics and Packaging Co., and John Hageman, Jr., a commercial artist. Association agencies will begin moving into the building the latter part of October, with the entire ADA staff expected to be settled by the end of November.

### THREE SPECIAL CONFERENCES TO PRECEDE ANNUAL SESSION IN LAS VEGAS

Three special conferences on dental journalism, disaster preparedness and on dentists and dental laboratory relations will be held in conjunction with the 106th ADA annual session on Saturday, Nov. 6, in Las Vegas. The Dental Editors Conference will be held in the Gold Room, Flamingo Hotel, from 9 a.m. to 5 p.m. Registration is open to all ADA members and registered guests. Sponsored by the ADA Council on Journalism and American Association of Dental Editors, the conference will discuss a variety of topics of interest to the dental editor. Among highlights will be a discussion of advertising in the dental journal by Mr. G. Thomas Ellis, business manager of the California Dental Association, and information on news releases available to dental editors by Mrs. Lillian Gluckman, information officer of the U.S. Public Health Service division of dental health. At an evening banquet, AADE Distinguished Service Awards will be presented to Dr. Gerald D. Timmons, ADA past president, and, posthumously, to Prof. George J. Kienzle, who was director of the Ohio State University School of Journalism until his death this year. Dr. Kienzle was instrumental in gaining recognition for the field of dental, medical and science writing. He established a Workshop for Dental Editors -- the first of its kind -- at Ohio State University in 1964.

A conference on Dentists and Dental Laboratory Relations will be held in the Goldfield Room of the Tropicana Hotel from 9 a.m. to 4 p.m. Sponsored by the American Association of Dental Examiners in conjunction with the ADA Council on Dental Trade and Laboratory Relations, the conference is open to members of state dental trade and laboratory relations councils and other dentists interested in dental laboratory relations. The program will include a film report on bootleg dentistry; discussion of cooperation between dental examiners and law enforcement officials, and responsibilities of dental laboratory owners and dentists to each other.

The Seventh National Dental Conference on Disaster Preparedness will be held at the Sahara Hotel, Convention Hall North, from 9 a.m. to noon and is open to all ADA members and registered guests. Sponsored by the ADA Council on Federal Dental Services, the conference will discuss the role of the dentist in times of natural disaster and post-nuclear attack. Highlighting the conference will be discussions of the Alaska earthquake; a film on survival after fallout, and the changing concepts of medicine in relation to the post-attack environment.

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#### Dental Lab. Technicians Meet

A Dental Laboratory Technicians Conference will be held Saturday, Nov. 6, from 9 a.m. to 5 p.m. in the Dunes Hotel under the auspices of the ADA Council on Dental Trade and Laboratory Relations. Admission will be limited to dental laboratory owners and to technicians.

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#### Operative Dentistry Forum

Latest technics in operative dentistry will be discussed at a forum Wednesday, Nov. 10, in Convention Center as part of the annual session scientific program. Dr. Bruce H. Bell of Boston will discuss "Is our operative dentistry rational." Design and instrumentation of modern preparations for amalgam will be described by Dr. H. William Gilmore of Indianapolis. Dr. Miles R. Markley of Denver will speak on saving teeth through reinforced amalgam foundations and Dr. Bruce B. Smith of Seattle will report on a simplified technic for fabricating baked porcelain inlays. Dr. George W. Ferguson of Middletown, R.I., will serve as moderator.

## Dr. Stewart Heads PHS

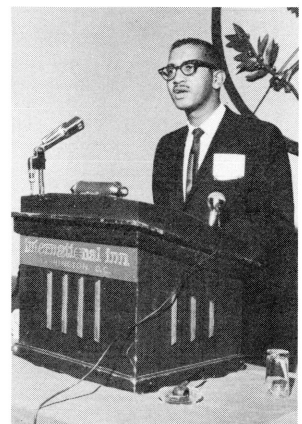
Dr. William H. Stewart has been appointed surgeon general of the U.S. Public Health Service by President Lyndon B. Johnson. He succeeds Dr. Luther L. Terry, who has resigned to accept appointment as a vice president of the University of Pennsylvania. Dr. Stewart, a native of Minneapolis, has been with the PHS since 1951 and became director of the Heart Institute of the National Institutes of Health last August. Before joining the PHS he served in the Army Medical Corps and as private medical practitioner in Alexandria, La. At a press conference after being sworn into office he said he intends to continue the present policy of warnings that cigarette smoking is a health hazard.

## ADA Relief Fund Campaign Begins

The 1965-66 ADA Relief Fund Campaign began on Oct. 1, aimed at a national goal of \$125,000. Urging all ADA members to contribute generously, President Fritz A. Pierson pointed out that last year's drive went over the top for the 12th time. "The Relief Fund was created by and for dentists and is unique among all the health professions. Financial assistance that has been provided our colleagues by this agency has done much to alleviate the burdens of their misfortunes," he said. I know that each of us will act generously in this campaign. "And I know that we will continue to assure our colleagues of our readiness to assist them in time of need," Dr. Pierson added.

### ...ADA Recognizes (Cont. From Page 2)

based on DMFS increments, the one-year results indicate a reduction in caries incidence of approximately 13 per cent, and the two-year results indicate approximately 25 per cent reduction. Additional clinical studies are in progress to confirm the effectiveness of the product and to determine whether slight changes in the formulation will modify its effectiveness," the report concluded.



More than 200 of the nation's foremost dental educators and researchers participated in the first National Conference on Research and Education in Washington, D.C. last week. Shown here are the presidents of two of the sponsoring organizations, Dr. Maurice J. Hickey, (left) Seattle, president of the American Association of Dental Schools, and Dr. H.R. Primas, Jr., Pittsburgh, president of the National Dental Association. The conference was supported by a grant from the Procter and Gamble Company.

## Staff Appointment Announced

Dean A. Dranias of Chicago has been appointed as an assistant director of the Association's Bureau of Public Information, Sec. Harold Hillenbrand has announced. Mr. Dranias graduated from Medill School of Journalism of Northwestern University. Prior to joining the ADA staff, he was a member of the public relations staff of the American Osteopathic Association in Chicago. He also served on the staff of the National Safety Council in Chicago.

## Three Cities Start Fluoridation

Lake City, Iowa, population 2,114, and West Frankfort, Ill., population 9,027, recently began fluoridating their community water supplies. Asheville, N.C., population 60,182, voted 5,602 to 4,285 to fluoridate its water supply.

## Publish Fluoridation Editorial

The October issue of Today's Health published by the American Medical Association carries a guest editorial by Peter C. Goulding, director of the ADA Bureau of Public Information, on the opponents of fluoridation.