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Recommended Citation

American Dental Association, "ADA News Letter - 10/25/1965" (1965). *ADA News Letter*. 441.
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news letter !



NEXT NEWS LETTER AFTER ANNUAL SESSION

There will be no News Letter published Nov. 8 because of annual session activities. The Nov. 22 issue will be doubled in size to permit reporting of all session events.

Vol. 18, No. 22 Monday, October 25, 1965
published by the AMERICAN DENTAL ASSOCIATION
222 East Superior Street • Chicago, Illinois 60611

22,000 EXPECTED FOR 106th ANNUAL SESSION IN LAS VEGAS NOV. 8-11

Attendance of 22,000 dentists, their families and guests is expected for the 106th annual session Nov. 8-11 in Las Vegas. This will be the first time the Association has held its annual session in Las Vegas. Three internationally known congressmen will address the Opening Meeting Monday, Nov. 8, in Convention Center auditorium. They are Rep. L. Mendel Rivers (D.-S.C.), Rep. John E. Fogarty, (D.-R.I.), and Rep. Melvin R. Laird (R.-Wis.). Among dignitaries extending greetings will be the state's two senators, Alan Bible and Howard W. Cannon, Gov. Grant Sawyer and Mayor Oran Gragson of Las Vegas. A concert will be presented by the Choralon Choir consisting of members of the Mormon Tabernacle Choir.

● For the fourth consecutive year, the Association will operate the "ADA-TV Network" with news interviews and feature programs ranging from the latest technics in restorative dentistry to a report on the new ADA headquarters building. The ADA-TV Network will be sponsored by the Colgate-Palmolive Company and the Association. Technical operation of the network will be conducted by Professional Closed Circuit TV of New York. Programs will be televised from a TV studio at Convention Center over Channel 6 directly into major hotels in Las Vegas. Programming will begin Sunday, Nov. 7 at 5:30 p.m.

● The House of Delegates will consider more than 70 resolutions and reports. Among these will be:

Dental Prepayment: In 1964, the delegates approved formation of the National Association of Dental Service Plans. The bylaws and membership

standards will be submitted for approval at this session. In the same area, Indiana has submitted a resolution, opposed by the ADA Board of Trustees, to limit the ADA contribution to NADSP to the \$25,000 authorized for 1965.

Trustee Districts: The 1964 House of Delegates postponed, until the Las Vegas session, action on the proposal to restructure the trustee districts. The Special Committee on Trustee Districts will resubmit its 1964 report with one change: at its own request, Wyoming will be moved from the new District 15 to the altered District 13. In the proposal, seven districts would be unchanged, six districts would be changed and two new districts would be created.

Restrictive Membership Practices: A resolution has been submitted by New York and supported by Michigan, Minnesota and Illinois asking that "resolute action be taken to enforce that actual intent of the 1962 resolution of the House of Delegates (Trans. 1962:284) to prevent discrimination in membership entrance on the basis of race, creed or color...." Connecticut has submitted a resolution related to the same topic.

Secretary as ADA Spokesman: Alaska has submitted a resolution requesting "the House of Delegates to join

(Story on Page 2)

with us in requesting the Board of Trustees to immediately curtail the capacity of the Secretary as an official spokesman for the American Dental Association." The House will also hear two appeals from decisions by the ADA Judicial Council.

State-wide Fluoridation Legislation: Connecticut has requested the House of Delegates to recommend that all state societies seek legislation to make fluoridation a mandatory procedure. In Connecticut, all communities over 20,000 must fluoridate their water supplies.

Special Areas of Practice: A member of the Ohio delegation, Dr. Carl O. Boucher, has submitted a resolution which would permit the American Board of Prosthodontics to recognize until Jan. 1, 1971 "short postgraduate courses and substantial teaching in prosthodontics" as part of the requirement for certification.

● ADA President Fritz A. Pierson and Mrs. Pierson will be honored at a special President's Banquet to be held Nov. 10 at 8 p.m. in the Crown Jewel Room of the Dunes Hotel. Highlight of the evening's entertainment will be a selection of popular songs performed by the Mills Brothers, a favorite singing group for more than 20 years. Tickets, which are \$15 apiece, may be obtained by writing Dr. John B. Hirsch, vice-chairman, General Committee on Local Arrangements, 1707 East Charleston Blvd., Las Vegas.

● Five special conferences have been scheduled for the Saturday prior to the annual session. The Dental Editors Conference will be held in the Flamingo Hotel under sponsorship of the ADA Council on Journalism and the American Association of Dental Editors. A conference on "Dentists and Dental Laboratory Relations" will be held in the Tropicana Hotel. 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 rela-

tions councils and other dentists interested in dental laboratory relations. The Seventh National Dental Conference on Disaster Preparedness will be held at the Sahara Hotel. It will be open to all ADA members and registered guests. Among highlights will be a discussion of the Alaska earthquake and a film on survival after nuclear fallout. A National Conference on Patient Education will be held in the Sahara Hotel. It will be sponsored by the ADA Bureau of Dental Health Education in cooperation with the American Association of Public Health Dentists. A Dental Laboratory Technicians' Conference will be held in the Dunes Hotel under the auspices of the ADA Council on Dental Trade and Laboratory Relations.

● More than 700 essays, clinics, seminars, exhibits, lectures and films will be presented in the scientific program at Convention Center. A highlight will be 20 table clinics presented "live" on closed circuit television on Tuesday and Wednesday morning. For the first time, a full scientific program has been scheduled for Thursday afternoon, Nov. 11, the final day of the session.

● For the second year, the Association will conduct a health evaluation program for all registered dentists who are members of the ADA or the National Dental Association. The five-point medical and dental examination will be held at Convention Center. A unique feature of the examination will be a "telephone diagnosis" of electrocardiogram tracings which will be relayed to Washington, D.C., for computer analysis and relayed back to Las Vegas in four minutes.

● The ADA Council on International Relations will hold a luncheon for international guests Tuesday, Nov. 9 at 12 noon in the Flamingo Hotel.

Fluoridation Progress Cited

The October issue of Pediatrician's Management magazine carries an article "The Seesaw Battle for Fluoridation" by Theodore Berland, award winning science writer.

**Something
to Think
About**

Why Doctors Vote Yes to Fluoridation

by **PETER C. GOULDING**
*Director, Bureau of Public Information
American Dental Association*

■ **IS FLUORIDATION** of public water supplies an effective method of reducing tooth decay? Yes—says every authoritative health and scientific organization in the country—the American Medical Association, the American Dental Association, the American Association for the Advancement of Science, and the U.S. Public Health Service—plus fully 99 percent of the 250,000 physicians and 100,000 dentists in this country.

"On the basis of available evidence, it appears that fluoridation decreases the incidence of caries during childhood. Other evidence indicates as well a reduction in the rate of dental caries up to at least 44 years of age," an official endorsement of the AMA reads in part.

"Fluoridation of public water supplies should be regarded as a prophylactic measure for reducing tooth decay at the community level and it is applicable where the water supply contains less than the equivalent of one part per million of fluorine."

Despite this overwhelming vote of confidence from virtually every medical, dental, and scientific authority in our nation, and, indeed the world—despite the endorsement of three of our nation's presidents, Dwight D. Eisenhower, the late John F. Kennedy, and Lyndon B. Johnson—fluoridation loses heavily in the ballot boxes of the American public. Evolving as a political rather than a scientific issue, fluoridation has been passed in only 334 of 852 community referendums during the past 15 years. In other words, in nearly two out of every three communities where fluoridation is subject to the public vote the general populace deprives itself of this essential measure for good dental health.

How can this possibly happen?

First of all, perhaps, because no one ever died of dental decay. Secondly, and certainly most significantly, because the issue of fluoridation is being grossly misrepresented to the American public by a shouting few. Specifically, the voters are being swayed in their thinking by the loud and persistent shouts of "poison." When voters are in doubt, particularly when it is not a life and death matter, they will vote on the side of caution. On this issue, therefore, the most important question the voter

must resolve is whether there is validity to the dissenter's loud and persistent shouting.

The House of Anti-Fluoridation has many rooms. Residents range from the sincere to the charlatan, from the confused to the quack. Motives vary. Some are cautious, sincere individuals; others have an axe to grind. Methods vary too. Some would present their case only in print and at a high level. Others love a political battle and use emotional arguments exclusively.

Generally, Christian Science regards fluoridation as medication rather than the preventive measure it is and, therefore, opposes it. Totally sincere in its stand, it has a full right to hold to this belief. But it does seem perfectly suitable to ask Christian Scientists to examine their own conscience when they attempt to exert an opposing influence on the entire community in which they may live. It should be noted that in every state—12 as of this date—where Supreme Courts have considered the question of fluoridation they have upheld the right of the community to fluoridate. Also, the U.S. Supreme Court on four occasions has refused to review lower court decisions favoring fluoridation.

The sincerity of pamphleteers—the so-called political crusaders—is more difficult to judge. There still may be individuals who believe that fluoridation is part of a gigantic conspiracy, that fluorides are poisonous in any amount, and that their individual liberties are being violated. When sincere, such views usually are held by people who have been thoroughly misguided.

On the other hand, many of these alleged crusaders tie the emotion-charged fluoridation controversy to other campaigns of fear, hate, and prejudice. Extremist political agitators very often add attacks on fluoridation to their many wild charges against the social order. In short, they use the issue to sell pamphlets and their own particular social and political quirks.

Motivations of health food faddists—devotees of health foods who consistently wage vigorous campaigns against fluoridation—are more easily analyzed. For some, the issue runs counter to their preachments on "purity" of water. Others are in the business of selling health foods and the resultant publicity from their attacks on fluoridation does not hurt their business one bit. Some of them are also opposed to pasteurization and vaccination.

Some chiropractors seek community prestige by opposing fluoridation, especially if they can clash with apathetic or poorly informed physicians (*Continued on page 76*)

and dentists. While not all chiropractors oppose fluoridation, many have battled against it. In the early days, when the dentists and physicians were taking a cautious attitude until all the fluoridation evidence was in, some chiropractors campaigned for fluoridation.

In addition, there are perhaps a handful of physicians and dentists who oppose fluoridation. Often, they regard it as part of a larger picture of "creeping socialism," even though the decision to fluoridate a water supply remains wholly within the individual community. So be it. There are also physicians who are still opposed to vaccination and pasteurization.

Perhaps the most frequently quoted "professional" opponent to fluoridation is Dr. Frederick B. Exner of Seattle, Washington. Having written a book on the subject, he has taken part in court suits; he has brought suit himself; he has spoken in many parts of the nation in opposition to fluoridation.

In reviewing the book, *American Fluoridation Experiment*, published in 1957, which Doctor Exner co-authored with Dr. G.L. Waldbott, the Royal Society of Health found: "This book cannot be recommended to the reader in search of an objective evaluation of fluoridation, although it will certainly offer an attraction to those interested in the extremes of subjective criticism . . . Readers who seek a verification of (Exner's) charges will fail to find it. Instead, they will find a strange melange varying from vague generalities to downright misstatements."

In its review of the book, the *Rocky Mountain Medical Journal* noted that it "plunges into a subject that is only vaguely concerned with the special practice of either of the authors . . . This is one of the most peculiar books ever to be offered for serious consideration, either by scientists or lay persons.

"One of the authors attempted to show in a published report that a pronounced stain had been produced in two persons, who, it was alleged, were raised on Denver South Platte water—which consistently has contained one part per million fluorides," the *Journal* review continues. "In a court of law in another state, sometime over a

year ago, it was determined that these two persons had acquired the stain, not in Denver, but in other communities where the water held an 'excess of fluoride.'

"This episode is mentioned here only because the book stubbornly retains this 'evidence' despite its rejection by a court of law . . . There is hardly a paragraph in the book with which informed opinion could agree," the *Journal* concludes.

Doctor Exner's own medical organization, the King County (Washington) Medical Society, voted 706 to 68 for fluoridation.

Doctor Exner's opposition has been equally unacceptable in the courts. Despite testimony against the measure, a Washington State lower court and the State Supreme Court upheld fluoridation. Instituting a suit against the Fluoridation League of Chehalis, Washington, he attempted to obtain \$1000 which the group had offered to anyone able to prove that fluoridation at one part per million caused any ill effects. The court rejected his plea.

Doctor Exner also testified in a court case in Chicago in which fluoridation was again upheld.

Another frequently cited "professional" opponent of fluoridation, "Doctor" E.H. Bronner, was no doctor of medicine at all. Speaking in many cities at the invitation of various anti-fluoridation groups, he persuaded the city council of Clinton, Iowa, to vote against fluoridation. After he had left, the city's newspaper, the *Clinton Herald*, became curious enough to investigate the "doctor's" record. It turned out that Bronner was at that time an escapee from a mental institution, the Elgin State Hospital in Elgin, Illinois. Bronner is one of the reasons why the city of Seattle, Washington, does not now have fluoridation.

Other opponents to fluoridation have equally questionable credentials. Take for example the widely quoted Oliver Kenneth Goff. A former Communist by his own admission who "knows all about them," he has authored a book called *Brain Washing*, which was published by Defenders, Incorporated. Established by Gerald Windrod, this en-

terprise also publishes the *Defender* magazine, which is characteristically anti-medical, anti-Communist, anti-Catholic, and anti-Jewish. This organization has championed such useless cancer treatments as the Koch preparation, the Hoxsey treatment, and the "Lae-trile" treatment. Goff has been connected with the group, in the past at least.

The records of two food-faddists who vigorously oppose fluoridation—Fred Hart and Andrew G. Rosenberger—have been extensively reported elsewhere in this issue. (See "The Bunk About Health Foods," beginning on page 24.)

Claiming fluoride was a poison, Rosenberger figured prominently in the 1961 defeat of the fluoridation referendum in Wellesley, Massachusetts. Meanwhile, Laurence E. Bunker, a member of the council of the John Birch Society, noted darkly that the *Daily Worker* had supported fluoridation. The town was flooded with scare literature implying that fluoridation caused cancer and brittle bones and hinting that its proponents were agents of Moscow.

All of these men—some of whom are expert only as convicted quacks, or hate mongers, or food faddists—all of them have fought fluoridation, with astonishing success. They have beaten the scientists and the health agencies; they have beaten your family physician and dentist. Fluoridation has lost, not because of any question about its effectiveness or safety but because men like this have been able to confuse, frighten, and mislead.

Presently, more than 56 million persons are drinking water with the proper amounts of fluoride in it. Hopefully, your children number among them. However, in communities where this issue—cited as the most proven measure in the history of public health—remains to be settled, the ultimate decision rests with the voting parents. Your physician and your dentist urge that you vote "yes" to fluoridation. END

WAADA Meets Nov. 7-10

The Women's Auxiliary to the American Dental Association will meet Nov. 7-10 at the Tropicana Hotel. Special features of the program include a dental health education exhibit representing activities of WAADA throughout the nation; a special health education breakfast, and an address on the "Obligated Educated" by Dr. Dan E. Waite of the dental division of the Mayo Clinic.

Hygienists' Program Planned

The American Dental Hygienists' Association, will hold its annual session Nov. 8-11 at the Dunes Hotel. Theme of the session will be "Dental Hygiene as Seen Through the Eyes of Others." Keynote speaker at the opening meeting will be Dr. Oliver Byrd, professor of health education, Stanford University medical school. A Junior Membership Coffee will be held Nov. 9 for all student members of ADHA.

ADAA To Meet Nov. 8-11

The American Dental Assistants Association will hold its 41st annual session in Las Vegas Nov. 8-11. Headquarters hotel for the Assistants will be the Stardust. Highlight of the program will be an educational forum on dental assisting with an address by Dr. John C. Brauer, dean of the University of North Carolina dental school. A special "Our Fair Lady" luncheon will be held at the Stardust Nov. 9 in honor of ADAA president, Barbara Blomquist, Belmont, Mass.

ADA Research Facilities Move

The ADA research facilities have moved into their quarters in the new Headquarters Building at 211 East Chicago Ave. Laboratories currently occupied are chemistry, spectrophotometric and microbiology. The animal and physical laboratories and clinical offices are nearing completion. When fully occupied, the research facilities will cover 18,000 square feet on two floors. All ADA agencies are expected to be in the new building by the end of November.

Selected Service Sets Draft Ages

The Selective Service System has announced that the 350 dentists who will be called to serve in the Armed Forces will be drawn from a pool of registrants who are 27 years of age and younger. Additionally, registrants up to age 35, who are classified as 1A or 1AO, will be called in for pre-induction physical examinations to up-date records. Specific order of selection of draftees are: (1) men who are between 19 and 26 and unmarried will be called in order of birth with the oldest being called first; (2) those between 19 and 26 who are married with the oldest being selected first, and (3) those who are 26 with the youngest being called first. Dental students enrolled in a full course of study will be given regular student deferments.

Fluoridation Editorial Reprinted

Reprints of the guest editorial "Why Doctors Vote Yes to Fluoridation" published in the October issue of Today's Health are now available. The editorial was written by Peter C. Goulding, director of the ADA Bureau of Public Information. Orders should be sent to Today's Health Reprint Department, 535 North Dearborn St., Chicago, Ill., 60610. Prices are as follows: 100 copies, \$30.60; 200 copies, \$31.80; 500 copies, \$33; 1,000 copies, \$41.40; 2,500 copies, \$63, and 5,000 copies, \$105. Shipping charges must be added. A reprint of the editorial is included with this News Letter.

Dr. Lloyd Receives USPHS Medal

Dr. Ralph S. Lloyd, chief dental officer and assistant surgeon general of the U.S. Public Health Service, has been awarded the PHS Commissioned Corps Distinguished Service Medal. He received the award for his "distinguished and dedicated career in which he has provided dynamic leadership, unique creativity and exceptional professional competence in the advancement of dental health in the nation, and throughout the world." The medal is the highest award that can be conferred upon a member of the Corps.

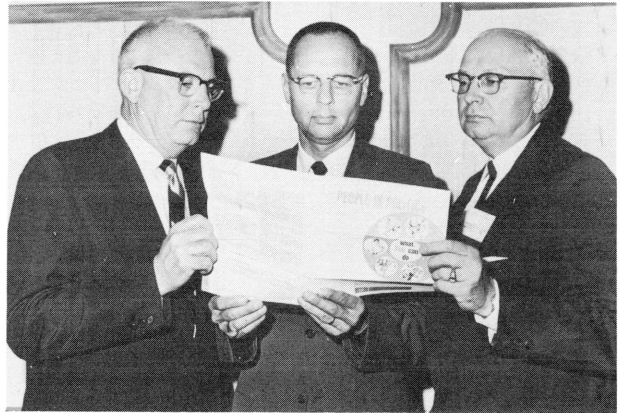
REP. CURTIS URGES EXPANSION OF PREPAYMENT DENTAL PLANS

Rep. Thomas B. Curtis (R.-Mo.) has urged prompt adoption of a voluntary national dental insurance program to avoid extension into the dental field of the federal government's medicare program under Social Security. Speaking at an ADA Regional Legislative Conference in Chicago, Rep. Curtis said the "private sector of our economy could best handle this." He added: "A comprehensive program which covers our nation and is available to individuals and families in their own communities and states is far preferable and more effective than just another expensive federal program." He praised the ADA for the progress made in developing prepaid dental care plans and added: "I feel deeply that we must make progress promptly in developing a sound dental care insurance program. Unless this is done professionally, there will be a vacuum that government will try to fill."

Dr. James Z. Appel, Lancaster, Pa., president of the American Medical Association, pointed out that "we must redouble our efforts to educate the people concerning the deleterious effects Public Law 98-97 (medicare) is likely to have on the quality of the health of the beneficiaries. After the law becomes effective on July 1, 1966, we must document these arguments with experiences as they actually occur." To achieve these goals, Dr. Appel said, the health professions must become unified and also play a more active role in political activities. The conference, which was sponsored by the ADA Council on Legislation in association with the Illinois State Dental Society and the Chicago Dental Society, was attended by about 150 dentists from eight states.

ADA Membership at 104,102

Membership in the Association set a new record of 104,102 on Sept. 30. For the first time in the history of the ADA, the number of fully privileged members (active and life) passed the 90,000 mark. A breakdown reveals: 90,036 active and life members; 466 affiliate members; 82 associate members; 74 honorary members; and 13,444 student members.



Pictured at the recent ADA Regional Legislative Conference in Chicago are from left: Dr. John B. Wilson, San Marino, Calif., chairman of the ADA Council on Legislation; Mr. Don A. Goodall, Washington, D.C., manager of the legislative department of the U.S. Chamber of Commerce, and Dr. Maynard K. Hine, Indianapolis, ADA president-elect.

FDI To Meet In Tel Aviv In July

The Federation Dentaire Internationale will hold its 54th annual session July 10-17 in Tel Aviv, Israel. All dentists attending the meeting must be FDI members. Requests for supporting membership, program information and reservations should be directed to Dr. Obed H. Moen, 6 Main Street, Watertown, Wisconsin.

Clearinghouse On Smoking Formed

A National Clearinghouse on Smoking and Health has been established by the U.S. Public Health Service. Supported by a Congressional appropriation of \$2 million for its first year the Clearinghouse will conduct behavioral research in smoking and health. Dr. Daniel Horn, a psychologist, will head the department.

Dental Career Ad In Newsweek

Newsweek Magazine will carry in its Nov. 15 issue a special advertisement on dentistry as a career. The advertisement is a part of the "Doctor of Tomorrow" series of A.H. Robins Co., Inc., Richmond, Va. The series is designed to acquaint the public with health careers.