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ADA News Letter - 01/17/1966

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news
letter

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**USPHS HONORS
MAYOR DALEY
(See Page 3)**



Vol. 19, No. 2 Monday, January 17, 1966
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FLUORIDATION TO BE SALUTED AT NATIONAL DENTAL HEALTH ASSEMBLY FEB. 6-8

The 21st anniversary of the start of controlled fluoridation will be saluted at the National Dental Health Assembly in Washington, D.C., Feb. 6-8. Sponsored jointly by the U.S. Public Health Service and the American Dental Association, the conference will be attended by more than 500 national experts representing public affairs, engineering, social sciences, communications, law, public health, medicine and dentistry. The Assembly will coincide with National Children's Dental Health Week Feb. 6-12. Purpose of the conference is "to bring together experts from scientific and other professional fields with leaders of national civic organizations to consider the 21-year history of fluoridation and to plan for rapid adoption of the fluoridation of public water supplies," according to Dr. Viron L. Diefenbach, conference chairman and acting chief of the Division of Dental Health, USPHS. Among issues to be discussed will be the legal and political implications of state legislation making fluoridation mandatory and the need for more effective public education about the measure.

Dr. John W. Gardner, secretary of Health, Education and Welfare, Dr. William H. Stewart, USPHS surgeon general, ADA Sec. Harold Hillenbrand and ADA Pres. Maynard K. Hine will address the conference. Other speakers and their topics will include: Dr. Robert Felix, dean of the University of St. Louis School of Medicine, "A psychiatrist looks at extremism"; Dr. Leland Hendershot, ADA editor, "The status of fluoridation in the United States and the world"; Dr. John W. Knutson, professor of preventive dentistry and public

See Fluoridation, Page 4

Tenants Move Into ADA Building

A number of tenants have occupied their quarters in the new ADA building at 211 E. Chicago Ave. Among dental organizations that have moved, or will move by the end of January, are the American Association of Dental Schools, American Fund for Dental Education, International Association for Dental Research, American Dental Hygienists' Association, Joint Commission on Accreditation of Dental Laboratories and the American Academy of Periodontology.

Additional new tenants include the chancery office of the Archdiocese of Chicago, which occupies the entire sixth floor; John Grenzebach & Associates, Inc., advertising firm; American Republic Insurance Co., and Rocky Mountain Dental Products Co. According to building coordinator, Robert W. Newport, approximately 50 per cent of leaseable space in the building is now rented and additional organizations will be moving in each month. Formal dedication ceremonies for the new building will be held Feb. 27.

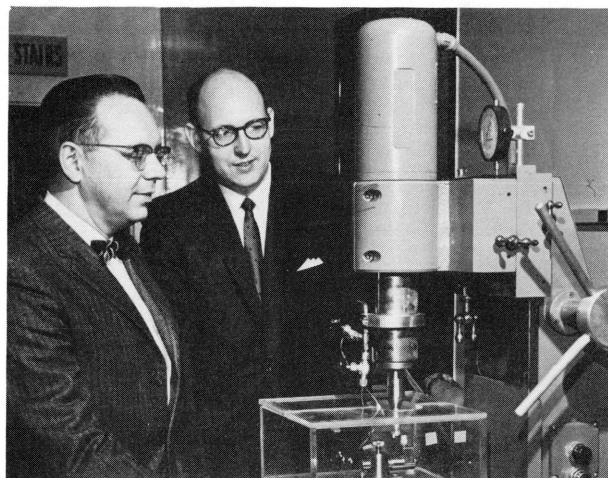
ADA Membership At 104,364

Membership in the ADA reached a new high Dec. 31, 1965. Total members were 104,364. A breakdown of this figure shows: fully privileged members, 90,264; affiliate members, 467; associate members 82; honorary members, 81, and student members 13,470.

ADA Staff Changes Announced

A number of ADA staff changes and appointments have been announced by Sec. Harold Hillenbrand. Herbert Lassiter has been named executive director of the National Association of Dental Service Plans. NADSP became fully active as a coordinating agency for dental society prepayment plans in January. Mr. Lassiter, who has been secretary of the Councils on Relief, Federal Dental Services and Insurance, will continue as secretary of the Council on Relief. He has been with the Association since 1957 and is a graduate of Loyola University (Chicago) law school. Harvey Sarner, currently secretary of the Council on Dental Trade and Laboratory Relations and Judicial Council, will also become secretary of the Council on Insurance. In addition, he will have responsibilities with the newly established ADA Research and Educational Foundation. He has been on the staff since 1961 and is the author of Dental Jurisprudence. Bernard Conway, ADA assistant secretary for legal affairs and secretary of the Council on Legislation, will temporarily assume the additional duties of secretary of the Council on Federal Dental Services.

In other changes, Thomas Ginley, director of the ADA Division of Educational Measurements since 1963, has been appointed assistant secretary of the Council on Dental Education. Mr. Ginley is currently pursuing Ph.D. studies in psychology at Loyola University. He will remain as director of the Division and Norbert Slowikowski will become assistant director. Prior to joining the ADA staff, Slowikowski was a research associate with the Chicago Committee on Urban Opportunity and was supervisor of research and development of the Chicago Police Department. Dr. John S. Oartel will retire as secretary of the Council on Scientific Session Feb. 1, to be succeeded by Daryl I. Miller, current director of the Bureau of Audiovisual Service. Miller, an employee since 1961, will continue as Bureau director. Edward Shaw, ADA managing editor, will leave the Association in April. He will be



A high-speed rotary saw designed to cut ultra thin sections of tooth and bone is presented to the ADA Research Facility by the Procter and Gamble Company. Dr. John A. Gray of P & G, (left) co-designer of the precision sectioning instrument, describes its effectiveness to Dr. John Hefferren, ADA senior research associate. The instrument will enable ADA researchers to study dental tissue without decalcifying or otherwise altering the sample.

Fluoridation Gains In 3 States

Three towns in Mississippi recently initiated fluoridation of their community water supplies. They are Laurel, population 27,889, Canton, 9,707, and Brookhaven, 8,885. The City Council of Mt. Vernon, Ohio, recently approved fluoridation by a vote of 4-2. Because of later action by opponents, a referendum on the measure will be held in the spring. In Illinois, Galena, population 4,410, and Charleston, 10,505, began adding fluoride to their water, and the Rockford City Council reaffirmed a 1962 advisory vote by the public for fluoridation by voting for the measure 15-5. Rockford citizens can expect to begin receiving fluoridation's benefits in about three months.

Dr. Kulstad Named To State Post

Dr. Hugo M. Kulstad, Bakersfield, Calif., president of the Southern California State Dental Association, has been appointed by Gov. Edmund G. Brown to the Board of Public Health for the State of California. Dr. Kulstad will fill the authorized dental position on the Board which was vacated by Dr. Edward V. O'Gara of San Francisco, who resigned.

relief fund report

ADA NEWS LETTER SUPPLEMENT

January 17, 1966
Vol. 19 No. 2

Contributions to the ADA Relief Fund are listed as of December 31, 1965. Societies which have reached or exceeded their quotas are listed in capital letters; an asterisk precedes societies in which every member has made a contribution.

	<u>Quota</u>	<u>Contri- bution</u>	<u>Pct.</u>		<u>Quota</u>	<u>Contri- bution</u>	<u>Pct.</u>
Alabama	\$ 1,150.00	\$ 1,082.00	94.1	PANAMA	\$ 30.00	\$ 30.00	100.0
ALASKA	80.00	135.00	168.8	Penn.	7,460.00	7,035.50	94.3
*ARIZONA	700.00	800.00	114.3	Puerto Rico	250.00	248.10	99.2
ARKANSAS	720.00	760.15	105.6	Rhode Island	600.00	248.00	41.3
California	5,680.00	5,497.00	96.8	S. Carolina	610.00	588.00	96.4
Calif., So.	6,770.00	6,165.50	91.1	South Dakota	330.00	142.00	43.0
COLORADO	1,420.00	1,516.71	106.8	Tennessee	1,690.00	507.00	30.0
CONNECTICUT	2,410.00	2,565.50	106.5	Texas	4,500.00	3,383.50	75.2
DELAWARE	240.00	319.00	132.9	Utah	740.00	465.00	62.8
DIST. of C.	750.00	821.00	109.5	Vermont	220.00	136.00	61.8
Florida	2,760.00	2,756.50	99.9	Virginia	1,830.00	1,668.00	91.1
Georgia	1,480.00	773.00	52.2	Washington	2,430.00	1,955.50	80.5
HAWAII	580.00	1,073.00	185.0	W. Virginia	760.00	691.00	90.9
Idaho	360.00	86.00	23.9	Wisconsin	3,030.00	2,592.00	85.5
ILLINOIS	7,360.00	8,283.50	112.5	Wyoming	190.00	177.00	93.2
Indiana	2,470.00	2,424.00	98.1	TOTAL	\$118,770.00	\$107,972.16	90.9
IOWA	1,900.00	1,982.00	104.3				
Kansas	1,150.00	1,023.65	89.0				
Kentucky	1,410.00	421.00	29.9				
Louisiana	1,360.00	1,108.60	81.5				
MAINE	460.00	484.00	105.2				
MARYLAND	1,630.00	1,813.00	111.2				
Massachusetts	4,310.00	3,010.00	69.8				
MICHIGAN	5,100.00	5,693.50	111.6				
MINNESOTA	3,060.00	3,268.00	106.8				
Mississippi	630.00	294.00	46.7				
MISSOURI	2,560.00	2,668.50	104.2				
Montana	460.00	343.00	74.6				
*NEBRASKA	1,050.00	1,374.00	130.9				
NEVADA	190.00	200.50	105.5				
New Hampshire	370.00	289.00	78.1				
New Jersey	5,090.00	4,807.00	94.4				
New Mexico	400.00	325.00	81.3				
New York	17,150.00	14,931.45	87.1				
N. Carolina	1,710.00	1,514.00	88.5				
NORTH DAKOTA	330.00	469.00	142.1				
Ohio	6,000.00	4,933.50	82.2				
Oklahoma	1,140.00	258.00	22.6				
OREGON	1,710.00	1,837.00	107.4				

Fed. Dental Services

Air Force	\$ 1,550.00	\$ 904.00	58.3
Army	1,750.00	961.00	54.9
Navy	1,660.00	1,147.00	69.1
P.H. SERV.	460.00	589.50	128.2
Vet. Admin.	810.00	609.50	75.2
TOTAL	\$ 6,230.00	\$ 4,211.00	67.6

Summary

Constit. Societies	\$118,770.00	\$107,972.16	90.9
Fed. Dental Services	6,230.00	4,211.00	67.6
Students		1,827.85	
Memorials		5.00	
Misc.		23.00	
TOTAL	\$125,000.00	\$114,039.01	91.2

MAYOR DALEY HONORED BY USPHS FOR IMPROVING CHILDREN'S DENTAL HEALTH

Mayor Richard J. Daley of Chicago was honored last week by the U.S. Public Health Service "for his continued and invaluable efforts in advancing the dental health of children." In presenting the citation, Dr. Viron L. Diefenbach, acting chief of the USPHS Division of Dental Health, said "your strong leadership in not only bringing, but keeping fluoridation in the face of considerable opposition has been a major contributing factor to the health of the children of Chicago. This award is especially significant as it also marks the tenth year of water fluoridation for this great city." Dr. William H. Stewart, USPHS surgeon general, sent a telegram praising Mayor Daley for his constructive efforts in the field of public health and particularly for "his interest in and support of dental health programs for children." Dr. Harold Hillenbrand, ADA secretary, praised Mayor Daley for his "outstanding record of improving Chicago's dental health and for his continuing support of realistic and effective dental programs such as fluoridation and oral cancer detection." He said that "Mayor Daley's action in initiating the fluoridation program for Chicago ten years ago was a far-seeing and even courageous action. There are thousands of other communities in this nation still waiting for such leadership."

Public Relations Booklet Available

The booklet, "Public Relations Manual for Dental Societies" is available free of charge from the ADA Bureau of Public Information. It contains nine articles which appeared in the ADA Journal, covering such subjects as "Working with news media," "The speakers bureau, a person-to-person approach," and "Ethics and Publicity."

Society, Service Corp. Sign Contract

A prepaid dental care plan, reported to be the first of its kind, has been established by the Southern California State Dental Association and California Dental Service. The plan will provide dental care for the seven SCSDA staff members and their families.

Name Judges For ADA Writing Award

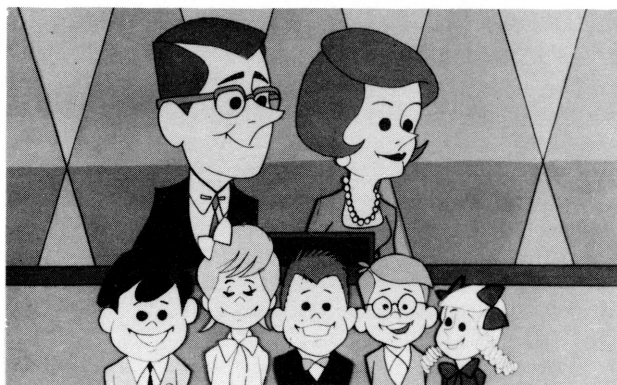
Five judges have been selected for the first ADA Science Writers Award, which will be presented at the annual session in Dallas, Nov. 14-17. The judges are John D. Cooper, Ph.D., dean of sciences, Northwestern University; I.W. Cole, Ph.D., dean, Northwestern University journalism school; John Salley, D.D.S., dean, University of Maryland dental school; Hank Goodman, executive secretary, Council for the Advancement of Science Writing, and Leland C. Hendershot, D.D.S., ADA editor. The ADA Science Writers Award is supported by Lever Brothers Company and consists of \$1,000 awards for the best newspaper and best magazine articles on a dental topic. Further information on the program can be obtained from the ADA Bureau of Public Information, 211 E. Chicago Ave., Chicago 60611.

"National Health Test" On Television

The "National Health Test" will be presented on CBS television Jan. 18 and Jan. 25. The two-part test is similar to the previously successful national driving test and national citizenship test conducted by the same network. Part of the examination will deal with dental subjects. Program time will be 10-11 p.m., E.S.T. Other questions will cover general good health practices, heart, cancer, emphysema, mental health, pre-natal care, birth control, menopause, pediatric and geriatric medicine, vaccination and inoculation, the common cold, air pollution, narcotics, smoking and pep pills. The ADA is among 20 national health organizations participating in the program with CBS and the Educational Testing Service.

Ralph Lloyd To Retire Feb. 1

Dr. Ralph S. Lloyd, assistant surgeon general of the U.S. Public Health Service, will retire Feb. 1. Dr. Lloyd is a veteran public health officer with over 33 years of service.



"How's Your PDIQ" is the subject of the latest ADA health education cartoon to be sent to 258 television stations throughout the country. The cartoon features a quiz show on which parents' dental IQ is tested.

Dental Meeting Calendar Available

The 1966 Dental Meeting Calendar is available for purchase. Produced annually by the ADA Department of Sales and Advertising, the Calendar contains a complete listing of professional, trade and laboratory meetings to be held in 1966. It includes U.S. dental meetings and international dental meetings. Copies may be obtained from the ADA Order Department, 211 E. Chicago Ave., Chicago 60611. Prices are: 1-9 copies, \$2.50 each; 10-24, \$2.35, and 25 or more \$2.25.

... Staff Changes (Cont. From Page 2)

succeeded by John Goetz of the University of Chicago press.

As part of the Association's expanded research program, Dr. Harvey Lyon has been appointed senior research associate in the new research facilities. He will be concerned with clinical research. Dr. Ann Perry, formerly a research associate at Northwestern University, has been appointed to the research staff as research associate. Dr. Lyon was formerly with the Navy, serving in various capacities since his graduation from Marquette University dental school in 1945. Among his assignments were researcher and teacher at the Naval Medical Research Institute and Naval Dental School. In 1962, he was named director of the Dental Research Department at the Institute, and in 1964, was named head of the research branch of the dental division of the Bureau of Medicine and Surgery.

Rhode Island Provides Care For Teamsters

The Rhode Island State Dental Service Corporation has announced a dental care program for employees and families of Teamsters Local 251. Dr. Hubert A. McGuirl, secretary of the corporation, estimates that the total number of participants in the program will be more than 15,000. Under the terms of the contract, participating dentists will provide basic dental services (fillings and extractions) to beneficiaries without any cost to the recipient. Other services will be provided under a table of allowances, which specifies the maximum amount which will be paid by the plan for the services rendered. The service corporation will supervise all of the professional aspects of the plan. A dental director will be assigned to carry on the program's operations. The Teamsters plan to build a center which will house the dental director and staff. This center will act as a pre-diagnostic area for preliminary oral examinations, including radiographs. Actual treatment will be performed by the families' own dentists.

McCall's Carries Dental Article

The January issue of McCall's Magazine is carrying an article on "Pedodontics: Children's Own Dentistry." The article was written by Dr. Milton J.E. Senn, an authority on child health and behavior. McCall's has a readership of over 20 million.

Dentist Named To Advisory Committee

Dr. I.P. Davis of Miami has been named to the Advisory Committee on Older Americans by President Lyndon B. Johnson.

(Cont. From Page 1)

health, University of California at Los Angeles, "Preventing the collective toothache"; Dr. Arthur Flemming, president, University of Oregon, "Toward a nation of health literates"; Charles S. Rhyne, general counsel, National Institute of Municipal Law Officers, "One part per million and the law," and Louis Harris, president, Louis Harris Associates, "Controversy and Opinions."