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11-10-1969

## ADA News Letter - 11/10/1969

American Dental Association

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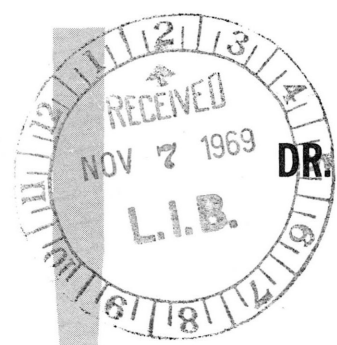
### Recommended Citation

American Dental Association, "ADA News Letter - 11/10/1969" (1969). *ADA News Letter*. 541.  
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# NEWS letter



AMERICAN  
DENTAL ASSOCIATION  
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## DR. HILLENBRAND OUTLINES FUTURE PROGRAMS (SEE PAGE 2)



Vol. 22, No. 22 Monday, November 10, 1969  
published by the AMERICAN DENTAL ASSOCIATION  
211 East Chicago Avenue • Chicago, Illinois 60611

### ADA URGES MEDICAID AMENDMENT TO PROVIDE CHILDREN'S DENTAL CARE

The ADA has urged Congress to recommend an amendment to the Title XIX (Medicaid) legislation to permit states to concentrate their dental expenditures on children. Testifying Nov. 6 before the Ways and Means Committee of the House of Representatives, Dr. C. Gordon Watson, ADA associate executive director, declared that such an approach would be professionally, as well as economically, sound. Children are today as much the victims of dental neglect as any other age group. The average 15-year old child in this nation has already had one-third of his teeth attacked by dental disease and the incidence among children of disease of the soft tissues of the mouth is increasing. Dr. Watson noted that when Medicaid was being first considered in 1964, the Association urged that the proposal be amended to permit states to focus their dental resources on children. The Association feels that such an amendment should have been made then but in any case should be made now.

The testimony was delivered in an ADA statement on health care and social security. Dr. Watson also stated that the Association in early 1967 appeared before this Committee to urge an amendment to Title V of the Social Security Act that would authorize pilot dental care projects for needy children. The amendment was approved by Congress and the President but no funds have been appropriated to implement it. The House Appropriations Committee, in its report on fiscal 1970 funding of the Department of Health, Education and Welfare, however has directed that this program finally begin, he said.

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### ADA Urges Cigarette Ads Ban

The ADA has urged the Senate Commerce Committee to consider legislation banning all cigarette, cigar and pipe tobacco advertising. In a telegram to Senator Warren G. Magnuson (D.-Wash.), chairman of the Senate Commerce Committee, Dr. Richard K. Mosbaugh of Cincinnati, Ohio, chairman of the ADA Council on Legislation, stated: "The American Dental Association urges the Senate Commerce Committee to support the Association's efforts to educate the American people to the danger of using tobacco in any form. The American Dental Association urges the Committee to consider recommending legislation to eliminate cigarette, cigar and pipe tobacco advertising from all public media. Until such legislation is approved the Association urges that all tobacco advertising, especially for cigarettes, carry a clear health warning." Identical telegrams were sent to all members of the Senate Finance Committee.

### ADA Membership At 111,872

Membership in the Association set a new record with 111,872 on Oct. 1 as compared to the total of 111,183 in 1968. A breakdown follows: active and life members, 95,989; affiliate members, 417; associate members, 55; honorary members, 98, and student members, 15,313.

## DR. HILLENBRAND OUTLINES FUTURE GOALS OF DENTAL PROFESSION

National health insurance, the Principles of Ethics and a strengthening of dentistry's influence in the federal government were among the topics of concern for the future reported to the ADA Board of Trustees during last month's annual session by retiring executive director Dr. Harold Hillenbrand. Dr. Hillenbrand said: "There is no question but that the federal government is giving serious consideration to a program of National Health Insurance," and he suggested:

"It is recommended that the Council on Dental Health and the Council on Dental Care Programs, in consultation with other agencies of the Association, review, as a matter of high priority, all existing policies relating to a national health insurance program. When this review has been accomplished and recommendations made, it is suggested that a Task Force might be appointed to design a program for the participation of the dental profession in a national health insurance program when and if such action ever becomes necessary.

"In my view, action in this area by the Association is of critical importance and an urgent necessity," Dr. Hillenbrand noted.

He also discussed dentistry's involvement in federal health programs. "The organization of the dental programs of the federal government should continue to have the close scrutiny of the Association. Federal dental programs, for many years, were fragmented almost into ineffectiveness except in the case of dental research and dental manpower," he pointed out.

"It should be noted that the major thrust of the federal government in the delivery of health services is in the Bureau of Health Services and Mental Health Administration. There is no dental component in this Bureau and the Association should press for one as soon as is practicable..."

The Association should also continue to seek representation for the dental profession at the top management levels of the Department of Health, Education and Welfare, he recommended.

The dental leader also suggested that the Association's Principles of

Ethics be studied for substantial revision. "In my view the Principles of Ethics need a comprehensive revision. While the Principles have been amended from time to time in the past two decades, the amendments have been tacked on to textual language which was pious and archaic in the first place. In recent years also, the Principles have been cluttered with legalistic and administrative language which may have a place in the interpretations of the Principles but certainly not in the Principles themselves."

He added: "The Principles are defective in their unawareness of the social and ethical obligations which must be carried by the dentist and the organized units of the profession. They make no reference, for example, to the withholding of professional services on the grounds of race, creed or color. They take no cognizance of the fact that the right of a profession to self-government is being questioned seriously in many quarters and that it may not be a right at all, but a privilege.

"The Principles place almost no ethical obligations on the constituent and component societies and certainly these should be stated somewhere unless there is to be an endless series of interpretations and misunderstandings."

Additional recommendations made by Dr. Hillenbrand included:

--Undertaking of a comprehensive study of the dental laboratory industry;

--Developing an Association statement which clearly defends the present system of dental licensure and which describes the steps to permit a greater flow of dental personnel between the states;

--Expanding the efforts of the Association in the field of continuing education by developing guidelines to produce some uniformity in continuing education programs;

--Studying the feasibility of developing regional offices of the

Association to permit staff to work more closely with constituent societies,

--Developing regional dental research institutes in multi-discipline, multi-institutional settings.

### Ethics Should Show Health Care A Right

Dr. Maynard K. Hine, chancellor of Indiana University in Indianapolis, proposed that the dental profession consider a new section in the Principles of Ethics stating that dental care should be available to all persons, regardless of "nationality, race, color, creed, location, or economic status." Dr. Hine addressed the annual session of the American College of Dentists held in conjunction with the ADA 110th annual session last month in New York.

He noted that "no comment is made either in the Principles of Ethics or in the Judicial Council's official opinion regarding the responsibility of the dental profession on making health care available to those who need it."

He added: "There has been an increasing interest in all the professions in extending their service to those who need it. Leaders in organized dentistry have started to seek and support methods of extending dental care to areas and groups of individuals where it is needed but not available. It seems to me the time has come to add to the code of ethics of the American Dental Association a section 22, stating something like this:

"It shall be a goal of organized dentistry and its individual members to devise methods of motivating all individuals to desire oral health and of making minimal dental care available to all those who need it, regardless of nationality, race, color, creed, location or economic status. The profession and the individual dentist should not be expected to bear the total cost of this minimal dental care but rather should develop plans under which the individual, assisted in the indigent by the community, state or federal government can receive needed oral health care, he said.

### Twenty-Two Honorary ADA Members

Twenty-two honorary members were elected by the House of Delegates at the ADA 110th annual session in New York.

Honorary memberships were awarded to:

Bernard J. Beazley, secretary-general counsel for Dentsply International of York, Pa;

Sir Robert Vivian of London, England (in absentia), president of the General Dental Council of the United Kingdom;

Marcolino Gomez Candau of Geneva, Switzerland, director-general of the World Health Organization;

Clifton O. Dummett, president of the International Association for Dental Research and professor of community dentistry at the University of Southern California dental school;

Jacques Robert Foure, of Paris, France, currently president of the College-at-Large of the International College of Dentists;

William Getz of Chicago, founder of the William Getz Corp., which is now the dental division of Tele-dyne, Inc;

Harold Hillenbrand of Chicago, retiring ADA executive director;

Jean Jardine of Strasbourg, France, president of the French Dental Association;

Edward H. Lindberg of Short Hills, N.J., retired president of the M.A. Gesner Company, which administers the Association's group insurance programs;

Stefan Loos of Vienna, Austria, president of the Austrian Society of Dentists since 1960;

James Patrick Molony of London, England, active in the American Dental Society of Europe since 1934, serving as its president in 1962;

John M. Newton of Sydney, Australia, Federal Secretary of the Australian Dental Association since 1961;

Robert York Norton of Sydney, Australia, Federal President of the Australian Dental Association;

*See 22 Honorary, Page 4*

### ... 22 Honorary

(Continued From Page 3)

Raymond Pauly of San Jose, Costa Rica, dean of the dental school of the University of Costa Rica;

Louis M. Rousselot, of Washington, D.C., deputy secretary of defense in the Office of the Secretary of Defense;

A. Gordon Rowell, Sydney, Australia, past president of the Australian Dental Association and Inaugural President of the Australian College of Dental Surgeons;

Richard H. Samuels of Chicago, (in absentia), investment counsel for the Association and the Association's Relief Fund since 1947;

Masuru Suzuki of Tokyo, (in absentia), president of Nihon University in Tokyo and dean of its school of dentistry;

Robert Oswald Walker of Birmingham, England, immediate past president of the British Dental Association;

James C. Wallace of Chicago, immediate past president of the National Dental Association and dental director of the Martin Luther King Neighborhood Health Center;

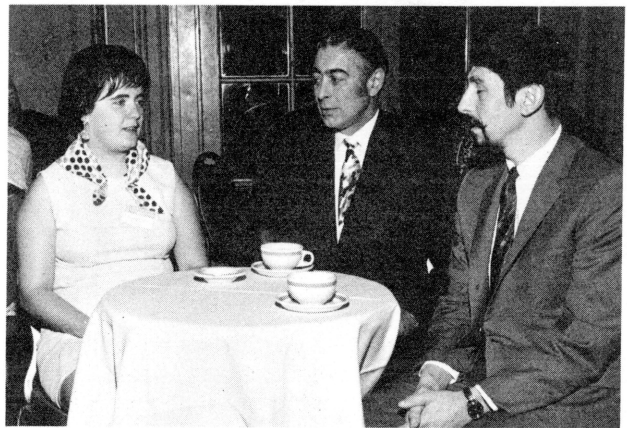
Sir John Patrick Walsh of Dunedin, New Zealand, dean and director and professor of oral medicine and oral surgery at the University of Otago dental school, and

Terence Ward of East Grinstead, Sussex, England, president of the International Association of Oral Surgeons and former secretary-general.

### ... Urges Medicaid

(Continued From Page 1)

The dental leader also cited the lack of dental positions within HEW's top management. The post of chief dental officer of the Public Health Service has been vacant for more than two years. There are no dental positions of consequence within the Social and Rehabilitation Service, the Health Services and Mental Health Administration, the Consumer Protection and Environmental Health Service, the Office of Education or the Social Security Administration though, in each case, there is dental money being spent, Dr. Watson said.



Dr. Leland C. Hendershot, center, ADA editor, chats with the two ADA Science Writers Award winners, Mrs. Jean Latz Griffin, staff member of the Joliet, Ill., Herald News, and Theodore Berland, a free-lance writer from Chicago.

### Council Chairmen For 1969-70

The Association's new Board of Trustees, meeting immediately after adjournment of the House of Delegates October 16, appointed the following men to serve as chairmen of councils for 1969-70:

Council on Dental Care Programs, Dr. Roy L. Lindahl, Chapel Hill, N.C.; Council on Dental Education, Dr. C. Hanford Lazarus, Centerport, N.Y.; Council on Dental Health, Dr. William K. Thurmond, Fort Worth, Tex.; Council on Dental Laboratory Relations, Dr. Leon H. Ashjian, Los Angeles, Calif.; Council on Dental Materials and Devices, Dr. Edmund S. Olsen, Minneapolis, Minn.; Council on Dental Research, Dr. Harold E. Barlow, Akron, Ohio; Council on Dental Therapeutics, Dr. Herbert D. Millard, Ann Arbor, Mich.; Council on Federal Dental Services, Dr. Wallace C. Mayo, Pensacola, Fla.; Council on Hospital Dental Service, Dr. Jack H. Pfister, Wahpeton, N.D.; Council on Insurance, Dr. Ralph D. Coffey, Morganton, N.C.; Council on International Relations, Dr. William P. Humphrey, Denver, Colo.; Council on Journalism, Dr. Vincent G. Lawlor, Abington, Pa.; Judicial Council, Dr. Newton E. Allen, Selma, Ala.; Council on Legislation, Dr. Richard K. Mosbaugh, Cinn., Ohio; Council of National Board of Dental Examiners, Dr. Kenneth V. Randolph, Dallas, Tex.; Council on Relief, Dr. T. Jefferson O'Connell, Ithaca, N.Y., and Council on Scientific Session, Dr. Howard V. Jones, San Diego, Calif.