

# The JOURNAL of the AMERICAN COLLEGE of DENTISTS

50th Anniversary Issue

The American College of Dentists

Origin and Structure

Dental Education

Public and Professional Relations

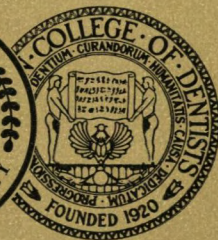
Dental Journalism

International Relations

Dental Research

JULY 1970

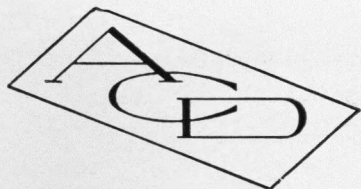
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1970

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## NEWS AND COMMENT

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*Section news, announcements and items of interest should be sent to the Editor, Dr. Robert I. Kaplan, One South Forge Lane, Cherry Hill, New Jersey 08034.*

### **CENTRAL OFFICE NOW LOCATED IN BETHESDA, MARYLAND**

Secretary Robert J. Nelsen announces that the central office of the American College of Dentists is now in operation at its new location, 7316 Wisconsin Avenue, Bethesda, Maryland 20014.

All communications to him should be directed to the new address.

### **AWARD NOMINATION DEADLINE EXTENDED**

Nominations for the ACD Award for Excellence will be accepted up to July 31, according to Secretary Robert J. Nelsen. The form to be used may be found on page 215 of this issue of the JOURNAL.

### **SECTION NEWS**

#### **Kentucky Section**

The Annual Meeting of the Kentucky Section of the American College of Dentists was held April 6, 1970, at the Brown Hotel in Louisville, with approximately forty fellows in attendance.

Prizes were awarded to three University of Louisville School of Dentistry student winners of our Student Writing Contest. They

are Theodore Logan, Jr., Richard Elggren and Jerry E. Cohron, all Juniors. The objective of the contest is to encourage and stimulate writing of scientific papers and interest in editorial work in the dental profession.

Dean Harold Boyer spoke to the group about the philosophy of dental education at the University of Louisville School of Dentistry and gave a slide preview of the almost completed facilities of the new school building.

Officers elected for this year are: President, Theodore E. Logan; Vice-President, Harry E. Moore; and Secretary-Treasurer, William J. Mansfield, Jr.

### **New England Section**

The New England Section of the American College of Dentists, started the year off with a breakfast meeting at the Sheraton-Boston Hotel. This meeting was held during the educational meeting of the Massachusetts Dental Society. The speaker of the morning was Hubert McGuirl, immediate Past President of the American Dental Association.

Our annual meeting was held at the Statler-Hilton of Boston, May 3, 1970. The speaker was Secretary Robert J. Nelsen, and his informative talk was warmly received by his audience.

The following officers were installed for the coming year: Edgar A. Wright, Chairman; Charles Zumbrunnen, Vice Chairman; and Austin T. Williams, Secretary-Treasurer.

### **Northern California Section**

#### **CHARTER MEMBERS HONORED**

The annual meeting of the Northern California Section of the College was held in the Pavilion Room of the Fairmont Hotel, San Francisco, at noon on April 14, 1970. Ninety-two attended, including guests.

Chairman Joseph A. Sciutto presided and following luncheon introduced Harold Hillenbrand, Executive Director Emeritus of the A.D.A., and John M. Deines, President-elect of the A.D.A.

Four of the original charter members were honored guests at the head table; these were Harry A. True, Franklin H. Locke, Sr., Charles A. Sweet, and Frederick T. West.

William H. Hanford was introduced by the Chairman and he presented a bronze plaque commemorating the Centennial Celebration of the California Dental Association to Douglas R. Franklin, President. Dr. Franklin accepted the plaque with remarks of appreciation.

The Chairman announced that there would be no formal indoctrination of the newly elected officers but introduced the new Chairman, Francis L. Bushnell; Vice-Chairman, F. Hayward Norton; and the re-elected Secretary, Lewis H. Daniel. Chairman Bushnell presented a Certificate of Appreciation to Chairman Sciutto who then thanked his officers.

Lyall O. Bishop then introduced Major General Robert B. Shira, Dental Corps, U.S. Army, who was the speaker for the occasion. He gave an inspiring speech on "The Challenge of Progress."



Charter members of the Northern California Section, left to right: Charles A. Sweet, Henry A. True, Franklin M. Locke, Sr., and Frederick T. West. The Section, second oldest in the country, was organized in San Francisco in 1932.



### **Iowa Section**

The annual meeting of the Iowa Section was held on May 4 at the Savery Hotel in Des Moines. Donald J. Galagan, Dean of the College of Dentistry, University of Iowa, discussed the new proposed program for the College of Dentistry.

Ralph W. Phillips, Research Professor at the School of Dentistry, Indiana University, spoke on "Trends in Dental Research."

Homer N. Hake, a member of the Board of Regents of the American College of Dentists discussed items of interest pertaining to the College.

Section Officers are: Chairman, Frederick F. Peel; Vice-Chairman, Frank C. Jefferies; and Secretary-Treasurer, Leslie M. Fitzgerald.

### **Montana Section**

On May 7 the Montana Section of the American College held a breakfast meeting, during the annual session of the Montana State Dental Association.

Harold Kramer, Trustee for the Eleventh District of the A.D.A., was the principal speaker.

During the business meeting following the breakfast, the following officers were elected: Chairman, Gordon Westlake; Vice-Chairman, Gordon Doering; and Secretary-Treasurer, Clarence S. Renouard.

### **New Jersey Section**

The spring meeting of the New Jersey Section of the American College of Dentists was held at the Coronet, Irvington, New Jersey, on Thursday evening, April 23.

Bill Surdi discussed dental society administration from the background of his experience as Secretary and President of the New Jersey State Dental Society. Milt Neger spoke about "Improving Your Office Photography."

The following were elected as officers for 1970-71: Chairman, Byron Master; Vice-Chairman, Brainerd Swain; and Secretary-Treasurer, L. Deckle McLean.

*(Continued on page 213)*

# The JOURNAL of the AMERICAN COLLEGE of DENTISTS

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A QUARTERLY PRESENTING IDEAS IN DENTISTRY

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WILLIAM E. BROWN      ELWOOD F. MACRURY

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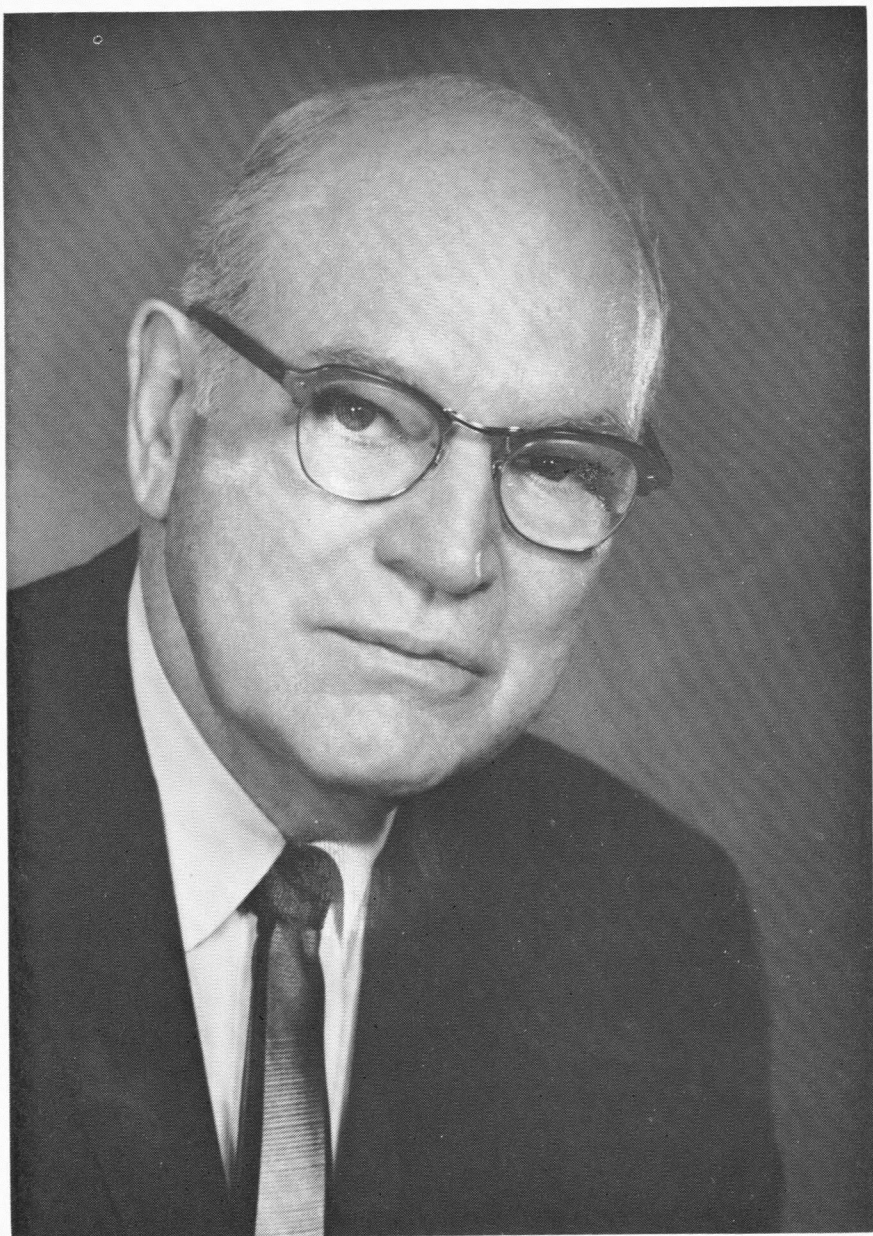
*To the Fellows of the  
American College of Dentists:*

*The 50th Anniversary Celebration of the American College of Dentists will be held in the International Hotel in Las Vegas, Nevada, on Saturday, November 7 and Sunday, November 8, 1970. The Celebration Program will be held on Saturday and the regular Annual Session and Convocation of the College will be held on Sunday.*

*The Anniversary Committee extends a cordial invitation to you and your friends to attend the affair on Saturday. A series of challenges will be projected which will serve to alert the profession to future dental health service.*

*All Fellows are invited to attend the Sunday Session and we look forward to your presence on both days.*

*Sincerely  
HENRY A. SWANSON, Chairman  
50th Anniversary Committee*



P. EARLE WILLIAMS  
Vice President 1969-1970

## The Vice President

Dr. P. Earle Williams, Vice President of the American College of Dentists, is a distinguished oral surgeon, educator, clinician, dental society leader and amateur magician. Born in Texas, he was reared in Oklahoma. He holds a B.S. from Southeastern College, Durant, Oklahoma; a Master of Science degree from Northwestern University, and his D.D.S. from Baylor Dental College. He took his residency in oral surgery at Cook County Hospital in Chicago.

He is a diplomate and former president of the American Board of Oral Surgery, a director of the American Society of Oral Surgeons, past-president of the Southwestern Society of Oral Surgeons, and consultant in oral surgery to the Veterans Administration Hospital's central office in Washington, D.C.

Dr. Williams practices in Dallas and is a member of the teaching faculties of Baylor Dental College and Southwestern Medical School. He has twice been awarded the Thomas P. Hinman Medallion for outstanding work in the field of dental education. He has been in great demand as a speaker and clinician, and has travelled widely, appearing before dental and other groups in forty-five of the fifty states, and in 153 cities in the state of Texas.

A past-president of the Dallas County Dental Society, he is a member of the Board of Directors of the Dallas Heart Association, Texas Cancer Society, Dallas Health Museum, Dallas United Fund and Bank of Dallas, and is an affiliate member of the American Medical Association. He is a former member of the Oklahoma Board of Dental Examiners.

In 1958, Dr. Williams was general chairman for the American Dental Association annual session in Dallas, and served the following year as A.D.A. First Vice President. In 1966, he was co-chairman when the Association met again in Dallas.

He is Past Supreme Grand Master of Psi Omega Fraternity, and a member of Omicron Kappa Upsilon Honorary Dental Society.

Presently he heads a committee which has been charged with making a study of the nominations procedures and forms used by the College, with the objective of improving them wherever possible.

Dr. Williams is married and the father of three sons. His hobby



is magic, and he is a former member of the International Society of Magicians and the American Society of Magicians. He often speaks of the pleasure he has derived from practicing his hobby for patients, friends and groups of mystified children.

No magic was involved, of course, in his choice as Vice President of the American College of Dentists. Having previously served as a member of the Board of Regents, his wide experience in dental society activities and his thoughtful deliberation, and wise counsel make his continued presence on the Board a most valuable asset to the College.

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#### IN THIS ISSUE

*As one aspect of the celebration of the 50th Anniversary, a group of papers on the topic, "The American College of Dentists and Its Influence on Dentistry" has been assembled in this issue. The authors, Doctors Brandhorst, Swanson, Easlick, McBride, Stark and Scott, from their long association with its activities, present detailed information on the various areas in which the College has made significant contributions toward dental progress.*

*This "Festschrift" is rounded out with the reprinting of a paper written many years ago by Dr. C. N. Johnson, a former president, whose concern for the organization inspired some critical comment which is still valid.*

# Editorial

## The First Fifty Years

Fifty years in the life of an individual is a long time; in the life of an organization it may be merely its early years. A man at fifty is generally settled in his ways, mature, and if life has been kind to him, secure and wise. He can still look forward to productive years; he knows his strengths and weaknesses, has profited by his mistakes, and is generally at the height of his career. He may be looking forward to the time when he will rest from his labors and seek the pleasures of retirement.

An organization, on the other hand, has no such activity span. If its foundation is strong, its objectives sound and its ideals of high character; if its members, chosen with care, are consecrated to its purposes, and are constantly replenished each year, there is no limit to the length of time it will flourish and grow. And it will never decline or falter while its leaders are alert to the environment in which the organization exists.

The fiftieth year of an organization is a good milestone at which to pause. It is a vantage point from which one may look back over the road already travelled and forward toward what lies ahead. Looking backward one may see the rough parts, the hazards and pitfalls skirted, the obstacles overcome; looking forward one sees a smooth road, apparently clear, but up ahead there are curves and the passage is lost to sight. No telling what lies around the next bend.

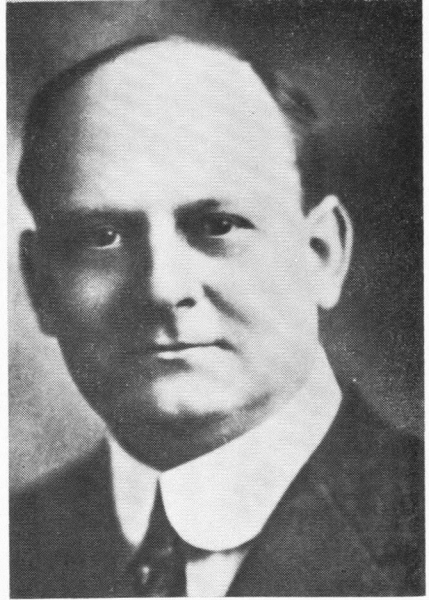
The American College of Dentists is now at that milestone. It is well for it to look back, to celebrate its achievements and recount the accomplishments of its distinguished past. But it looks forward too, not without some trepidation in this time of change, toward a dynamic future—to continuing years of leadership and service, to the profession, and through its fellows, to humanity.

R.I.K.

## The Founders of the College



JOHN V. KONZETT



H. EDMUND FRIESELL



OTTO U. KING



ARTHUR D. BLACK



# The American College of Dentists: Its Origin and Structure

OTTO W. BRANDHORST, D.D.S.\*

FIFTY years ago there came into existence an organization known as The American College of Dentists. Its purpose was to encourage postgraduate study and to recognize those persons with Fellowship who gave of their time to the advancement of the profession through continuing educational efforts.

There was much concern among the leaders of the dental profession at that time, as to what should be done to change the trend of the profession, which was being dominated more and more by commercial interests. Dental education was heading toward a crisis. Medical education had recently (1910) gone through the Flexner survey, which had brought about many important changes. Research in dentistry was being mentioned more and more. In fact, a few months before, a *Journal of Dental Research* had made its appearance. Dental science was advancing rapidly and it became evident that ideals needed to be established, with which the profession could live and function.

So, it came about that during the annual meeting of the Iowa State Dental Association in the spring of 1920, four men met to discuss the matter of forming an organization similar to the American College of Surgeons and the Royal College of Surgeons of Great Britain. These four men were:

John V. Conzett, President of the National Dental Association†  
H. Edmund Friesell, President-Elect of the National Dental Association†  
Otto U. King, Secretary of the National Dental Association†  
Arthur D. Black, President, Dental Teachers Association

After discussing the matter at some length, it was agreed that such an organization offered many possibilities for good but it seemed desirable to seek the advice of others geographically located in other areas of the United States. It was agreed to invite

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\* President-Elect and Secretary-Emeritus of the American College of Dentists.

twenty-five such persons to a meeting to be held at the time of the National Dental Association<sup>†</sup> meeting in Boston, Massachusetts, in August, 1920.

A verbatim report of that meeting indicates the concern which many of those in attendance had regarding the successful functioning of an organization like the one proposed, but in the end it was voted to proceed with the organization. So, on August 20 and 22, 1920, The American College of Dentists came into being.

The concerns which the organizers had were recognized in the planning of the details of organization. They can be summarized as follows:

1. Its aims and purposes must be of the highest order;
2. The ideals and purposes must be spelled out and understood;
3. They must be strictly adhered to—no wavering to accommodate individuals;
4. The organization must be independent of other organizations;
5. It must be free of all political influences;
6. Membership must be by invitation—not application;
7. Secrecy in nomination must be maintained;
8. The personnel of the committee or board reviewing the qualifications of nominations for Fellowship should not be known and should be fully supported if the process is to be successful.

These have been the principles that have guided the College over the past fifty years and should be given due consideration in any changes that might be contemplated in the future.

In 1964 and 1965 when the Constitution and Bylaws were rewritten, the following preamble was prepared for Article II of the Constitution:

#### THE PREAMBLE

"The American College of Dentists in order to promote the highest ideals in dental care, advance the standards and efficiency of dentistry, develop good human relations and understanding and extend the benefits of dental health to the greatest number, declares and adopts the following principles and ideals as ways and means for the attainment of these goals:

"a) To urge the development and use of measures for the control and prevention of oral disorders;

"b) To urge broad preparation for such a career at all educational levels;

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<sup>†</sup> Later changed to American Dental Association.

"c) To encourage graduate studies and continuing educational efforts by dentists;

"d) To encourage, stimulate and promote research;

"e) To encourage qualified persons to consider a career in dentistry so that the public may be assured of the availability of dental health service now and in the future;

"f) To improve the public understanding and appreciation of oral health service and its importance to the optimum health of the patient through sound public dental health education;

"g) To encourage the free exchange of ideas and experiences in the interest of better service to the patient;

"h) To cooperate with other groups for the advancement of interprofessional relationships in the interest of the public;

"i) To urge upon the professional man the recognition of his responsibilities in the community as a citizen as well as a contributor in the field of health service; and

"j) In order to give encouragement to individuals to further these objectives and to recognize meritorious achievements and potentials for contributions in dental science, art, education, literature, human relations and other areas that contribute to the human welfare and the promotion of these objectives—by conferring Fellowship in the College on such persons properly selected to receive such honor."

These were reviewed recently by the Board of Regents and, except for minor changes in wording and sequence, were again approved. (It is planned to submit the suggested changes with other material, to the membership, for approval at an early date.)

The organizational and managerial structure of the College consists of a number of units, namely: a group of officers, a Board of Regents, a Board of Censors and a group of committees and the Sections of the College.

The officers of the College are: President, Vice-President, President-Elect, Secretary, Treasurer, Historian and Editor. There are eight elected regents, each serving for a period of five years. This group of officers and the elected regents constitute the Board of Regents. The Secretary, Historian and the Editor, while participating in discussions do not have voting rights, in the Board.

The Bylaws state that "The Board of Regents shall conduct the business of the College, except as otherwise provided."

The membership, by voting rights, is of course the final authority if needed.

The Board of Regents holds at least two sessions of several days each during the year; one in the spring and another in conjunction with the ADA meeting in the fall.



The Board of Censors, consisting of five persons, has the responsibility of determining the qualifications of those nominated for Fellowship and submitting the approved nominations to the Board of Regents for its further consideration.

Committee activities are the lifeblood of the organization. They hold meetings, have discussions and report to the Board of Regents, making such recommendations as the committee considers in order to attain their objectives. Final action is by the Board of Regents.

Not all recommendations have their origin in committees. The Board of Regents may be stimulated to take specific action on projects presented by Board members, especially by incoming officers.

Then, too, the programs at the annual meetings and special meetings offer many suggestions worthy of further consideration by the College.

The Sections of the College are also a part of the overall activity pattern. The purpose of the Sections is to carry forward the work of the College at the local level. Some have grasped the opportunity and are doing a good job; others are not.

Donald W. Gullett, discussing the "Meaning of the College" in his inaugural address as President in 1959 stated:

"What the College means really becomes a personal thing. Probably the College means something slightly different to each Fellow. I admit that this difference depends greatly on how much interest each individual has in his profession in general and the College in particular. The founders of the College exhibited the highest professional ideals, and their successors have obligation to hold high the true ethical concepts of professional life.

"Society has established several levels of conduct. First, there are the legal demands. For observation of the law no individual or group of individuals receive much credit, for it is expected of all to abide by the law. Then there is a disciplinary level where, in addition to the law, there exists certain recognized rules or regulations some of which the individual imposes upon himself. Again it is taken for granted that all professional men will observe proper discipline. On a step higher we find codes of ethics and here the man of ideals, in obedience with his code, becomes recognized as a man of honesty and honor. We look upon this level as being that of a true professional man. A higher level exists which might be termed the level of integrity. Integrity draws a finer line of demarcation than legality, discipline, or even ethics, being one of the highest virtues. To practice with integrity requires courage and unselfishness, denoting the highest of principles. It is at this level that we think of the College and its Fellows."

Dr. Philip E. Blackerby in his presidential address in 1963\* stated that

"The College must be a *symbol* of the ideals that have made our profession great. As Fellows it is our duty to uphold and promote these ideals. The College should be a *catalyst*, stimulating and facilitating intra- and interprofessional reaction that serve the cause of progress. As Fellows, too, we must find ways of exerting our individual catalytic effects on those around us who are potential contributors to the advancement of our profession. The College should be a *stabilizer* helping to provide the weight of solid truth and objective judgment that will balance the forces of extremism that can threaten the solidarity and the future of our profession. And the College should be a *resource*, a court of appeals, in a sense, to which the profession can turn for guidance in matters of ethics, of philosophy—based on the experienced judgment of the mature professional men who typify the membership of the College. . . ."

Dr. Blackerby adds:

"The College has many functions, but its greatest mission—its reason for being—is *leadership*. And it has become crystal clear in our increasingly complex and rapidly changing society, that the challenges confronting dentistry, and hence the College, require a kind of professional statesmanship and broad gauged leadership that reflect a wholesome and exquisite balance between technical competence and social conscience."

This, then, is the American College of Dentists—a not-for-profit organization, serving the profession by promoting its standards and ideals—all in the interest of the public whom the profession is privileged to serve.

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\* "The Mission of the College," J. Am. Col. Den. 31:22-25, January 1964.

# The American College of Dentists and Dental Education

HENRY A. SWANSON, D.D.S.\*

SINCE its founding, the American College of Dentists has been interested in and contributed to the progress of dental education. In the decade prior to its organization, dental education was under severe scrutiny by the then leaders of the dental profession. The changes that occurred in dental education were due to the conscientious efforts of many individuals and groups.

The strength of any group lies not so much in numbers as it does in its dedicated, forceful, and dynamic leadership. The American College of Dentists is such a group. Its objectives, laid down fifty years ago, have been the foundation upon which service to dentistry and the public was developed. It has an altruistic approach, not self-limiting, but broad and visionary in concept and performance. The College is not responsible for decisions that must be made, nor for the policies that should be adopted by the profession. It has, however, assumed responsibility for study, research, and the investigation of many problems in dentistry so that those who are responsible for policies may have the knowledge gained from the College activities.

The College has justified its existence in the activities it has undertaken, and in the principles it has adopted for the improvement and advancement of the dental profession and the public welfare. Each Fellow in his own right has proven his individual leadership, and by joining with others in the organization, has made the College outstanding in performance and successful in operation.

The College is interested in all phases of dental education. From the formal scholastic teaching through the entire range of learning which gives depth and stature to an individual. The evo-

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\* Past-President of the American College of Dentists and chairman of the Fiftieth Anniversary Committee.



lution of technical, cultural and scientific knowledge is important to the College; its efforts are extended in many avowed and assumed responsibilities.

The objectives of the College in relation to dental education are stated clearly in the bylaws:

- (a) To encourage qualified persons to consider a career in dentistry so that the public may be assured of the availability of dental health service now and in the future.
- (b) To urge broad preparation for such a career at all educational levels.
- (c) To encourage graduate studies and continuing educational efforts by the dentists.

These three provisions are geared to an educational system, well organized and under the supervision of national accrediting agencies and the Council on Dental Education of the American Dental Association. It will be noted that the College objectives are specifically directed toward improvement of the abilities of individuals for dental health services and not toward matters concerned with the administration of teaching establishments.

The College was founded in 1920. Just prior to that time the dental profession was undergoing changes with regard to dental education, the status of dental schools, the curriculum, and the development of a more scientific approach to education. The educational objectives of the College, set down by the founders, were basically two: to elevate the standards of the profession, and to encourage graduate study or continuing education. The founders of the College were among the leaders in the dental profession during that period and were much concerned with the many problems facing the profession. A statement at that time showed their concern:

"... the enormous increased responsibilities of the dental profession to humanity on the one hand, the unprecedented opportunities for exploitation, which have resulted in a wave of mercenary practices that threaten to become a public scandal to the everlasting disgrace of American dentistry on the other hand, demand that those elements of the profession, whose character, reputation, and professional attainments point them out as leaders, should be brought together for the purpose of checking the tide of destructive agencies and of encouraging by every laudable means the cultivation of that high spirit of professional social responsibility, the wholesome influence of which is so greatly needed" (1).

Individual Fellows and the College itself, were preeminently active in the changes that occurred. The first accreditation of dental schools, the elimination of proprietary dental schools with their placement under university control, the requirement for predental education as a prerequisite for dental school entrance, are evidence of the efforts of several dedicated groups whose memberships were well represented by Fellows of the College.

In what way has the College aided dental education? First, it provided an environment conducive to thoughtful approach to problems without direct responsibilities for execution. Many of the College studies have provided background information for improvement in dental education.

Would you agree that literature and journalism are important in education? Without them there is a minimum of communication and opportunity for transmission of knowledge. In 1928, a committee of the College conducted a survey of dental journalism. The results of the survey suggested changes in the entire concept of dental journalism which eventually resulted in a set of principles for the selection of editors; principles for the control of dental journalism by the profession; and the principle of higher standards for the acceptance of advertising for dental publications.

The College publishes a Quarterly JOURNAL and until last year, the *ACD Reporter*, a bimonthly newsletter. The publication is a journal of note and it contains timely editorials and articles pertinent to present-day situations, written by persons of high qualification and authority. The *Reporter* was a less formal endeavor and contained informative material covering current activities of the committees of the College.

A writing award for senior dental students was initiated to encourage writing. The need in this direction was recognized and an effort was made toward the inclusion of science writing as a part of the curriculum of all dental schools. An early Committee on Journalism made the statement "the dentist who learns to write well learns to think more acutely and effectively about his profession, and through his writing contributes to better dentistry."

In 1960, the College published a book titled *The Evolution of Dental Education*. This text was written by Dr. John E. Gurley, then historian of the College. This book covered the chronological

history of the Dental Educational Council of America, the Dental Faculties Association of American Universities, and the recognized Dental Educational Council of America. This was a valuable addition to dental history literature and the College was proud to support and assume the responsibility for its publication.

In 1957, a study was undertaken relative to the financial support necessary to enable the dental schools to function at maximum capacity and at the same time maintain an educational level that would have the respect of the profession as well as the educational institution of which the school was an integral part. This study was done at a time when most dental schools were in dire financial need to advance or increase their programs. At that time the basic operating income came from sources, none of which were government funds, with the exception of the G.I. student fees. Whether or not we approve of Federal funding, when it was initially granted, the schools were able to improve their facilities and administration. With the reduction in Federal funding, the matter of dental school financing again becomes a problem which will need master-minding. The public and the profession should not allow any dental school to close.

A brochure was developed by a committee of the College titled *Suggestions for Fund Drives to Aid Dental Education*. This served to call attention to needed funds through the profession, dental alumni, philanthropic, and independent organizations. It could well be reviewed, revitalized and activated during this period of increased need. The American Fund for Dental Education provides the opportunity for the profession to financially support dental education.

One of the major problems in dental education is in the recruitment and selection of dental students. The College has stressed this need for many years, realizing that numbers alone are not the important factor. Scholastic abilities are important, but a greater need lies in the evaluation of the intellectual and moral potency of the students in their approach to the status of professional individuals.

Dentistry's social characteristics or image is dependent on the inherent integrity and moral fiber of the entering student; the teaching, learning, and association within the schools; and the en-



vironment of living during the educational experience. What emerges will either enhance or depreciate that status. One of the great interests of the College lies in enhancing that status by creating an environment for thoughtful approach to methods that will improve the ideals of the profession.

In 1965, the College held a Workshop on Enhancing the Image of Dentistry. This Workshop resulted in the formation of fourteen recommendations for the advancement of the social characteristics of dentistry.

In 1957, a study of the motivation of prospective dental students was proposed by the Committee on Recruitment, and was undertaken in 1958. The College financed and supported this study. The basic objective was to investigate the background, motivation, interest and nature of all entering freshmen in dentistry, to gain some insight into some of the problems of selection, recruitment and development of the dental profession. The major study included a questionnaire to each student in all freshman classes in dental schools of the United States and Canada, with a return of 3,610 out of 3,850 sent. The coverage for this study was basically sound.

The results of this survey were reported in the JOURNAL OF THE AMERICAN COLLEGE OF DENTISTS in an article titled *The Dental Student*, by Douglas M. More. Considerable information was gathered on the motivation and attitude of the entering dental student. The report skillfully presented an evaluation, recorded in such a manner that those interested in counseling or recruitment might derive much benefit from it.

Four years later the Board of Regents of the College, believing that a follow-up study should be made on the graduates who were freshmen when the first study was made, undertook to reevaluate and reassess the seniors who were about to enter practice.

The results were reported in the JOURNAL in an article titled *The Dental Student Approaching Graduation—1962*. Dr. More stated that "In all pregraduation years the student is learning how to become a professional man in two fundamental ways. He acquires the techniques, skills and knowledge to perform in practice. Secondly, he assumes the manners, attitudes, beliefs and behaviors that are intimately a foundation for a professional role. He

must learn how to relate to others in face-to-face interactions—patients, colleagues, assistants and social groups outside practice—but always from the position of the dentist. The code of his calling needs to become ingrained in him so that it conditions his behavior without need of conscious attention. We suspect that failure to make the grade in professional schools may result as often from failure to achieve these vital attitudinal shifts as it does from failure to master the techniques.”

The College is proud of this contribution to dental education. If all students are properly motivated, selected, and educated to assume a true professional role, there would be no danger but that the image of dentistry will always remain at a high level.

Education should not be self centered. It should be the approach to greater knowledge, which should make one capable of many achievements. Shailer Peterson has said, “the education of the professional man must be planned to include attention to his training in the theory and principles, and in the technics of his profession, and in the utilization of the scientific method in attacking and solving problems important to the community and the nation” (2).

It is for such reasons that the College has held many seminars and workshops for continuing education for the professional man. Baselines for continuing education were developed by a committee of the College in 1958, and are available in a brochure titled *An Outline for a Continuing Educational Program for the Dental Profession*.

Teacher Training Fellowships have been available to anyone who is seriously interested in a career in education. The need for teachers in the expanding educational program is of paramount importance. The recruitment of those who have the motivation and teaching ability should be given priority in the efforts of the College.

An Exchange Fellowship plan between the United States and Great Britain was in operation in the years 1962 to 1965. It was sponsored and supported financially by the College. The Committee on Education pointed out that the basic plan offered unusual opportunities for the exchange of ideas, especially since it was a two-way approach, whereby persons were sent to England and

those from England were sent to this country. These individuals did not necessarily participate in the same subject matter area, but in different fields of interest.

The need for increased dental health care can only be met when the profession has well qualified and trained auxiliaries to support and complement the dentist. The College recommended advances in these training programs and has supported these endeavors over the years. As previously mentioned, the College is not responsible for the policies that must be adopted and the programs of training that should be established, but it is ready at all times to study and undertake research of problems that face the profession.

One of the newer projects undertaken by the College is the Institute for Advanced Education in Dental Research. The program is under the direction of the Committee on Research. The opportunity and challenge for a broader understanding of the many needed research problems in dentistry has been made available through the Institute. There is no limitation in thinking and no background precedence to hinder the development of the program. The College is proud of its part in the sponsorship of this new field of education.

OPERATION BOOKSHELF is functioning successfully. Since its inception, thousands of pounds of dental journals, publications, books and equipment have been sent to missions, libraries and dental schools overseas. The enthusiastic response from the recipients has stimulated planning for the continuation and expansion of this humanitarian endeavor. The present procedure for distribution is through the United States Navy program called OPERATION HANDCLASP. In 1960, the Navy initiated this project for the collection and distribution of all types of goods and materials on a personalized basis, to foreign areas of need. All dental literature is considered acceptable.

Would we say that the American College of Dentists is only an honor society or do we believe it serves a most useful purpose in building and enhancing the image of dentistry through its interest in dental education? What it has done for dental education can be matched in the fields of research, public health, social responsibility and in many other phases of professional activity.



As Fellows of the College we are charged with responsibilities which demand our wholehearted attention not only to our profession, but as citizens, to our community, our state, and our country. May it never be said that the Fellows of the College have failed in this respect.

All areas of education appear to be facing a crisis. The old order is under criticism from those who lack maturity of knowledge and experience and who appear to be subject to disruptive influences of an unknown origin. The future of professional education depends on the maintenance of very definite disciplinary measures which should never be abrogated to satisfy the whims and fancies of a minority of the student body. The responsibilities of the health professionals are heavy and there should be no deviation from the requirements of education and moral integrity.

Fifty years ago Dr. C. N. Johnson, a charter member and one of the stalwarts of the dental profession, stated at the time of the founding of the College:

"The greatest need of the hour is not so much the consummation of a better technique—it is to save the soul of dentistry, to preserve the ideals and ethics of the profession—to prove the faith that is in us for the maintenance of a high ethical concept that will create a sharp distinction between our policies as a profession and the practice of the market place" (3).

The American College of Dentists is in complete agreement with this statement.

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# Fifty Years of Public and Professional Relationships and Still Looking Ahead

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AFTER completing the celebration of one family's fiftieth anniversary as recently as April of this year, perhaps an appropriate mood has been retained for looking back to 1920. The immediate task now is to examine seriously the history, appraise objectively the status, and anticipate thoughtfully the future of the public and professional relationships engendered and nourished by the first fifty years of activity of the American College of Dentists. The impact of its public and professional relationships will be found thoroughly intertwined, hence, it appears proper and essential to consider them together.

During one-half century of progress the College has matured. For anyone at all familiar with its currently vigorous facets of interest, imminent retirement will be unthinkable; its objectives make it eternally youthful. Join with me, hence, in one portion of its periodic health examination as of November, 1970.

## THE PULSE OF A COLLEGE

It always is helpful to an internist to be provided with a history of his fifty-year-old patient; the College can document such a history (1). A former President of the College reminded his readers early this year that August 20, 1920, was the date when twenty-nine dedicated dentists organized the College, argued out its purpose and objectives, and wrote a Constitution and Bylaws. Exactly a year later Dr. C. N. Johnson, active in the organizing group, stated that the highest function of such an organization of professional persons is to create widespread urgency among dentists for continuing uplift. Fundamentally a college of dentists may be ex-

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pected to exist apart from every other dental organization because its objectives, repeated time after time, are to provide an incentive for its members to solve professional problems whenever they develop, to stimulate growth in social understanding and scientific approaches, and to grasp every opportunity to live a professional life dedicated to the *ideal in human relationships*.

Today, Article II of its Constitution and Bylaws (2) presents the purpose of the College as promotion of the highest ideals in dental treatment, the advancement of the standards for the efficiency of dentistry, the development of *good human relationships* and understanding, and the extension of the benefits of oral health to the greatest number of people. For attaining these desirable results, the tenth and final statement asserts that the College should encourage individuals to further these objectives and to recognize meritorious achievements and potentials in contributions to dental science, art, education, literature, *human relationships*, and the many other activities that contribute to human well-being.

With such directives for its guiding purposes written out by this College, since its beginning, one now is entitled to ask, "What have its Fellows done to establish fruitful relationships within the profession and with the public?" The answer should be obvious for those who are long-time associates. For others, one may point particularly to the vigorous and frequently courageous manner in which its Officers and Regents have stimulated so many examinations of controversial issues. They have picked out many issues for the purpose of ascertaining truth, and have continued the initial examinations through a committee or some other agency to provoke recommendations for, and then stimulate programs of action.

#### THE IMPACT OF THE COLLEGE ON THE PROFESSION

Until the history of the College becomes available one will have to be content with a limited number of well-documented, illustrative examples.

1. *Quality of Dental Literature*. One of the first commitments was motivated by a charge to the profession to improve the scientific quality of its literature. Ensuring literary domination of publications and their support by dental organizations developed early scars (3).



2. *Dental Ethics*. Another early activity, performed in the interest of an improved profession, was the effort, not merely to write down ethics for a health profession, but to educate all dentists to practice these ethical concepts as a routine manner of professional behaving (3). "Thou shalt not . . ." rarely is accepted gracefully, the Regents found.

3. *Exploration of Health Insurance*. Just eleven years old in 1931, the College decided to push ahead with an investigation of an extremely controversial issue of that day. It decided to exercise its customary foresight by learning more about health insurance during a period of din engendered in the medical profession at the mere thought of financing payment for services by any other mechanism than patient to physician. Actually, it was not until 1939 that the din reached its peak when Senator Wagner of New York introduced in Congress the first National Health Bill. The College, in 1931 as the first organized group in any of the health professions, demonstrated sufficient courage to invest money in a study of health insurance. It financed Dr. Nathan Sinai to study various programs of health insurance and to report back, as a matter of information for the College. His estimate of the social impact of such methods of financing on the profession still makes interesting reading (4).

4. *Manpower in the 1970s*. As another, much more recent impact of the College on the dentists of this country, example four must be cited as briefly as is consistent with understanding. This impact was delivered by the comprehensive second workshop organized and financed by the College, "Dental Manpower—Needs in the 1970s." On an intensely foggy morning in St. Louis, December 10, 1967, President Alford of the College called 136 participants to order. He stated that the goals of the second workshop were (1) to alert the dental profession to the tremendous needs of the people of this country for dental services, (2) to sponsor informed discussion, and (3) to gain decisions for satisfying these needs that will view them in the light of recent social, economic, and legislative developments (5).

Harold Hillenbrand, following Dr. Alford as the keynoter, crisply pointed out the problems facing the members of the workshop

during the next three days by listing four disparate postulates (6): (1) Dentists are not meeting the needs of the 1960s and are prepared much less to meet the needs of the 1970s; (2) in many areas of shortage of manpower exists; (3) dental auxiliaries are being used in a wasteful, confusing, and sometimes illegal manner; and (4) the talk one hears on dental care versus demand for dental care will be reduced to zero the moment that the barriers of ignorance and economic want are eliminated.

During the workshop's three days and evenings of study, sixty-two recommendations were presented by four of the study-groups. The fifth study-group performed a prodigious service in the three days by developing a reasonable estimate of the dimensions of the task presented to the dentists of the United States by Federal legislation and by the American Dental Association's "Dental Health Program for Children." The assignments of the four remaining study-groups were (1) increasing the productivity of dental personnel, (2) the development and administration of dental programs, (3) communications-technology—its utilization in the delivery of dental health services, and (4) reorientation of personnel for dental health services in the 1970s.

The sixty-two recommendations were studied for two days in March, 1968, by the Committee on Social Characteristics of the College; overlapping recommendations were consolidated; and decisions were reached regarding the best committee or agency to receive and implement them (7). Eleven were referred to the American Dental Association, eight to the U.S. Public Health Service, seven to the American Association of Dental Schools, thirteen to the constituent dental associations, three to the secretaries of component dental societies, and seven to committees of the College.

Copies of the Proceedings were distributed widely, but the impact of this workshop, it was decided, would be too difficult to evaluate objectively. Although provoking details of the questions posed cannot be submitted in a brief report, the outline scans the controversial problems that the College recognizes and does not hesitate to study in order to motivate a health profession.

## IMPACT ON THE PUBLIC

Probably very few nondentists ever heard of the American College of Dentists. Sometime in the future the public may discover and appreciate the College's effort to attain one of its original goals—"extending the benefits of oral health to the greatest number of people." One of the publications of the College is a pamphlet, "Responsibilities in Health Service," (8) that appears appropriate to quote at this point: "Public appreciation and esteem come not from expression of platitudes or promises, but are based on a sympathetic understanding, willing undertaking, and efficient performance of the task in hand, coupled with the assurance of high moral and ethical concepts that should be an every-day part of the professional man's life." This statement provides a ready springboard for a recounting of the College's impact on the public, unaware as the public may be. Only one comprehensive activity of the College will be recounted as an illustration, the workshop on "The Image of the Profession."

In 1961 the Board of Regents created and, appointed, a Committee on Social Characteristics. After two meetings this Committee concluded that one of the important tasks confronting the College was to study thoroughly today's impact of the dental profession on the public, and then to develop recommendations for enhancing the image of dentistry. The Committee recommended and the Regents approved an activity to progress in three steps: (1) determine the nature and establish the extent of the interest that dentists have in the status of their profession; (2) organize a workshop to project the problems associated in any attempt to enhance the image of dentistry; and (3) develop the ways of, and the means for furthering the recommendations expected to result from such a workshop (9).

*Step No. 1.* On Saturday afternoon, October 12, 1963, at Atlantic City, New Jersey, the Committee on Social Characteristics sponsored a discussion by a panel of three speakers to which the Fellows of the College and the members of several other groups of the profession were invited and urged to attend. The panelists consisted of the president of a university in Cleveland, Ohio, an editor of a newspaper in Detroit, Michigan, and a former representative of a union and management dental health program on the Pacific



coast. All were requested to examine the practice of dentistry through the eyes of the consumer and they did. The comments of the large group of dentists attending—some vociferous, some approbative, and some derogatory—indicated a wide-spread and emotional interest that induced the Board of Regents to approve the development of the first comprehensive workshop in which the College had engaged (10).

*Step No. 2.* Because of the unique position of the College for carrying out its traditional role of assuming responsibility for the study of important problems that face the profession, 125 persons assembled in St. Louis on Sunday, January 17, 1965, to study the problems in, and the methods for creating a better societal image of the practice of dentistry. The objective was reinforced each day: "Develop practical recommendations for initiating improvement." The problems, it had been agreed in advance of the conference, encompassed three facets of change: (1) changing the dentist's image of himself; (2) changing the image of dentistry held by the other health professions; and (3) changing the public's image of dentistry—all three apparently interrelated (11).

On Wednesday, January 20, six study groups reported their recommendations (12): No. 1 had studied the steps for changing the dentist's image of himself; No. 2 reported the steps for enhancing the public's image of the profession; No. 3 submitted recommendations for improving interprofessional relationships; No. 4 suggested methods for exerting an impact on the image of the profession through altering the environment—office, equipment, team, and approaches where dentistry is practiced; No. 5 first defined terms and then recommended activities for removing misunderstandings of relationships between government and the organized profession; and No. 6 reported its recommendations for identifying problems and then planning programs of research to measure the impact of the various images of dentistry.

*Step No. 3.* As after the workshop on dental manpower reported earlier, the recommendations of the College's first workshop were studied and regrouped during a meeting of the Committee on Social Characteristics, April 2-3, 1965 (13). The Board of Regents, meeting April 9-10, approved fourteen major resolutions, designated continuing assignments for initiating a number of them, and

provided for wide distribution of the Proceedings.

In view of the space allotted, this comprehensive example of the interest of the Regents in the public's interpretation of the activity of one health profession's practice will have to serve as the illustration. It does attempt to exert an indirect and a direct impact on the attitudes held by the public.

#### SOME FUTURE IMPACTS

The approach to an estimation of the future impacts from the "flights" of the College will have to resort to hazy guesses. With no crystal ball to view the future and with no supporting ground-crew at Mission Control in Houston, a dentist will have to limit himself to examples of the readily anticipated, imminent impacts of the 70s.

Any Fellow of the American College of Dentists, who now is ready to sit back with folded hands, in his moments of leisure, and assume that professional and public relationships have been solved, would be naive indeed. The necessity for exertion of strong professional and public impacts by the College appear to have multiplied since 1965—certainly since 1967—in spite of the activities and resources authorized by the Regents. The College, during its sixth decade can be no geriatric home for oldsters in which to voice polite things about each other. There must be room, aplenty, for intelligent youth, for vigor, for daring, and for *new* ideas which work themselves into *new* approaches that result in *new* programs. Some problems in education, interpretation of research, findings of the space-age, guidance of governmental projects, and demands for national health insurance are on the door-step of the College, even now, hence, examples will be cited.

1. *Education.* A demanding problem of the College's sixth decade of operation was recognized and reported by the Committee on Social Characteristics when it submitted a final report on the recommendations of the workshop on dental manpower, the "Practice of Dentistry in the 1970s" (14). The problem identified was the need for widespread education incidental to the final initiation of Federal legislation for the health of the dentally indigent population. Detailed concrete plans for meeting this educational need even may be over-due. The Committee outlined the facets of

this problem. While indicating the necessity for a rapid increase in the education of dentists or dental auxiliaries or both, the report stated that a tremendous amount of coincidental educational effort will have to be expended to gain the intelligent cooperation of the agencies in local communities; to educate local dentists and local recipients in the details of the regulations and the procedures of new programs; to inform the members of families, who are legitimate recipients of governmental assistance, how to obtain their benefits; to arrange transportation—even baby-sitting—for those new patients getting initial treatment and periodic recalls; and to develop a demonstrational postgraduate program for small groups of dentists to learn how to treat children, practice prevention, care for physically and mentally underprivileged and home-bound persons, and utilize a team of auxiliary personnel. The comprehensive educational demands now seem staggering.

2. *Research.* One facet of impact of dental research will have to suffice as an example of the promotional activity, for dentists and for the public in which the College may be expected to engage. It appears now that an imminent break-through, to which dental practice will have to adjust, will be in the requisite scientific knowledge of the etiology of disease of the oral supporting tissues. Following this knowledge will come the promotion of the tasks for teaching new measures of treatment and the steps in preventing the need for them. Sufficient knowledge now is available to serve in a program for instructing the public, but much new knowledge still has to be gained and appraised by any group that proposes to publicize fact.

Last September, a conference on specific questions related to periodontal diseases was arranged in Bethesda, Maryland, a conference sponsored by the National Institutes of Health for its Dental Study Section (15). Two questions were submitted for initial attack by the investigators attending: (1) The role of bacteria in periodontal disturbances—is the disease infectious, transmissible, noninfectious—what research is required? and (2) the role of the host—resistance, immunological reactions, inflammation, and the precise factors concerned in the loss of bone.

3. *Impact of the Space-Age.* No day can be sighted for ending the College's assumption of the tasks in promoting fact for the



benefit of the profession and the motivation of the public. Recently a reporter for the *Detroit Free Press* predicted revolutionary changes for daily human life on planet Earth before the end of "Century Satellite" (16). He insisted that need no longer exists to support scientists' arguments that communications' satellites will affect society as profoundly as the invention of the printing press and the telephone. He pictures by the end of the Twentieth Century a low-cost, multipurpose, reusable vehicle—the "space shuttle." New equipment for communications, now evolving, will be able to reduce travel to meetings, conferences, and business appointments by at least 20 per cent and permit solutions of the health practitioner's problems by experts no matter how isolated he practices. Even the generation's gap in historical significance may be solved because everyone, young to aged, will live today's world-history.

Other than the concentration ahead of the College on the new, effective methods of communicating, one merely can speculate on the impact from human flights into space—some may be additional fringe benefits for the practice of dentistry. Speculation concerns the new knowledge being gained of human metabolic processes and the new impacts, already available through the synthetic foods developed for space-men which may assist in the control of the activity of dental caries and periodontal disease.

4. *Guidance of Governmental Programs.* Not long ago the editors of *Business Week* published an eight-page, special report of "The \$60-Billion Crisis Over Medical Care" (17). This so-called crisis adds one more impacting problem to the responsibility of the College. Somehow or other, a way has to be found to guide the dental programs authorized by Congress into practical, economical, well-considered, and well administered plans for action.

Digested, the introductory statement of the report notes that many Americans would rather die than get seriously ill. For millions, going to the hospital means going broke, and for many more persons adequate medical care is unavailable. Private health insurance, often supported by industry, along with Medicare and Medicaid, has eased the financial pain somewhat. Pressure is mounting, however, for far more sweeping changes in the way that Americans get their medical care.

The answer resembles, more and more, the one adopted by practically every other major western country—a national health program. Business, the co-partner in many programs of insurance, also is hurt by the soaring costs of care for its employees. Of 100 businessmen queried for the report, a few now have readied their thinking because they feel that standing against a national program of health insurance will be equivalent to arguing against the divinity of the Heavenly Father or the sanctity of motherhood.

Recently another reporter (18) who writes for the *Wall Street Journal*, designated his report as “Health Care Drive; Broad National Plan to Pay Medical Bills Gains Support.” His report points out that Walter Reuther, President of UAW, supported by Wilbur Cohen, former Secretary of HEW, E. G. Marshall, actor, Michael DeBakey, heart surgeon, Senator Kennedy, and others, has established a headquarters two blocks from the Nation’s Capitol in order to amass support for a broad attack on the cost of health by paying everyone’s bill.

Since the proponents seem to favor an approach similar to that of Medicare or of Medicaid, the College may be confronted by a truly tough problem—an attempt in this instance to guide such an approach into a path that will avoid chaos for the dental profession by overwhelming its resources. Perhaps the time has arrived for the College to join forces with the American Dental Association (19) for an initial concentration on the incremental dental needs of children so that a future backlog of untreated young adult patients eventually disappears, while the dental profession gains time for educating additional manpower to cope with dental needs as needs gradually are turned into demands. Otherwise the era of medicine’s “one ill, one pill, and one bill” may end abruptly as a health disaster.

#### REMINDING THOSE WHO MAY FORGET

Since all Fellows of this College may find difficulty in divorcing improvement of their professional behavior from improvement in public impact, a final word is in order. Some Fellows, be reminded, practice dentistry as artists might who constantly aspire to a better and better representational creation; for them restorations

of silver amalgam, of gold foil, of cast gold, or meticulously matched porcelain become an ever-challenging art that permits no deviation from technical rules. Others organize a smoothly operating team of auxiliaries and specialists until they become outstanding in the delivery of superior dental services economically. Still others become irritated when their fellow practitioners fail to practice preventive technics in their offices and to motivate their patients in the practice of prevention properly after returning home. Some search constantly for improved skills to benefit their surgical management of orofacial tissues; some are continuing students driven by a burning desire to attain the maximum in diagnostic skills; some become more and more expert in the replacement of missing oral, even orofacial units; some become greatly beloved teachers of students—undergraduate or long-time graduates; and some improve throughout a professional life-time in objective research, epidemiological surveys, and the statistical appraisal of data.

Regardless of the area of specialization that resulted in recognition by the College, this College, throughout the perplexing middle third of the Twentieth Century, an era accompanied by a disruptive rapidity of change in human mores, has taught its Fellows that no greater honor can come to a professional person than the respect of his peers, of his colleagues. If Diplomates, however, are to experience a satisfying and desirable professional final third of the Century, their College must continue to emphasize with vigor the early conviction that honor accrues from a satisfied public.

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# Dental Journalism and The American College of Dentists

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WHETHER I label it the *effect* that the American College of Dentists (ACD) has had on the journalism of the profession, or whether I tag it the *influence* of the ACD on dental journalism, is only of semantic significance. Beginning in the late 1920s and *continually from then on*, the ACD rained influence on the arid desertlands of dental journalism. So much for words, now for facts.

Early dentists saw clearly the need for a professional journalism dedicated to the advancement of the profession and service to the public. This was established firmly in the period of 1839-40 with the publication of the first dental periodical—*The American Journal of Dental Science*. However, the prescience of these pioneer dentists was not shared completely by what was then considered the profession. Dental societies and groups were still poorly organized and not totally alert to the importance of supporting their own journalism.

But the dental trade houses and dental manufacturers of that time recognized quickly the financial advantages and good will that would accrue from the publication of *their* publications. That fact, coupled with low or no-cost subscriptions to their publications, made it difficult for society-owned periodicals to exist.

In the decades after 1839-40, and into the latter part of the 1800s and early 1900s, trade journalism prospered. Dental society publications simply could not compete regardless of their idealistic and public service aims.

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Nonetheless, during all these years, waves of activity toward advancing independent periodicals (society-sponsored journals later came to be called non-proprietary), although sporadic, occurred with enough regularity to keep alive the desire of the profession to publish and to guide its own literature.

In any discussion of dental journalism, the influence of William J. Gies must be noted. Gies was a biochemist, not a dentist, whose investigations in dental research led him to become a staunch and highly articulate proponent of professionalism in all areas of dentistry. In the first issue of the *Journal of Dental Research*, March 1919 (which Gies founded) he said:

Dentistry has been asleep in the field of original literature, narcotized by a system of dominant trade journalism that has been notable in the history of dentistry for commercial efficiency, professional obtundity, and unlimited superficiality—a system of journalism which, because of its general acceptance and approval by dentists, has demoralized the spirit and impoverished the imagination of dentistry; a system of journalism that has been completely eliminated from respect and influence in every other profession, because of that system's inherent insincerity, unreliability and selfishness.

That statement was a realistic appraisal of the journalistic scene in dentistry as the 1920s began. Shortly, for a number of reasons, there was a renewing and increasing displeasure with trade domination of the profession's periodical literature.

Then in 1928, Henry L. Banzhaf stated in his presidential address to the ACD that:

The American College of Dentists may now be said to be established on a sound basis. It has passed the preparatory period that is a necessity for all associations which are to endure—the period when the energies of its members are directed primarily to improving the organization and building up the right kind of a membership. The time has come when the College must begin its work of service—it must begin to fulfill the expectations of its founders. The tremendous potential energy for good that this organization possesses must be released.

Among the several constructive suggestions subsequently made by Banzhaf, one had to do with journalism. As a result a resolution was presented and approved unanimously that the American College of Dentists appoint a Commission to survey the situation in dental journalism.



## THE COMMISSION ON JOURNALISM

The Commission immediately began such a survey that was to run from 1928 to 1931. Pertinent facts regarding practically every dental periodical were secured, and an authentic list of these periodicals was prepared. This listing was so complete with data that almost any realistic question that could be asked about any dental periodical had an answer. The Commission compiled a true history of dental journalism and its publications. This was truly a monumental work and one that had never been undertaken by the profession.

In the next several years the Commission made a number of reports—preliminary, supplementary, and final. And in 1932 "The Status of Dental Journalism in the United States" was authorized for publication, the final report of the Commission. This survey was unique in that nothing of a like study had ever been done by any professional organization. The impact of this survey on dentists and dental societies was tremendous and without parallel.

One specific recommendation was that an organization of the editors of non-proprietary dental periodicals be formed. This was adopted and approved by the American College of Dentists in late 1931, and immediately the College applied to the State of Tennessee (the Convocation was being held at Memphis) for a charter for the American Association of Dental Editors (AADE).

Thus the first tangible and major achievement of the survey by the ACD Commission was the founding and organization of the AADE. This association of editors has accomplished much and its influence widely felt in its almost 40 years of service. What it has done for the betterment of dental journalism is really remarkable; and it was the ACD that made it possible.

In the eight years following the publication of the Commission's report there was considerable and unprecedented activity, at all organizational levels, toward the improvement of dental journalism. The Commission expanded its efforts and continued to exert a wide and wholesome influence on the improvement of dental journalism.

In January 1934 the first issue of THE JOURNAL OF THE AMERICAN COLLEGE OF DENTISTS appeared. It was stated therein that "(THE JOURNAL) represents a conviction that periodicals issued in the

name of and purporting to represent dentistry—and as such seeking the patronage of dentists—should be published by accredited representatives of the dental profession, and conducted in behalf of the public and dentistry under conditions of undoubted financial disinterestedness.”

One of the projects of the Commission during this period was the promotion and coordination of negotiations intended to insure the future of the *Journal of Dental Research* through transfer of its ownership and control to one or more important dental organizations. This was accomplished in 1934 when ownership of the *Journal of Dental Research* was accepted by the International Association for Dental Research.

The influence of the Commission on this transfer of ownership was noteworthy and is revealed by a specific recommendation in a Supplementary Report of the Commission in 1931.

Also through the efforts of the Commission many organizations withdrew their proceedings from commercial publications. Many individual dentists became so interested in this journalistic renaissance that they refused to contribute to trade publications.

The Commission early directed attention to the idea of converting or merging some historically important proprietary journals into society-owned periodicals to eliminate commercial control, for instance, the *Texas Dental Journal* and the *Dental Cosmos*. As a result the latter, a most respected periodical published by the S. S. White Dental Manufacturing Co., was given to the American Dental Association by merger in 1937. The title became the *Journal of the American Dental Association and the Dental Cosmos*; this was continued for a relatively short period but then reverted to the original—*Journal of the American Dental Association*.

Additionally, and generally, the influence of the ACD through the Commission on the development of dental journalism can be summarized as follows:

- the focusing of attention on the importance and necessity for the profession to sponsor and control its journalism;

- the guiding, helpful, and cooperative assistance given the American Association of Dental Editors and their Committee on Advertising in formulating in 1932, for the first time in the history of dental journalism, an advertising code for dental periodicals.

Much later this became a matter of concern for the American Dental Association's Council on Journalism and House of Delegates;

—the recommendation in 1932 that a periodical to be known as *Dental Abstracts* be created. The Commission stated: "There is a great need in dentistry for a compendium of current dental literature for the busy practitioner, dental students and teachers, and all engaged in dental research, so that they may quickly and easily discover articles of interest in any dental relationship." Eventually the American Dental Association began such a publication;

—the constant urging of the creation of new non-proprietary periodicals by dental societies having large membership, and sectional groups of societies with smaller memberships;

—the standardization of terminology in the titles of non-proprietary periodicals particularly with the titles *journal* and *bulletin*;

—a classification of dental periodicals in the middle 1930's was drawn up by the Commission and provoked considerable discussion. In 1938, as the result of a "continued discussion of dental journalism" in *THE JOURNAL OF THE AMERICAN COLLEGE OF DENTISTS*, a re-classification of dental periodicals was adopted by the ACD that emphasized control rather than ownership. This was a step forward and one that favored clear thinking and discussion and constructive effort by all concerned. This open debate in *THE JOURNAL*, initiated by Gies, transferred the center of interest and concern in this area to ways and means to improve *professional conduct* of dental periodicals.

#### THE ACD COMMITTEE ON JOURNALISM

In 1940 the Commission on Journalism, many of its aims achieved and projects initiated and promoted, became the Committee on Journalism, a standing committee of the ACD.

Then there was Pearl Harbor and the years of World War II, with an understandable disruption and lessening of Committee activity. Also there was an equally understandable hesitancy and halt in the furtherance of the Committee's aims and activities; this happens at times in the continuing accomplishments of many committees.

However in 1955 there was an abrupt turning point in the ACD's journalistic activities. That year the Committee on Jour-



nalism, acting as a "blue-printing" group, projected plans for both long and short range programs. These included the development of interest in reading the literature by students and practitioners, conducting a survey of the current status of dental periodicals, promoting methods for the training and selection of dental editors, and active involvement in all activities for the improvement of dental journalism by continued cooperation with the American Association of Dental Editors and the Council on Journalism of the American Dental Association. This "five-year plan" generally was implemented and the accomplishments are summarized throughout this brief history.

The objectives of the Committee were reviewed and stated formally:

The Committee on Journalism of the American College of Dentists has for its primary objective the continual betterment of dental periodical literature.

The Committee, in all its efforts, will support and sustain that literature; will encourage and promote ever-widening use of that literature; and will strive to make that literature a major part of continuing educational effort.

The Committee has the sound determination to improve the quality of, and to recreate interest in dental periodical literature "to the end that the virtues of our dental journalism may be more fully realized and appreciated, its inadequacies understood and remedied, and its development made a source of pride and inspiration to dentists everywhere."—(Commission on Journalism, ACD, 1932)

Subsequently, areas of planned studies were developed and attainment plans were outlined. Some of these attainments follow:

*Writing Award Competition.* In 1956 the ACD, on the recommendation of the Committee on Journalism, initiated and promoted a competition in the writing of papers and essays and in the preparation of manuscripts for graduating students in the dental schools of the United States and Canada.

The purpose of this competition was to create an interest in reading, to stimulate a wider use of libraries, and to help develop competent writers. The first award (\$500.00 and an appropriate plaque) was made in 1957; entries from 11 schools were received. Winning essays were published in *THE JOURNAL OF THE AMERICAN COLLEGE OF DENTISTS*.

The competition continued but it became apparent that there was a lack of interest in the project at the school level—fewer than 25 per cent of dental schools participated during the period when

the competition was promoted. The Committee, facing up to the realities of this situation, discontinued the project.

*Survey of Current Dental Periodicals.* This was conducted and prepared by a Subcommittee of the Journalism Committee (T. F. McBride and O. W. Brandhorst) and was published in two parts in THE JOURNAL OF THE AMERICAN COLLEGE OF DENTISTS, March 1959 and December 1959. This statistical survey represented a three-year study and was the first large scale survey of dental periodicals since the Report of the Commission on Journalism in 1932.

Almost 200 periodicals were studied in the survey. The periodicals were listed alphabetically and the owning group noted; they were also listed according to the type of publication. The statistical data indicated the date of first issue, frequency of publication, page size, average number of pages per issue, average circulation per issue, basis of distribution, and geographical distribution.

In addition, data were provided concerning editors—selection, tenure, remuneration, time devoted, and assistance available.

This was a valuable addition to studies of dental journalism.

*Cooperation and Liaison.* The inter-related membership of the Council on Journalism of the American Dental Association, the American Association of Dental Editors, and the Committee on Journalism of the ACD produced a symbiotic relationship that should be noted. The influence of the ACD here was of prime importance.

These three groups maintained a wholesome cooperative attitude and came into agreement in aims and action. Particularly these three groups cooperated in promoting an Advertising Code for dental periodicals and establishing Standards for Dental Periodicals.

*Selection of an Editor.* The 1955 “planning” Report of the Committee on Journalism suggested that a “Guide in the Selection of a Dental Editor” be prepared, published, and made available to the officers (particularly the secretaries) of dental societies and associations and other interested groups.

It was established that the quality of a dental periodical depended to so large an extent on the capabilities of its editor, that the selection of this person was one of the most important tasks that faces a dental organization. The Committee agreed that a brochure on the selection was timely and appropriate and would prove helpful to dental organizations.

The preparation was delayed until certain data concerning editors were available from the previously mentioned "Survey of Current Dental Periodicals" (1959). Groundwork for the brochure was laid in 1960 with the publication in *THE JOURNAL* of "Selection of an Editor," by T. F. McBride.

In 1961 the Committee delegated the writing of this brochure to a Subcommittee consisting of representatives of the ACD (T. F. McBride, editor of *THE JOURNAL*); American Association of Dental Editors (Ralph Rosen, editor); and the ADA Council on Journalism (Isaac Sissman, chairman).

This brochure was published in *THE JOURNAL* and subsequently reprinted and distributed to all interested groups. It was titled "Selecting an Editor—A Guide for Dental Societies."

A number of other matters were advanced by the Committee: a coordination of activities by all groups active in the field of dental journalism; a study of technical composition courses presented in dental schools; the need for a reference work for dental editors; a review and revision of the ACD classification of dental periodicals; and a study of still further ways and means to stimulate greater reader interest in the literature—to mention but a few.

It slowly appeared that the American Association of Dental Editors and more particularly the ADA Council on Journalism by increasing their varied activities and by assuming more responsibilities were carrying forward most of the suggestions of the ACD Committee. This was all as it should be.

So, the Committee's main aims achieved, its work undertaken by other groups, its role of catalyst completed, the Committee was discontinued in 1964. However, it was stated at that time that the Committee would be reappointed at any time a situation in dental journalism warranted the need for such a Committee's counsel, guidance, action, or resources.

Two years later, because of a new and then currently demanding situation regarding the publication by Fellows of the ACD in periodicals that did not meet the standards of the College and the then present need for procedures for evaluating the standards of dental publications, a Special Committee on Journalism was appointed.

The charges to this Special Committee were (1) to review the current situation in dental journalism; (2) to review the position



of the College in the light of recent developments; and (3) to propose standards and criteria for the evaluation of dental publications that would be in the best interests of the public and the profession.

That Committee met twice in 1967, the second time with officers of the American Association of Dental Editors and the ADA Council on Journalism. The subsequent report recommended that all publications in the dental field be evaluated on the basis of their *standards*—editorial and advertising—and not as in the past solely on the basis of ownership and control. The “Guidelines for an Advertising Code” as recommended by the other two groups were accepted by the ACD as criteria for evaluating the professional status and acceptability of publications. It was further recommended that publications copyright their contents for the protection of owners, publishers, and contributors, and also establish regulations governing the sale and use of reprints.

A Standing Committee on Journalism was reestablished for the chief purpose of evaluating the acceptability of publications based on the standards accepted. That Committee is now active in that area and again in close cooperation with the American Association of Dental Editors and the Council on Journalism of the American Dental Association.

Henry Banzhaf, as noted previously in this paper, said in 1928 that “The tremendous potential energy for good that this organization (the ACD) possesses must be released.”

That energy *has* been released by the College and no more notably than in the achievements toward the betterment of dental journalism.

The concept prevails today, in 1970, that dental periodicals be published and conducted by recognized dental organizations and that the periodicals meet standards that promote the best interests of the public and the profession.

That could not have been said 50 years ago. That it can now be said is in great part the result of the groundbreaking and continual activity of the ACD through its Commission and Committee on Journalism.

# The American College of Dentists: Dental Legion of Honor

CARL J. STARK, D.D.S.\*

THE American College of Dentists is very proud, and justly so, of its International Fellows. Their names make a most impressive addition to our roster as they represent the elite of the profession in their respective countries. The clock of scientific dentistry would be set back many decades if these Fellows had never entered the dental profession.

In accordance with the prevailing custom abroad as it pertains to honor status or meritorious citations, our Fellows abroad place a much higher value upon such recognition than do our Continental American Fellows who are inclined to take such honors too much for granted. Much of the significance of College membership is lost when the latter situation prevails.

Honor status is further enhanced by virtue of the fact that the initiation or membership fee is waived for members outside of the United States and Canada. Their only financial obligation is the payment of fifteen dollars annually for which they receive all correspondence, meeting notices, and the quarterly issues of our JOURNAL. Traditionally too they are often invited guests at our annual meetings.

Presently three of our International Fellows have had Honorary Membership conferred upon them. They are:

T. Brandrup-Wognsen, Stockholm, Sweden

M. G. Candau, Geneva, Switzerland

Charles F. L. Nord, Amsterdam, The Netherlands

One of the earliest interests and manifestations in foreign affairs by the College occurred eight years after its inception, in 1928, when the College sensed the invasion of socio-economic problems by financially sponsoring the publication of Nathan Sinai's book, *Health Insurance in Great Britain*. This was almost a prophetic interest as at that time the United States seemed only remotely in-

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\* Past-President, American College of Dentists.

volved and this subject was but a gleam in the social and welfare worker's eye.

At the 1959 Centennial meeting of the American Dental Association, held in New York City, the College was co-host to not only its International Fellows but to the many non-member dignitaries representing the Federation Dentaire Internationale.

At the XIIIth International Dental Congress in Cologne, Germany, held in July of 1962, the Board of Regents directed President Henry Swanson and Secretary Otto Brandhorst to sponsor a luncheon in honor of our International Fellows including officials of the Congress. One hundred and eight persons attended. In reporting the event, the *Kongress-Kurrier*, official publication of the Congress, headed its news item with "Dental Legion of Honor, The American College of Dentists."

At the 1967 Federation Dentaire Internationale meeting in Paris, the Board of Regents delegated President Carl Stark, President-elect Frank Alford, and Secretary Miss Fern Crawford to represent the College as hosts to our International Fellows as well as the officials of the Congress. Attendance was 128 at the luncheon held at the beautiful Pavilion Dauphine and it was ably presided over by Robert M. Dupont of Paris.

Unfortunately with language barriers and monetary problems the College has been limited in its activities in some countries, especially Latin America. However with "Operation Bookshelf" in concert with the United Book Exchange and the United States Navy, several tons of books, journals and specialty periodicals are now available on the library shelves of the dental colleges throughout the world. The impact of this venture has been incalculable in promoting better understanding and international relations both on the donors as well as the recipients.

Our liaison between our Fellows abroad and the officials of the College has been through our Committee on World Affairs. Our minutes reveal the sponsoring of Exchange and Travel Fellowships, grants-in-aid to various United States schools with lecturers from abroad, all financed by the College. From the outset of its organization the College has been subscribing to the World Health Organization. Many of our annual meetings included Fellows from abroad and they have also contributed to articles in our JOURNAL.

(Continued on page 213)



# The Support of Research by the American College of Dentists

DAVID B. SCOTT, D.D.S.\*

WITHIN a few years after the founding of the American College of Dentists, its leading figures were made conscious of the need for a new look at dental education by the report prepared by Dr. William J. Gies under support by the Carnegie Foundation for the Advancement of Teaching. Released in 1926, this publication stated clearly the desirability of updating the educational system and it concomitantly spelled out the urgent need for increased research effort. It might also be mentioned that Dr. Gies, a biochemist by profession, was very knowledgeable in dental research, and in fact had already organized the Journal of Dental Research in 1920. There is little question that he, as well as other leaders in the young International Association for Dental Research, inspired the initial thrust of the College toward stimulation of interest and activity in research.

Until 1937, the promotion of research was the responsibility of a Standing Committee on Dental Education and Research. Although the charge to this committee was obviously a mixed one, and the interests of its members were obviously varied, the group did what it could to foster nationally an awareness of the need for new knowledge. It set as a prime objective the definition of dental research in terms of biological science. By 1930, the committee and various other interested Fellows of the College had determined to establish an active program, and they undertook to develop a relationship between dental research workers and the American Association for the Advancement of Science. The latter organization had a Section on Medicine, and the group from the College arranged for participation in its activities by dental scientists. Under the leadership of the College, in 1931-32, associate membership in the A.A.A.S. was granted to the American College of Dentists, the

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\* Dean, Case Western Reserve University School of Dentistry, Cleveland, Ohio.

American Association of Dental Schools and the American Dental Association, in that order. College members then proceeded to arrange dental research programs for the annual meetings of the A.A.A.S., and these were presented in 1932, '33, and '34. In 1935, the International Association for Dental Research was admitted to affiliate membership in the A.A.A.S., and a Subsection of Dentistry (Nd) of the Section on Medicine was created in January, 1936. All of the dental organizations were represented on the Executive Council of the A.A.A.S. THE JOURNAL OF THE AMERICAN COLLEGE OF DENTISTS published its first volume in 1934, and from that point on, for many years, the proceedings of the dental sessions at the annual meetings of the A.A.A.S. were recorded, including abstracts of the papers presented. Section Nd, initially fostered by the College, exists today, and its many published symposia attest to the contributions it has made and the recognition it has received.

Interest in research had reached the point by 1937 that the Board of Regents of the College was prompted to create a new Standing Committee on Research. The members appointed to this committee had apparently already developed an idea that the College should actively support research in a financial sense. In very short order plans were presented whereby grants-in-aid could be given to individuals who needed funds for the pursuit of worthwhile projects. The Board of Regents approved the proposal in 1938 that up to \$25,000 should be appropriated from reserve funds of the College for research support over an indefinite period. The committee then created awards which were designated William J. Gies Research Fellowships and Grants-in-Aid. The basic stipulations were that grants would normally not exceed \$500 in any given year, and that if the awards reached \$1000 or more they would be designated as Fellowships. The prime purpose, from committee records, seems to have been support of individuals, and the purchase of equipment was discouraged, but not forbidden. As one reads the history of the effort, it is also evident that in today's terms the funds were intended as seed money for the initiation of research that was then to be perpetuated by other means.

During the years between 1940 and 1947 some fourteen grantees were supported, and a total of about \$12,000 was expended. It was a commentary of the times, one would suppose, that more individuals did not seek funds, for essentially no worthy applicants

were turned down. Likewise, it was fortuitous that all of the individuals who were supported represented solid citizens in research. The contributions of Hunt and Hoppert in establishing the parameters of experimental caries research are not to be denied, as are those of Armstrong in fluoride research, Nuckolls in studies of amelogenesis and dentinogenesis, and Orban on wound healing after gingivectomy. An amusing sidelight on evaluation comes from the notation in one of the committee reports, which stated that whereas one good publication for each \$2500 of Foundation money invested was considered by the grantor to be a good return, the average cost per publication for the College program was \$407.18. It was fortunate for the College that the leaders in research at the time came to it for assistance. The return on the investment was indeed greater than could have been expected.

Returning to 1937, when research support was conceived, another need had become evident. *The Journal of Dental Research*, now some seventeen years old, was experiencing fiscal difficulties, and Fellows of the College resolved to come to its aid. A voluntary committee was formed, and in conjunction with the Committee on Research, a drive for funds was begun, the aim being to raise the sum of \$50,000. This effort was continued full force between 1938 and 1944, and about \$38,000 was raised from sources within and outside the College. This was a most important contribution to the survival of the JOURNAL, and the fund still exists today, bearing its original name—the William J. Gies Endowment Fund.

#### THE WILLIAM J. GIES AWARD

Another lasting innovation by the College and its Research Committee was originally conceived in 1939, when it was decided to establish an annual award for meritorious service in the area of research. This consists of a plaque, given at the annual Convocation of the College, inscription of the recognition in the permanent records of the College, and a stipend to cover travel expenses. The honor was named the William J. Gies Award, and the first presentation was made at the Convocation held in Baltimore in 1940, in conjunction with celebration of the centennial of American Dentistry. Since that time awards have been made each year, and many of the country's foremost contributors to dental science have been recipients.



Federal support of medical and dental research began in 1946, with the inauguration of fellowships and grants-in-aid offered by the National Institutes of Health. This proved to be a most important stimulus to research in dentistry, although several years were required for its impact to be felt full force and for the National Institute of Dental Research to establish its major programs. Notwithstanding, it quickly became evident to the Research Committee of the College that the financial contributions it had been making to the support of research would no longer be necessary. The Committee thus retrenched, and redirected its efforts to the stimulation of research activity. In 1950 it circularized all of the dental students in the country with a reprint of an article by Bunting, published in the *J.A.D.A.*, in which opportunities in teaching and research were described. During the following year, the Committee established two funds which bore significance. The first was the William J. Gies Research Travel Fund, with stipends up to \$1,000. This provided for travel by an investigator to consult with other laboratories when setting up a new research program. The second was an Emergency Research Fund, for meeting unexpected expenses in the conduct of experiments, with a grant of up to \$1,000.

For the next few years, the College and its Committee on Research continued to promote research through publication of articles in its *JOURNAL*, testimony to Congress on Federal funding for the National Institute of Dental Research, and popular appeal.

#### INSTITUTE FOR ADVANCED EDUCATION IN DENTAL RESEARCH

The most recent major contribution has come in the form of the Institute for Advanced Education in Dental Research. In 1961 the Research Committee and several Fellows of the College gave serious thought to the possibilities of an active program in research training. After several months of consideration the concept was developed that considerable benefit might be derived from a series of unstructured conversations between developing, but not neophyte, researchers and senior investigators. It was envisioned that a program could be formulated in which trained workers, at the Assistant or Associate Professor level, could join with acknowledged leaders in research for a series of discussions on the current status of science in their chosen area, as well as the direction of their own endeavors.

Support for such a program was obtained in 1963 in the form of a Training Grant from the National Institute of Dental Research, and the result was development of the Institute for Advanced Education in Dental Research. The Institute is now completing its eighth session, and over a hundred researchers have benefited from the program. The groups meet for two weeks in the spring followed by a week in the fall. Expenses for trainees and stipends for mentors are covered by the grant. Planning and operation of the annual programs have been delegated to a special subcommittee of the Committee on Research of the College.

The subject for a session is announced annually, and participants are selected on the basis of both personal experience and relevance of research interests. To date, sessions have been held on the subjects of biophysics, growth and development, embryology and biochemistry, bacteriology and immunology, secretory physiology and salivary function, epidemiology and biometry, and neurobiology and the trigeminal system. The results of this program have been most rewarding, and the participants have expressed appreciation for the opportunity to isolate themselves with senior mentors for the purposes of personal evaluation and mental stimulation. The success of this effort obviously depends in large extent upon the senior mentors, and it is noteworthy that the College has been able to attract outstanding men both from within the ranks of dental research and from science at large. The enthusiasm of the mentors from outside dentistry has been remarkable, and the result of their participation has been felt in a tangible way. Several have become interested in the problems of dentistry to the extent that they have become involved in dental research, or have accepted trainees for further study in their own laboratories. The Institute program is presently accepted as an important effort in postdoctoral training, and it is to be continued.

In conclusion, the American College of Dentists has for over forty years been cognizant of the importance of research, and has actively supported it. When acceptance has been needed, the College has worked effectively; when fiscal support was essential, it provided it; and when innovative programs were desirable, these were forthcoming.

# The American College of Dentists: A Critique

C. N. JOHNSON, D.D.S.

*This paper was presented as an address to the 1927 convocation in Detroit by the president of the College, Dr. C. N. Johnson. It was found in the archives by Secretary Robert J. Nelsen, who suggested that it be reprinted as part of this anniversary issue. We present it here with some abridgement.*

*It is remarkable that many of the statements made by Dr. Johnson are as pertinent today as they were forty three years ago. There is an important lesson here, if we but heed it.*

IN the history of every great organization there come times when it is necessary or at least expedient to turn about face and take stock of the past and the present, to see if perchance all is going well and in accordance with the greatest possibilities. Without this occasional checking up there is danger that the organization may fall into a rut or that the machinery will begin to wear in spots and fail to run true.

The American College of Dentists has reached the stage where it needs some of this checking up. When it was organized in 1920, the men responsible for its inauguration had a vision of achieving great things for the dental profession through this medium. No organization in dentistry ever began with finer purpose or loftier ideals, and none has a greater opportunity today to achieve a lasting service to the profession.

But the time has now arrived when something more radically constructive must be done in building up this organization or it will soon cease to be known among men as an institution worthy of the high esteem in which its founders held it at its inception, or in which it is generally held by the profession today. There is no question that membership in this College is looked on as very desirable by dentists everywhere. Naturally men of ambition—whether



with justification or not—are anxious to become Fellows, and it is highly important that this attitude of mind be sustained.

#### THE OBLIGATIONS OF FELLOWSHIP

But if fellowship is to consist only in the somewhat empty honor of being able to write F.A.C.D. after one's name—if there is to come to a man as the result of his membership no real thrill, no actual stimulus to do bigger and better things in the profession, if nothing happens to force his attention to the destined function of the College or even to the fact that there is such an institution, except on the two occasions during the year when he receives his bill for dues or his notification of the annual meeting; then the time must inevitably arrive when membership will not be sought so solicitously by the thinking men of dentistry as it is today. There must be some justification for the existence of an organization or it will cease to exist, and this is especially true of dentistry at the present time because of the many and varied active associations connected with the profession, all of which have something of consuming interest for the membership. There never was a time in the history of dentistry when there was so much alertness in our professional ranks as there is today. Organization after organization is springing into existence each with its special appeal, and in most of them there is an activity that is most encouraging. But there is a danger that men are to be overfed with associations, and in fact with some of our leading men this danger point has nearly been reached. With many of them meetings are beginning to overlap, and it is inevitable that there must develop a divided interest.

All of these patent facts must give us pause and make us look to the laurels of our own organization if it is to fulfill its destined function and maintain its legitimate place in the sun. There is no other organization quite like ours in the dental profession—none that makes the same appeal—and we may easily make it, in fact as well as in name, the outstanding institution in our ranks. But, as has been intimated, something more must be done than we have been doing in the past. The Fellows of this College must devote their energy to its welfare with greater enthusiasm, even if in so doing they are obliged to lessen their interest in other organizations. They must remember that it has a special function, and that it stands unique among dental organizations; therefore

it is worthy of real sacrifice being made in its behalf. The possibilities of the College cannot be measured by its achievements of the past, nor even by the most exalted vision of its founders. As with many other institutions it was not possible for its organizers to conceive of its full significance or to look sufficiently ahead to see its far reaching effects.

The constitution merely says: "The object of the College shall be to elevate the standards of dentistry, to encourage graduate study, and to grant Fellowships to those who have done meritorious work." It is a very simple statement, but properly analyzed it holds within it the germ of great possibilities, and it is our duty as Fellows to see that it is brought to its full fruition. Let us note what it says about members. "The membership shall consist of dentists who have made notable contributions to dentistry, or who have done graduate work of a character satisfactory to this College. Such members shall be designated as Fellows."

It will be noted that one of the objects has reference to graduate study. How many of our members have taken this matter seriously after admission? How many have been stirred to do meritorious work to justify their membership? How many have literally acknowledged their obligation to the College and their bounden duty to help raise its status? Have not most of the members, through absorption in other matters, been content to pay their dues to maintain their membership, use the F.A.C.D. after their names and let it go at that? It is really an empty honor to hold this or any degree without doing something to justify it and no man has the right to accept such a degree unless he is willing to make some sacrifice for the institution which grants it. This is elemental and should admit of no argument.

It is always true of course that a few men usually do the work of any organization, but unless the rank and file take an interest and support these men the organization soon begins to suffer. The constitution says: "The Regents shall transact all business of the College," but the Regents alone cannot keep up the enthusiasm and maintain the impetus which is necessary to carry the organization to its greatest achievements. In the past it would seem as if our members had not been sufficiently impressed with their duty to the College or through it to the profession, although the ritual

contains a pledge which every candidate takes, and which in all conscience is sufficiently impressive to make any man think, if he is seriously-minded enough to entitle him to Fellowship. Much of the difficulty reverts back, as has been said, to preoccupation in other interests, and the time has arrived when it is no longer permissible to allow a division of loyalty on the part of the Fellows, but when this organization must claim the undivided attention and support of those most interested in its development. This of course does not mean that they must drop out of other organizations or even that they must lose interest in them, but that this College must become to them a more tangible obligation and claim from them a more loyal support than they have given it in the past.

It may not be considered within the prerogative of a retiring president to make too many suggestions, but there are some things which seem so evidently desirable that attention will be called to them. First as to the meetings—these must be arranged so that they will not interfere with other important meetings or be interfered with by them. Time and opportunity must be provided to give undivided attention to the best interests of the College. The officers and Regents should meet whenever necessary outside the regular meetings and convocations of the College to adequately consider all those problems which inevitably come up in the conduct of any organization. Then the detailed report of the Regents provided for in the constitution, to be given at the annual meeting, should outline all the developments in the College for the preceding year, and it should receive the careful consideration of the members and not simply passed in a careless or perfunctory way.

#### THE SELECTION OF CANDIDATES FOR FELLOWSHIP

There seems to have grown up in this organization, as is usually the case with similar bodies, a misconception as to the qualifications which should be required of a practitioner to entitle him to consideration for membership. Good fellowship is of course a very desirable quality in any relation of life, but merely to be a good fellow without any other recommendation should never entitle a man to fellowship in the American College of Dentists. This is not a social or fraternal organization. If it stands for anything, or if it fulfills the function which its founders had in mind, the basis of its aims



is intellectuality instead of sociability. Scholarship should count for more than social status, and learning should be a better recommendation than mere loveliness of disposition. It is no reflection on any one, and no disparagement of any of our members, to say that we have admitted men who do not measure up intellectually to the manifest requirement of an institution such as this; and it is also pertinent to remark that there are men outside our College whose qualifications should entitle them to Fellowship if the invitation were only extended to them. This seems to be inevitable in every institution of the kind, and no censure is to be meted out to any one for the existing state of affairs; but this much in any event may be contended, that those who have been admitted without the legitimate intellectual basis—and each man knows only too well whether or not he is in this category—at least owe it to the friends whose influence admitted them, as well as to the reputation of the institution itself, that they apply themselves to the acquirement of that kind of knowledge which it is every man's privilege to achieve in a land like this and in a profession such as ours. As has been stated, one of the objects of the college is to encourage graduate study, and every Fellow owes an obligation to the College, as stated in his pledge, to become sufficiently informed on the current developments of our science that he may intelligently discuss them, as comports with the dignity and qualifications of a member of an institution like this. Naturally the profession looks to the Fellows of a college of this kind to be better informed than the average dentist, and if we are to maintain the reputation of the institution every member must measure up to a certain standard of intellectual qualification worthy of the respect of the entire profession.

#### DENTAL EDUCATION

Without offering any suggestions which would commit the College to sponsor any particular educational program in our dental schools it would at least seem germane to discuss in brief some of the recent tendencies in our educational methods. There is a very encouraging disposition to bring in closer cooperation the members of the medical and dental professions, and this is a manifest necessity if the public is to be properly served by either profession. Dentists need contact with physicians to give them a broader vision

and a wider comprehension of the possibilities of their service—in other words they need to be shown how to look beyond the confines of a cavity in a tooth or the mechanical art of constructing an artificial denture. They must be shown the biologic relation of their work to the physical well-being of the patient, and be willing to reach out and take the hand of medicine in a cordial cooperation, and with unity of purpose to better minister to the needs of a long suffering humanity. Medicine, in the nature of things has been broader than dentistry and dentists should acknowledge this with good grace.

Whether or not the American College of Dentists should make suggestions regarding the education of students is an open question—but it may with perfect propriety, and in accordance with its avowed object, encourage graduate study, and the only question is as to how this may be brought about.

#### FUTURE WELFARE OF THE COLLEGE

What concerns us at this moment is the future welfare of the College itself. To summarize—the College must receive a new impetus if it is to live up to its greatest possibilities. This impetus must come through renewed interest on the part of its members generally—every Fellow making it his special concern to study its needs and be prepared to counsel and labor for its upbuilding. The officers and Regents must be willing to sacrifice their time and energy to even a greater extent than they have in the past, though it is true that some of them have already given much for the benefit of the organization. The meetings must be arranged so as not to interfere with other activities, and they should be frequent enough to keep the train of interest continuous. There must be developed a definite policy with a well defined purpose to give us a goal toward which to work, and an incentive to exert our best effort. And last, and of the utmost importance we must exercise greater care in the selection of members. This does not mean that we must admit fewer men, but that more consideration shall be given to this matter and if possible better discrimination. Candidates must be accepted not on the plea of personal friendship or the ground of good fellowship, but on the basis of intellectuality and learning. By learning it is not meant that the candidate must of necessity be

filled with book knowledge. There is other information as valuable as that obtained from books, which the professional man needs. Of course a well-rounded professional education implies a certain amount of familiarity with books, but there have been brilliant operators and even efficient research workers who were not so very sure of their grammar, and whose penmanship has been the perpetual despair of editors. The ability to do things well is not always accompanied by facility in telling how the things should be done, and after all it is the man who adds to the material and moral welfare of the world who counts most in the great scheme of human endeavor. We must therefore not be too punctilious and demand any one certain kind of qualification, but on the other hand we must make distinction in some department of our calling a *sine qua non* for membership. And we must rigidly stand by this resolve if we hope to place the College in a position of respect and responsibility in our profession.

If we stand firmly to this policy we shall of course bring down upon us much envy and criticism—no great organization ever escaped it—but we shall have the satisfaction of knowing that we have wrought well for our profession and in the ultimate we shall know that we have achieved the greatest good for those whom the profession serves, and anything aside from this really doesn't matter. We can afford to be criticized if only we succeed in doing good.



**DENTAL LEGION OF HONOR**

*(Continued from page 200)*

On this, our Golden Anniversary, we take pride in saluting you our Fellows from abroad. Through subscribing to the precepts of the College you have, "Through the nobility of your lives established the quality of your day."

**NEWS AND COMMENT**

*(Continued from page 156)*

**NEWS OF FELLOWS**

Dr. W. Harry Archer, oral surgeon, teacher and author, is the recipient of the 1970 Pennsylvania Award, presented each year to the dentist whose "significant attainments and high standing have been of such character as to have materially aided and advanced the science and art of dentistry."

The Rhode Island Heritage Hall of Fame has elected to membership the late Dr. Albert L. Midgely, a founder, secretary and president of the American College of Dentists. Dr. Midgely, a prominent oral surgeon and a pioneer in dental education, died in 1967.

Drs. Austin Williams and William MacIntosh were honored for long and devoted service at the recent meeting of the New England Society of Oral Surgeons in Boston.

Dr. P. P. Sahni of New Delhi has been appointed Honorary Dental Surgeon to the President of India.

Dr. Viron L. Diefenbach, retiring assistant surgeon general and director of the Division of Dental Health of the U.S. Public Health Service, has been appointed assistant executive director for dental health of the American Dental Association.

Dr. James D. Harrison has been named professor and chairman of the Department of Fixed Prosthodontics at Southern Illinois University School of Dental Medicine.

Dr. Clifton O. Dummett has been promoted to associate dean for extramural affairs at the University of Southern California School of Dentistry.

Dr. Alvin L. Morris, vice president of the University of Kentucky, was elected president of the American Fund for Dental Education. Dr. C. Gordon Watson, executive director of the American Dental Association, was elected a member of the A.F.D.E. Board of Trustees.

Dr. Gordon H. Rovelstad was elected president of the International Association for Dental Research.

Dr. Wesley O. Young, chairman of the University of Kentucky department of community dentistry, has been named president of the American Board of Public Health.

Dr. William R. Mann, dean of the University of Michigan Dental School, was elected president of the American Association of Dental Schools.

Dr. Robert G. Hansen has been appointed associate dean for planning at the University of Oklahoma dental school.

Dr. Homer C. Vaughan was honored by the American Prosthodontic Society as director of its International Circuit Courses. Also honored for their participation were Drs. Carl Boucher, E. Kelly Geiger, and Leonard Moore.

#### **MISSOURI STUDENT LOAN FUND SUCCESSFUL**

The American College of Dentists' Emergency Loan Fund at the University of Missouri-Kansas City School of Dentistry has afforded loans to forty-five students totaling \$3,227. Two hundred dollars is presently out on loan and fifty dollars is available.

This fund has been very useful in allowing short term emergency loans to students without the necessity of formal application through channels which would require several days for processing. The original fund stays intact and has been turned over more than twelve times.

Dr. Charles C. Schooler is Chairman of the Student Aid Committee.

# NOMINATION FOR THE AMERICAN COLLEGE OF DENTISTS' AWARD FOR EXCELLENCE

For his outstanding contributions to the science and art of dentistry, in practice, education, research and administration; for notable service to his community and to his country and for a broad appreciation of art and literature;

I wish to nominate:

Name .....

Title or position .....

Address .....

.....

*Type* a brief statement supporting your nomination. This statement should include comment on the following which apply. Contribution to:

Dental Practice	Dental Research	Community Service
Dental Education	Dental Administration	Service to Country
Other Significant Contributions		

Additional comments:

Submitted by

.....

(Date)

(Signature)

Name .....

Address .....

..... Zip .....

MAIL BEFORE JULY 31, 1970

To:

American College of Dentists  
7316 Wisconsin Avenue  
Bethesda, Maryland 20014



## *The Objectives of the American College of Dentists*

The American College of Dentists, in order to promote the highest ideals in dental care, advance the standards and efficiency of dentistry, develop good human relations and understanding, and extend the benefits of dental health to the greatest number, declares and adopts the following principles and ideals as ways and means for the attainment of these goals:

(a) To urge the development and use of measures for the control and prevention of oral disorders;

(b) To urge broad preparation for such a career at all educational levels;

(c) To encourage graduate studies and continuing educational efforts by dentists;

(d) To encourage, stimulate, and promote research;

(e) To encourage qualified persons to consider a career in dentistry so that the public may be assured of the availability of dental health services now and in the future;

(f) To improve the public understanding and appreciation of oral health service and its importance to the optimum health of the patient through sound public dental health education;

(g) To encourage the free exchange of ideas and experiences in the interest of better service to the patient;

(h) To cooperate with other groups for the advancement of inter-professional relationships in the interest of the public; and

(i) To urge upon the professional man the recognition of his responsibilities in the community as a citizen as well as a contributor in the field of health service;

(j) In order to give encouragement to individuals to further these objectives, and to recognize meritorious achievements and potentials for contributions in dental science, art, education, literature, human relations and other areas that contribute to the human welfare and the promotion of these objectives—by conferring Fellowship in the College on such persons properly selected to receive such honor.

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This is from the Preamble to the Constitution and Bylaws of the American College of Dentists.

