

PUBLIC HEALTH

Dentists Denounce Many Toothpaste Ad Claims

► DENTISTS are putting the squeeze on the toothpaste manufacturer for his unsupported advertising claims.

"Misleading" and "detrimental to the public's dental health" were the labels used by members of the American Dental Association to describe the claims used by leading toothpaste manufacturers.

Such advertising claims affect important health factors as a false sense of security about dental decay, gum diseases, "bad breath" due to diseases of the nose, sinuses, lungs and the gastrointestinal tract, and serious systemic diseases presenting a variety of oral symptoms.

Dr. Harry Lyons, dean of the School of Dentistry of the Medical College of Virginia, was particularly critical of ads that claim that once-a-day brushing with a particular toothpaste could substitute for oral hygiene measures long recommended by dentists.

"Some of the advertising goes so far as to imply that 'sweets' may be eaten with impunity through the day, provided only that the toothpaste in question has been used just once in the morning before breakfast," Dr. Lyons said.

This vicious suggestion, as Dr. Lyons termed it, "flies in the face of all that has been done by the health professions to educate the public about hygienic and dietary measures for protecting the teeth against the ravages of decay."

The Federal Trade Commission has admitted that it is powerless to halt unsupported advertising claims for dentrifices.

The A.D.A. believes strongly that existing law and enforcement procedures need strengthening at least insofar as therapeutic claims for dentrifices and drug products are concerned, another association member, Dr. Ralph E. Creig, of Cleveland, told a House of Representatives Subcommittee on Legal and Monetary Affairs. The Subcommittee is investigating a request by A.D.A. representatives that legislation be passed to permit Federal agencies to control "reckless claims of advertising."

No dentrifice available today has been demonstrated to be of significant value in preventing oral disease, Dr. Sholom Pearlman of Chicago, assistant secretary of the Council on Dental Therapeutics of the A.D.A., said.

Science News Letter, July 26, 1958

Do You Know?

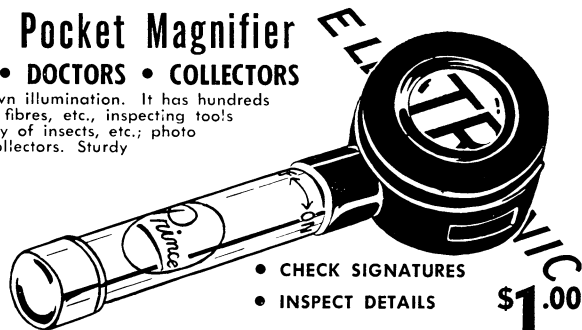
A large cobalt pill which remains effective for many months in the forestomach of a sheep prevents well-known wasting diseases in sheep caused by a cobalt deficiency in the soil.

Cockroaches are tough, resilient insects with amazing endurance and ability to recover rapidly from almost complete extermination.

Self Illuminating Pocket Magnifier

SCIENTISTS • BANKERS • DOCTORS • COLLECTORS

Powerful magnifier carries its own illumination. It has hundreds of uses: for examining textiles, fibres, etc., inspecting tools and machine parts; for Lab study of insects, etc.; photo retouching; for coin and stamp collectors. Sturdy chromed steel and bakelite construction. Uses standard flashlight batteries. Send \$1.00 plus 25c postage and handling charge.



- STUDY SPECIMENS
- EXAMINE STAMPS, COINS

- CHECK SIGNATURES
- INSPECT DETAILS

\$1.00

Novel Mfg. Co., 31 Second Ave., Dept. NM-2640, New York 3, N. Y.

GRINDING KITS FOR TELESCOPE MIRRORS

Each kit contains Pyrex Mirror Blank, Plate Glass "Tool," at least 6 or 7 types and sizes of grinding compounds, optical rouge, polishing pitch and an inspection lens. We guarantee sufficient amount of abrasives and polishes to completely finish each size mirror.

6" size \$15.50 10" size . . . \$37.50
8" size 23.50 12 1/2" size . . 60.50

Remit with order. Delivery charges "collect."
All kinds of special grinding material available.
Catalog \$1.00—None free.

HARRY ROSS Scientific & Lab Apparatus
61 Reade St., N. Y. 7, N. Y.

Best Book Contest for 1958

\$1600 Cash Awards plus 40% royalty. All types of manuscripts invited. For Contest rules and details of famous publishing plan, write for free Brochure SN. Pageant Press, 101 Fifth Ave., N. Y. 3

Things of Science

will bring you each month a "magic" surprise package, filled with new or unusual items of scientific discovery—from which you can perform fascinating experiments and demonstrations.

New "Mechanical Educator" to IMPROVE MEMORY

Learn faster than ever with new device effective for learning languages, speech, tables, facts, formulae.

DORMIPHONE MEMORY TRAINER

- Speeds up learning processes
- Aids concentration
- Provides entertainment

The Memory Trainer records, instantly plays back, and when clock is set automatically repeats speech, music, any material at regular intervals through a built-in speaker. No reels of tape to snarl or rewind. Portable. Ideal aid for work, school, child training, entertainment.



Self-Contained

Recording Cartridges

from 30 seconds to 55 minutes. Easily removed. Can be stored or "erased" instantly and re-used repeatedly.

Write TODAY for FREE folder with complete information.
Modernophone, Inc., 125-058 Radio City, N. Y. 20, N. Y.

Full membership fee is only \$5.00 per year for 12 challenging and engrossingly interesting kits from the new world of science. They will provide many fruitful hours of mental stimulation, valuable knowledge and scientific fun for the whole family.

Things of Science, 1719 N St., N.W. Wash. 6, D.C.

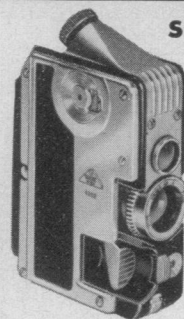
get up to \$83.00 for your old camera!

on the fabulous

minicord

superb features

We will allow up to \$83.00 in trade for your present camera towards the world-famous Minicord III, the most versatile miniature camera ever built! Describe your camera fully, or better still, send it to us for appraisal. No risk, nothing to lose. If you do not accept our offer, your camera will be returned prepaid, at our expense. This is our 30th year in business.



\$139.50

DeLuxe Model Satin-Finish with brown Morocco leather trim 1 year factory guarantee

MONEY BACK GUARANTEE

If for any reason you are not satisfied with Minicord III, within 10 days of receipt, return it for full refund including your trade-in camera.

Send for Illustrated Catalog

WOLK CAMERA CO. • SINCE 1929
133 N. Wabash Chicago, Ill.

- Precision-built, no larger than cigaret pack. 12 oz. weight
- World's smallest reflex. What you see you get! Direct reflex focusing, no parallax problem.
- Famous Goerz Helgar 6-element coated high speed F2 lens, with diaphragm stop-down to F16
- Diapter eye adjustment for wearers of glasses
- Focal plane shutter, 1/5 sec. to 1/400 sec. plus bulb exposure
- Built in flash synchronization
- Cartridge drop-in loading, 25 or 40 exposures
- Takes standard double perforated 16 mm film. Rapid advance, picture per second!

