

### Politics is Behind Soviet Rejections, Says Herter

Washington (Science Service) - Politics not science is behind the recent Soviet rejections of Western proposals for control plans for a workable nuclear test ban agreement, Secretary of State Christian A. Herter believes. "Their rejections have not been on scientific grounds at all. They have been on purely political grounds," the Secretary said in reply to a question by Science Service.

Secretary Herter noted that at a meeting of the scientist representatives of Britain, the Soviet Union and the United States last May in Geneva, "a complete accord" had been reached on a plan for a coordinated test series for control purposes. "Kicked overboard" "That accord," he said, "while it was never reduced to any more than a recommendation to the commission, was completely kicked overboard by the Soviets on political grounds and they said... that the agreement of the scientists had no standing whatsoever."

Secretary Herter said he was "hopeful" that an agreement with the Russians might be reached in this area, despite discouraging obstacles. He told a news conference that the U.S. is "considering certain alternatives that might be offered" the Soviets so that a control test series essential to any agreement could be carried on.

Among these alternatives is a request to Congress from the administration to declassify certain information now secret under the Atomic Energy Act of 1954 and make it available to the Russians so that they may agree to a series of underground atomic tests to improve seismic detection and control.

**Nixon Not Commenting**  
Herb Klein, press secretary for Vice President Nixon, was asked by Science Service how the vice president would view such a request to Congress.

He said, "The vice president makes it a policy not to comment on any matters that may be a part of important international negotiations currently pursued."

Sen. John F. Kennedy, Democratic presidential nominee, could not be reached for comment.

**PAJAMA DEAN DIES**  
Briarcliffe Manor, N.Y.—(AP) Artemus Renwick Richtmyer, 95, who was called the "dean of the pajama business," died Wednesday in a convalescent home.

### 20-Inches Tall!



7266

by Alice Brooks

Here she is - the big-sister doll every little girl wants for her very own! Thrifty to make.

She's 20 inches tall - a real pal with straw-yarn hair that can be brushed, curled. Pattern 7266: doll, clothes pattern pieces; face transfer; directions.

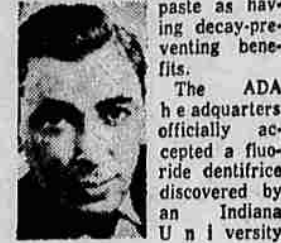
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## Tooth Paste Brand Wins Dental Group's Approval

By ARTHUR J. SNIDER  
Observer-Chicago News World Service

CHICAGO - In an unprecedented action, the American Dental Association has recognized a tooth paste as having decay-preventing benefits.



SNIDER

The ADA headquarters officially accepted a fluoride dentifrice discovered by an Indiana University dental scientist and marketed commercially by Procter & Gamble Co. under the name of Crest.

The action is significant not only because the ADA has for decades refused to recognize any toothpaste, but has also implied that the public was wasting money buying it.

ADA educational materials have stressed that the tooth brush is a big preventive weapon and that baking soda or salt water are as effective as any tooth paste or powder.

As one toothpaste after another came along with lavish claims for the long-sought ingredient to curb tooth decay, the ADA promptly cautioned the public against extravagant advertising.

Toothpastes containing chlorophyll, ammonia, penicillin, detergents, germ-killers, sugar-blocking enzymes and others failed to win the much-sought ADA approval.

The official nod given to Crest is expected to have re-

percussions in a dentifrice market where sales exceed \$300 million a year.

The endorsement is a personal victory for a 38-year-old biochemist, Joseph C. Muhler, who began working with stannous fluoride as a substitute for sodium fluoride when a sophomore dental student at Indiana University.

Although the conservative ADA continued to decline acceptance of his assertions, Muhler persisted in his research when a less determined investigator might have become discouraged.

Muhler has assigned his patent to the Indiana University Research Foundation.

Procter & Gamble, headed by Neil McElroy, former secretary of DeLense, has paid almost \$100,000 in royalties to the foundation.

Under university regulations, Muhler is not allowed to participate in royalties but a university spokesman said he had been taken care of with a substantial increase in salary that puts him in "top level ranks."

He also has been awarded a special title as research professor of basic sciences, a new laboratory and the freedom to work on his chosen projects.

Muhler believes even greater advances in stannous fluoride lie ahead.

In an interview with the Observer-Chicago News Service, he predicted that stannous fluoride applied only once to the teeth by the dentist in matter of seconds, instead of many minutes as now, will confer protection for an indefinite period.

Muhler believes topical application by the dentist will be much more important than the toothpaste and that fluoridated water supplies are still the best and cheapest method of dental decay prevention.

The ADA, in its announcement to the dental profession, also stressed that stannous fluoride tooth paste is an aid but not a cure-all and does not substitute for community fluoridation.

But the decay reduction credited to Crest is marked.

In one test group using the dentifrice "under normal conditions in their homes," there was a 23-per cent reduction, as compared with brushing done with other cleaners.

In another group, where there was supervision of brushing once daily, the reduction was 34 per cent.

Under an ideal setting, where brushing was supervised three times a day, there was a 57 per cent reduction, a figure ranking favorably with 60 per cent reduction in community water studies and 60 per cent in Muhler's topical method.

The ADA has made it clear it was only recognizing Crest and that the acceptance does not apply to any other stannous fluoride dentifrice that may be on the market or might come on later.

### Dentists Make History

## Brand Of Toothpaste Recognized As Decay Preventive Agent

### Stannous Fluoride Used In Product

By RAY BRUNER  
Blast Science Editor

The American Dental Association made history today. It officially recognized a toothpaste as an effective decay preventive agent.

This had never been done before by the ADA, which for years had rejected claims of many dentifrice manufacturers, such as "a clean tooth never decays."

The unique distinction of being recognized by the ADA goes to "Crest", manufactured by Procter & Gamble Cincinnati.

"Crest", the ADA council on dental therapeutics reported in today's issue of the Journal of the American Dental Association, "has been shown to be an effective anti-carries (decay preventive) dentifrice that can be of significant value when used in a conscientiously applied program of oral hygiene and regular professional care; Crest dentifrice may also be of value as a supplement to public health procedures."

The council emphasized its action applied only to one ingredient in the toothpaste—stannous fluoride, a compound of tin and fluorine.

Back of the council's decision are 10 years of clinical studies. There were seven test groups, each matched by "controls."

One group used the dentifrice "under normal conditions in their home." They experienced a 23 per cent reduction in the incidence of tooth decay.

### Reduction In Decay

Members of the second brushed their teeth once a day, under supervision, with a 34 per cent reduction. In a third group, with supervised brushing three times daily, there was a 57 per cent reduction in decay.

The council said these experiences emphasized the need for frequent use of the dentifrice, along with a program of "good oral hygiene", to achieve maximum benefits. "Good oral hygiene" would include proper use of the toothbrush, regular attention from a dentist and avoidance of excessive consumption of candy, sweetened soft drinks and other sources of sugar, which cause teeth to rot.

The ADA now recognizes three methods of obtaining benefits from fluorides:

- Fluoridation of community water supplies.
- Systematic application of fluoride solutions by the dentist to the surface of children's teeth.
- Stannous fluoride dentifrice.

Fluoridation, the ADA council stated, is by far the most desirable method of preventing decay, from the standpoint of cost, effectiveness and convenience.

Preliminary studies by the council suggest that a combination of all three methods may be more worthwhile than one alone.

Fluorine, in fluoride compounds, is a "trace element" necessary for adequate construction of our bodies. Teeth that lack fluorine are more susceptible to decay than teeth that contain an adequate amount.

Not all decay, however, is believed due to fluorine deficiency. Also the use of fluoridation decreases in effectiveness as children grow toward maturity.

endanger fire protection on the west side of the Iowa river.

## Dental Group Okays Crest As Decay-Preventive Agent

The American Dental Association today officially recognized Crest toothpaste as "an effective decay - preventive agent." Crest is the first dentifrice ever to receive such recognition, the association said in Chicago.

In a statement published in the August 1 issue of The Journal of the American Dental Association, the A.D.A. council on dental therapeutics reported:

"Crest has been shown to be an effective anticaries (decay preventive) dentifrice that can be of significant value when used in a conscientiously applied program of oral hygiene and regular professional care; Crest dentifrice may also be of value as a supplement to health procedures."

"The stannous fluoride dentifrice is an aid to combating dental decay; it is not a cure-all. Nor will it substitute for fluoridation of community water supplies. Fluoridation, which is supported by exhaustive long-term studies, remains by far the most effective means for obtaining the benefits of fluorides.

"We hope that additional studies will further clarify the role of Crest or other dentifrices in the program of preventing dental decay."

Three elements were involved in the council's decision: safety, the

other dentifrices evaluated to date by the council is supported by evidence considered adequate to demonstrate substantial effectiveness.

results of studies conducted during a ten-year period and "the manufacturer's willingness to limit advertising claims to those supported by adequate research."

# Crest made news because it's effective against cavities—not because it's a cure-all

The more you read the clippings above, the more you realize that now you can do something about tooth decay with a toothpaste.

"Dentifrice found to prevent decay... won recognition from the American Dental Association... never done before." These are some of the words the nation's press used this month to tell the news of the American Dental Association's recognition of Crest\* as effective against cavities.

### Effective against cavities but not a cure-all

But, effective as this stannous fluoride toothpaste has proved to be, there's a lot more to good dental health than just squeezing Crest on your toothbrush.

The real key is *not* the use of Crest alone. But the use of Crest as part of a dental program.

The American Dental Association spelled this out in their official

### Rules for dental health still apply

And that, of course, means the complete dental program your dentist has always recommended for dental health:

1. You still should brush regularly. After each meal is best.
2. You still should brush right. Away from the gums. And make sure you brush every tooth—especially the back ones.
3. You still should watch those treats between meals. Between-meal treats can be overdone. Be sure to follow your dentist's advice.
4. You still should see your dentist twice a year. Give him a chance to spot trouble early and stop it before it gets headway.

*Don't expect miracles—do expect fewer cavities*  
As the American Dental Association says, "Crest has been shown to be effective" (when you use it right and use it regularly). So team it up with the right kind of dental program and start reducing your family's cavities now.

### Why is Crest different from other toothpastes?

The answer is simple. The thing that makes Crest different is Fluoristan®—an exclusive stannous fluoride formula.

Stannous fluoride, you know, is a decay-fighter dentists themselves use to prevent cavities. With Crest, you put the same fluoride on your teeth at home, too, every time you brush.

The effectiveness of this fluoride in Crest has been proved by years of tests. Tests in which Crest had to prove its superiority over regular toothpaste. And did in test after test.

**Your dealer may be temporarily out of stock in your favorite size. Because the benefits of Crest are so important, we hope you'll take another size until we catch up.**

