is sent to you by your Ticonium Laboratory, doctor.

An award-winning magazine that covers the whole range of your interests — professional and personal.
arch by the inward pressure of the cheek muscles. Recently, a grant to the University of Connecticut School of Dental Medicine by the National Institute of Dental Research has enabled Dr. Sam Weinstein, professor of orthodontics, and Dr. Maryann J. Brigg, to study the characteristics of cheek muscle and measuring their force of pressure to throw a bank presented a note to a teller and it was so poorly written that he was asked to rewrite it. Despite all the literature on the subject, the mandibular injection still troubles a vast number of dentists. If cements can be made to hoist trucks why can’t we have dental cements that make crowns impervious to moisture and impossible to get off without cutting them?”

Death and taxes are not the only things we can expect. Add, a new “improved” anterior filling material every year or two.

DENTAL DILEMMA
A patient who has teeth cleaned, was upset and totally chagrined. For he gave his best smile and showed his handsome profile. Expecting that he would be rewarded.

DIAGNOSIS
The dentist holds the radiographs just right. And studies the chisel-like light. Carefully he notes the flaws. Shown in the patient’s jaws. A partial and three fillings he surmises. And showed his handsome profile. Expecting that he would be rewarded.

DIAGNOSIS II
A patient presented himself to a young dentist complaining of a sore on the roof of the mouth. The dentist examined it carefully but was at a loss as to what it was. He had never seen anything like it before. And showed him one of Nero’s teeth which he had just extracted.

“Thank God,” said the patient, “the other three dentists I showed it didn’t know what it was.”

How Dentistry Changed the Course of History
by Malvin E. Ring, D.D.S., M.L.S.*

O f all the emperors of ancient Rome, the most feared and hated was probably Nero. But because of his unbridled ferocity and ruthlessness he was able to cling tenaciously to the throne for 14 years. Nero was inordinately proud of his voice (which in reality was weak and raspy) and would give concerts before truly captive audiences: he either commanded the audience to stay to the end, under pain of his immense displeasure, or else he had the doors chained and locked so that no one could escape. At that time Nero had on his staff a young colonel, Vespasian, whose military prowess had brought him to the Emperor’s attention. In fact, it was Vespasian who was dispatched to Judea to crush the first revolt of the Jews. As a mark of the Emperor’s favor, Nero had Vespasian accompany him as a member of his retinue on a state tour of the Greek provinces. But Vespasian offended Nero deeply by either leaving the room during one of Nero’s song recitals or by staying and falling asleep. In consequence, he lost the Imperial favor, was dismissed from the court, and had to flee to a small out-of-the-way township where he hid in terror of his life. He was too valuable as a military leader to be discarded, however, and so Nero relented, recalled him, offered him the military command of a province, and allowed him back into his good graces. Vespasian, on his part, never forgave Nero and waited hopefully for the day when the tyrant would be toppled from power.

In those days and among those ancient peoples teeth were looked upon as symbols of strength, and the loss of a tooth or teeth was equated with the sapping of one’s strength and vigor. Thus it was not unusual for King David to have implored God in the third psalm “... to smite my enemies upon the cheek bone and break the teeth of the enemy of my soul.”

The Roman historian Suetonius, who lived close in time to Nero, relates that while Vespasian was with the Emperor in Egypt he had a dream that he and his family would begin to prosper from the moment when Nero lost a tooth. On the following day, while Vespasian was in the Imperial quarters, a dentist came into his room and showed him one of Nero’s teeth which he had just extracted.

And true to the prophetic dream, Vespasian was crowned Emperor in 69 A.D. Nero having died an ignominious suicide the year before, rather than face the angry populace which had risen against him. The Vespasian affair serves as the basis for an incident associated with dentistry having a decisive bearing on a major event in world history, but it is certainly not the last. Down through the centuries dentists and the profession of dentistry have contributed to shaping events on the world scene. Although some are of greater and some of lesser importance, all are nevertheless fascinating glimpses into the impact dentistry has had on history.
Dentistry's Contributions as a Healing Art

Dentistry, of course, has had a major effect upon historical development by virtue of its primary purpose, the prevention and correction of oral and dental deformities and diseases.

For example, one of Franklin Delano Roosevelt's prime assets was his dazzling smile, which won him the people's hearts. Yet he had not had extensive orthodontic and prosthetic treatment as a youngster, and of which he wrote frequently in his letters home when he was away at Groton. It is possible that he might not have projected the image he did and gained the immense popularity which carried him to the White House four times.

Perhaps the greatest contribution to human welfare ever made by any profession was the discovery of surgical anesthesia, which was the gift to mankind by one of our nation, are worthy of mention. Americans are justly proud of their heritage of freedom of the press.

But this freedom didn't come easily; it was achieved justly proud of their heritage of freedom of the press.

The first proper laboratory set up by Mannes and Godowsky, inventors of the first truly effective photographic color process, Kodachrome, was in a dentist's office... The Journal of Preventive Dentistry reports that in cases where bacteria or infective carriers are trapped under pit or fissure sealants, the decay process does not progress as many dentists have feared. As long as the sealant remains intact the teeth remain sound...

During the period from 1733 to 1734, among other items critical of the governor, Zenger wrote that Cosby had an unclean mouth and Jothamse false teeth. The governor, who had apparently suffered previous attacks in silence, couldn't tolerate this attack on his dental status and in a fury had Zenger clapped into jail on a charge of libel. He was imprisoned for 10 months before he was brought to trial. At that time Zenger retained Alexander Hamilton as his defense counsel, and Hamilton readily admitted his client's responsibility for the articles, but denied it was libel unless the Crown could prove Zenger's statements false—that is, to prove that his false teeth didn't stick!

In those early days dentures were made basically of walrus or hippopotamus ivory and these materials, being porous, absorbed stains and odors and allowed food and debris to cling to the dentures, the consequence generally being a set of foul looking and foul smelling artificial teeth. Thus, the state of denture prosthodontics of that era being what it was, the prosecution probably realized the impossible nature of the challenge, and so the jury brought in a verdict of not guilty and Zenger was acquitted. This trial and its outcome are now regarded as the first important victory for freedom of the press in the English colonies, and set the precedent against judicial tyranny in libel suits.

Much has been written about the sad state of George Washington's dental health, with most attention being paid to his many sets of ill-fitting dentures which plagued him through most of his adult life, until John Greenwood, the New York City dentist, constructed a satisfactory set for him. Often overlooked, however, is the fact that he was victim of frequent fits of almost uncontrollable temper which he strove to control in his dealings with the troops under his command. But many of his subordinates felt the last tongue during these fits of temper, fits occasioned by his almost daily bouts of nerveracking toothache.

When the British attacked New York City from the Hudson River and the American troops ran away in panic, Washington attempted to stem the retreat. Washington Irving described the scene:

In a paroxysm of passion and despair he snapped pistols at some of them, threatened others with his sword, and was so heedless of his own danger, that he might have fallen into the hands of the enemy, who were not eighty yards distant, had not an aide-de-camp seized the bridle of his horse and absolutely turned him away.

This example of unrestrained temper, occasioned in no small part by the unseemly appearance of his false teeth, was his suffering, might have cost America the war. For had Washington been captured, the glorious dream of freedom and liberty to the nation would have been abruptly ended. As it was, he successfully escaped and later went on to lead the American forces to victory in the Revolutionary War.

A Medico-Legal Identification First

One of the leading patriots of the American Revolution was Joseph Warren, a physician from Boston and a close friend and co-worker in the first Committee of Correspondence with Samuel Adams. After the meeting of the Provincial Congress in Boston on October, 1774, Warren was appointed chairman of the Committee of Safety, charged with organizing a militia and furnishing it with military supplies. At
In 1969, the Food and Drug Administration made it mandatory to place a warning label on do-it-yourself reliner kits. Any reliner package not bearing the warning or exaggerating the usefulness or safety of the material is subject to seizure or court action. For use only until a dentist can be seen. The wording of the warning labels on eight products seen was usually so benign that it left one with a feeling of uneasiness.

The FDA order also made a product subject to seizure or court action if its claims exaggerated "the usefulness or safety of the material" or failed "to disclose all facts relevant to the claims of usefulness." We found that this requirement, also, was disregarded and that various inaccurate claims were made. Some of the manufacturers also print testimonials on the packages. We have collected testimonials of patients who have abandoned the over-the-counter products and returned to dentists for care. A comparison appears in the Table.

I
during the next meeting of the Congress he was unanimously chosen chief executive of the provisional government and in June, 1775, he was appointed a major-general of Massachusetts forces, a rank he was fitted to hold for only three days. Boston was then occupied by King George's forces under General Gage, who resolved to launch offensive operations against the rebels. To forestall this, the revolutionists determined to seize and fortify the heights of Charlestown, and on June 17 this task was confided to a Colonel Prescott heading a brigade of about a thousand men. General Warren entered the fortifications on Breed's Hill and presented himself to Prescott as an ordinary volunteer militiaman, refusing the command which was tendered to him. The British launched an assault, with two columns of regulars advancing simultaneously, but they were met with terrific fire and were twice repulsed in disorder. And it was only when the Americans had exhausted all of their ammunition that they were forced to withdraw. Warren stayed at the rear to cover the withdrawal and at that moment the British lost a final volley; Warren fell with a bullet through the head.

The losses were appalling: 226 British dead, with the Americans losing 145 killed and 304 wounded.

At the battle's end the British cleared the dead and wounded from Breed's Hill (where the battle of Bunker Hill actually took place). A British Captain Laurie found Warren's body . . . and stuffed the scoured another Rebel into one hole and there he and his sedulous principles may remain. A year later a party made up of Warren's brothers and friends, including Paul Revere, went back to Breed's Hill to find Warren's body, but the bodies were so badly decomposed that Warren's was unrecognizable. However, Paul Revere had practiced dentistry for about seven years and had made a fixed bridge for Warren, and on this basis was able to make a positive identification, making this the first medicolegal identification in history based on dental structures.

The import of the Ball of Bunker Hill was tremendous, showing as it did that the raw American militia could stand up to the superior numbers of disciplined British troops and see them retreat before their fire. Thus, Congress commissioned a monument to be erected, ordering that it be placed on the very spot where Warren fell. The cornerstone was laid by the Marquis de Lafayette in 1825 on the fiftieth anniversary of the Battle of Bunker Hill, with Daniel Webster delivering the dedicatory oration. However, another 18 years were to pass before the monument was completed, at which time Daniel Webster gave the second of his famous "Bunker Hill Orations" which have become valued for their stressing the ideals for which our forefathers fought, ideals which seem even more pertinent in each new national crisis. And all of this might never have come about had not Paul Revere created his dental restoration and been able to identify it.

**Tests of the' kits**

Table: Testimonials from reliner packages and comments reported in the dental literature.

<table>
<thead>
<tr>
<th>Pro (from the package)</th>
<th>Con (from dental literature)</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;I want to thank the wonderful people who invented— with all my heart.&quot; (Product F.)</td>
<td>&quot;They smelled like put.&quot;</td>
</tr>
<tr>
<td>&quot;It was like having new eyes without sore spots.&quot; (Product F.)</td>
<td>&quot;After I relined the denture, my friends said that I looked like I had stuffing in my lower lip.&quot;</td>
</tr>
<tr>
<td>&quot;I used every product with no success.— was suggested to me and I have never been more pleased.&quot; (Product D.)</td>
<td>&quot;Publish my case history so other people won't make the same mistake that I did.&quot;</td>
</tr>
<tr>
<td>&quot;I was trying tired of repairing it myself and I can't chew properly because the uppers are so loose.&quot; (Product F.)</td>
<td>&quot;The patient was asked, &quot;Do you think home reliners should be sold to the public without a prescription?&quot; Answer: &quot;Positively not!&quot;</td>
</tr>
<tr>
<td>&quot;It has been a lifesaver to me, and it really works; made my plates so tight I can chew again.&quot; (Product D.)</td>
<td>&quot;The material burned my mouth so bad I would have to put ice water in my mouth and lie with my head downward.&quot;</td>
</tr>
<tr>
<td>&quot;I have received complete comfort and satisfaction with just one relining.&quot; (Product D.)</td>
<td>&quot;My dentures don't fit properly, and I can't chew properly because the uppers are so loose.&quot;</td>
</tr>
</tbody>
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*Personal correspondence.*

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of all times, still, to the peoples of the world, he was the personification of America. Thus at the conclusion of his second term he was prevailed upon by his associates to undertake a "good-will" world tour. Grant was rather reluctant to go, for his previous experience with sea travel left him very disenchanted—he had become seasick and lost his upper partial denture overboard! Nevertheless, his dentist fitted him with a new denture and he embarked on a voyage to every major country of the world, a voyage which was to last two years. Everywhere he was welcomed by kings, presidents, and potentates and accorded all the honor due the retired head of a great nation, thereby immeasurably strengthening the image of this country among foreign leaders.

In 1879 he returned to this country aboard the ship City of Tokio, landing at San Francisco. He went directly to the Palace Hotel where his eldest son Jesse waited to greet his parents. Before Jesse could see his father, however, his mother drew him aside saying, "If your father asks if there is anything peculiar about his articulation pretend not to notice it." Sure enough, as soon as Grant greeted his son he asked him about his speech and Jesse assured his father that he noticed nothing different. But Jesse was being the kind and tactful son. For on the trip back from Tokyo, Grant's Japanese servant had inadvertently thrown overboard Grant's new upper partial denture "two with front teeth attached," and until he could secure a replacement, Grant greeted his son's welcoming banquet dinners and interviews lisping through the space in his front teeth! Nevertheless, Seward wrote his thanks to Gunning in a letter in March, 1866; in which he said, "The whole jaw moves quite well and firmly. Thus at last I begin to regard my cure in that respect as complete!"

A National Crisis Averted

In 1863, in the midst of a financial crisis, Grover Cleveland assumed the Presidency of the United States. Banks were failing, huge companies were going bankrupt, unemployment was escalating alarmingly, and it was felt that only the President stood between the country and disaster. Then a terrible catastrophe threatened: Cleveland developed a malignant tumor of the upper jawbone. If the nation were to learn of this, a financial collapse was sure to follow. It was resolved to keep the needed surgery a secret, and the aid of a wealthy friend was enlisted, and he lent his private yacht. The ship was fitted out with a complete operating room and staff of dentists, and Dr. Hasbrouck, who then extracted several of the teeth in the area of the tumor. Ether was then administered, and the surgeons then cut away half of the upper jaw, with all of the surgery being performed intratunically so (Continued on Page 10).
If you want to make periodic repayments, the loan will be reduced and the interest charged lowered accordingly. Of course, the proceeds upon death are reduced by the amount of the loan then outstanding, but many companies will allow you to purchase term insurance on the remaining loan.

Passbook Loans

Some people cannot understand why a person would borrow his own money from a savings bank and pay for the privilege. People do this for the same reason as those who open non-interest bearing Christmas Club accounts—they want a form of compulsion to repay themselves.

It is relatively simple to borrow on a savings passbook, leaving it in the custody of the bank during the term of the loan. Deposits can be made, and even withdrawals, as long as the balance remaining is in excess of the original balance. You pay a higher interest rate than the amount received as interest from the bank, but the cost is cut because of the tax advantage. Suppose your savings account is earning 5%, (taxable to you) and you borrow at 6% (tax-deductible to you), your entire cost is only 1% less whatever you save on federal, state, and local income taxes. Also, you don't break the continuity of your earning interest if your need for money comes in the middle of an interest period.

This type of loan is repayable periodically, or in a lump sum at your option.

Home Mortgage Refinancing

Homes purchased years ago have a considerable amount of equity due to mortgage payments having been made, and to the inflationary trend that has boosted land and building values during the past three decades.

Mortgage money has been tightening up, but if you shop around and ask savings banks, state and federal savings and loans, commercial banks, insurance companies, etc., you'll perhaps find one with adequate funds and anxious to refinance your existing mortgage.

This method of obtaining cash for your practice is costly. The new mortgage will be at the present interest rates (probably much higher than your original rate) and you'll be paying that rate on the balance owed on the original mortgage.

Also, you'll find that you'll have to pay legal fees to the lender, to your own lawyer, and make payments for advertising, closing, and mortgage filing fees. This could cost up to $1,000 plus the increased rate of interest, but you are spreading the additional cost factors over the period of time.

Finance Companies

If you can't borrow from your bank or other source, you may need assistance from finance companies or commercial factors. They will lend you money on the equity represented by your fixtures and equipment.

Loans from these sources are extremely costly and should only be considered as a last resort.

Credit Unions

You must be a member of a credit union before you can borrow, but it is easy to acquire membership by buying a $10 or $20 certificate of membership. Usually you'll pay 12 percent or more per year as the interest rate. Credit unions will ask for cosigners and have strict rules as to the maximum amount that can be loaned to any one borrower.

Small Business Administration

There are loans available through the SBA under certain conditions. One type of loan is the guarantee loan, one where the SBA might guarantee a loan applied for at a bank or lending institution up to 90 percent of the loan. While the great majority of these loans are for small business, it is possible that proposals for a dental clinic might be considered.

Miscellaneous Sources

There are disaster loans made to those whose establishments have been damaged or destroyed by floods, etc. The loans made in this category carry very attractive interest rates.

There are also rural development loans to foster employment or to reduce unemployment. These loans are made by the Area Development Administration to foster business expansion in rural areas, specifically those areas where the rate of unemployment is above normal.

If you have an interest in a business that needs financial or other help, you might check with the agency in your state that makes loans to businesses that desire to enlarge their facilities and thus provide employment and payrolls. Many, if not most, of these agencies gear their help primarily to manufacturing.

The Federal Government has encouraged persons with money problems where the money problem might be caused by poor management. There is a Service Corps of Retired Executives (SCORE) with more than 2,000 talented, trained retirees available to help small businesses with the problem of running a business. There is no charge for the first 90 days of SCORE counseling.

This article has covered the complete sources of obtaining money for the conduct of your practice, or other business if you have one or have an interest in one, but an attempt was made to list the most popular sources and indicate the relative costs.

Cash is the necessary fuel for the successful operation of a practice or business. Sit down with your accountant and review your current situation. Map a plan, watch your cash in and out, and anticipate your cash needs throughout the months ahead. Keep in mind though that all of the cash need not be obtained from one source. You can combine one, two or three of the ideas outlined, as long as you explore the feasibility and the obligations undertaken for repayment.

How to become a dental-columnist, by the author of "Ask the Dentist"

The ROLE OF A DENTAL EDITOR IN PUBLIC RELATIONS

by Alfred E. Seyler, D.D.S., F.I.C.D.*

A dentist-writer for lay publications in the area of public relations, as well as the dental society which sponsors him, describes and needs the visible, announced support of dental editors and their publications. The official dental publications in the areas served by newspapers which carry the dental column, should publicize in their pages the presence of the column in the local newspaper, encourage dentists to read it and act upon the information for their society officers, the writer, and to the newspaper.

When the column first appears, a short background sketch of the dentist-writer should be published in the dental journal, particularly if he is not well known to the dentists in the areas served. If the column is good, much publicity will help to answer the question—"What does the dental society do for me?"? If it is not a credit to dentists and dentistry, in the opinion of the individual, it should be discontinued or changed.

Since May 5, 1962, I have prepared a weekly newspaper column entitled "Ask the Dentist." At this date approximately 15 newspapers still pretty well sold on the idea that dentistry needs such a project, directed to the public at the level of newspaper readers, but needing information based for the most part on sound facts, research and investigation. I try to keep in mind that an interesting column must not always present the things we want to tell the readers, but rather what people want to know about dentistry.

My "Ask the Dentist" column appears in 50-75 newspapers around the United States. It is published in newspapers having more than a million circulation as well as in many cities with populations ranging from several thousand people upward. Everywhere it appears, readers send in questions to be answered, so I feel it offers to the public a source of information about dentistry and a sounding board for their complaints, both of which they seem to desire.

Since 1972 I have also prepared a dental column for Today's Health magazine, published by the American Medical Association. It is a monthly feature appearing with my by-line. The material is not the same as that which appears in the weekly newspaper columns.

*Member, Editorial Committee, I.C.D. Scientific and Educational Journal.

TIC, JULY, 1977

Format

"Ask the Dentist" varies from 400-500 words in length and appears weekly, usually on a specific day of each week. Under the column title, or at the end of the column in a box, or italicized, appears my name as Alfred E. Seyler, D.D.S. In some newspapers, a small photo, 1½ x 5½" is used. The format of the column is determined by the individual newspaper policy, not by me. The suffix "D.D.S." is used rather than the prefix "Dr.," to indicate that a dentist, not a physician or Ph.D., writes the material. The title for each column is written by the newspaper staff. I learned early in the "game" that titling and headline writing is a specific privilege of the newspaper staff—and is somewhat jealously guarded!

Ethical Considerations

I am fortunate in that I have served on the Ethics and Patient Relations Committee of the Detroit District Dental Society. I am aware of the personal publicity facets of newspaper column writing as they relate to a dentist in private practice whose material is published in a column where he conducts his practice. Satisfied or not, there will always be some confreres who resent the repeated and regular appearance of material carrying the by-line of a fellow dentist.

When I agreed to take on the assignment of writing "Ask the Dentist," it was understood that the approval of the Board of Trustees of the Michigan Dental Association and the Council of the Detroit District Dental Society would be forthcoming. After several months I requested and received official letters of approval.

My column must appear under the aegis of a local or state dental society, I do not furnish it directly to a newspaper. It is furnished to a local or state dental society and the by-line is "By Alfred E. Seyler, D.D.S., for the Blank Dental Association."

I recommended that the dentist-writer himself, and perhaps his material as well, be approved by the Ethics Committee of the dental society under whose jurisdiction he practices. This implies approval, tacit or otherwise, at state and possibly at the local dental societies in the areas where the column appears in other newspapers.

However, it would be impractical to ask a writer to submit all of his material to an Ethics Committee before publication. Besides a possible personal re-

TIC, JULY, 1977
The change in wording can convey a completely incorrect message of answer material and fact, if you are not careful with your words. Even though most newspapers do carry public service features, from which they expect no cash return, a regular allotment of space to dentistry is quite unusual and is a concession on the part of the newspapers indicating a gratifying rapport with our profession. It should be recognized that we have an obligation to present our material in a style that is readable and interesting. The newspapers do not offer us a pulpit from which we may declaim or discuss high level intra-professional or political opinions. Even the newspaper editor wishes to test the loyalty of his dental column by offering to answer questions submitted, I was forced to seek help from a dentist in a neighboring village. Disguising himself as a peasant, he entered the dentist's office and was seated in the chair. He requested the removal of tooth, which was being removed by the guerilla leader's face, and so the British left the village. Disguising himself as a peasant, he entered the dentist's office and was seated in the chair. He requested the removal of tooth, which was being removed by the guerilla leader's face, and so the British left the village. Disguising himself as a peasant, he entered the dentist's office and was seated in the chair. He requested the removal of tooth, which was being removed by the guerilla leader's face, and so the British left the village. Disguising himself as a peasant, he entered the dentist's office and was seated in the chair. He requested the removal of tooth, which was being removed by the guerilla leader's face, and so the British left the village.
that to tellis tale scar would give away the secret. Cleve­
land arranged, and a few weeks a New York dentist,
Kasson C. Gibson, was secretely brought to the
President's retreat at Buzzard's Bay and constructed
for him a tempor a ry obturator of vulc a nized rubber,
of yet another, better-fitting one when healing was
complete.
In the Spring of 1860, for making war. Thus, as a re­
sult of a border dispute, the United States moved to a ction. He organized a committee to found
a French Red Cross Society, to head it.
In the Crimean War, and in 1870 he engineered the war
against Prussia, leaving Paris to lead his troops. He
left his wife, the Empress Eugéne, to rule for him
in his stead, and she was appointed Regent on July 27,
1870. But the united German states under Bismarck
proved too formidable a foe, and Napoleon, along
with 90,000 of his troops, was captured in the catas­
trophic Battle of Sedan. By now the power of France
were fed up with the Emperor and his incessant wars,
and the Third Republic was proclaimed. In a scene
remarkable of the days of the first revolution when
thousands of the people of France rose up against
Napoleon, a belligerent movement began advancing on the Tuileries,
the royal palace where Eugéne, with those of her
retinue who had not fled, were hiding. The Emperor,
make his prisoner. One of her aides managed to sneak
her out the back door and into an ordinary cab. With
danger to her person everywhere, and undecided
where to turn for help, her companion suggested that
they seek asylum in the American legation. "The Amer­
ican Legation?" the Emperor responded. "No, I will go to Dr. Evans. He is an American, too; and
besides, he is an old friend. I am sure he will not hesi­
tate to help us in any way he can."
All night he sat up with her, and early the next morn­
ing he sneaked her into his carriage and drove her to Calais, where she boarded a ship for Dover and Eng­
land where she spent her remaining years.
Dr. Evans, on his death, bequeathed his whole for­
tune of $10 million to his native Pennsylvania to found
the Thomas W. Evans Museum and Dental Institute,
now the dental school of the University of Pennsyl­
phia.
In today's troubled world, one of the political hot
spots is Cyprus, where Greek Cypriot and Turkish
Cypriot were recently locked in combat, which ended
with Turkish forces occupying half the island republic.
However, it has been a reality for a very short time
and the last 20 years have seen military intervention
and bloodshed. It began in 1955 when the outlawed
National Organization of Cyprus Fighters, popularly known as the EOKA, launched its guerilla
war to secure the island's independence from the Brit­
ish. Their leader was George Grivas, who had had a
distinguished career in the regular Greek army, at­
taining the rank of Lieutenant General and Chief of
Staff of the Second Division.
Grivas was a troublemaker in the side of the British
occupiers and they tried every means to trap him, with
a reward of 10,000 pounds being offered for his cap­
ture. When Grivas was hiding in the Troodos Moun­
tains, the British dropped paratroops, but he suc­
cceeded in making good his escape. When he was held up in the Troodos mountains his plan was to start a forest fire and force Grivas out of hiding. Un­
fortunately, a shift in the wind drove the fire back
upon the British and 19 hapless English soldiers were
burned to death.
At about this time, and while he was hiding in the
villas there has been no compulsion about deletions when
the Column must be trimmed to fit the space available.
Perhaps these circumstances point up the need for
paid, professional writers in dentistry; although I do
feel that the idea of a business-man in a private
dental office furnishes a background of experience
which may enhance rapport with the readers of a
newspaper.
In regard to frequency of publication of the
Column, I prefer it to appear only weekly. The sub­
ject material is abundant — and so is my time. I offer
to supply the sponsoring dental society with 52 Columns in a single mailing. The cost to the society is about
$25.00 for the year's supply of 52 columns. This
amount possibly covers secretarial services, reproduc­
tion and mailing. I do not request or accept personal
remuneration.
Subject matter is selected by me. Selection is based
upon questions sent in by readers, or by my personal
choice.
I do not wish the material to be rewritten by a local
society representative. It is my "personal production." I
am aware of the problem of ethics and personal
publicity. Since the column is written by a dentist
away from the area of publication the sponsoring so­
ciety eliminates one possible criticism from members
of the local dental society.
For those of you who wish to encourage your own
dental society to sponsor a dental health column in a
newspaper, I make the following suggestions:
1. Try to interest the newspaper with the largest
circulation in your city. However, if your city has a
smaller daily and you have a better contact there, try
that paper first. An "in" is important.
2. Call for an appointment first.
3. Emphasize these purposes in the column you are
sponsoring:
   a. It is educational and not an attempt to gain
      attention for dentists. It is a public service that
can promote health of the readers.
   b. It is a project sponsored by a recognized pro­
      fessional group in the community and will be
      interesting, authoritative and ethical.
   c. Show the editor a sample of the copy that you
      have and let him see the form in which he
      would receive it. Make sure he knows that the
      copy is furnished free of charge to his news­
paper. Let him see his suggestions and thank him
      for the service he has rendered the dental
      society in the past.
4. Tell him he will have an exclusive in your city
   in the event he says he will run the column.
5. Get a verbal commitment and leave — remem­
   ber, it's the "in".

HOW TO SHOp FOR MONEY
by Joseph Arkin, C.P.A., M.B.A.

Every few weeks we see changes in the prime in­
terest rate and the Federal Reserve Bank's redis­
count rate. The fluctuations are likely to be掴ed to
it as "yo-yo," but in reality it is an attempt to control
the available money supply in heading off the tight
money debacle of 1966.

No matter what money does cost, you need credit
(the ability to use someone else's money) in the
everyday operation of your practice—or a business
you have an interest in—perhaps to carry accounts
receivable, modernize, purchase new equipment, or
expand.

Money is a commodity and you "buy" it like every­
thing else. How much you pay is dependent upon how
good a shopper you are and as money are not uniform and you can borrow at a cheaper
rate by knowing where to borrow and by understand­
ing the true interest rate being charged.

Most states have usury laws of varying rates, and
wherever rates are quoted in the following examples
they are not necessarily reflective of actual rates, but
for illustrative purposes.

Here are some suggested places to obtain loans,
and pointers on how to reduce interest costs:

Bank Loans
A business firm can obtain a bank loan on the
basis of its financial statement. Despite furo over the
lack of money, banks still make loans. But, what
does it cost?

Banks will lend money in a variety of ways. The
most popular method from the banks' viewpoint is
the discount loan. For instance: If you borrow $1,000 at 6 percent for one year the bank will deduct $60 and credit your account with $940. Each month you have to repay $83.33 and because you never
really had the use of $1,000 for a full one-year period, you are paying an effective rate of approxi­
mately 12 percent per year. And, in addition, you
may have to pay extra for life insurance, filing fees, etc.

Another method is the "add-on" wherein you re­
pay the money borrowed plus agreed interest, over an extended period of time. For instance, $1,000
at 6 percent for one year is repaid at the rate of
$88.33 per month.

The cheapest form of bank loan is the straight
business loan where you borrow a sum of money to
be repaid with interest at the end of the term. A
$1,000 loan for one year at 6 percent interest is
repaid in full, $1,060, at the end of the 12-month period.

(Continued on Page 11)
The first four items here are official postal slogans. The first is the U.S. 1959 Children's Dental Health Week (1); the second is the same slogan used in 1968, shown on a cover with the official A.D.A. poster stamp promoting its 50th anniversary (2). The next item is an official British postal slogan used in 1965 in Scotland (3) to promote children's dental health. The last item (4) is an official slogan widely used in France: Dental Hygiene—Pathway to Health.

Next is a commemorative postmark from Brazil (5) used for the 1st Congress of International Orthodontists, held in Sao Paulo, October 25—30, 1954.

The next five items are meter impressions of private industry. The two early ones are self-explanatory and are shown on entire envelopes (6, 7). Both envelopes were used to carry printed matter. Next comes a meter used by Muth & Mumma of Harrisburg, Pa. (8); and a 1968 meter slogan coordinated with that year's national Children's Dental Health Week (9) used by Rohm and Haas Company of Philadelphia, Pa. The last meter is from the J. M. Ney Company of Bloomfield, Conn. (10)

In our March, 1975, column, we showed our readers a stamp of Ghana (bottom), issued to commemorate the 50th anniversary of the founding of INTERPOL—the international police organization based in Paris. The stamp was described as depicting criminal court exhibits: a bottle of poison and a full lower denture. This description has appeared in stamp catalogs and was accepted by collectors who included the stamp in their collections of paper dentistry.

Now, however, comes a sharp-eyed collector—Dr. Alan J. Drinnan of Buffalo, New York—to point out that what we described in our column as "teeth somewhat wanting in design" are not teeth at all—the thing is not a denture at all but a frontal view of a judicial wig! Obviously, the catalogers have mistaken the rolls of the wig for teeth, and so did we—and the rest of the dentistry collectors. Dr. Drinnan calls this stamp an example of pseudo-odontophilately.

In our recent column in February 1977 TIC, we illustrated an attractive Luxene seal (bottom) depicting a set of dentures and asked if any of our readers could date this item. (We have been trying to date and/or describe this seal for two years.) It is now done, thanks to reader Harold C. Jones of Salinas Dental Laboratory, Salinas, California.

Mr. Jones writes that the Luxene Resinoid Dentures were produced by Luxene Co., back in 1932. "The material," says Mr. Jones, "was phenol type resin and was ground in a mortar & pestle. The fine ground powdered was placed in a hot mold and slowly pressed to place. The mold was completely filled so the plaster would not touch the resin or it would be black. It was placed in a vulcanizer with alcohol instead of water to cure or set. It was a very glossy or brittle material but matched gum tissue very well." (5 East Long Street Columbus, Ohio 43215)