

YOUR DENTAL HEALTH

No. 13 — Dental Products
Consumerism

It seems that hardly a month goes by that we don't see or hear an advertisement for a new dental health product. With so many new products to choose from, it becomes increasingly difficult to sort out the types of products that are important and the brands that are useful and effective.

The best advice, of course, is to follow the recommendations of your family dentist. He may suggest a particular oral hygiene aid for your personal needs, and he may recommend a particular brand. Don't hesitate to ask him for his opinion on products.

There are some general things that you should know, however, in order to be a wise consumer of oral health products.

A continual, independent review of several of the most commercially manufactured products is conducted by the American Dental Association. The Association has allowed products that have been proven useful and safe to carry statements of ADA acceptance on packaging and in advertising.

Consumers can look for acceptance, by the Association's Council on Dental Therapeutics on toothpastes and the ADA Council on Dental Materials and Devices on powered toothbrushes, oral irrigators and denture adhesives.

To maintain a product's acceptance rating, the manufacturer must adhere to the Association's advertising code. Consumer advertising for ADA-accepted products must be completely accurate in fact as well as in implication and proof must be available on demand. No other health profession benefits from as comprehensive an advertising evaluation process.

The ADA has no governmental regulatory control over manufacturers. It has exerted its influence mainly by weight of its professional opinion.

Two dental products, floss and manual toothbrushes, are simple in design and function and the dentist can easily evaluate their usefulness for each patient.

Dental floss comes waxed and unwaxed. While many dentists recommend unwaxed as doing the better job of removing bacterial plaque, people with tightly-spaced teeth may find it easier to use waxed floss. The important point is to use floss daily in

the manner prescribed by your dentist or his auxiliary in order to remove the plaque which can cause tooth decay and periodontal or gum disease.

A special toothbrush may also be recommended by your dentist. The type that matches the greatest number of people is a brush with soft, multi-tufted, round-end bristles. Be certain that the head of the brush is small enough to reach all accessible areas in the mouth.

Powered brushes are much more complex. The methods of obtaining power, the safety in design and various other factors are considered before ADA acceptance is given to a product. No one has been able to satisfactorily show that either manual or powered brushing is superior. If the patient tends to be more thorough and consistent in his use of one type as opposed to the other, that type should probably be his choice. Because of their novelty, children may find the powered toothbrush appealing and use it more often than the manual toothbrush. Persons with certain physical handicaps find powered toothbrushes easier to use.

Oral irrigating devices use a direct spray of water to remove loose food particles and other material from about the teeth. They cannot take the place of either the toothbrush or dental floss in removing bacterial plaque, but for certain patients they are an effective additional aid to promote oral cleanliness. Patients with orthodontic bands or fixed partial dentures in particular may find oral irrigators helpful.

A mouthwash can temporarily freshen your breath or sweeten your mouth. However, it does not remove plaque and cannot prevent decay or gum disease.

Commercial mouthwashes available without prescription are cosmetic, but, unfortunately, advertisers sometimes imply wider benefits. The ADA Council on Dental Therapeutics discourages the use of medicated mouthwashes for unsupervised use by the general public.

Offensive breath may indicate poor oral health or other bodily disorders. A mouthwash simply masks the basic problem. The general use of mouthwashes can be considered to serve no greater purpose than as an aid in the removal of loose food and debris.

(Next article: "Dentrifices")

10,000 Tons of Kaiser Cement

ANCHORAGE — Kaiser Cement Co., of Oakland, Calif., has received a purchase order to furnish 10,000 tons of cement for use in construction of the trans-Alaska pipeline project north of the Brooks Range.

Announcement of the purchase was made by Alyeska Pipeline Service Co., the firm responsible for design, construction and operation of the line.

Cement will be required on the project for several purposes, including concrete coating of buried pipe at river crossings; anchors for conventional buried portions of the line; and structural uses in bridges, valve foundations, pump stations, etc.

The cement will be delivered by barge to Prudhoe Bay from Seattle this summer.

The contract to Kaiser represents about 25% of the total amount of cement that will be required for the pipeline project. Alyeska will award additional cement purchase orders in the future.

'Alaska Today' Out 2nd Time

FAIRBANKS — The second issue of "Alaska Today," an award-winning magazine published annually by students of the Journalism Department at the University of Alaska, Fairbanks, is just off the presses and available at bookstores and newsstands around the state.

The first issue of the magazine, edited by Jimmy Bedford, head of the Journalism Department, was published last year. An article in that issue on St. Lawrence Island Eskimos, by Ruth and A.J. Tordoff, was rated best magazine article of the Alaska Press Club.

The magazine, entirely self-supporting through advertising, was established to provide students the opportunity to learn magazine production the best possible way — by producing one.

"I don't know of any other magazine of this kind," said Bedford.

Editor of the second issue is journalism student Norman Gibbons who next fall will become the editor of the "Polar Star," student newspaper on the Fairbanks campus.

The new issue contains 14 feature stories and eight profiles on some of Alaska's best known citizens — people like M.R. (Muktuk) Marston, who organized the Alaska Territorial Guard in World War II, artist Rusty Heurline of Ester, "Tundra Times" editor Howard Rock, and Sadie Neakok, magistrate at Barrow.

"Alaska Today" can be ordered from the Journalism Department for \$1.35, which includes postage, or purchased at newsstands and bookstores at \$1 a copy.

So says the VA... by SMOKEY STOVER
Bill Holman

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Gravel's TT Report

By Mike Gravel
U.S. Senator, Alaska

Now that the trans-Alaska pipeline construction has begun, it's time to deal with two related factors: the predicted flood of Outsiders, and the need to make sure Alaskans get top priority on the pipeline work.

PIPELINE PROGRESS

Many of the construction projects are now under way.

Congress has approved the lease of Ft. Wainwright's North Post to the Alyeska pipeline company; Alyeska says they will be using the North Post of the Army base as a main staging area for actual construction of the oil pipeline.

The building of the haul road of the Yukon, coming out of Fairbanks, has begun. In addition, actual site preparation activities have been initiated. Brush is being cleared and sites are being readied for pumping stations.

ALASKA HIRE

I have made clear my solid support for an "Alaska Hire" policy on these and all future efforts connected with the pipeline.

I realize the mammoth pipeline — a total of 789 miles in length when completed — means a lot of jobs in a lot of different areas of our state. But, the fact is, we have a lot of unemployed Alaskans.

These unemployed Alaskans, in all fairness, should be given top priority on the pipeline project. An excellent means to reduce our unemployment problem is simply to "hire Alaska." That is what I have urged, and that is what I expect to happen as the project progresses.

LABOR UNION AND LABOR DEPT. BACKING

A number of the big national construction unions have told me that they intend to adopt an "Alaska Hire" policy on the trans-Alaska pipeline work.

During my stay in Alaska last

month and earlier this year, I spent a lot of time with our own local union heads. The Alaska locals are all agreed that, whenever possible, Alaskans should get hiring priority.

In addition, the U.S. Department of Labor has responded to my requests by agreeing to assist in cutting back on the number of jobseekers entering from Outside and expecting a job on the pipeline. It is good to find this kind of support coming from the department, and I'm hopeful we can enlist the support of other federal agencies in Washington on this matter.

NATIVE TRAINING AND HIRING

The permit that allows construction of the oil line states specifically that Native Alaskans are to be trained and placed on the job.

It's an enormous commitment, involving both state and federal agencies, unions and training programs.

If you are interested in employment on the pipeline project — but haven't yet heard about the Native training programs — please write to me at my office in Washington (4107 Senate Office Building, Washington, D.C. 20510), and I'll see that you are put in touch with the right office in Alaska.

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MIDNIGHT TO 6 A.M. — STEVE THOMPSON
6 A.M.-10:30 A.M. — LARRY STEPHENS
10:30 A.M.-3 P.M. — DON BYRON
3 P.M.-6:30 P.M. — DICK LOBDELL
6:30 P.M.-MIDNIGHT — LAN CARSON
ON SUNDAY LISTEN FOR
TOM BUSCH AND JIM WEIN

Heard on KIAK at 6:45 a.m./p.m. and 8:45 p.m. is
PIPELINE OF THE NORTH
ON SUNDAYS FROM 2-5 P.M. Join Jerry Naylor with
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The KIAK Top 20 is previewed every SUNDAY from
6-9 P.M. on COUNTRY COUNTDOWN

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WITH DICK LOBDELL AND RICK O'BRIEN

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