

Science and Medicine

Dental Boon for All

Columbia Scientist's Tooth-Desensitizer for Dentists and Patients

A trip to the dentist went a long way last week toward becoming as casual as a trip to the barber. A colorless liquid, almost as cheap as tap-water, was the agent which took away the terror and pain of the dentist's drill.

The liquid, a simple formula, discovered, after twenty years of research by a dentist with unusually sensitive teeth, became the public property of the profession. Its discoverer, Dr. Leroy L. Hartman, of Columbia University, spurned a reputed offer of \$250,000, and gave it to his fellows—and their patients.

Doctor Hartman, smooth, robust, buoyantly healthy, and plainly determined to make his "desensitizer" a virtually costless boon to patients, told 3,000 dentists about it. They jammed into the grand ballroom of one of New York's largest hotels, and listened avidly as he described the results of tests on 500 patients.

Long Experiments

The son of a dentist, he remembered agonies he suffered in his father's office. He began experimenting when he was a young dentist in private practise. He redoubled his efforts when he became a professor in dentistry in the Columbia University School of Dental and Oral Surgery.

The formula eluded him for eighteen years. Two years ago he evolved a new theory about the transmission of pain in the dentin of the tooth. His faith in the theory was like granite.

He tried and discarded thousands of formulas, and, then, the correct combination appeared. Guarding his secret with militant discretion, he used the solution in hundreds of test-cases.

Nonetheless, dentists from Coast to Coast began hearing rumors of his find. They came to him to get the secret. They all failed, but most of them heard enough to fire their interest. They remained to become experimental subjects.

Available to All

The pain-killing solution is available now to every one. Doctor Hartman's gift to the profession is without hindrance. It is a simple preparation. Any pharmacist can mix it. The thing to be remembered is that the ingredients must be measured by weight, not volume.

This is the formula:

Two parts, by weight, of sulfuric ether, one of alcohol, and one and one-fourth parts of thymol, a pleasant, aromatic, highly antiseptic substance found in the oil of thyme.

There is no warrant that it is perfect, or will immunize every patient against pain. Some abnormal cases have been discovered, in which it was of no use at all. It must be used carefully. A drop, on the lining of the mouth, or on the gums, will burn uncomfortably. But, for the average patient, it will deaden the pain of drilling, and pro-

"I think I could write ads for SOUTHERN CALIFORNIA"

THANK YOU, MISS GERAGHTY—
YOU'VE WRITTEN THIS ONE



there. Anyway, I had a lovely vacation. Gratefully,

ELEANOR GERAGHTY

* * *

Chicago, Ill., November 21, 1935
All-Year Club of Southern California,
629 South Hill St., Los Angeles, Cal.

Gentlemen:

I have been so busy since returning from Southern California I'm only now getting around to answering your request for my reactions to the trip.

First, I want to thank you for helping me see and do so many things I might otherwise have missed, such as the Huntington Library, the oldest winery, Olvera street, Palisade Glacier and the beach where surfing is best. Of course, I did the usual things too, like the boat trip to Catalina Island, auto rides through the orange groves and into the mountains, the Missions, golf and tennis, Hollywood, etc.

But I really didn't find any of these things "usual." Southern California seems too different—too foreign with its palms and eucalyptus trees, its contrasting scenery and its carefree spirit. You ought to say more about the climate. I had expected it might be warm in summer, but I needed a coat every evening.

I'm afraid this letter is beginning to sound like an advertisement. As a matter of fact, I really think I could write ads for Southern California now I've been

Because of the wide choice of diversions in and near Los Angeles County, including its interesting citrus, oil and film industries—plus mountains, ocean, desert and cities like Pasadena, Beverly Hills, Long Beach, Santa Monica, Glendale, Pomona—most visitors like help in planning their stay (see offer below).

Southern California, even from New York, is today just overnight by plane, 3 days by train, 5 to 7 by auto or stage, 2 weeks via Panama. Hundreds of thousands have found even a 2-week vacation ample. Costs are 18% under the U.S. average, far less than the "peak prices" necessary in many short-season resorts.

FREE: Automatic Trip Planner

This 80-page Official Guide Book—widely acclaimed by travel experts—plans your trip for you from start to finish: what to see and do, how to get here, time required, itemized cost schedules, plus over 100 photographs, maps, etc.... Coupon brings it FREE by return mail.

ALL-YEAR CLUB OF SOUTHERN CALIFORNIA

Come for a glorious vacation. Advise anyone not to come seeking employment, lest he be disappointed; but for tourists, the attractions are unlimited.



MAIL COUPON TODAY

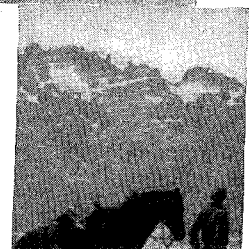
All-Year Club of Southern California,
Dept. 2-F, 629 So. Hill St., Los Angeles, Calif.

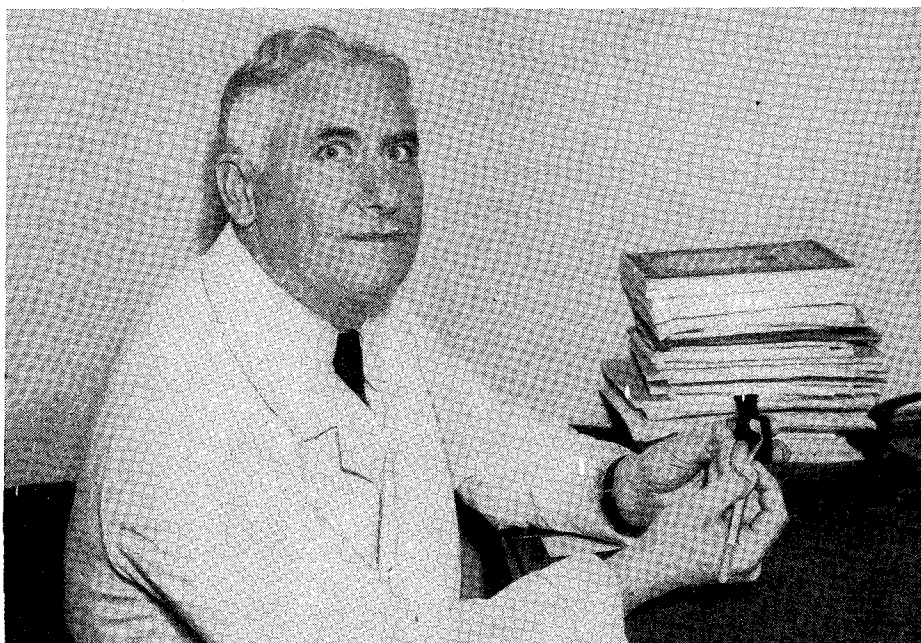
Send me free book with complete details (including costs) of a Southern California vacation. Also send free routing by ☐ auto, ☐ rail, ☐ plane, ☐ bus, ☐ steamship. Also send free booklets about counties checked: ☐ Los Angeles, ☐ Santa Barbara, ☐ Orange, ☐ Riverside, ☐ Inyo, ☐ San Diego, ☐ Ventura, ☐ San Bernardino, ☐ Kern, ☐ Imperial.

Name _____ Street _____

City _____ State _____

(Please Print Name and Address)





Wide World

Cheered by dentists and patients: Dr. Leroy L. Hartman, of Columbia University, with a bottle of his "desensitizer" liquid, invented for painless drilling

vide complete freedom from agony for twenty minutes to an hour. There is no after-effect.

The gratitude of his experimental patients was one of the things which caused Doctor Hartman to reject a commercial offer for the formula. The same gratitude moves him to grim determination that there shall be no "racketeering" of the formula.

He told his 3,000 fellow dentists that the liquid cost fifty cents to a dollar an ounce—enough for 200 applications.

"If any dentist charges extra for the use of this solution," he added warningly, "I would like to hear about it. The actual cost is half a cent, or less, per treatment."

He warned, also, against indiscriminate use of the solution. It must, he insisted, never be used by any but qualified dentists, and, by them, only after they have learned the correct method of application.

Touchy Patient

Doctor Hartman had the most touchy patients available in many of his tests—other dentists. He told of one:

"He claimed to be the world's worst patient, and asked if I would just open a cavity for him so he could have a personal experience. I followed his directions . . . cut through the enamel, and exposed the dentin. He squirmed with pain.

"He then asked me to make the application. I used the burr, prepared a cavity, and filled it with cement. He got out of the chair, threw his arms around me and hugged me."

Near the close of his talk, at the end of which the 3,000 dentists mobbed attendants to get mimeographed copies of the formula, and directions for its use, he struck on a theme that has kept conscientious dentists awake at night.

"To-day," he said, "the pain incident to the extraction of teeth is no longer dreaded. Local and general anesthetics have eliminated that fear. Innumerable people, however, still prefer to wait and have their

teeth extracted rather than suffer the pain from cavity preparation. . . .

"The result [of the new solution] has been so gratifying that I believe I can save many teeth which would otherwise have been lost. . . . This has been my humble contribution to humanity, and I hope that it will be the means of relieving much unnecessary suffering."

Already sensitive patients, who long have delayed dental care out of fear, are rushing to their dentists, demanding attention—but with the solution.

Common Rejoicing

Recognizing this common rejoicing in escape from pain, the *Philadelphia Record* wrote:

"There are times when, amid the rush of discoveries, the average man wonders what science is doing for him—for the colds in the head, for indigestion, and for those painful hours which every man must spend in the dentist's chair.

"Every man's favorite scientist for 1936 is likely to be Doctor Hartman. . . . If the Hartman tooth-desensitizer really works, its discoverer deserves a monument from the past, present, and future dental patients of the world."

The solution apparently works, and, in some cases in which it hasn't, failure has been traced to improper mixing of the ingredients, or to an abnormal reaction to the chemicals.

Dr. H. J. Kauffer, former President of the First District Dental Society, of New York, found the solution "very satisfactory." Dr. Roland E. Morse, of New York Hospital, enthusiastic after trial, remarked: "It seems to be quite a blessing. The local effect was very good."

Editors throughout the country hailed the discovery.

"The public may well applaud the act of a scientist . . . who, after working years on a secret, inexpensive formula . . . has now offered it to the dental profession at no profit to himself," said the *Boston Post*.

Optimistic, the *New Haven Journal-Courier* looked ahead:

"It perhaps will be that the only inkling the next generation will have of the mental tortures this one undergoes before dental treatment, will be in the jokes in dental-office magazines—the magazines of this generation."

Oversensitive Folk

Those fussy folk who get ill at the sight of a cat, or can't stand working in a hay-field, or simply mustn't touch anything with milk in it, are sufferers, with some 10,000,000 other Americans, from the peculiar kind of oversensitivity which physicians call allergy.

But they need no longer be ashamed of it. Researchers have just discovered, after years of study, that allergic people have a greater than ordinary "capacity for developing intellectual superiority."

Last week the Brush Foundation, at Western Reserve University's School of Medicine, put on record the findings of a staff of investigators, who have been burrowing into the lives of allergics.

Troubled Allergics

They found that persons who are allergically sensitive have a definite growth pattern, unlike that of other people. In adolescence they are usually thin as beanstalks, have foot troubles and skin eruptions, will be hypersensitive, insist stubbornly on small, precise details, and have "imperfect social adjustment," meaning, as *The Associated Press* remarks, that they are hard to handle.

But in young adulthood, if the allergic handicap has not been too great, allergic people will have dignity of carriage and brimming energy, and will show capacity for executive ability and "potential cultural leadership."

With all this study, the Western Reserve scientists didn't find the cause of allergy. As Hannah Lees points out in *Collier's*, asthma, hay fever, "rose colds," eczema, migraine ("sick headache") and many other inexplicable diseases are among those brought on by allergic oversensitivity.

What particular substance troubles them varies with each sufferer. Apparently there is nothing that allergic people can't be sensitive to. Miss Lees mentions adhesive plaster, aspirin, chewing gum, glue, mice, soap, and wasp-stings among the unusual things. Plain ones run from silk and wool to beef and wheat.

One girl had severe asthma for years and lost it only after she began to be choosy about pillows. Her doctor found she was sensitive to feathers.

A stout sea-captain came to his doctor complaining that he got terrific asthma whenever he went ashore, tho he never had it at sea. The physician soon found the trouble; the captain was sensitive to orris-root, formerly the basis of many kinds of face powder.

"It was easy after that," commented Miss Lees, "to cure him if he wanted to be cured. The only trouble was he didn't like ladies with shiny noses."