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1960 RELIEF FUND DRIVE OPENS

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101st ANNUAL SESSION BEGINS OCT. 17

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CONFERENCE ON DENTAL ASSISTING RESULTS IN FIVE RECOMMENDATIONS

A three-day Conference on Utilization and Training of Dental Assistants, attended by some 125 people, resulted in five recommendations regarding recent progress and developments in dental assisting education. Held in the ADA Central Office, the Conference's participants were representing individual dental schools, the American Dental Assistants Association, the American Association of Dental Schools and the host ADA Council on Dental Education. A training grant from the National Institute of Dental Research made possible the representation of individual dental schools and the ADAA. Pilot programs being carried out by 10 schools were the basis of the Conference discussion. At the conclusion of the meeting, the following views and recommendations were approved by the conferees:

1. The Conferees support and affirm the views of the Council on Dental Education and the American Association of Dental Schools that as soon as practicable, all dental schools should initiate programs which give dental students direct training and experience in the use of dental assistants, and further, that similar programs on utilization of the dental hygienist and the dental laboratory technician also be planned and undertaken as rapidly as is practicable.

2. The Conferees support and affirm principles adopted by the Council on Dental Education as expressed in the "Requirements for the Approval of Educational Programs for Dental Assistants" and the "Requirements for the Approval of a Certification Board for Dental Assistants," and further, affirm their belief that there is a present and continuing need to increase the number of formal education programs for dental assistants which meet minimum educational standards as approved

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ADA Publishes New Survey Results

A "Survey of Dentist Opinion," conducted by the ADA Bureau of Economic Research and Statistics, has recently been published. The purpose of the survey was to solicit opinions and information from dentists on a variety of topics, the three main ones being dental publications, oral roentgenology and dental materials. Other questions pertain to such matters as dental health education, dentifrice advertising, the establishment of dental fees, illegal dentistry, dental drugs and activities of ADA. Nearly 5,300 dentists participated. Single copies of the Survey are available, without charge, from the Bureau of Economic Research and Statistics, Central Office.

Next News Letter After Session

There will be no ADA News Letter published on Oct. 15, due to Annual Session activities. The Nov. 1 News Letter will be expanded in size in order to bring you complete information on the events of the Annual Session and the deliberations of the House of Delegates.

MORE EFFICIENT USE OF DENTAL MANPOWER STUDIED IN TWO-YEAR PROJECT

A unique study, applying physiological as well as physical studies to the environment of dentists, has been completed by the University of Southern California School of Dentistry. Called "Human Factors Research," the study was undertaken to answer some of the questions posed by the dentist's increasing responsibility as a larger population demands more health care. The first full scale report on the project will be made Oct. 13 at the school in Los Angeles.

A "team approach" was applied to the dentists and the auxiliary personnel, while studies were made of the office layout and instrumentation. Dental educators were aided in the study by experts in the fields of applied psychology, physical education, business administration and design and architecture. With support from makers of dental equipment, a laboratory of ultra-modern dental equipment was created. The equipment represents various manufacturing concepts and has been arranged in three different plans of area utilization. The project members investigated such questions as whether the dentists should stand or sit; what could be done to simplify business forms and professional papers; how to plan utilization of space, especially in metropolitan areas where space is at a premium and is costly; whether there is need for a body-mechanics handbook for dentists which would help them to prepare physically for the work they will do. The project has already produced two motion pictures, one showing the "dentists" in a conventional surrounding and the other showing him in modern setting and making use of techniques worked out by the project investigators.

Dentist Contributes to Library

Dr. Arthur H. Merritt of New York City, past president of ADA and of the American Academy of Dental History, has donated \$200 to the ADA Bureau of Library and Indexing Service for the purchase of historical books on dentistry. Dr. Merritt, an ardent collector and dental historian, last year donated a substantial sum to the Library for the same purpose. The holder of many awards and honors for his contributions to the dental profession, he is also the author of a textbook on periodontal diseases and many articles on dentistry.

Session Business Outlined

Some 37 resolutions had been submitted as of Sept. 28 for consideration by the House of Delegates when it meets during the 101st annual session Oct. 17-20 in Los Angeles. One of the main issues before the House is expected to be the question of the limitation of special areas of dental practice. Installation of newly elected officers and trustees will take place Thursday, Oct. 20. At that time, Dr. Charles H. Patton of Philadelphia will become 102nd president of the Association. There will be chosen a new president-elect, three vice presidents, a speaker of the House and five members of the Board of Trustees. Trustees whose terms expire this year are Dr. Edward F. Mimmack, Buffalo, N.Y., second district; Dr. Fritz A. Pierson, Lincoln, Neb., eleventh; Dr. John S. Eilar, Albuquerque, N.M., twelfth, and Dr. John R. Abel, Los Angeles, thirteenth. All but Dr. Abel are eligible for reelection, since they have served only one three-year term. In addition, the House will elect a trustee for the ninth district to serve the last two years of the term of Dr. Oswald M. Dresen, Milwaukee, who died last March. Pres. Paul H. Jeserich appointed Dr. Aloyse E. Kopp, Milwaukee, to serve ad interim until the session.

Air Force Colonel Promoted

The Air Force has announced that effective Aug. 27 the Deputy Assistant Surgeon General for Dental Services, Maurice C. Harlan, was promoted to the grade of Brigadier General. Thus, for the first time in two years, the Air Force Dental Service has two officers carrying flag grade. This situation ends Oct. 1, when Major General James S. Cathroe, the present Assistant Surgeon General for Dental Services, retires.

Oral B Company Gives Grant

Oral B Company, San Jose, Calif., has continued its support of the American Dental Association's participation in the National Science Fair program. Announcement of a grant of \$2,500 to the Association for use in its 1961 fair activities has been made by John H. Murphy, general manager of the company. The grant will be used to support reprinting of the pamphlet, "Dental Projects for High School Science Students," which is designed to show students how they can develop a dental science project. The grant also will permit Science Service, which administers the National Science Fair program, to distribute the pamphlet to science teachers as well as science fair operators. Oral B, which manufactures toothbrushes, has made previous grants to ADA for use in its science fair program. Commenting on the firm's latest grant, Dr. Paul H. Jeserich, Ann Arbor, Mich., president of the Association, said: "Oral B Company is to be praised for continuing its generous support of the Association's efforts to stimulate the interest of youth in science, and especially in dentistry." The Association began participation in the National Science Fair movement in 1959 during its centennial year. National Science Fair is an annual event at which exhibits chosen from thousands of high school fairs are displayed by successful finalists. Winners of local high school fairs participate in state or regional fairs, and top projects from these events proceed to National Science Fair.

Specialties Reference Group Named

Because of the interest in various problems related to specialties in dentistry, Pres. Paul H. Jeserich has appointed a Reference Committee on Dental Specialties for the 1960 Annual Session, Oct. 17-20 in Los Angeles. Members of the committee are Drs. Wilbur D. Johnston, New Haven, Conn., chairman; David E. Hunn, Troy, N.Y.; Allen M. Ito, Honolulu, Hawaii; John W. Knutson, Washington D.C., and Carl J. Stark, Cleveland, Ohio.

Relief Fund Goal Set Higher

A goal of \$125,000 has been established for 1960-61 American Dental Association Relief Fund campaign beginning Oct. 1. All members of ADA are urged to increase their contributions this year so that the new goal can be achieved. Constituent societies have already been informed by letter of their quotas for the campaign. Contributions should be sent directly to the ADA Relief Fund, Central Office. Pres. Paul H. Jeserich urged all members to give as generously and as promptly as possible, pointing out that one-half of each dollar contributed by dentists of any state will be returned to their own relief fund. All administrative and promotional costs for the campaign are borne by the American Dental Association. Dr. H. Robert Bleier, of Milwaukee, chairman of the ADA Council on Relief, expressed confidence that the new goal of \$125,000 would be reached. He pointed out that soaring living costs and increases in the number and size of Relief Fund grants had necessitated the \$25,000 increase in the goal. "When one of our colleagues is completely disabled because of an accident or serious illness," Dr. Bleier said, "we cannot wait to find funds to aid him. In order to have these funds immediately available, we ask that all dentists this year give more."

Canadians Hold Convention

The 59th Annual Meeting of the Canadian Dental Association has recently ended in Ottawa. Business Sessions of the Board of Governors were from Sept. 21-24, while the Convention itself was held during the next four days. Chief among the speakers at the convention was Prime Minister John Diefenbaker.

F.D.I. Members Slate Meeting

The first annual meeting of the supporting members of the U.S.A. section of Federation Dentaire Internationale will be held during the ADA Annual Session in Los Angeles. The meeting will take place on Monday, Oct. 17, beginning at 4:00 p.m., in the Wilshire Room of the Statler Hilton Hotel.

COUNCIL ON DENTAL EDUCATION APPROVES NEW TECHNICIAN SCHOOL

The Council on Dental Education, meeting July 29-30, accorded full accreditation to the dental laboratory technicians program conducted at Southern Illinois University, Carbondale, Illinois. Approval of the Carbondale program marks the first of three survey visits which the Council will make this year to dental laboratory technician schools. The Council is still to evaluate the dental laboratory technicians program conducted at the University of Southern California at Los Angeles Extension Division and the program conducted at New York Community College, New York City. The Council also announced receipt of information that the dental laboratory technician program of the School of Dentistry, Meharry Medical College, Nashville, Tenn., will discontinue. At the present time, it is not known whether the discontinuance of this program is temporary or permanent. With a discontinuance of the Meharry program and the full accreditation of the Carbondale program, the Council on Dental Education, at this date, has approved a total of four dental laboratory technicians schools: School for Dental Laboratory Technicians, University Extension Dental Program, University of California (L.A.); Vocational Technical Institute, Southern Illinois University; New York City Community College of Applied Arts and Sciences; Division of Dental Laboratory Technology, Ohio State University. The Ohio State program is not operating at present but expects to reopen admissions in the fall of 1961. Recently, the Council has received information indicating that development of new technician training programs are in progress at Durham, North Carolina; Austin, Texas, and San Francisco, California.

... Assisting Cont'd from page 1

by the American Dental Association.

3. The Conferees affirm in principle the utilization of federal funds in the development of experimental programs to teach dental students the effective use of auxiliary personnel, and further, the Conferees urge that these funds be put to immediate use in furthering the experimentation initiated in the ten pilot study programs.

4. The Conferees affirm and support the Council on Dental Education and the Board of Trustees in the following resolutions that are to be presented for consideration by the 1960 House of Delegates of the American Dental Association:

105. Resolved, that the Council on Dental Education be requested to urge qualified educational institutions and agencies to undertake carefully designed programs of experimentation and research in the training of dental hygienists and dental assistants so that the profession may determine more precisely their individual

roles as members of the dental health team and thus enlarge the dental profession's capacity for service to the people of this country.

106. Resolved, that in any research and experimental programs in the training of dental hygienists and dental assistants authorized by Resolution 105, the Council on Dental Education be directed to review and approve the design and conduct of the programs with a view to their ultimate evaluation and to urge educational institutions, in developing these programs, to consult with the constituent dental society and the state board of dental examiners in order to insure that the research and experimental programs are consistent with the policies of the profession in the area and with the orderly development of any amendments which may be needed to existing statutes for dental practice.

5. The Conferees believe that further conferences of this nature are desirable to help find ways of developing training programs for dental assistants throughout the nation, and to develop programs for training dental students and practitioners to use other kinds of auxiliary personnel effectively.

NEWS BULLETIN

of the BUREAU OF DENTAL HEALTH EDUCATION
AMERICAN DENTAL ASSOCIATION
222 East Superior Street, Chicago 11, Illinois

COMBINATION CHRISTMAS GREETINGS AND
PATIENT EDUCATION-APPOINTMENT
CALENDAR NOW AVAILABLE THROUGH A. D. A.

LAST CALL

IT'S TIME TO ORDER

LAST CALL

The Bureau of Dental Health Education is offering for the first time to members of the American Dental Association a low-cost combination Christmas Greeting and 1961 illustrated appointment calendar. This is an ideal item for holiday mailing to your regular patients.

An initial survey of 6,000 members showed tremendous acceptance of the idea.

The calendar will be 5½ x 8½ inches when closed and illustrated in full color by Stan Eckman, well-known cover illustrator for some of the nation's most popular magazines. Also featured in the calendar will be year-round dental health messages and space for recording family dental and other appointments each month. Human interest situations, including dental office scenes, will be depicted in the illustrations. To give you an idea of the quality and style of the calendar, you will find proposed layouts and typical artwork illustrated inside in black and white.

Sufficient interest has been expressed in our initial survey so that the calendars and mailing envelopes can be offered at 18 cents each or \$18.00 per hundred, including shipping cost—less than the cost of a quality Christmas card.

TO: AMERICAN DENTAL ASSOCIATION
ATT: BUREAU OF DENTAL HEALTH EDUCATION
Chicago 11, Illinois

Date _____

Gentlemen:

Here is my order for A.D.A. 1961 Season's Greetings - Appointment Calendars:

Quantity	Item	Price (includes shipping cost)	Amount
	A. D. A. Appointment-Calendars, plus envelopes	\$18.00 per 100	

SHIP TO: (Please type, print or stamp the following information.)

Name: _____

Address: _____

City & State: _____

I understand the calendars will not be shipped until Fall and that I will not be billed until date of shipment.

Signed _____

This illustrates a typical spread in the calendar featuring a scene in a dental office.



Sign on the dotted line to personalize this Christmas greeting to your patients.



This spread from the calendar illustrates the large appointment memo space.

