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American Dental Association

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TO THE ADA NEWSLETTER

Trade Supplement

Produced by the Department of Advertising & Exhibits



With this issue, Volume 1 - Number 1 of the Trade Supplement to the ADA Newsletter makes its bow. We hope this and future issues will be found interesting and worthwhile. We shall try to carry news items concerning ADA activities that will help keep you informed of what the ADA is doing and what it plans to do that you should know about; because what the ADA does has an impact on the dental industry as well as on the profession itself.

First-time industry visitors to the Central Office are invariably surprised at what they see. A \$2,500,000 modern office building housing the central office staff of 175 persons with a wide variety of talents and skills all working to advance the interest of dentistry. What they do is generally reported in The Journal of the American Dental Association or the ADA Newsletter, although not always. Also, many activities and projects are not of general interest and so are not reported at all. But sometimes these unreported items can be of considerable interest and importance to the trade. It is this type of information we shall try to emphasize in the coming months.

New Map Supplement Available

The ADA Bureau of Economic Research and Statistics has just come up with the 1961 edition of the Supplement to the Distribution of Dentists in the United States by state, region, district and county. It's a beautiful job and shows at a glance not only the distribution of dentists but per capita income and per capita retail sales. While intended primarily for the use of dentists seeking a location, it provides excellent market data for the manufacturer. If you'd like a copy - it's free - drop a note to the ADA, Department of Advertising and Exhibits and we'll get it on its way to you. The supply for free distribution is strictly limited, so act quickly if you want one.

Dental Meeting Calendar Distributed

The 1962 Calendar of Dental Meetings was distributed last week. If you didn't get yours, let us know and we'll send you another. As a matter of fact, even if you did get your copy and would like an extra one or two, drop us a note. We'll comply as long as the supply lasts.

Several ADA Agencies to Hold Meetings in January

The following ADA agencies will hold important meetings in January and will consider matters of interest to the trade: Council on Scientific Session, Board of Trustees and Council on Federal Dental Services. Here are the dates and some of the important topics to be discussed:

Council on Scientific Session, January 15-16. This agency sets up the scientific program for the Annual Session-essays, clinics and the like. Because an all-out effort is going to be made to get a large and representative attendance of dentists from Central and South America for the Miami Beach session next November, special programs will be presented with simultaneous translations for the benefit of our Latin American visitors. The ADA has appropriated \$10,000 for travel grants to essayists and clinicians to be invited from the Latin American countries. It is certain that exhibitors at Miami Beach will have an excellent opportunity to show their wares to an unprecedentedly large number of dental leaders from all parts of Central and South America. An ADA group headed by Dr. John R. Abel, President, and Dr. Harold Hillenbrand, Secretary, will make a Latin American tour in February to stimulate interest and attendance at the Miami Beach session. The tour has other purposes, to be sure, but this is an important one.

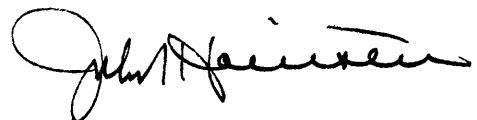
Board of Trustees, January 18-21. A comprehensive review of all ADA policies and programs will be undertaken by the Board with the assistance of a number of Central Office staff members. This is the first such study in the history of the Association. Practically every program and policy will be in for critical study. The consensus reached will be used as guide lines in the development of future programs and policies by the various agencies of the Association.

ADA and ADTA Groups to Hold Annual Get-Together

Staff members of the ADA and the members of the ADTA Professional and Laboratory Relations Committee will get together in Chicago the evening of January 11 for the 1962 edition of what has come to be an annual affair. While no formal business is expected to be transacted, there will be ample opportunity to exchange views - as the diplomats would say - on a wide variety of topics of mutual interest. The groups will be headed by Harold Hillenbrand for the ADA and Verne Rook for the ADTA.

Survey of Recent Graduates Report Available Soon

The survey of recent graduates (in practice less than 5 years) conducted by the ADA's Bureau of Economic Research and Statistics turned up a vast amount of interesting information that will make it "must" reading for everyone in the dental industry. The report is currently being prepared and it is expected that the first installment will be published in either the February or March issue of The Journal of the American Dental Association. Other installments will appear in later issues. Over 54% of the recent graduates polled completed and returned the Bureau's comprehensive questionnaire. Most of the questions related to the establishment and equipment of their offices and the factors that influenced their purchases.



John J. Hollister, Director
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