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American Dental Association

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TO THE ADA NEWSLETTER

Trade Supplement

Produced by the Department of Advertising & Exhibits



Over 25% of Dentists Make Early Equipment Investigations

The survey of recent graduates shows, surprisingly, that 25.4% of dentists began seriously to investigate equipment with a view to produce before their senior year. Here's how it breaks down:

After graduation from dental school	20.4%
As a senior in dental school	54.2%
As a junior in dental school	20.3%
As a sophomore in dental school	2.7%
As a freshman in dental school	2.4%
	<u>100.0%</u>

The study was conducted by the American Dental Association's Bureau of Economic Research & Statistics and is being published in installment form in The Journal of the American Dental Association. Speaking of The Journal, it's the only mass circulation magazine in this field that goes to all undergraduates - not just the seniors. It's not difficult to imagine that most of the 25.4% of recent graduates pretty well had their minds made up on equipment many months before achieving senior student status. You can be sure you aren't overlooking this important segment of the student population by keeping a strong schedule going in The Journal.

Much of Trade Interest in Dental Health Conference — April 30-May 2

Many of the topics and discussions at the 13th Annual National Dental Health Conference will be of prime interest to the dental industry - in fact, the theme of this conference will be to show how to increase the dentist's productivity. For example, there will be a demonstration of teamwork using auxiliary personnel presented by Dr. John W. Stone of the United States Public Health Service. This will not be a "dry run". There will be actual patients having dental work done. This should be a real practical and fascinating feature of the program. Too, there will be a demonstration of portable dental equipment for use at home or abed by Dr. Stanley Lotzker. Mouth protectors for football players will get attention, too, with a paper by Mr. Clifford Fagan. If you think you'd like to attend the conference, drop me a note and I'll send you more dope. There's a limit to places available, so if you're interested, act quickly!

Dental Trade Problems at State Level to Get Airing

Problems experienced by the dental trade at the state level will be given attention at the State Secretaries Management Conference to be held under A.D.A. auspices June 4-6 at the Central Office. The speaker hasn't yet been selected but you may be sure he'll be prepared to do a job that will help in such areas as exhibits, advertising and other points where manufacturers, dealers and state dental societies have frequent contact. Dr. C. Gordon Watson, A.D.A. Assistant Secretary, is in charge of the program.

The Journal Leads the Field in 1961

For the second straight year, The Journal carried more advertising acceptable by A.D.A. standards than any other publication in the field. The box score:

	<u>JADA</u>	<u>MAGAZINE A</u>	<u>MAGAZINE B</u>
1959	790	902	852
1960	1028	837	844
1961	1052	774	824

It's obvious that more advertisers each year are discovering the unique, result-getting values to be found only in The Journal. Are you using The Journal as much as you should? We'd be glad to send you information.



John J. Hollister, Director
Advertising and Exhibits

P.S. We've just published a list of "Dental Directors of State Health Department" including addresses. Want a copy? Drop us a note. It's free.

J.J.H.