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5-1-1962

ADA News Letter Trade Supplement - 05/01/1962

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Recommended Citation

American Dental Association, "ADA News Letter Trade Supplement - 05/01/1962" (1962). *ADA News Letter*. 367.

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TO THE ADA NEWSLETTER**Trade
Supplement**

Produced by the Department of Advertising & Exhibits

**Dental Prescriptions To Be Surveyed**

The ADA has agreed to cooperate with Lea Associates, a market research organization of Flourtown, Pa., in a survey to determine the extent and nature of prescription writing by dentists. Early in June, Lea Associates plans to request 500 dentists to keep a record of all patients seen during a two-day period, including the following: patient's age, sex, diagnosis or reason for visit, type of service(s) performed and drug, vitamin, dental preparation or other dental product recommended, administered, dispensed or prescribed. ADA's cooperation will consist of (1) an introductory letter recommending cooperation, and (2) a short article in The Journal of the American Dental Association spelling out the importance of the survey and urging cooperation. Whether the study will be continued on a periodic basis will be determined after the results of the initial study are known. A similar program to elicit information concerning prescription writing by physicians has been in operation for some years with the cooperation and endorsement of the American Medical Association.

W. D. McGrath to Address State Secretaries Management Conference

W. D. (Bill) McGrath, Chairman of the Marketing Committee of the American Dental Trade Association, will talk about the dental manufacturers' problems at the state level at the State Secretaries Management Conference to be held in Chicago, June 4-6. Bill will give his talk on Monday, June 4. It should make for an interesting discussion.

Council on Dental Research Looks at Many Problems

The ADA's Council on Dental Research met in Chicago on April 19-21 and discussed many matters including classification of toxicity standards for dental materials, labeling of materials which change significantly during storage - especially silicate liquids, and a recommendation for increasing the frequency of submitting data on batch sampling - to mention a few. One of the Council's sessions was a joint meeting with representatives of ADTA and DMA.

The Council also looked at its new publication, Guide to Dental Materials, which is being widely acclaimed by dentists as a practical and informative reference. If you have an interest in this subject, you ought to have a copy in your library. It costs just \$2.50. I'll be glad to transmit your order and see that it gets special handling.

Average Recent Graduate Spent \$11,845 to Establish Practice

The second installment of the ADA's Survey of Recent Dental Graduates dealing with the cost of establishing a practice reveals that the average young dentist spent \$11,845 to get started in practice. The largest expenditures were \$8,157 for equipment, \$1,031 for supplies and \$963 for instruments. The balance of \$1,694 was well distributed among such items as air conditioning, furnishing reception room, business equipment, and etc. If you'd like a copy, drop us a note and we'll be glad to send it to you. No charge!

Medical Group Finds Las Vegas Excellent Convention Site

The American Academy of General Practice, an organization of general practitioners of medicine, has just concluded a highly successful convention in Las Vegas, the city selected for the 1965 Annual Session of ADA. Because some dental manufacturers have expressed concern that the unusual attractions of Las Vegas would prove too much for the serious business of a dental meeting such as exhibits and scientific sessions, I dropped in to have a look at the AAGP meeting in action. What I saw convinced me that the ADA will have one of its most successful meetings in Las Vegas. Registration for the AAGP meeting was at least close to a record for annual meetings of the group (I left early so I did not get the final figures) and attendance at the exhibits and scientific meetings was excellent. Exhibitors, many of whom were frankly skeptical at the outset, were uniformly delighted with the results. The Convention Center - a new building - is one of the finest in the country and well suited to the needs of professional associations such as ADA. Of course, the doctors and their guests enjoyed themselves immensely.

August Issue of Journal to Carry Program of Miami Beach Meeting

The August issue of The Journal of the American Dental Association will carry the full program for the 103rd Annual Session of the Association as well as complete details of meetings of allied groups, registration and other information every meeting goer will need to plan his convention trip. The added reader interest in this issue provides an excellent opportunity to make a double kill - get your product story across to an unusually large and interested audience and stimulate attendance at your exhibit. Both benefits at regular Journal ad rates. Don't miss this one!



John J. Hollister, Director
Advertising and Exhibits