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## ADA News Letter Trade Supplement - 06/01/1962

American Dental Association

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## **TO THE ADA NEWSLETTER**

# **trade supplement**

*Produced by the Department of Advertising & Exhibits*



### **State Secretaries Management Conference to Hear Bill McGrath on Exhibit Problems**

Bill McGrath, Chairman of the ADTA Marketing Committee, will address the State Secretaries Management Conference on June 4 under the title, "Dental Trade Problems at the State Level". Bill's paper points out the areas in which state meetings might be improved to the advantage of both the exhibitor and the society. Some of the points Bill will make are historically controversial, such as regional meetings vs. a plethora of small meetings in a given area, scheduling to avoid conflicts, booth assignment policies, to mention a few. We'll report the reaction in our next issue.

### **Exhibit Assignments for ADA Meeting To Be Mailed by June 10**

Applicants for exhibit space at the Annual Session of the ADA in Miami Beach will get their assignment notices by June 10. We're tardy in getting assignments made because of a foul-up in the mailing of the invitations. All were dropped in the mails in Chicago on April 27 as originally announced but many firms on the mailing list reported not receiving the prospectus until ten days later. Some said they didn't get the prospectus mailed them at all. Next year we're going to experiment with some other (and we hope better) method of mailing.

### **Want a Spanish Language Interpreter For Your Exhibit at Miami Beach?**

Because of an anticipated attendance of over 2,000 Latin American dentists at the ADA meeting, you may want to consider having a Spanish language interpreter in your booth. If you do, drop a note to Dr. Norman R.A. Alley, 216 Catalonia Avenue, Coral Gables, Florida. He can arrange for a Cuban refugee dentist for you for the modest sum of \$25 a day. Dr. Alley heads a dental society committee to assist Cuban refugee dentists in the Miami area.

### **\$20,000 in Grants for Latin American Participants in the ADA Meeting**

The ADA and the National Institute of Health have each made grants of \$10,000 available to bring Latin American dentists to the Miami Beach meeting to present scientific lectures and clinics. The total sum of \$20,000 will be administered by the Council on Scientific Session. These grants

underscore the importance ADA and the federal government attach to the meeting as a vehicle for improving dental health in the Americas. Parenthetically, the interest generated by this and other efforts in the same area should help to make profitable Latin American contacts for exhibitors interested in this dental market of growing importance.

### **June 20 is Closing Date for Program Number of Journal**

It's still possible to get your special ad in a very special issue of The Journal. The thousands of dentists who plan to attend the Miami Beach session, October 28 - November 1, as well as those who just wish they were going will give the August issue of The Journal particularly close and thorough reading because it will tell the full story of dentistry's most important event of the year - the Annual Session. Full information on the meeting - lectures, clinics, exhibits registration, social events, and meetings of allied dental groups - will be found in the August issue. Don't miss this real advertising bargain. No advance in rates. Full data on request.

### **Stanford to Address Dental Manufacturers of America**

Dr. John Stanford of the ADA staff on duty at the Bureau of Standards will address the Dental Manufacturers of America at its Annual Meeting at Shawnee, Pennsylvania. Dr. Stanford recently acquired his Ph.D. degree.

### **ADA Councils to Meet**

These ADA councils will meet at the Central Office in Chicago during June:

Judicial Council	June 8 - 9
Committee on Dental Hygiene of the National Board of Dental Examiners	June 18 - 19
Council on Hospital Dental Service	June 18 - 19
Council on Dental Therapeutics	June 21 - 23

What these councils do of trade interest will be reported in our next issue.

Sincerely,



John J. Hollister, Director  
Advertising and Exhibits