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American Dental Association

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TO THE ADA NEWSLETTER**Trade
Supplement**

Produced by the Department of Sales & Advertising

**More Dental Departments in Hospitals Seen**

There is a great deal of interest in the expansion of the number of dental departments in hospitals throughout the country and the Council on Hospital Dental Service of the ADA is going to help the state societies to accelerate the interest. At the Council meeting in Chicago, June 18 & 19, it was decided to distribute a printed guide for state societies' use. It will advise them on procedures in organizing and operating a hospital dental department. This could become an important factor in expanding equipment sales in the future.

Local Anesthetics Above 1:50,000 Deleted from Accepted Dental Remedies

The ADA's Council on Dental Therapeutics meeting in Chicago June 21-23 ordered local anesthetic solutions having anepinephrine concentration in excess of 1:50,000 deleted from the Council's annual publication, Accepted Dental Remedies. It was the Council's judgement that concentrations above the indicated level are not necessary in dental practice.

The Council also has accepted an invitation to participate in a joint conference with representatives of the American Heart Association to coordinate and disseminate information on the treatment of dental patients with cardiac disorders.

And finally, the Council voted to continue classification of Procter & Gamble's Crest Toothpaste in Group B for another year.

Want Extra Copies of the 1963 Dental Meeting Calendar?

The popular ADA Dental Meeting Calendar will be available sometime in November. We'll send you one free and will send extra copies - also free - upon request. So, check your needs and if you can use more than one, let us know and we'll be glad to comply. Dental people tell us that the Meeting Calendar is a very useful item in selecting and planning meeting attendance.

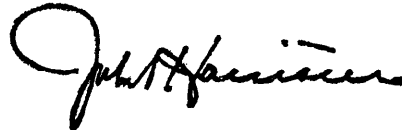
List of Dental Hygiene Schools Available

The Council on Dental Education of the ADA has just published a list of dental hygiene programs by states. Listed is the correct name of the program, address and person in charge. Copies are available free for the asking. Send your request to the undersigned.

List of Market Data Reports Available, Too

The Bureau of Economic Research and Statistics is a prolific developer of economic data on dentists and dentistry in the United States. The director, B. Duane Moen, has just compiled a complete list of all reports now available. They're excellent market data and we'll be glad to send you a copy (or two or more) if you'll drop us a note. If you haven't been in the habit of reading Mr. Moen's excellent reports, you should start. They're well worth your while!

Sincerely,

A handwritten signature in cursive script, appearing to read "John J. Hollister".

John J. Hollister, Director
Sales and Advertising