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ADA News Letter Trade Supplement - 09/04/1962

American Dental Association

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Recommended Citation

American Dental Association, "ADA News Letter Trade Supplement - 09/04/1962" (1962). *ADA News Letter*. 370.

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TO THE ADA NEWSLETTER

trade supplement

Produced by the Department of Sales & Advertising

**Commercial Exhibits at International Dental Congress Outstanding**

Magnificent! That is the only word that can express my personal evaluation of the commercial exhibits at the International Dental Congress held in Cologne, Germany, last July 7-15. No amount of advance notice can prepare one fully for the impact this exhibit makes upon the first-time visitor. It's big and it's beautiful! There are many reasons why this exhibit excels, not the least of which is the tremendous amount of space that's available. This makes possible the use of a great variety of designs, wide aisles and interesting lighting effects. The booths themselves - most of them, anyway - are specially constructed for the meeting. Color was used extensively, especially the pastel shades, with an extremely pleasing effect. American dental manufacturers who haven't seen one of these exhibitions should plan to look in on the next one. It's tentatively set for Paris, I believe, in 1967. They're held every five years.

Outlook for ADA Meeting Excellent

All the traditional indexes point to an outstanding meeting for the ADA in Miami Beach this October 29 to November 1. Hotel room reservations are running about 6% ahead of the same pre-meeting date last year and commercial exhibit reservations point to an unusually large and highly diversified show.

The Latin-American theme will dominate the meeting. The needs and interests of our Spanish and Portuguese speaking colleagues have been well provided for. Members of the profession from all over Latin America will participate in the scientific program, social events and conferences. Simultaneous translations of many of the proceedings will be available in English, Spanish and Portuguese. Owing to the nature of the program and the wide publicity given to it throughout the hemisphere, an excellent attendance is expected. Exhibitors interested in the Latin-American market will find the meeting an unprecedented opportunity to establish or expand operations in this increasingly important area.

October Journal Establishes New Ad Record

The October issue of The JADA will carry more advertising than any regular issue in history. In fact, only the March 1961 issue - the special Senior Student Issue - carried more. More evidence that more dental manufacturers are finding that in today's market The Journal does the job best!

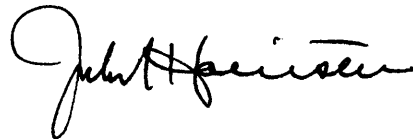
No Rate Increase for Journal

This is the time of year when ad agencies and others involved in schedule-making direct inquiries to us about rates for the next year. The answer is that no increases are contemplated at the present time. Of course, circumstances do alter cases, but as of the moment none are in sight!

Reprints of Equipment Survey Available

Recent issues of The JADA have carried chapters of the Survey of Recent Dental Graduates, 1957-1960. A reprint containing the first three chapters has just been produced by the Bureau of Economic Research and Statistics. The chapters included are: 1. Dental Equipment Purchased; 2. Cost of Establishing a Dental Practice; and 3. Time Elapsing Between Graduation and Dental Employment; Opinions Regarding Practice Management Instruction. If you'd like a copy for your files, let us know. We'll be glad to send it free.

Sincerely,

A handwritten signature in dark ink, appearing to read "John J. Hollister". The signature is fluid and cursive, with the first name "John" being the most prominent part.

John J. Hollister, Director
Sales and Advertising