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## ADA News Letter Trade Supplement - 10/16/1962

American Dental Association

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**TO THE ADA NEWSLETTER****Trade  
Supplement**

*Produced by the Department of Sales & Advertising*

**American Dental Association, 222 E. Superior St., Chicago**

**Senior Student Manual Proposed**

The ADA has been giving some thought to the development of a manual to be distributed without charge to all senior dental students about Oct. 1, 1963. The purpose of the manual would be to assist the senior student in making the transition from school to practice. Editorial treatment will be broad in scope. Initial chapters will deal with such subjects as state board meeting dates and examinations, data concerning the states, various methods of practice and location of practice. These subjects will engage the senior student's interest early in the academic year. Later chapters will cover announcing practice, personal and professional insurance, equipment, office layout, practice building, etc. In short, the manual will try to take the senior student figuratively by the hand at the outset of his last year in dental school and take him through the initial period of actual practice. Action on the proposal will be taken by the Association at its Miami Beach meeting later this month.

It may be that the manual will carry advertising. If it does, a rate of around \$250 a page will probably apply. More on the manual in our next issue.

**Two New Booklets Available to the Trade**

The 1962 edition of "Distribution of Dentists in the United States" and "Facts About the States", both publications of the Bureau of Economic Research and Statistics, are just off the press. They're loaded with market data. Free copies are available upon request to the undersigned.

**Buckley-Dement Appointed Addressing Company**

The well-known Chicago firm of Buckley-Dement has been appointed an official addressing company for the ADA list of dentists. Their address is 555 West Jackson Blvd., Chicago.

## ADA Covenants on Advertising Rates

All acknowledgements of contracts for advertising in publications of the ADA now carry the following statement:

"Publisher covenants that the rate stated in this contract is and throughout the term of this contract will be, as low as the lowest prices accorded by publisher to any other advertiser for space of comparable kind, quantity and/or continuity."

We're glad to offer this tangible assurance that in The Journal and other publications of the ADA there is complete equality of treatment with respect to rates charged.

## Exhibits at Miami Beach a Sellout

One of the largest and most diversified exhibits in ADA history will greet the thousands of dentists who will attend the ADA meeting in Miami Beach from October 28 to November 1. All the space laid out for the meeting has been sold.

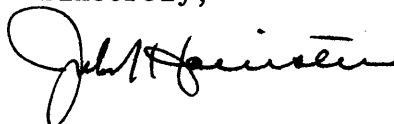
## Prescription Writing by Dentists on Increase

Dentists are currently writing 11 million prescriptions a year according to an article in the October issue of Dental Abstracts, an ADA publication. The original article by Dr. Harold Hillenbrand, ADA Secretary, appeared in the January 1962 issue of the American Professional Pharmacist. Dr. Hillenbrand projected the 11 million figure to a total of 18 million prescriptions by 1970. The article reports that 89% of all dentists write some prescriptions: the average being three a week. The younger the dentist the more he is apt to be a prescription writer. Under 40 years of age, 95% of dentists write prescriptions, the article stated.

## Meeting Calendar for 1963 Out This Month

The ADA 1963 Calendar of Dental Meetings should be in the mail by Oct. 22. Everyone on our mailing list will get one copy. Those who asked for extra copies will receive them by separate mail. The offer to supply extra copies free of charge to the limit of our supply still holds.

Sincerely,



John J. Hollister, Director  
Sales and Advertising