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11-30-1962

## ADA News Letter Trade Supplement - 11/30/1962

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*

**Journal to Carry Regional Inserts**

Beginning with the January issue, The Journal of the American Dental Association will carry inserts on a regional basis. Heretofore, inserts have been carried on a national basis only. Something to keep in mind for special promotions, market testing, etc. Rates and information on request.

**Plans for Senior Student Manual Going Forward**

Preliminary planning is under way for the Association to publish a manual to assist senior students in making the transition from school to practice. A report on the proposed project was made to the Board of Trustees at the recent meeting in Miami Beach. A further report will be made to the Board at its next meeting to be held in Chicago in March. Dr. Wallace N. Kirby of Downers Grove, Illinois, well-known practice administration authority, heads the planning group.

**More Statistical Data Available from ADA**

Data on the distribution of orthodontists and oral surgeons in the United States compiled by our Bureau of Economic Research and Statistics is yours for the asking. Data is also available on the number of dentists in the countries of the world and some figures on amounts spent for oral hygiene products for the years 1959-1961. It's all good information to have in your files and we'll be glad to send any or all of it at your request. It's free!

**October Journal ADA Sets New Record**

The October issue of The Journal of the American Dental Association carried a record amount of advertising for a regular issue of the publication. In fact, the only previous issue to carry as much advertising was the Senior Student Issue of March 1961. The explanation is, of course, that more and more advertisers are becoming aware of The Journal's demonstrated superiority as an advertising medium.

## 1963 Dental Meeting Calendars Out

All those on our mailing list should have received their copies of the ADA 1963 Calendar of Dental Meetings. They were mailed about November 1. If you didn't get one, drop us a line and we'll see that you do. And, if you did receive one and would like one or two more, let us know and we'll comply as long as the supply lasts. They're free, of course.

## Two Special Issues of The Journal ADA Planned for 1963

The Editorial Department announces that there will be two special issues of The Journal during this next year. The May issue will be devoted to a review of dental research and the August issue to the Annual Session of the Association, including the full program. Any ad tie-in possibilities? Now is the time to think about it!

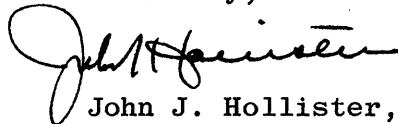
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## ADA Will Review Patient Education Material

The facilities of the ADA Bureau of Dental Health Education are available to commercial firms for review of patient education material. Of course, any material submitted for review should be primarily educational rather than promotional in character. No product mention should appear in the statement. When reviewed and approved by the Bureau, the following statement may be carried in the brochure or pamphlet, "The information on dental health contained in this (pamphlet, brochure, etc.) is considered by the American Dental Association to be in accord with current scientific knowledge (1963)." Applications for review of material should be addressed to Mr. Perry Sandell, Director, Bureau of Dental Health Education, American Dental Association, 222 East Superior Street, Chicago. There is no charge for the Bureau's services.

I'll be staying at the Statler-Hilton during the Greater New York Dental Meeting and will be available for consultation - business or social or both. Hope to see you there.

Sincerely,



John J. Hollister, Director  
Sales and Advertising