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BUDGET COMMITTEE

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NECROLOGY COMMITTEE

ABBIE PRYOR, Chm. 418 Medical Arts Bldg., Birmingham, Ala.
CONTENTS

Don't Ration Courtesy.......................... K. McConnell 2
Dental Assistants—Past and Present
W. W. Wyman, D.D.S. 5
The President's Page—Committee Appointments
L. Black 8
Poem—Promises................................. G. N. Crowell 9
The Doctor's Collection Problem.............. D. Bailey 10
Editorial—The World Is Waiting for the Sunrise
L. Ryder 12
Clinic and Poster Programs................... Eleanora Schuman 14
News ............................................. 15
Secretary’s Corner................................ A. Ferguson 16
Juliette A. Southard Relief Fund............... 17
In Memoriam ..................................... 19
Copper Plating Inlay Models.................. R. McBirde 21
Idea Market..................................... M. Russler 22

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because there is a war to be won. I have heard the old saying that people will rise to any emergency, but people haven't classified this as an emergency yet. It will take time and education, and you can't substitute laws for education. Don't get the idea that you are different and this doesn't include you. I expect that everyone of us has been guilty of making unkind remarks and have not been as co-operative as we could have been when shopping, etc.

It would be interesting if we knew how other assistants handle problems that arise in these busy times. Some offices have discontinued calling patients to remind them of their appointments, and if the patient fails to keep an appointment a charge is made and that is that. But there are two sides to this. It is true that people should shoulder their own responsibilities, and you would think that as hard as it is to get an appointment, the patient would be sure to remember it and if he didn't that would be his hard luck, but we don't get out of it as easy as that. In the first place, time is at a greater premium now than ever before, we have more people to see than we have time to see them in, and if you work strictly by appointment, it is highly probably that that time will be lost, because drop-ins and emergencies don't always happen at the most convenient times, and even though you have a long call list, it does take some time for the patient to get in, and by that time the next appointment is due. And so, you fret over the fact that if you had known you could have called in Mr. Smith, finished him up and one more patient would be dismissed. The result is that you lose the time and you have to find another appointment for the patient with the bad memory. Try to impress upon the patients their responsibility in this matter, that while you would be glad to call them, but with added duties you do not always have the time, and with so many, many things on your mind you're liable to forget too. Make a point to remind the patient of his first appointment, especially when it has been made for a long time in advance. This is not just a service to the patient, but it conserves time. Of course give appointment cards when a patient is dismissed, check the time of his next appointment and tell him before he leaves the office. Also, at the beginning of the day, or preferably the day before, look over the appointment book to see if there are any whom you have made notation to call, also those that you know from past experience can't be depended on to remember. This service is not only a courtesy to the patients, but to the Doctor whose time has been placed in your hands.

Another service we have been rendering in our offices is the prophylaxis call list. Some offices have discontinued this. We have said in the past and it is still true, that this is the only way we have to contact patients to get them back in the office and that it is a practice builder. Today, patients are running over each other to get into your offices and you might think that it isn't necessary to give any thought to building a practice. But, this is not a permanent situation, we have gone through the experience of a depression and we know what it is like, so we should at least try to keep up this service the best we can, it is better to call a month or two late than not to call at all. Some offices have eliminated the telephone procedure and use cards or letters, this is something that must be worked out in each office; one thing that can be eliminated is several calls; if they do not make an appointment on the first contact do not suggest that you will call or write again, simply caution the patient not to put it off too long; you have been courteous, and you have done your duty.

If a patient is suffering we should make every effort to see that he is taken care of, and by being taken care of. I mean, relieved and then given a regular appointment. If they try this method of entry into the office (and many do)
Dental Assistants—Past and Present

By W. W. Wyman, D.D.S.*

Conditions prevailing in Washington at the present time are so decidedly abnormal that the role of a dental assistant is in some respects directly in reverse of normal. For instance, it is the task of most dental assistants these days to keep people from coming to the office instead of helping to acquire new patients. We are about 150 dentists short of our usual number in the city, possibly as many as 200. This is brought about by the entrance into military service of something more than 100 men who actually have left practices here, and the fact that virtually no new men have entered practice out of the last three graduating classes. It becomes necessary for us to do the best we can with this situation, and hope for the day when more normal conditions will take the pressure off the profession to some degree, permitting more golf, more hunting, fishing, etc. Some of the things I shall say tonight, and some of the quotations which I shall use are predicated upon the "normal" and not upon such situations as prevail in Washington at the moment. So let us go back about 55 or 60 years and quote from Dr. Kell's work, "The Dentists' Own Book." You may not know what your heritage is in the history of the dental assistant, particularly in the South.

The Passing of the Colored Boy

"When I began practice, colored boys (they were called 'Boys' even if they were fifty years old) were employed by all dentists in the South, my father amongst them (how well I remember 'Sandy,' the office boy when I was a kid. At that time 'Sandy' was sixty, if a day. He had been with father for years); consequently a colored boy had charge of my office, cleaning the instruments—instruments were not 'sterilized' in those good old days—and doing the malleting. In those same good old days, we spent a good part of our lives in packing soft gold foil.

"To the best of my knowledge, it was my privilege to introduce the lady assistant to the dental profession of the South. Upon my vacation trips having seen neat young ladies in the offices of my dental friends in Chicago, I could but be impressed with their advantages over our colored boys, and so one year (1885) when I returned from my usual vacation trip and told my father that I was going to replace my colored boy by a young lady, he held up his hands in holy horror and exclaimed: 'What next' or words to that effect.

"Everyone of my city conferees who heard of this contemplated project, advised me not to start such an innovation, which might do very well in Chicago and New York, but certainly would not pass here. (Dr. Kells practiced in New Orleans). But I persisted; I started the innovation and before many years, my father, himself, had a young lady assistant. Such is life.

"Judging from my own personal experience, I would say that there are 'Fifty-seven' different kinds of dental assistants in this world. The D.D.S. assistant (associate) is one kind, and the lady assistant (bless her heart) is the other 56. As for the young ladies, it seems to me I must have had a million of them, though I reckon that if I had kept a record, the number would not have reached a full million. However, I certainly have had a great many, because usually when a position in the office would become vacant, I would invariably try out a number before finally accepting one. Sometimes, I would keep one only a few hours. I would 'take on' a new stenographer. The first thing I would do would be to dictate a few letters. Possibly she would be kept two or three days, some a week. Realizing that there did exist just the kind of girl that I needed, I would keep on trying until I finally succeeded in

FOR JANUARY-FEBRUARY, 1945
finding her, and as a result I have had some valuable assistants remain for quite a number of years. My present secretary has just finished her twelfth year, and I had one assistant thirteen years."

Dr. George Wood Clapp, in his book, "The Dentist Faces His Future," has this to say concerning the dental assistant, I quote: "Nearly the whole range of what an office assistant can be when the dentist hires a competent girl with perhaps business experience and gives her a chance is covered in the following true story:

"Some years ago, on a lecture tour, the writer was entertained in the home of a leading dentist in a small city. After lunch, the dentist said: 'My wife and I have a very important problem to talk over with you. My office assistant is leaving to be married. There is a young woman in a bank here whom we should like to employ, but we're afraid that if we pay the salary she asks, we can't eat.' Then followed a glowing description of the young woman's ability. He was advised to stop worrying about the eats and hire the lady, since, if she was half what he described, the eats would take care of themselves. Two years later, at a meeting in that city, the dentist rushed up, seized one of my hands in both of his and with every evidence of pleasure said, 'We hired her, we hired her.' 'Are you still eating?' I asked. With a grin that spread almost from ear to ear he replied, 'Better than ever!' In reply to questions he said: 'When she had been there a few days she rearranged the reception room so that it was more attractive and restful. My patients are tactfully and efficiently handled in person and over the phone. I am never allowed to forget a name and I am always reminded of some little personal touch for each patient. I am defended against the people I should not see, and am rarely interrupted. Patients are recalled by well written personal letters. Collections are almost up to the month, and my income-tax report is no longer a nightmare. We're thinking of hiring a girl to assist at the chair and leaving this young woman entirely to practice building."

"In those two years the dentist had had a practical demonstration that in practices serving people with middle-class incomes or better, a competent assistant can be invaluable as a practice-builder. None of us has measured and few among us have imagined the demand for dental service that lies just behind the fear and dread of the dental chair in the minds of millions of people who have money to pay, which demand is tappable by any dentist who is a competent and conscientious operator, and who has the vision to hire as an office assistant, a competent saleswoman."

Let us analyze how a girl not originally trained as a dental assistant could bring about such a marked change as was experienced in the office used in this illustration:

1. She was well-groomed, had an attractive personality, a pleasing voice and a good command of English.
2. She had an interest in people and understood the importance of favorable first impressions. She made friends and boosters for the practice by greeting patients pleasantly. By remembering small personal details she made the patients feel important.
3. With everyone whose credit was not established, by past performances she courteously had a definite understanding as to what the proposed service was going to cost and how it was to be paid for, and she tactfully saw to it that patients lived up to their agreements.
4. She avoided lost time by notifying patients a couple days in advance of their appointments.
5. She recalled patients at suitable periods for inspection and polishing of prosthetic appliances.
6. She was interested in her job. It is this interest in the job that is important. As Juliette A. Southard has so ably pointed out to girls, the position
of dental assistant is a career and not merely a job. Quoting further, “Don’t hire a girl because she is pretty, but don’t decline her services because she isn’t. If she is intelligent and has been properly trained, she will make herself sufficiently attractive.” As one rather plain girl said a while ago, “We homely ones have to be good.”

I was handed a program of your organization for the year and my attention focused upon the four words appearing in the corners of the cover page—education, loyalty, efficiency, service. I was impressed by the significance of these words as they apply to the dental assistant, or to anyone else, for that matter.

Education, says the dictionary, is “the systematic development and cultivation of the intellect, feeling and conduct so as to render them efficient in some particular form of living.” We are apt to think of education as consisting entirely of “schooling—grade school, high school, college, etc. It was once my privilege to listen to a commencement address in this city by the late Justice Wendell Phillips Stafford. The thing I remember from that address was his statement that the first requisite of an education is that attribute which, for want of a better name, we call ‘common sense,’ and that without this requisite, any training or education serves only to make this defect the more apparent.”

In referring to a patient to me some time ago, a young man made this remark: “Mr. Blank’s schooling has been limited, but he’s a marvellously educated man.” Mr. Blank had “common sense” to start with and through his application of that requisite and a plentiful energy to his task, plus a complete devotion to a certain branch of scientific work, he had won a wide recognition in his chosen field. He had made himself invaluable to his organization and such people are never “getting fired” or worrying about their future—they haven’t time.

Says Elbert Hubbard in his “Message to Garcia”: “My heart goes out to the man who does his work when the boss is away, as well as when he is at home. And the man who, when given a letter for Garcia quietly takes the missive, without asking any idiotic questions, and with no lurking intention of chucking it into the nearest sewer, or of doing ought else but deliver it, never gets laid off, nor has to go on strike for higher wages. Civilization is one long, anxious search for just such individuals. Anything such a man asks shall be granted. He is wanted in every city, town and village—in every office, shop, store and factory. The world cries out for such: he is needed and needed badly—the man who can carry a message to Garcia.”

What about the “training and the intellect, feeling and conduct” of the dental assistant. She must have common sense, and schooling enough that her command of conversational English is acceptable. She must be able to meet patients, particularly new ones, with a friendly poise which is real, not simulated. She must be able to listen to their telephonic tales of woe and decide whether old lady grouch must be seen today, next week or next month. She must at all times maintain an evenness in disposition and conduct that never, or almost never, “rubs” people the wrong way, and assures them of her real interest in them and their problems.

 Courtesy: The dictionary says, “politeness originating in kindliness and practiced habitually.” That covers it; politeness and kindliness to patients, to employer, to all callers at the office. Of these four words, this is the one the proper application of which will win friends for yourself and for your employer. These days many requests for services must be denied, but do it courteously, graciously. Sir Walter Raleigh is not remembered so much as the Colonizer of the Carolinas as for his act of courtesy to the queen—he spread his cloak for her to walk on.

(Continued on Page 19)
Happy New Year!!!

This is a New Year—1945—ushering in new hopes and new ambitions for the ADAA.

"Friendships are Windows—all the day long
They let in the sunlight of laughter and song,
They banish the gloom from the house of my heart,
And oh, the good cheer that those Windows impart."

Friendship is the theme chosen for the year and what could mean more to us in this war-torn world? It brings us courage and comfort in these periods and a handclasp means more than ever. "To be friendly—realizing that friendship bestows and receives happiness." This is part of the Dental Assistant's Creed given to us by our Founder, Juliette A. Southard.

Let's all pull together is our slogan and I'm sure if we do, we will be rewarded at the close of the year with the reaping of the harvest.

I would like to present to you your Committees for the year and also to express my appreciation to each and every one of you for your prompt replies when asked to serve which enabled us to have our committees ready to function. The personnel on all is not complete but will be soon. The additional names will be given you later. Your chairman will get in touch with you soon and I ask you to give her that same co-operation you did me and answer her letters promptly, and aid her in planning for the year.

Time and place for the 1945 meeting has not yet been announced. Margaret Sharp will serve as Program Chairman and I'm sure that is enough said for the program.

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Hortense McIntosh, '46.....................441 Eleanor, San Antonio 2, Texas
Loney Bradford, '46...........................1805 Comer Bldg., Birmingham, Ala.
Edith Worth, '46...............................7 Brown Place, Red Bank, N. J.

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Elizabeth Shoemaker, '45........285 E. 73rd St., New York, N. Y.
Alice Drew, '45...................60 Charlesgate West, Boston, Mass.
Virginia Ingraham, '46......................923 Fulton Co. Court House, Atlanta, Ga.
Sylvia Gray, '46..............................4311 Prospect Ave., Los Angeles, Cal.

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Clara E. Smith.............................328 Cleveland St., Nashville, Tenn.
Lillian Russett, Ex-Officio...............503 Davenport Bank, Davenport, Iowa
For JANUARY-FEBRUARY, 1945

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Marion Webster, '46 .................................... .56 Suffolk St., Holyoke, Mass.
Helen Spillard, '46 ....................................... 341 Pine St, Williamsport, Pa.
Mae Cowell, '46 ........................................... 315 Sixth St., Sioux City, Iowa

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Juanita McCarley .......................................... 1901 Batchelder St., Brooklyn, N. Y.
Dorothy Bailey ............................................. 604 Hamilton Bank Bldg., Johnson City, Tenn.
Mahel Fox .................................................. 503 Myers Bldg., Springfield, Ill.
Anna Wurm ................................................ 940 Stuart Bldg., Lincoln, Neb.
Esther Osborn .............................................. 1416 Medical Arts Bldg., Fort Worth, Texas
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Phyllis Conklin .......................................... 1716 W. Water St., Elmira, N. Y.
Virginia Smith .............................................. 401 Huntington Bldg., Miami, Fla.

My very best wishes to you for one of the happiest years ever and may Peace come to us all!

“Friendships are Windows—life’s joy cannot fade
From the house of my heart ’till I pull down each shade,
So I’ll fling them wide open each morning anew,
And first of all—the Window toward you!”

Sincerely,

Lucile Black, President.

Promises

The year will keep its promises to me:
Unfailingly the days will come and go;
Rivers will take their sure course to the sea;
Seedtime and harvest, these will come, I know.
The stars will go their quiet, silver way;
There will be sun and rain and wind and dew;
There will be breathless beauty in each day;
There will be old, loved tasks for me to do.
The year will keep its promise, O my heart,
We must not, dare not fail to do our part!

—Grace Noll Crowell
The Doctor's Collection Problem and How to Solve It
By Dorothy Bailey

The statistics compiled by various associations show that professional men in the United States lose $296,000,000 each year in uncollectible accounts. This is nearly $1,000,000 for every business day of the year. These figures also show that only 2% of a doctor's income is derived from collection agencies or attorneys. This means that 98 cents out of every dollar that the average doctor collects must be secured by his own efforts, which is the Assistant's job.

Some of us may ask, "What is the best method to collect money?" There is only one answer to this question. Get out personally and ask your patients for your money. However, most of us do not care to knock at the doors of our patients and ask for money. Most doctors have at least 200 delinquent accounts. Many doctors have several times this number. As an example, we will assume that you have 200 accounts which are past due. If you wanted to personally call on each delinquent patient once a month, you would have to average eight collection calls every business day of the year. The Doctor nor Assistant would have time to do this; therefore, we revert to the regular mail follow-up.

Collecting by letter is the same as collecting in person. If you made the personal collection call on a patient, you would have a friendly visit and try to arrange a schedule of payments that was mutually satisfactory. This method would enable you to retain the good will of the patient. A letter must use the same method to be successful. If you have not been using a systematic collection follow-up in the past, be sure to use only persuasion letters when starting this plan, irrespective of the age of the account. If an account has received only monthly statements, even if the account is a year old, DO NOT start with threatening letters. Handle the account the same as you would if it were only ninety days old. When starting to collect a ledger full of accounts of all ages, send each account a friendly persuasion collection letter each month for five consecutive months. PERSUASION LETTERS WILL COLLECT FROM AT LEAST 80% OF THE PATIENTS WHO WILL EVER PAY!

We know that our prompt paying patients will take care of their accounts within 90 days if we merely send monthly statements.

An account a year old is much harder to collect than an account 90 days old. Our problem is to keep the 90 day accounts from becoming old. Collection letters sent to accounts from three to seven months old will bring in much more money than collection letters sent to accounts a year or more old. Therefore, we recommend that you send a friendly persuasion collection letter each month to accounts from three to seven months old. USE NO THREATS! Patience P-A-T-I-E-N-C-E must be stressed in dealing with the old accounts to give the person time to accumulate the money. With many delinquent patients it is not a matter of being dishonest but a matter of the "flesh being weak." You radiate faith, confidence, interest and ability in your professional work. Treat your delinquent accounts in the same manner. Patience, courtesy and persistence will collect the money.

Records show that persuasion will bring in 80% of the money which is collectible. Threats will bring in the other 20% which is collectible. From this do not understand that only 80% of the people are honest, I would say that 90 to 95% would like to pay their bills. Bills that must be paid and bills that can wait, account for the difference in percentage. Doctor bills are in the "Can Wait" class which is the main reason doctors have difficulty in collecting their accounts.

A grocery bill must be paid because
we must eat three meals a day. If we don't pay the grocer, he refuses to give us more food. We can change grocers and run up a grocery bill in several stores, but after a month or two we owe three or four grocers and can't get credit at any more grocery stores. Then we are forced to pay one of them or go to a strictly cash grocery store.

Rent is another "Must Pay" item because after a couple of months the landlord will put us out unless we pay. Therefore, a man with a small income and a family to support pays his "Must Pay" bills first. He has probably bought his automobile and also some home appliance such as a washing machine on the payment plan. These monthly installments are also "Must Pay" items because if he doesn't pay they will be taken away from him.

After he has paid his "Must Pay" bills and installments, he has only a few dollars left. His family want to go to the movies. They also want to ride in the automobile. Movies and gasoline are usually cash items. If the doctor sends only a statement and the other creditors attach collection letters to their statements it is only human to split the remaining few dollars among the creditors who press the hardest. The doctor bill is then put aside for consideration next pay day.

YOU MUST CONVINCE YOUR PATIENTS THAT THEIR DENTAL BILL IS A "MUST PAY" BILL ALSO. Just remember it is only human nature to take the lines of least resistance. Your patients will do this unless you send them friendly collection letters regularly EVERY MONTH as soon as the bill becomes past due.

If you write a collection letter one month and then skip two or three months your experience with collection letters will be, "My patients don't pay any attention to collection letters." To get your money you must be consistent. I recommend that to every monthly statement starting with the third month you attach a persuasion collection letter. Don't skip a month but keep selling your patients on the fact that you expect your money.

After I have sent a patient a friendly persuasion letter each month for five consecutive months and he has not given us the courtesy of a reply or made any effort to pay we have no choice other than sending him threatening letters, if we feel he can pay.

All doctors have bills a couple of years old. They know will be collected. If it's a large bill, you may be getting only five or ten dollars on it every two or three months. You know it will be paid because the patient has kept in touch with you and has made a sincere effort to pay you something, when he was able.

With patients who are making a sincere effort to pay, irrespective of age, use only persuasion because threats will do more harm than good with such patients. Continue to use persuasion to keep these patients sold on paying you as soon as they are able.

In every community there are people who are considered to be deadbeats. Sue only these deadbeats so that you have public opinion on your side. The reason for suing an occasional deadbeat is to impress your other patients who haven't been making a sincere effort to pay, that you mean business. These patients will then come in to see you and make an effort to pay you something on account.

From the slow paying patients be sure to get a definite promise of regular payments. Send such patients persuasion reminder letters if they forget to make the promised payment.

To those patients who have not made a sincere effort to pay or have not shown us the courtesy of a reply, I send three threatening letters. A threatening letter need not mean a flat statement that you will start suit. Hint at the necessity of suing first. Then say you will sue unless he does something. Finally, say you will put the account into the hands of an attorney in ten days unless he makes a payment.

(Continued on Page 20)
We offer as a guest editorial for this issue, the paper by Lucile Ryder of Hamilton, Ontario, Canada, read at the Annual Meeting of the American Dental Assistants Association, Chicago, Illinois, October 16, 1944.

The World Is Waiting For The Sunrise

Lucile J. Ryder, Hamilton, Ontario.

Madam Chairman, Members of the American Dental Assistants’ Association, and Guests: It was a most pleasant surprise for me when I was appointed to represent the Ontario Dental Nurses and Assistants Association at this meeting. Ever since our own meeting in May I have been looking forward to being with you. This is my first convention abroad, and my first visit to Chicago—I’m enjoying both immensely.

I am indeed grateful for the honor of bringing from Ontario to all your members, greetings and congratulations on your twentieth anniversary, the warmest good wishes for a most successful meeting, and the best of luck in all your activities throughout the year.

When I was asked to give a paper at this meeting, I accepted, without any idea as to what would be the subject of it. Then, at a Sunday evening concert heard during my holidays, one of the numbers played was “The World is Waiting for the Sunrise.” That thought seemed so appropriate for these times that I decided to use it for my theme. But my husband’s advice was—“Please don’t sing it for them, or you’ll ruin the whole thing!”

I don’t know if you are all familiar with this beautiful song, but it has been very popular in Canada, and it never seems to grow old. The music was composed by Hamilton born Ernest Seitz, who is one of Canada’s musical prodigies. He is well known as a pianist and composer through his many broadcast recitals, and at present is on the staff of the Toronto Conservatory of Music. He has held concerts in many United and Canadian cities, and has appeared as guest soloist with many orchestras. About 40 years ago, at the age of 12, he composed “The World is Waiting for the Sunrise,” which was not published until 1918. The words were written by Gene Lockhart, the movie star. We are only concerned with the title at this time, but the chorus is as follows:

“Dear one—the world is waiting for the sunrise,
Every rose is heavy with dew.
The thrush on high his sleepy mate is calling,
And my heart is calling you.”
"The World is Waiting for the Sunrise" that will come hand in hand with Victory—each day that seems so much closer now, when world events are unfolding so rapidly.

There is something spiritually inspiring about the break of day, when it silently blots out the darkness of the night, revealing moment by moment the beauties of the earth. Those who see the dawn each morning see the best of the day.

When the night of sorrow for this war-torn world is over, the sun will rise again, and will seem to give a greater glow, and will stir the hearts of men and women with newer, braver visions than ever before. Let us not shirk our tasks, nor neglect our post until that happy day arrives!

The lights have gone out in millions of lives these past few years, and in as many homes and cities—but they are going on again now. Going on in the same manner as the sunrise comes, after the long night. It's never failed us yet. We are now living through the night, but the dawn is nearing, and the skies seem brighter day by day.

With Victory—the brightening of all our horizons will be equal to the beauty of the sunrise, when we may look forward to reunion with our loved ones, to happier, more stable days, and to better things in general.

One of the most exciting discoveries to come out of this war is that it is possible for nations to become not merely allied, but genuinely united. When Prime Minister Churchill and President Roosevelt parted at Quebec, they declared themselves in complete agreement on all plans for the future. The unity that exists between these two great leaders is symbolic of the unity and cooperation between the Allied Nations during this present conflict. The cooperation and friendship between your organization and ours follows that pattern, and after the sunrise we hope that even closer relationship may be established.

We have learned, and learned it the hard way, that people may differ in nationality, race, religion, language, and politics, and yet manage to work together in close association for the fulfillment of their common ideals.

If this can be done in wartime, it can also be done in time of peace. It is vitally necessary that it should be done. For we know that peace is not a mere absence of armed conflict, it is a positive thing, a living thing, a thing we want to keep alive and healthy. We must devote to it fully as much courage and cooperation as we are willing to put into the task of winning victory on the battlefield.

Let us make up our minds—each one of us—every citizen of every United Nations—that we shall carry over into the future this precious spirit of harmony—that we shall use our international teamwork in the service of peace—just as eagerly and energetically as we are now using it in the service of war. Only by making this vow, and keeping it, can we hope to attain that better world, for which we all so passionately long.

The end of the war, when it comes, will be occasion for great joy, but the joy will be deeply colored with the blood, sweat and tears that Victory has cost. We cannot rejoice with utter and childlike abandon, unless we can forget the homes that are bereft in our own countries, and in other lands, those that have been completely demolished, and the towns and countryside with them, and all that would seem to make the rebuilding worthwhile.

The sun WILL rise—but there will be some who will not see its brightness. This may be due to a blindness more tragic than the loss of physical sight. Those, who in their blindness, have dared to traffic and make their gain while others suffered, will find themselves in a blackness compared with which the
loss of sense or limb will be but dusk. For these unfortunates there will be a light within which shall take them to the portals of Eternity, as well as a light without, which it will be our privilege to supply in patient, kindly understanding and helpfulness.

While WE are waiting for the sunrise—are we doing everything possible during the long night, to prepare ourselves for the day that is coming? Have we used our positions as dental assistants as just a means to an end, or, like a road, as just something over which to go on the way to our destination? But the road is PART of the destination, and so is our work. The road has been called the world's brotherhood, for over it flows the lives of all human beings, regardless of station, race, color, nationality, or financial standing. Memories have paved its every foot, and poetry has budded and bloomed all along its creeping roadside. There is a singing rhythm to a road that sets it apart, and makes us want to travel it. We are travelling a road now through the night to the sunrise, a road that may be paved with good intentions, but are we availing ourselves of every opportunity to improve ourselves in the best interests of our profession? We may have had uppermost in our minds just the desire to get through with a crowded, hectic, nerve-wracking day, but with the sun will come better working conditions, and better positions will be open to those who are planning now for the sunrise by keeping in pace with modern developments, and storing up their experience and knowledge for the future.

Clinic Program

We have just completed our 1944 clinic program of the American Dental Assistants Association at the House of Delegates Meeting in Chicago. It was a splendid program and my sincere thank you to all the clinicians.

The clinics were very instructive and presented with much poise by the neat appearance of the clinicians. We all benefited by your messages.

I am hastening the many fine comments on the clinic presentations to you, because you made the American Dental Assistants Association clinic program a successful one.

My congratulations to the clinicians receiving the awards presented by the American Dental Assistants Association.

Again . . . thanks for your efforts and splendid cooperation.

Posters

The posters on display at the House of Delegates Meeting were excellent. They were artistically done and had a good message. There were many comments on these fine posters and my sincere thanks to the State Dental Assistants societies who participated and helped make the 1944 posters a fine display.

My congratulations to the State Dental Assistants societies who won the awards.

ELEANORA SCHUMAN, Chairman, A.D.A.A. Clinics and Exhibits.

1219 S. 50th St., Milwaukee, Wis.

Much interest has been evinced in the binder for your Journals, which is now in process of preparation. We must have a certain number of orders before the binders can be made up. If you are interested, please write the Editor. The price will be $1.25 plus a small additional charge for handling.

THE DENTAL ASSISTANT
State societies holding their meetings in the last two months of the year were Florida and Ohio.

Both of these societies featured fine educational programs during their annual meetings. These meetings remain an important agency for education. The Florida State Meeting was held at the Atlantis Hotel, Miami Beach, Florida, November 10th and 11th. Educational talks on the program included a talk on "Economics" by Mr. M. Jules King, of St. Louis, Missouri; "Terminology With a Brief Outline on Medication" by H. Roger Turner, D.D.S., of Birmingham, Alabama; "The Student Flyer" by Drew H. Turner, D.D.S., Director Bureau of Dental Health, Jacksonville, Florida; "Modern Amalgam Procedures and the Important Part Played by the Dental Assistant" by E. Carl Miller, D.D.S., Cleveland, Ohio. Clinics and competitive papers was an added part of the program.

The Ohio State Meeting was held at the Deshler-Wallick Hotel, Columbus Ohio, November 13-15. The program included a group of competitive papers based on the subject of "Loyalty," a number of fine clinics, and educational talks on "Fundamentals of Inlay Casting" by Mr. Thomas Nicall, (with motion picture illustrations); "Some Brighter Sides in the Dental Office" by Dr. Horace Butler of Akron, Ohio; "X-ray Technic" illustrated with motion pictures, by Dr. H. D. Spangenberg, Jr., of the Ohio State University; "How to Make Your Services More Valuable" by Mr. James R. Robinson of the Thomas J. Dee Company, Chicago, Illinois.

Metropolitan District, Massachusetts Dental Assistants Association is having a successful year. They feel that part of this success is due to their program plans. Instead of having a formal program committee, with plans made a year in advance, they have divided the membership into committees of eight or ten members for each month, each committee planning the program for its respective month. In this way all of the members have an opportunity to participate, and the girls become better acquainted with each other. Metropolitan District announces a large increase in membership.

District of Columbia D. A. A. offers its members a delightful and artistic folder, of a size easily carried in the pocket-book, containing the year's program, and a very fine program it is. Features included during the year are speakers from the American Red Cross; Study Club Courses for all Assistants; an essay contest, the subject to be "Dental Assisting As a Career"; Colonel Arthur Hemberger, of the Dental Corps of the United States Army, whose subject will be "Repairing Wounded Faces." A talk on "Periodontia" by Dr. G. Albert Smith; an annual Clinic Program; a talk on "Penicillin" by Commander George Christiansen of the Dental Corps of the United States Navy. Along with their educational program the District of Columbia members have a number of social functions, such as a Christmas Party, a Spring Dance and an Annual Dinner Meeting.

The Illinois State Dental Assistants Association holds its Fourth Annual Meeting at the Stevens Hotel, Chicago, Illinois, on Sunday, February 11th, 1945. The Chicago Dental Assistants Association will hold its annual meeting at the Stevens Hotel, February 12-17. This is one of the most important meetings of the A.D.A.A. Guests are given a warm welcome by the Chicago Dental Assistants. Worthwhile clinics and addresses are features of the program. A number of the members of the National Board will be present and will meet, unofficially, to make plans for the next Annual Meeting.
HONOR ROLL
Southern California D. A. Assn.
Denver D. A. Assn.
Florida State D. A. Assn.
Georgia D. A. Assn.
Illinois State D. A. Assn.
Louisville District D. A. Soc.
Minnesota D. H. & A. Assn.
Missouri State D. A. Assn.
Oregon State D. A. Assn.
Washington State D. A. Assn.

DUES: Payable January 1. The names of all members whose 1945 dues are not received by April 1 will be removed from the membership roll and from the subscribers’ list for the Journal. Please send dues to the General Secretary as soon as they are turned over from the local societies, new members and old will miss one issue of the Journal if your secretary fails to remit them promptly to the ADAA.

ADAA EMBLEM PINS: Cost $2.70 each. Initial guards $3.00, two initial $6.00. Send all orders to the General Secretary’s office to be approved.

NEW STATE SOCIETY
MAINE D.A.A.—President, Anne Brunt, 46 Deering St., Portland; Secretary, Marion Barker, 650 Forest Ave., Portland.

We extend all our good wishes to the officers and members of the Maine society for the success and growth of their association and welcome this group to the ADAA.

CHANGES OF OFFICERS
N. CALIFORNIA D. A. A.—Secretary, Virginia Newell, 624 Wakefield Bldg., Oakland.

FLORIDA STATE D. A. A.—President, Freddie Worsham, 108 E. Central Ave., Orlando; Secretary, Louise Johnson, 208 Exchange Bldg., Orlando.

SOUTH CAROLINA STATE D. A. A.—Secretary, Willie Clyburn, P. O. Box 276, Camden.

SALT LAKE CITY D. A. S.—President, Norma Hansen, 2744 S. State St., Salt Lake City.

SEATTLE DISTRICT D. A. A. (Wash.)—President, Laura Flett, 520 Stinson Bldg., Seattle 1; Secretary, Cora Clem, Medical and Dental Bldg., Seattle 1.

SPOKANE D. A. A. (Wash.)—President, Cordelia Stone, Paulsen Bldg., Spokane 8; Secretary, Mildred Angell, 1105 Paulsen Bldg., Spokane 8.

DON’T RATION COURTESY (Continued from Page 4)
when it does not exist, don’t let them get away with it. Put them gently, but firmly, back in line and you can do it in a courteous way, which will leave no hard feelings, also they won’t try that trick again. Patients don’t go to dental offices for social visits alone. You can soften the blow of giving a patient an appointment two months off by first inquiring if he is suffering, and if he is you will take time to relieve him until you can see him on a regular appointment. This will at least give him the idea that you are human and have a kindly interest in his welfare. Don’t ration courtesy. Let’s try to be kind, courteous and pleasant. We can do this and at the same time be firm and just, and we will all be happier and when the war is over and everything gets back to normal we will escape that nervous breakdown that now seems inevitable. In a large southern hospital the following words are framed where every nurse coming on a floor faces them, and I’m sure it reminds her daily that she has a duty beyond her professional ones.

“I am a little thing, with a big meaning. I help everybody. I unlock doors, open hearts, dispel prejudice. I create friendship and good will. I inspire respect and admiration. Everybody loves me, I bore nobody, I violate no law. I cost nothing. Many have praised me. None have condemned. I am pleasing to those of high and low degree. I am useful every moment of the day. I am COURTESY.”

427½ Moreland Ave., N. E.
Atlanta, Georgia.

THE DENTAL ASSISTANT
Juliette A. Southard Relief Fund

One of the most progressive steps taken by the ADAA in recent years was the adoption by the 1944 House of Delegates, at Chicago, of a plan for the functioning of the Juliette A. Southard Relief Fund.

Should any ADAA member ever need financial assistance in an emergency, refer to this report for conditions under which members are eligible to apply for aid. Application blanks may be secured from Sadie L. Hadley, 163 Cabot Street, Beverly, Massachusetts. As Chairman of this Committee, Mrs. Hadley is doing a praiseworthy task. Every society must keep the copy of the Relief Fund Rules and Regulations in their ADAA files.

The application blank is pleasing in appearance, a triple folder, which fits into a legal size envelope, bears this legend on the outside of the fold, “This Service is Dedicated To the Memory of Our Founder, Juliette A. Southard.”

A complete copy of the Report of the Relief Fund Committee, with Rules and Regulations for the administration of the fund, follows:

The committee appointed to draw up Rules and Regulations for the Juliette A. Southard Trust Fund are happy to announce to the membership at large that their report and recommendations to the House of Delegates to the 20th Annual Meeting of the American Dental Assistants Association were adopted as presented, and we now have our Relief Fund inaugurated and ready to function when and if the necessity arises.

In the very near future a copy of the Rules and Regulations will be mailed, by the General Secretary, to all State Societies within the jurisdiction of the American Dental Assistants Association. These documents are for your permanent files and should be kept there indefinitely. In the meantime, if you are seeking information, your Delegates and Trustees have copies of these Rules and Regulations which they obtained at the meeting in Chicago, and will be very happy to explain the requirements for eligibility and the method by which one may obtain relief.

Your Trust Fund Committee has accomplished its task, and we now depend upon the Constituent Societies to perform their duties by sponsoring bigger and better Juliette A. Southard Birthday Parties which will yield adequate amounts to supply the dental demands of our unfortunate members.

Please send all contributions from your Juliette A. Southard Birthday Parties and all donations which are to be used for relief purposes to the Treasurer of the American Dental Assistants Association, Mrs. Lillian Russett, 503 First National Bank, Davenport, Iowa.

Sadie L. Hadley, Chairman.

JAS Relief Fund Committee.

163 Cabot St., Beverly, Mass.

AMERICAN DENTAL ASSISTANTS ASSOCIATION
Report of the Juliette A. Southard Trust Fund Committee

The committee appointed to draw up rules and regulations for the Juliette A. Southard Trust Fund (Relief) Fund have agreed upon the following and have instructed me to report the same and move their adoption:

RULES AND REGULATIONS

1. Any member of the American Dental Assistants Association who has paid dues for at least three years and whose ethical record is clear is eligible to make application for relief. Application must be made through the component and state societies. Where no component society exists application should be made
directly to the state society. In all cases the state society of which the petitioner is a member must specify a grant before the application can be acted upon by the Juliette A. Southard Trust Fund Committee.

2. When relief is sought by a member, she or her friends should write to the Chairman of the Juliette A. Southard Trust Fund Committee, who will promptly send a relief application form. The applicant or her sponsor must answer carefully and completely every question. (The questionnaire is always strictly confidential. No publicity is ever given concerning the recipient of relief.) The completed application is then sent to the Secretary of the member’s component society and from there to the secretary of the state society for consideration.

3. After the component and state society officers have investigated it and certified a grant for a definite amount, the application is forwarded to the Chairman of the Juliette A. Southard Trust Fund Committee who will then give the information on the application and any further data at hand to each member of the Juliette A. Southard Trust Fund Committee. The same information is presented to the Trustee of the ADAA within whose district the applicant resides.

4. A majority vote of the members of the Juliette A. Southard Trust Fund Committee will decide in all cases the acceptance or rejection of the application.

5. The component and state societies combined must agree to raise as much as is asked of the Juliette A. Southard Trust Fund Committee by sponsoring a Birthday Party which will yield an adequate amount to cover the amount of the grant.

6. Payments are seldom made in a lump sum. In most cases the grant is divided into weekly installments over a five or ten weeks period.

7. In no case shall a grant be made for a longer period than six months.

8. When the application is accepted by the Juliette A. Southard Trust Fund Committee it is then forwarded to the secretary of the American Dental Assistants Association for the sanction of the Board of Trustees.

9. Upon their approval, the final order is issued to the Treasurer for the prescribed payments, and the completed application is returned to the Chairman of the Juliette A. Southard Trust Fund Committee. Notice of its completion is then given to the state secretary, or a State Relief Commission may be set up, and in this case notice of completion would be sent to the Chairman of the State Relief Commission.

10. If the State Relief Commissions are set up, and the state wishes to make contributions to the applicant all state and component checks for relief should be made payable to the applicant or her agent and mailed to the Chairman of the Juliette A. Southard Trust Fund Committee of the American Dental Assistants Association where they are recorded. They will then be forwarded, together with the ADAA relief check direct to the applicant or to the specified assignee.

11. The number of grants to any one recipient shall be limited as follows:

   A membership of 3 to 5 years, inclusive, is limited to an amount not to exceed $50.00 total.

   A membership of 5 to 10 years, inclusive, is limited to an amount not to exceed $100.00 total.

   A membership of 10 years or over is left to the discretion of the members of the Juliette A. Southard Trust Fund Committee and the Officer and Trustees of the American Dental Assistants Association.

12. No grants shall be paid for any sickness or disability arising from pregnancy, intemperance, or any immoral act on the part of any member.

13. All grants terminate with the payment for the week in which death occurs.
14. WE RECOMMEND that the Juliette A. Southard Trust Fund Committee be empowered to make advance payment of a sum not to exceed $25.00, pending application, if an emergency case arose which required immediate attention, to Officers of the ADAA and Trustees to be advised of such action at once.

That the Treasurer of the ADAA be appointed a member of the Juliette A. Southard Trust Fund Committee.

That the name be changed to Juliette A. Southard Relief Fund Committee.

That the Birthday Party Committee be reestablished.

In Memoriam

Abbie Pryor, Chairman of the Necrology Committee, conducted beautiful Memorial Services, at the Annual Meeting of the American Dental Assistants Association. The services honored the following four members of the A.D.A.A., who have died during the past year.

Mrs. Genevieve C. Hogan, member of the New Jersey State Dental Assistants Association.

Blanche Ferrero, a member of the Education and Efficiency Society of New York, and a close friend of our Founder, Mrs. Juliette A. Southard.

Lillian May Brooke, charter member of the Kansas State Dental Assistants Association.

Kay Simpson Butcher, charter member of the Northern California Dental Assistants Association.

DENTAL ASSISTANTS — PAST AND PRESENT

Loyalty—"Devoted service to a government, to a person or to a cause." I would not expect my assistant to believe I am the best dentist in the world, but I would want her to have confidence in my ability, my judgment and my honesty. Truthfulness to your dentist and to patients is a "must." Dr. Kells in his book says further, "If you teach your assistant to lie for you, it won’t be long before she will lie to you."

Efficiency: "The quality that produces the best business results, or the most effective service." These previous words and the application of their meanings are all part of efficiency.

Efficiency for the dental assistant:

Efficiency as a receptionist.

Efficiency as a telephoneist.

Efficiency as a technician.

Efficiency as a secretary.

Efficiency as a bookkeeper.

Efficiency as a helper at the chair.

Efficiency in keeping supplies on hand and in order.

Efficiency in keeping reception room and office in order.

These constitute a challenge difficult to measure up to.

The role of the dental assistant has just one object—to save the time of the dentist that his services may be more widely distributed—that he may serve more people. You are answering the phone enough these days so that I need not remind you that dental service in the nation’s Capital is in great demand. The task of keeping our wartime population “dentally fit” is one of no small scope nor of small importance. We are very short of dental personnel, and each and everyone of us must do all he or she can (consistent with maintenance of health) to see that the best possible standard is maintained. Your help in enabling your employer to further extend the service he renders is as direct a war effort as if you were a member of the WACS or WAVES or other immediate service organization, and possibly more so.

* Delivered before the District of Columbia Dental Assistants Society.
THE DOCTOR'S COLLECTION PROBLEM

When you get down to using threatening letters send them twice a month. By doing this the patient is convinced that you mean action. Use five persuasion letters starting with the third month. Send persuasion letters once a month. If, then, the patient makes no effort to pay you something on account or does not show you the courtesy of a reply, follow with three threatening letters, sending these twice a month.

I recommend that you make a notation on the patient's ledger page or card showing the date and number of each collection letter sent. A glance will tell you exactly what you have written to the patient. Unless such a notation is made you will not know which letter to use next.

Familiarize yourself with your patients' paydays or income dates. Mark this information in your ledger. Remember, your collection letter cannot collect if it arrives after the pay check is spent. Time your collection letters so they arrive either the same day or the day before the pay check.

You will say, "How can I get statements out three or four times a month? I have a job getting them out just once." It's very simple. Just put the patients payday date on the corner of the envelope where you affix the postage stamp. Hold the envelope for those patients who have special paydays or income dates in your mail basket. Drop them into the mail at the proper time. This suggestion will enable you to get out your statements all at one time.

Another very effective method of collecting is by telephone. The same technique as used in letter writing must be used over the telephone. This is called Telephone Technique and the correct technique must be used to get results.

In closing I would like to summarize the steps used in collecting:

1. Statements
2. Letters
   a. Persuasion
   b. Reminder
   c. Threatening
3. Telephone

Of course, it is understood that the Assistant interviews the patient before any work is begun and arrangements are made to take care of the account—getting the full name and address, to whom the account is to be charged, how and when it is to be paid and where the debtor is employed. Before credit is granted, check with the Merchants Credit Association and get references.

Speaking from experience, if collections in a dental office are actually stressed at the present time, it is possible for collections to over-run the work from $100 to $500 monthly. This can be done by collecting old accounts, accounts from people who have not been working for years but now are employed in war work, getting a good salary. Don't ever consider a bankrupt account dead because it can sometimes be collected, also accounts which are out of date—eight or ten years old. We all have a few accounts in both classes, which cannot legally be collected, but here again we emphasize persuasion.

If the above steps are used correctly I am sure you will find the Doctor's income will be doubled and the Assistant's bonus tripled.

The pages of the Journal are open to members of the A.D.A.A. who are interested in submitting articles of educational, informative, practical or inspirational value. The Editor will be happy to receive such material from members of the organization.

Papers should be written on one side, (typed if possible.) With double spacing. The title of the paper in capital letters at the top of the first page, the name of the author just underneath the title.

Indent for paragraphs, and leave a one inch margin on each side. Number each page and send two copies to the Editor of the Journal.
COPPER PLATING INLAY MODELS

Copper plated dies have succeeded the amalgam and stone dies because they more closely approximate a perfect reproduction of the prepared cavity of the tooth. They are extremely simple to make, and the cost factor is negligible.

The principle of electroplating may be briefly described as follows: When an electric current is passed through a solution of metallic salts, decomposition occurs, usually with precipitation of the metal. The electric current enters the solution via the anode (positive electrode), and passing through the solution, leaves via the cathode (negative electrode). The copper from the anode is deposited upon the metallized cathode.

Solution:

Copper sulphate—C.P. 28 oz.
Concentrated sulphuric acid—C.P. 8 oz.
Sufficient distilled water to make one gallon.

Caution: Dissolve copper sulphate in three quarts hot distilled water in enamel pan. Allow to cool to room temperature. Add the acid very, very slowly, stirring all the while. Then add the rest of the distilled water.

Method:

1. The impression of the prepared tooth cavity is taken in the usual way with impression compound and copper band.
2. Contact is established between the copper band and the cathode holder then sealed with wax.
3. Wash impression with tincture of green soap and dry thoroughly.
4. A thin coating of oil is applied with a small brush to the entire surface of the impression. All excess oil is removed with two more small brushes.
5. With another fine brush, a coating of pure copper powder is applied and all excess is brushed out.
6. A strip of wax (28 gage) is cut about 1/4 inch wider than the copper band. This is softened slightly and wrapped around the band and lapped. A snug fit around top of band is imperative. The bottom is sealed to wax on holder with hot spatula.
7. Fill impression with electrolyte then add small amount of control powder. Submerge impression in water and wash thoroughly by forcing water in with an eye dropper.
8. Place cathode in the copper plating machine. Place anode on it’s holder and turn on current. Inspect impression for bare spots in about 30 to 60 minutes. If they exist, dry impression thoroughly. Dip camels hair brush in binding fluid then in small amount of copper powder making a gilt paint. Apply to bare spot and return cathode to machine. Leave for about eight hours or overnight.
9. When metallization is complete, remove impression, rinse and dry.
10. Wrap impression with a strip of rather heavy paper about 1 1/2 inches wide and 6 inches long, in form of modified inverted cone thereby simplifying preparation for mounting in wafer bite if that technique is used. Then fill with low fusing metal. The low fusing metal may be reclaimed after completing of restoration.
11. When metal has hardened, remove impression and clean die with chloroform. The die is now ready for use.

RUTH McBIRD,
Washington, D. C.
Did You Know That — ?

Do you know that women will get married and change their name without telling you anything about their intentions? Some will move away with their new husbands, while others will be anxious to drop the name of Hortense and be known henceforth as Mrs. So-and-So. Some do it to give their creditors the gate while others do it because it pleases their vanity. Identifying information at the time the young lady opened her account with you will assist you in locating her after the preacher has done his work. For example, get her parents’ name.

Do you know that Junior will grow up and develop into a man? His father had his innings as a junior. Now the present day junior is asking you to extend him credit favors. Junior’s grandfather may have been an outstanding citizen. His father may have been a house-thief. Junior himself may want to be a good citizen and hopes that any connection between him and his father is forgotten. Proper identification at the time Junior opens his account with you will protect you and save Junior a lot of annoyance. There is no way to prevent folk from calling their sons “Junior.”

Do you know that people will move from place to place? Most of them move to get a better job or to solve some human relations problem. Most of them tell you when they leave, and where they are going. Those who hope you will not pursue them for the collection of an old account move out in the night and say nothing to the neighbors.

They may be two thousand miles away before you know they have departed. They may have moved into a state where collection procedure is extremely difficult. When you start to hunt for the departed you may find that all you have is a name. You don’t know the name of relatives; you don’t know with whom they associated while they patronized your office. You may find you have failed to ask the man where he was employed. There are only two things left for you to do. Forget it and charge it up to bad management, or spend the profit you have made on some other patients trying to locate your lost debtor.

So—protect yourself by getting complete information when a patient opens an account.

(The above is reprinted from the weekly bulletin of the La Porte Credit Association, with a few slight changes, and by permission.)

Idea Market

(From a Clinic Presented at the ADAA Annual Meeting, Chicago, Illinois, October 17, 1944)

By Melva Russler

To keep the sprue former clean always wipe it lightly with lubricating oil before investing wax patterns. This will make the sprue former separate from the invested casting ring more easily and at the same time will keep it smooth and clean.

To prevent modelling compound from sticking to fingers rub a bit of vaseline on the fingers and on the tooth, too, when taking modelling compound copper band impressions.
Cut cotton rolls in parallelograms with two very acute angles instead of rectangles, for greater comfort.

When adapting base plates chill the cast in cold water, then the baseplates will never stick to the stone.

Strengthen base plates over post dam area with a bobby pin or paper clip to prevent breaking or warping.

To hasten the setting of plaster add a little salt to the water, or add a little impression plaster to the model plaster.

To retard the setting of plaster add a little vinegar to the water used in mixing it.

To prevent gagging put a few grains of salt in the base of the tongue.

A convenient dipper for pouring hot water on casts to remove wax can be made by punching a small hole in the bottom of an ordinary dipper. This gives a constant and easily directed stream of water.

Arcade Building, St. Louis, Missouri.

It is an ominous fact that a shocking proportion of those who deal with the public are proceeding today as though this present nightmare will last through the century. They are throwing away hard-won good will with as lavish a hand as the bureaucrats scatter tax money. They are deliberately evading responsibility for duties entrusted to their care. They are using the war as an excuse for destroying a patient relationship of mutual confidence that has required many years to build.

Every Dental Assistant is entrusted with a part of the good will of the practice in which she is engaged. Looking toward the years ahead, bear in mind that it is very easy to lose a good reputation and very hard to lose a bad one.

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