

The Way We Were

First I shall write some of the reasons leading to the formation of the American Association of Endodontists. As early as 1935, our Root Canal Study Group (Dr. John Hospers, leader, and Drs. Lester Kalk, Vincent B. Milas, and Thomas C. Starshak) traveled to dental meetings at organizations then quite prevalent in Illinois and Wisconsin.

We learned that the dental profession was seeking education in root canal therapy (as it was known then). No dental colleges had specific departments for such study and very little was presented at state and national dental meetings. Challenged at that time was the 100% extractions suggested by those in dentistry and the medical profession, as noted in the prize-winning essay presented by Dr. Robert Kesel at a Chicago Dental Society meeting. We were inspired by this and also by the interest of dentists eager for knowledge.

In our travels, we found there were other groups like ours and conversations led us to believe that such a study organization was imminent. (For more information, read the founding of our Association in the book, "The History of the American Association of Endodontists, 1943-1968.") Our first meeting on February 25, 1943, attracted 58 dentists interested in our project. It is interesting to note that our roster the following year contained the names of dentists in 45 states and 25 foreign countries eager to support such a venture.

My reply to the question, "What has endodontics done for me?": It was an opportunity to support a needed organization of men and woman interested and dedicated to this goal, to meet some of the finest professionals in dentistry and develop friendships that proved to be lifelong. May this group remain forever.

(Dr. Thomas Starshak, one of the founders of our organization, is unable to send in his reply because of an eye problem so he agrees with my report.)

Vincent B. Milas

Thomas C. Starshak

JOURNAL OF ENDODONTICS

Background: The Journal of Endodontics is a monthly scientific magazine owned by the American Association of Endodontists and published by the American Dental Association. The Journal of Endodontics was first published in 1946. In 1948, arrangements were made with the C.V. Mosby Company of St. Louis to establish a section devoted to endodontics in the Journal of Oral Surgery, Oral Medicine and Oral Pathology, hence publication of the Journal of Endodontics ceased. In 1951, the Executive Committee of the Association established the publication, "Newsletter of the American Association of Endodontists," which was mailed to the membership on a quarterly basis. The Newsletter was published from 1951 through 1965 in Indianapolis, Indiana. In 1966, publication was transferred to Philadelphia, Pennsylvania and then to the Central Office of the Association in Atlanta, Georgia. The present Journal of Endodontics came about as a merger of the scientific material published by the Association in the Journal of Oral Surgery, Oral Medicine, and Oral Pathology and the quarterly Newsletter. The first issue appeared in January, 1975. It is the sole publication at present of the American Association of Endodontists.

Present status of the Journal of Endodontics: At the present time, the Journal of Endodontics receives and reviews approximately 150-160 scientific manuscripts per year. In general, scientific articles outnumber clinical papers by a ratio of 3 to 1. The Journal of Endodontics publishes approximately 80 articles per year and at present has a backlog of approximately one year's supply of articles. Currently, the

ratio of papers rejected to those accepted is about 1 in 5. At present it is imperative to have an increase in the number of pages available for publication of scientific articles as the backlog is mounting. By action of the Board of Directors of the Association in April, 1981, the news section of the Journal was reorganized and brought from volunteer committee control into the Central Office of the Association under the supervision of the Executive Director. Space and format for the news sections of the Journal have been increasingly compromised in recent years.

The Journal began accepting advertising in July, 1980, whereas it had not done so since its inception in its present form in 1975. Advertising pages were added at the expense of news and manuscript pages in an effort to contain costs of publication.

As a consequence of actions of the House of Delegates of the American Dental Association meeting in October, 1980, a sunset review of all ADA activities was initiated. Among the many areas under consideration is the publication of journals of affiliated dental organizations by the ADA Editorial Office. This development coincides with the American Association of Endodontists' desire to renegotiate present contractual arrangements for the Journal of Endodontics. A summary of the major features of the Journal of Endodontics follows:

Subscriptions: Present 6,000 (est)

	<u>Member</u>	<u>Non-Member</u>
January, 1975	- 1,172	2,169
1976	- 1,951	3,598
1977	- 2,132	3,961
1978	- 2,332	4,966
1979	- 2,427	3,874
1980	- 2,592	3,149
1981	- 2,660	3,285
Present (est)	- 2,750	3,300

Subscription Fees: Domestic \$16.00 per year 12 issues
Foreign 24.00 per year 12 issues
includes postage

Recommended rates 1982 -

Domestic \$20.00 per year 12 issues
Foreign 25.00 per year 12 issues
includes postage

Advertising: Paid advertising pages per issue (including 3 covers)

<u>1980</u>		<u>1981</u>	
July	- 4.25	January	- 8
August	- 3.75	February	- 4
September	- 9	March	- 7.50
October	- 5	April	- 8
November	- 9.25	May	- 7
December	- 6.50	June	- 7

Last six months, 1980 First six months, 1981,
average 6.29 pages per issue average 6.92 pages per issue

Issue Size:

January-June 1980	40 pages without advertising
July-December 1980	48 pages with advertising
January-June 1981	48 pages with advertising

(does not include 4-page cover)

Recommended issue size for 1982 -

56 pages with advertising (includes 4-page cover form, 36-page black form and 16-page two-color form). Each issue to contain at least 52 pages, of which at least 44 must be editorial and contain no advertising. All issues with greater than 52 pages shall contain, in addition to the 44 editorial pages referred in excess of the 52 pages as editorial pages.

Editorial and Management Responsibility:

Scientific Editor (elected official of the Association)

1. Chairs Editorial Board who determines policy for Association publications including Journal of Endodontics.

2. Prepares Annual Report and Budget for Publications and submits same to Board of Directors of Association.
3. General supervision of Manuscript Editor.
4. General supervision of News Editor.
5. Direct supervision of editorial review of scientific manuscripts submitted for publication in conjunction with Scientific Advisory Panel.
6. Develops and plans special scientific issues.
7. Establishes priorities of publication of scientific manuscripts in the Journal.

News Editor (staff position of the Association)

1. Prepares, solicits and reviews news material.
2. Direct supervision of editorial review of news items submitted for publication in conjunction with Publications Advisory Panel.
3. Works under direct supervision of Association Executive Director.
4. Develops and plans special news items for publication, i.e., annual session information, reports from Association committee activities, etc.
5. Proofreads and copy reads news items and publications.
6. Performs clerical and re-writing duties as necessary.
7. Checks each stage of development of special publication projects for unified design: i.e., dummy stage, page proofs, and final printing.
8. Establishes priorities of publication of news items in the Journal.

Manuscript Editor (staff position of Association or Publisher)

1. Supervises editorial production including page layout, miscellaneous artwork, proofreading and copyreading.
2. Supervises design, layout and type specifications of magazine issue by issue, page by page.
3. Arranges contracts for original artwork.
4. Edits scientific and news items.

5. Performs clerical and re-writing duties as necessary.
6. Checks each stage of development for unified design: i.e., dummy stage, page proofs and final writing.
7. Indexing of issues (December issue)

Publisher (independent contractor to Association)

1. Sales and advertising
 - a) Sales promotion (subscriptions)
 - b) Advertising sales
 - c) Advertising production including schedules of orders and coordination of materials from agency to printer; bills advertisers.
2. Editorial production
 - a) Design of magazine format
 - b) Page layouts
 - c) Miscellaneous artwork
 - d) Proofreading and copyreading
3. Magazine production
 - a) Printing and binding
 - b) Mailing
4. Business management
 - a) Accounting and payment
 - b) Budget preparation for Scientific Editor and Editorial Board
 - c) Legal affairs; i.e., postal regulations, copyrights, reprint permissions, etc.