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Sales manual for the American "unit-plan" campaign.

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SALES MANUAL

FOR

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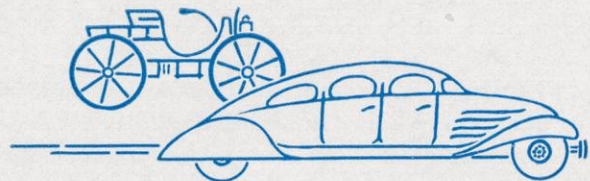
**THE AMERICAN
"Unit-Plan"
CAMPAIGN**



Progress Means Change!

"The American Plan"

Broadens Your Sales Opportunities



● At the turn of the Century, back in the days when the first crude "horseless carriages" were starting to chug along the streets and cause "run-aways" and other alarming things, the original models of American Cabinets were introduced to the dental profession.

Even those 1900 model cabinets were greeted with enthusiasm, for they filled the requirements of that age very well. During succeeding years, keeping pace with sensational advances in dental practice, American Cabinets have been greatly changed in design and construction . . . the contrast between the ponderous old 1900 cabinets and today's beautiful, modern cabinets is almost as astounding as the difference between the queer old "two-lungers" and the 1934 streamline models in automobiles.

Progress calls for change, but still there are thousands of otherwise progressive dental offices attempting to dispense modern services with out-of-date cabinets. Many dentists undoubtedly do not realize how greatly improved the modern American Cabinets really are. They wouldn't tolerate anything but the most advanced professional methods and technique . . . neither would they tolerate obsolete dental cabinets if they knew how valuable the new American Cabinets could be to them.

History repeats itself. American Cabinets today are gaining further favor. They represent values that were impossible in years gone by. The finest 1934 American Cabinet is now offered for much less than the original price of the old models that are obsolete today. Here is a good opportunity for every alert dental equipment salesman. Make the most of it . . . start now by co-operating with "The American Plan" as outlined in this Manual.

NOTE: On the next two pages are some interesting pictures of various models of American Cabinets dating back to the original 1900 designs. Dentists will be interested in seeing these illustrations of typical steps in dental cabinet development.

Ten Steps of Progress in American Cabinet Design



In 1901

The first AMERICAN Cabinet was built. This cabinet, with the high, curved legs, was known as Cabinet No. 50.

Through half a century of experience in producing high grade professional furniture, there has developed a traditional "partnership" between American Cabinets and the most proficient and progressive dentists. All over the world these "partnerships" have flourished. More than 75% of all the cabinets in use are American.

1934 Models in American Cabinets are as far advanced over previous models as 1934 automobiles are superior to the 1900 variety of "horseless carriages".

It is significant that the latest models of American Cabinets have won such general approval from outstand-

ingly successful practitioners, that sales volume has steadily advanced during the past two years.

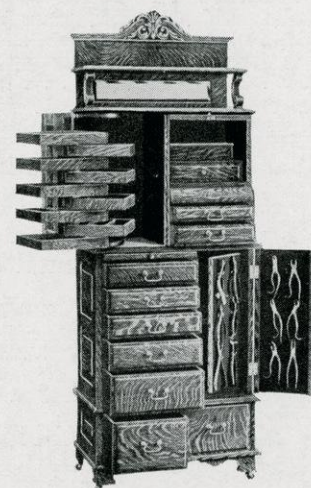
No dentist can afford to be judged on the basis of out-of-date, unsanitary, inconvenient, ancient cabinet facilities.

The dentist who selects one of the new American Cabinets for his "partner" in his daily work is the modern dentist . . . the man who knows the value of pleasant patient-reactions . . . the man who is in tune with the times . . . the man who always demands the finest that life has to offer.



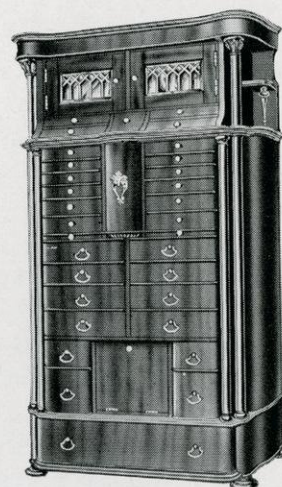
In 1918

The overhanging type of medicine compartment was first brought out in the No. 91 Cabinet. This cabinet continued the use of a flat working surface. It had, also, a special feature — instrument trays behind sliding glass doors.



In 1903

The American Cabinet Company announced the No. 54 Cabinet. The view of the open cabinet, shown at the left, with its terrifying display of forceps, was not exactly conducive to calm patient reactions.



In 1904

The year of the St. Louis World's Fair, one of the finest of the old line of AMERICAN Cabinets was built . . . the No. 56. The cabinet had wood drawers. There was only a small slide for a working surface.



In 1928

The first console cabinet was designed. It had steel drawer bodies, raised rim top, one-piece glass medicine closets, interchangeable glass trays, removable paper drawer bottoms, safety stops on the drawer; all of these features were originated by AMERICAN. By 1929 fully half the cabinets sold were of this console type.



In 1921

The No. 120 Cabinet appeared. It was the first dental cabinet with steel drawer bodies—a notable advance. This cabinet continued the use of the large, flat, Vitrolite working surface and the marble base, which had been introduced by AMERICAN a few years before. In 1928 dust covers were added, to make the drawers dust-proof. Then the raised rim working surface was added. This cabinet was the world's standard for eight years.



In 1906

The No. 58 Cabinet appeared — with the first flat top and the first roll front medicine and instrument compartments. This was one of the largest cabinets ever made.



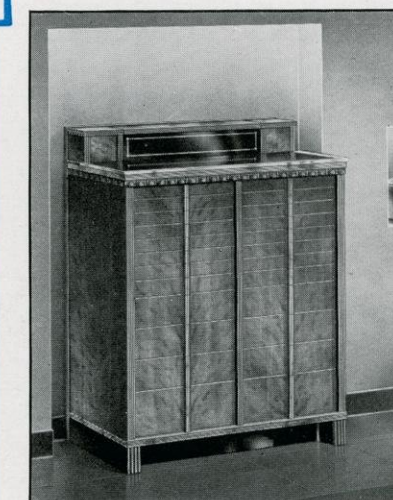
In 1908

The No. 60 Cabinet definitely established the idea of a large, flat working surface. Medicines were kept in the cabinet—not in a special compartment as they are now.



In 1933

AMERICAN announced the No. 144 Cabinet. This continued the advance in cabinet design by combining a dental sink and electrical outlets with the cabinet. There is also a compartment for the disposal of soiled towels. The No. 140 and No. 144 represent the last word in dental cabinets.



In 1934

The No. 140 was announced. The response to it was instantly favorable. This cabinet contained all the exclusive AMERICAN features, together with a new one—the unbreakable Formica working surface with a stainless steel edge. In this cabinet, too, for the first time, was built a disappearing medicine compartment. Again AMERICAN had anticipated the trend of modern design in this cabinet.

Why "American" Leads



1. Over half a century of experience in designing and building high grade professional furniture, in both wood and metal.
2. Rigid policies of quality in raw materials, correct engineering design, and precise workmanship and inspection (as explained in detail on pages 4 to 9 in American Catalog No. 21).
3. Unequalled production facilities, including all the equipment, knowledge, experience, and sources of supply of the immense Hamilton Manufacturing Co., Two Rivers, Wis., which is the parent organization back of the American Cabinet Company. Without these modern facilities and knowledge, the values now incorporated in American Cabinets would not have been possible.
4. Intimate knowledge of the professional working requirements of the modern dental practitioner.
5. Constructive interpretation of what the public likes (from the standpoint of style) and what the dentist needs.
6. Specialization on cabinet and office equipment only . . . this places American in an ideal position to build big values into its products, including operating cabinets, laboratory benches, desks, filing cabinets, and standard dental office accessories.

THE AMERICAN CABINET COMPANY

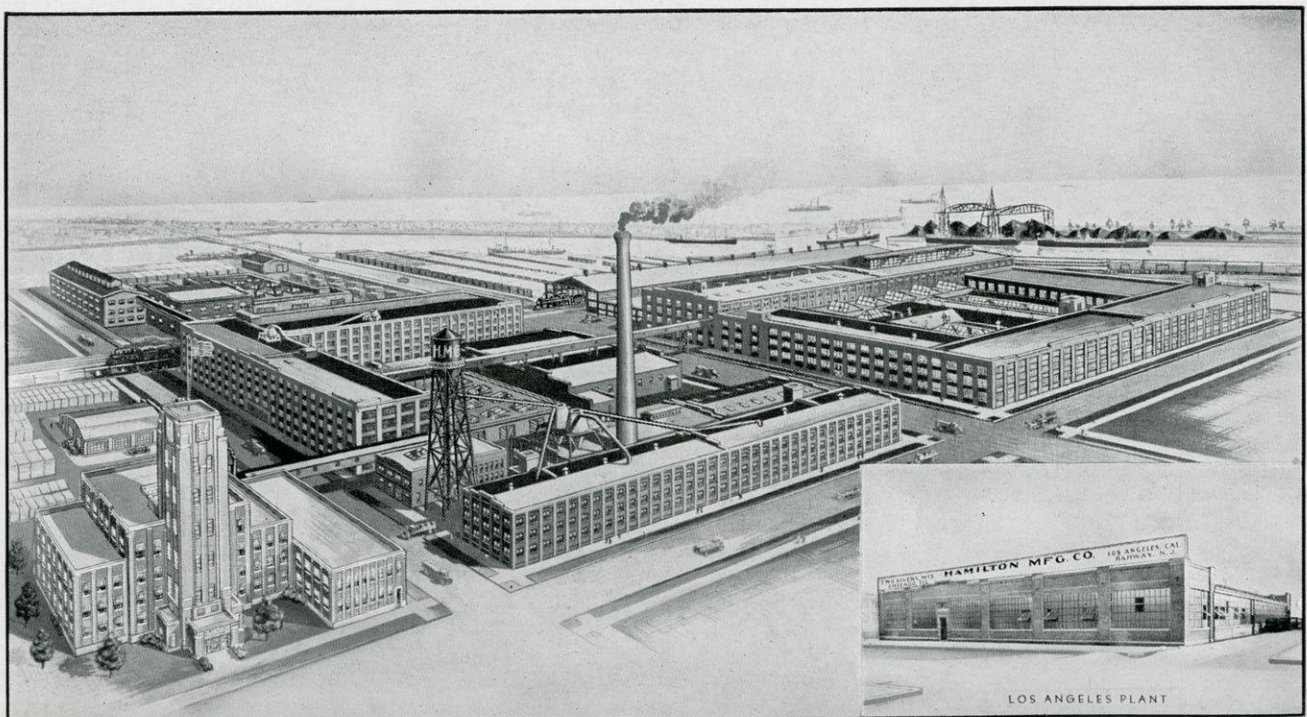
(Affiliated with Hamilton Manufacturing Company)

General Sales Offices and Factory
TWO RIVERS, WISCONSIN

Branch Office and Warehouse: Rahway, N. J.

Branch Office: Chicago, Ill.

Warehouse Facilities at San Francisco and Los Angeles.



The American "Unit-Plan" Campaign



HOW IT WORKS:

COOPERATIVE effort — an interlocking of your sales activities with ours — is the basis of this campaign.

YOU select a list of good prospects . . .

WE send a series of personal letters direct to the prospects at intervals of two weeks.

YOU follow up the letters with personal sales contact . . .

WE send you a brochure, personalized for each prospect.

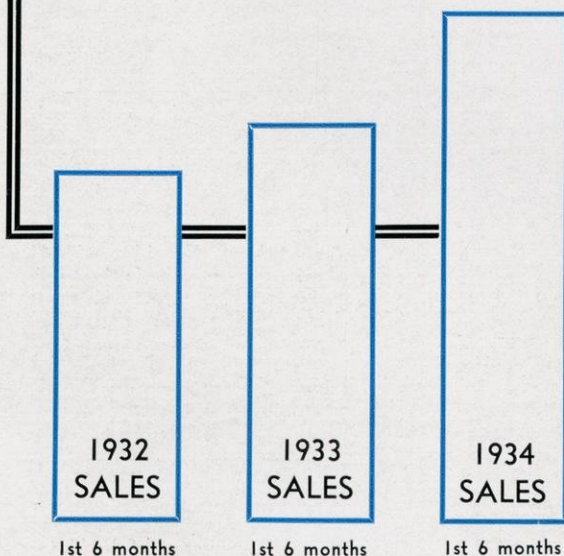
YOU deliver the brochure personally and continue your sales talks . . .

WE supply any further help we can, such as furnishing complete office layouts by a nationally recognized authority on dental architecture, based on data you secure from dentists . . . and other special help as occasion suggests.

YOU close the order . . .

WE fill it.

The campaign is AIMED AT ESTABLISHED PRACTITIONERS — dentists who still have old or out-of-date cabinets and who are financially able to handle a cabinet purchase. The idea is that a cabinet is the easiest piece of equipment to sell and that the dentist, BEGINNING WITH A NEW CABINET, will continue replacing his old equipment, a piece at a time. Cabinet equipment constitutes the first unit on which to concentrate in the "Unit Plan" of selling . . . and when you have that sold, start selling on some other unit of equipment, until eventually the "Unit Plan" will include everything the dentist has been in need of.



Boost YOUR Sales Volume

Planned selling, you'll agree, is good. In presenting the American "Unit Plan" Campaign idea to you, we do not expect you to follow it as though it were a text book full of rules. Adapt the idea in the manner that fits your prospects best, and your individual system of selling.

American Cabinets are in demand. Sales have steadily increased since 1932, as indicated in charts at left. You want to get more than your share of this natural increase . . . and we want to help you get it!

The "Pre-Selling" Campaign . . .

A Team of 9 Assistant Salesmen!



Here are six of the series of nine personally signed letters we will send to the list of prospects you select. These letters will help you sell the dentist on a new American Cabinet if you follow up each mailing by a personal call.

Letter No. 1

The most fitting reward for years of faithful service is graceful retirement.

Undoubtedly, your present dental cabinet has served you well for many years and, naturally, you have developed a sincere attachment for it. Perhaps it has been so close to you that you fail to see its shortcomings, the handicaps it imposes upon you. Probably, you have never even considered the advantages to be gained by installing an efficient, beautifully styled and handsomely finished Modern American Dental Cabinet.

The next time the salesman from the _____ Dental Supply Company calls, ask him to show you pictures of the newer American models. Let him explain their many features which might contribute to your comfort and efficiency. We believe you will agree that your faithful old cabinet has earned "Graceful retirement."

Yours very truly,
THE AMERICAN CABINET CO.

H. E. Evans
Treasurer and Sales Manager.

Letter No. 3

If we were inclined toward boasting and exaggeration, we might begin this letter with the bombastic statement that the new American Dental Cabinet No. 140 "is sweeping the country" or "taking the profession by storm."

You may recall, however, that this striking new model was first introduced at the February meeting of the Chicago Dental Society where it met with instant approval. In the three short months since then, 156 dentists have purchased this particular model as a major step in renovating their offices in accordance with modern ideas.

Every one of these dentists has expressed complete satisfaction with this new cabinet. They have commented on the new air of dignity, smartness and proficiency it has given their offices; the pleasing impression it has made on their patients.

You can see the new 140 at the model offices of the _____ Dental Supply Company. Ask their representative about it. You will find in it entirely new ideas in dental cabinet efficiency, greater beauty of line and finish than you have ever seen in dental cabinets.

Yours very truly,
THE AMERICAN CABINET CO.

H. E. Evans
Treasurer and Sales Manager.

Letter No. 5

Do your patients "take a step backward" when they come into your office? Remember, these patients are constantly in contact with evidences of progress and increased efficiency. Most of them are aided in their daily tasks by some form of scientific achievement or modern invention.

How does your office impress these people? Does it proclaim you in step with progress, or does it take them back a step or two in dental practice?

Consider your dental cabinet, for example. If it is more than ten years old, it is not strictly modern in appearance, in arrangement, in efficiency. If you are not familiar with the latest developments in dental cabinet design, ask the _____ Dental Supply Company salesman about them the next time he calls.

He will show you illustrations of the newer models of modern American dental cabinets. He will point out their many convenient features which contribute to your comfort and efficiency. You will instantly appreciate their smart, modern lines and handsome finish—and when you find out how easy it is to own one, chances are that you soon will.

Yours very truly,
THE AMERICAN CABINET CO.

H. E. Evans
Treasurer and Sales Manager.

Letter No. 2

The next time you visit one of your fellow dentists, take note of the impression his office makes upon you as you enter. Perhaps you will say, "It's about time that 'Doc' got rid of that old family hall tree in his reception room—and a few pieces of modern furniture wouldn't do any harm either."

As these thoughts occur to you, visualize your own office and the impression it makes on your patients. Perhaps it, too, contains a few "antiques" that you could do without.

How about your dental cabinet? Can you count its age in years or "generations?" Should it be replaced by a modern American Dental Cabinet that will enable you to work with comfort and efficiency, and at the same time making your office more inviting, more homelike in appearance.

To help you decide, ask the salesman from the _____ Dental Supply Company to show you illustrations of the modern American line. You will be particularly interested in Model No. 140 and No. 144. Their built-in conveniences will appeal to you as much as their modern beauty of line and finish.

Yours very truly,
THE AMERICAN CABINET CO.

H. E. Evans
Treasurer and Sales Manager.

Letter No. 4

The impression of cleanliness has a very favorable psychological effect on your patients. It inspires confidence in your professional standards.

The new model American dental cabinets are designed to deepen this impression. As you reach for an instrument, or for medicines, your patients notice such things as sanitary opal glass trays, spotlessly clean drawer interiors, white glass medicine compartments.

Many dentists who value the reaction of their patients to cleanliness, have purchased American Cabinet No. 144 because of its built-in sink. They say "It is easy now to wash my hands before working on a patient." There are no faucets to work; just step on the handy foot pedal and the water flows from the faucet—fast or slow—hot or cold—as you want it. Think of the time and energy it saves.

Only the American No. 144 gives you this compact, efficient arrangement of cabinet and sink. It is now on display at _____ Dental Supply Company. See it at your first opportunity.

Yours very truly,
THE AMERICAN CABINET CO.

H. E. Evans
Treasurer and Sales Manager.

Letter No. 6

Among the most appreciated features of the new American Dental Cabinets is the black "Formica" working surface. A few simple tests which you can make with the enclosed sample will prove its advantages.

1. Drop the sample on the floor—it will not break.
2. Drop something heavy on the sample—it will not break.
3. Light a match and try to burn the Formica—it will not burn.
4. Try acid solutions on the Formica—unless they are full strength, they will not affect it.

These tests are typical of things which happen in your office every day. The Formica surface minimizes their annoyance, prevents costly damage.

American Cabinets No. 140 and 144 are equipped with this unbreakable, heat-resisting, acid-resisting working surface in a quarter inch thickness with a raised rim of stainless steel to prevent liquids from dripping off the top or instruments from rolling off. Ask the salesman from the _____ Dental Supply Company to tell you more about them.

Yours very truly,
THE AMERICAN CABINET CO.


H. E. Evans
Treasurer and Sales Manager.


Benefits of the American "Unit Plan" Campaign to YOU as a Salesman:


Any campaign that helps boost sales is good for you. The more profitable the sales are, the better for you . . . because your personal success is linked directly with the success of the house you represent, and the success of your organization depends on profits.

Here's how this campaign helps you:


- 1.**  It helps you to organize a planned sales attack.

- 2.**  It cultivates the prospect before and after your sales contacts, by means of the personal letter campaign and literature.

- 3.**  Your sales commission on a cabinet is more than on twenty-five ordinary \$10.00 orders.

- 4.**  There are no servicing expenses to cut into the profits of the sale, or to jeopardize your standing with either your employer or the dentist. You have no complaints to smooth over . . . nothing can get out of order . . . the sale is always satisfactory . . . it builds good will, and makes future sales come easier.

- 5.** The cabinet is the most noticeable piece of professional furniture in the office. A new one improves the appearance of the entire layout, and this acts as an urge to the dentist to modernize further by replacing other units.

- 6.**  It provides an entering wedge for the sale of other equipment. The cabinet sale is the most logical unit to start with, and once you have sold it, the dentist becomes more "equipment conscious" . . . he is riper for further modernization, which means more sales for you.

- 7.** It proves to the dentist the practicability of modernizing on the "easy-time-payment" plan . . . payments on cabinets are comparatively small and easy to make, so this gives him confidence in future investments on a similar basis.

- 8.** It gives you an opportunity to introduce the subject of complete new layout . . . the QUESTIONNAIRE on the AMERICAN CABINET OFFICE PLANNING SERVICE will help you get complete details, which, when forwarded to us, will get the attention of a specialist in dental office layouts. His recommendations will follow, and this helps to raise you above the level of average salesman. It places you in an authoritative position, where you can render constructive service.

Going Up

THE TIME IS RIPE for this campaign . . .

American Cabinet sales are up 25%.

Sears-Roebuck sales are up 57%.

Construction contracts are up 20%.

Dental Acceptance Company of America reports collections are 73.2% ahead of 1933. (This indicates that patients are more prompt in paying their dentist bills.)

These facts shows a healthier and better condition of business throughout the country . . . the dentists are beginning to feel it. Your own company is noticing it. That is why the American Cabinet Company is launching this intensive campaign now . . . so that you can cash in on a properly timed, aggressive program of strong, cooperative, planned sales effort.



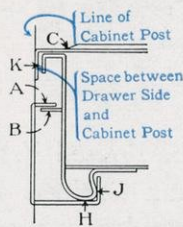
THE MARKET *is ready . . .* THE CABINETS *are right!*



Regardless of improved conditions, your sales opportunities would be limited if the products had not been intelligently modernized. These new American Cabinets are what the dentists WANT . . . cabinets that have everything the modern dentist needs, plus eye-appeal that impresses his patients favorably and helps build better reputations. Every dentist can be made to appreciate the value of these features in AMERICAN Cabinets . . . *demonstrate* them:

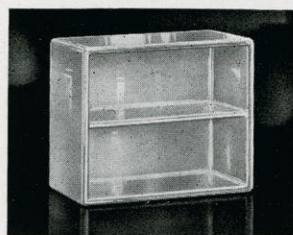
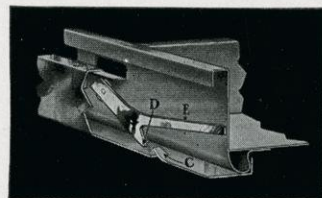
- 1.** EASY RUNNING, NON-STICKING DRAWERS . . . steel bodies, with wood fronts.
- 2.** SAFETY STOP on drawers . . . prevents drawers from being jerked out, but permits easy removal of drawers for cleaning.
- 3.** DUST-PROOF DRAWERS . . . dust covers prevent entry of dust from front or back of drawers.
- 4.** ONE-PIECE GLASS MEDICINE CLOSETS . . . clean and sanitary; made with rounded inside corners for easy cleaning.
- 5.** NON-STRIKING MEDICINE CLOSET DOORS . . . designed so cabinet doors can never strike each other in swinging open.
- 6.** NEW "DISAPPEARING" MEDICINE COMPARTMENT on the No. 140 and 144 models . . . easy to use, compact, unobtrusive, convenient, and good looking.
- 7.** RAISED RIM WORKING SURFACES . . . prevent instruments from rolling off, and keep spilled liquids from dripping off . . . an exclusive AMERICAN feature.
- 8.** FORMICA WORKING SURFACE . . . a modern Bakelite composition which is unbreakable, acid-proof, and heat-resisting . . . an exclusive AMERICAN feature.
- 9.** INTERCHANGEABLE GLASS TRAYS FOR INSTRUMENTS . . . may be interchanged from one drawer to another and re-arranged in any combinations by the doctor. Easy to clean.
- 10.** PAPER DRAWER-LINERS in the bottom of each drawer . . . convenient, sanitary.
- 11.** MODERN DESIGNS . . . a complete line, each one adapted to certain types of offices.
- 12.** FINEST MATERIALS THROUGHOUT . . . only highest quality cabinet woods used.
- 13.** EXPERT CRAFTSMANSHIP . . . precision production policies.
- 14.** BEAUTIFUL DESIGN AND FINISH . . . equal to finish on finest of furniture . . . choice of six beautiful modern color schemes.

Note: Be sure everyone is familiar with the complete range of designs and prices of AMERICAN Cabinets.



You will never find a modern American Cabinet with drawers warped or sticking . . . they are always free-running because they are precision-built of smooth steel. A touch of the finger opens or closes them. The fronts are finished in fine wood.

You can never jerk an American drawer out of its cabinet by accident . . . the gravity safety-catch stops the drawer automatically. When you want to remove the drawer completely, however, the safety-catch may be released and the drawer then slides out easily.



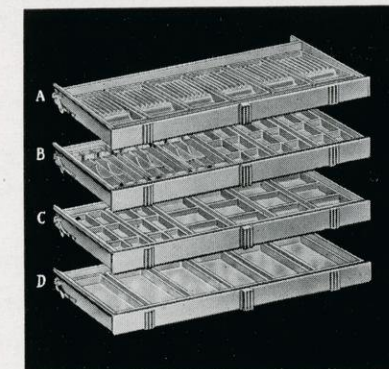
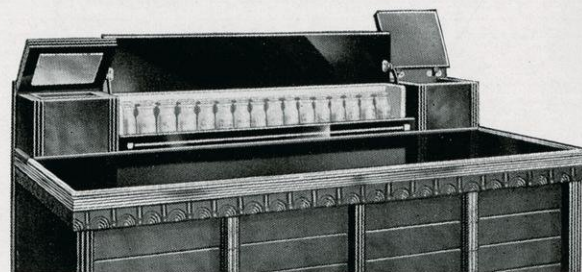
Notice the rounded corners of these one-piece glass medicine cabinets . . . no crevices to catch dirt or dust . . . easy to keep sanitary.

Advantages of Modern American Cabinets

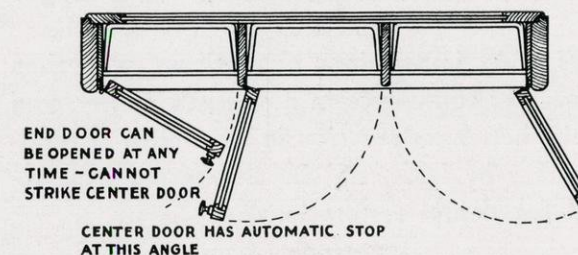
The advantages embodied in modern American Dental Cabinets are not merely advantages of appearance . . . although in appearance they are obviously the last word in correct cabinet design and this, of course, is a valuable asset to any dentist because of the good impressions made on clients. The most important advantages, however, improve the utility of the

cabinets from the dentist's viewpoint . . . they increase efficiency, safeguard sanitation, help organize all operations for better dental practice. Considering sanitation alone, these modern cabinets offer a form of insurance against possibilities of infections . . . a subject which no dentist can afford to take lightly.

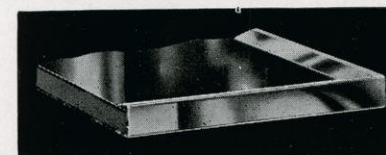
Concealing the bottles from view when not in use, but making them instantly and easily available when desired, the "disappearing" medicine cabinet on the No. 140 and No. 144 is an important advance in design.



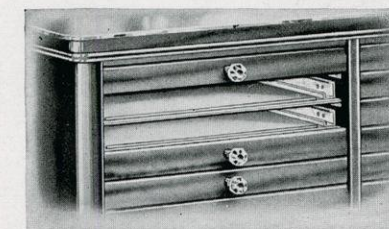
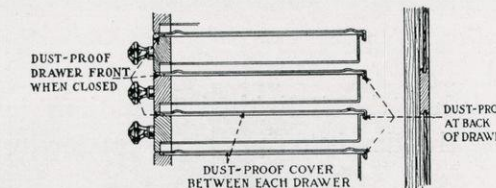
The glass trays are INTERCHANGEABLE, to permit moving them from one drawer to another and still always have them fit. This flexibility in organizing the cabinet contents is frequently of great importance on difficult operations.



There is never danger of collisions between these doors on American medicine closets . . . they are designed to swing open without bumping each other.



Instruments can't break or chip this black Formica top . . . acids can't attack it . . . heat can't harm it . . . while the raised rim of this working top prevents liquids from dripping off, as well as instruments from rolling off.



Dust can't get into American Cabinets . . . these drawers are protected with dust covers to insure greater sanitation.

How *Dentists* Benefit by modernizing their Offices



The cabinet is the most conspicuous piece of furniture in the dental office. It is the "heart" of the whole layout, especially in the eyes of the patient. If the "heart" is right, the rest of the equipment is accepted favorably. If the "heart" is an antique cabinet, it is apt to cast an unfavorable reflection on everything else, including the dentist's professional standing and ability.

The public can recognize "out-of-dateness" in a cabinet more readily than in any other unit. Thus the cabinet becomes the basis for judging everything, and that is why a modern American Cabinet benefits the dentist in the following ways:

- 1.** Creates good impressions on patients, who then have greater confidence in a dentist's ability, and give him better cooperation in the course of treatment (thereby lessening the amount of time required for dental restorations).
- 2.** Eliminates unfair criticisms and encourages patients to endorse their dentist to others. It is this "boosting" by patients that builds reputations that are priceless!
- 3.** Speeds up the individual operations and thus makes the dentist's time more productive.
- 4.** Helps to organize all operations for more speedy and more sanitary professional work.
- 5.** Relieves the dental office from its extreme technical or laboratory atmosphere and creates more home-like surroundings which patients appreciate.
- 6.** Lends an air of dignity and quality to everything about the operating room.
- 7.** Pays for itself many times over through savings in time and its influence on increased patronage.
- 8.** Helps to establish a dentist as a leader; indicates progressiveness and success.
- 9.** Offers a sound investment in a type of property value that is long enduring.
- 10.** In terms of years of service, the daily cost is so small that the dentist who deprives himself of the advantages of a modern American Cabinet really pays more than the price of one without getting it!

SELLING *Suggestions*



- 1 Size up each dentist you call upon . . . his class of patients, his financial status, his office layout.
- 2 Concentrate on the best possibilities on your list, with a definite plan to develop their interest.
- 3 Take advantage of every opportunity to drive home to every dentist the value of modern American Cabinets. Here are some suggestions that might prove helpful:

● Decide in your own mind what cabinet should interest your prospect most from the standpoints of price and his requirements.

● Bring up the subject of cabinets every time you see him . . . but be tactful and avoid getting him into an argument on the subject. Put over at least one point on each call. Avoid forcing him into stating a definite opinion . . . he might say "no" and handicap your future approaches before you have had sufficient time to sway his opinion your way.

● Visualize, for him, the beauty of the modern American Cabinets . . . "imagine, Doctor, how one of these new American Cabinets would look in place of the one you have" . . . and "wouldn't it be a pleasure to work with a cabinet that is so well organized." Brief suggestions, repeated at regular intervals, will do more to sway him than a long sales argument.

● Comment on modern designs. Cite the automobile trend toward streamline, and show the comparison in furniture and American Cabinets.

● Compare the inconveniences of old cabinets with the advantages of American Cabinets . . . for instance: plain tops vs. raised rim; swinging doors vs. modern "disappearing" compartment; old type top surfaces vs. modern Formica tops; etc.

● Refer to the new American literature. Would he like to see it sometime? Get him to ask for that opportunity. You will then have a better selling advantage than if you showed it to him unsolicited. In going through all the pages with him, pick one particular model to recommend specifically for his needs.

● Help him to visualize how it will improve his efficiency . . . how favorably it will impress old and new patients with its sanitary advantages, orderly arrangement, and beauty . . . how it will refresh his own mental attitude, give him more pride in better work.

● Mention other dentists who have bought . . . somewhat along this line: "You will recall that new American Cabinet I mentioned last week? Well, Dr. _____, over in _____, just bought one. You'd be surprised how it has changed the whole atmosphere of his office; modernized the whole tone of things; he'd be glad to have you see it . . . is mighty well pleased in every way."

● Explain how easy it is to pay for it . . . adding a small amount to each case that he estimates and putting this extra amount into a separate fund to meet the time payment notes as they come due. Thus the only cash investment is the first payment.

● When interest is expressed, summarize all the features . . . but put over at least one feature as thoroughly as possible on every call.

● Tell him about color choice . . . suggest a color that would go well in his office.

● Keep on selling . . . it may take many contacts . . . work on the principle that after planting the seed in his mind, you must cultivate it . . . constant repetition of definite recommendations will impress him with the fact that you are sincere in your desire to serve his best interests.

Make use of the American Cabinet Company factory representative. When he calls on you, talk to him about American Cabinets and get his personal selling help on your prospects. He can be of assistance to you in many ways and he will be glad to cooperate with you to the fullest extent. He is there to serve you and help you.

American Dental Cabinets are a *Profitable Investment*

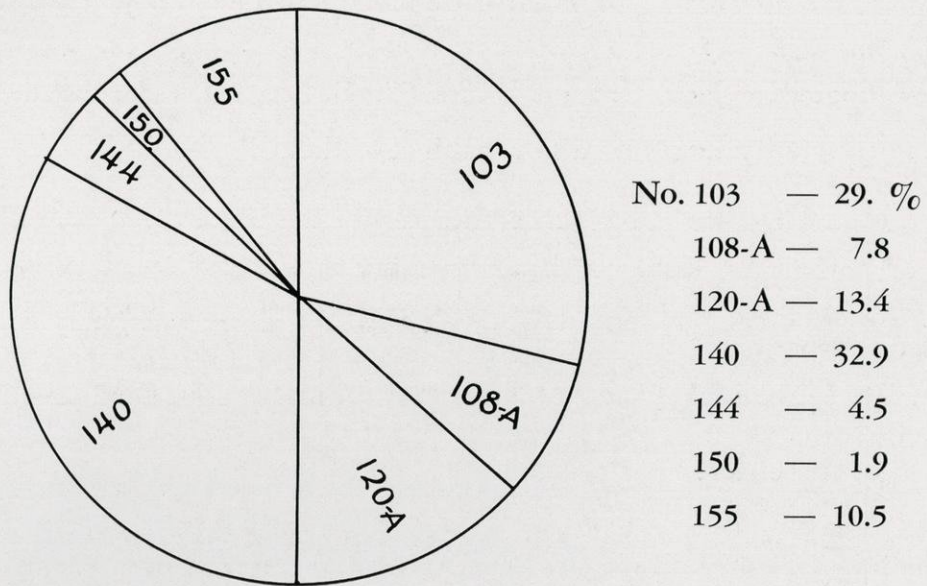


From the standpoint of years of service, their cost-per-day is so little that no progressive dentist can afford to be without the best. For instance:

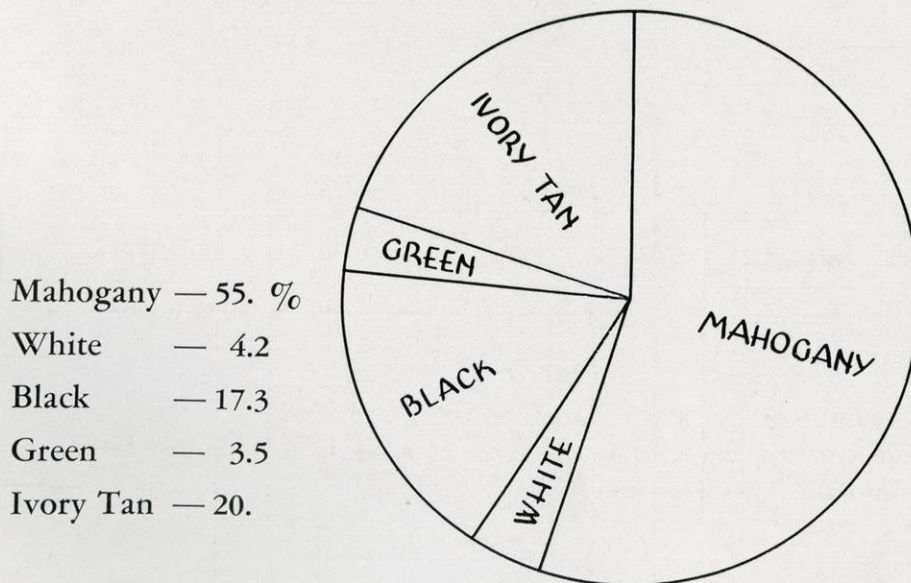
Cabinet No.	Column 1 Original Cost	Column 2 Probable Value in 10 Years (35%) A.D.T.A. Appraisal	Column 3 (Column 1, Minus 2, Divided by 10) Yearly Depreciation	Column 4 (Column 1 Multiplied by 6%) Annual Interest	Column 5 (Column 3 Plus Column 4) Yearly Cost	Column 6 (Column 5 Divided by 12) Monthly Cost	Column 7 (Column 6 Divided by 30) DAILY COST
103	\$165.00	\$ 57.75	\$ 10.73	\$ 9.90	\$ 20.63	\$1.72	.06
108-A	220.00	77.00	14.30	13.20	27.50	2.29	.07
120-A	270.00	94.50	17.55	16.20	33.75	2.81	.09
140	285.00	99.75	18.53	17.10	35.63	2.97	.09
144	375.00	131.25	24.38	22.50	46.88	3.91	.13
145	400.00	140.00	26.00	24.00	50.00	4.17	.14
150	260.00	91.00	16.90	15.60	32.50	2.71	.09
155	250.00	87.50	16.25	15.00	31.25	2.60	.09
200-A	225.00	78.75	14.63	13.50	28.13	2.34	.08
1330	385.00	134.75	25.03	23.10	48.13	4.01	.13

From Column 7 of the above Chart, it is evident that for only a few cents per day the dentist can enjoy all the benefits of a modern American Dental Cabinet, which eventually pays for itself.

The comparative popularity of various models of American Cabinets is shown by the following chart:



The comparative COLOR preferences according to American Cabinet users is shown by the following chart:



The Profitable Way to Sail the SEVEN "C's" of CABINET SELLING!



1. CANVASS — get the names of good prospects — then
2. CULTIVATE — with direct mail — then make a
3. CALL — sell the advantages of a new cabinet — then
4. CALL — and call again — present definite recommendation of model of cabinet and repeat and stress advantages — then
5. CONNECT — find the one feature or angle which appeals most, hammer on it — and
6. CONVINCe — prove AMERICAN is the best cabinet for the dentist — then
7. CLOSE — get the order!

Wherever conditions permit, discuss the Questionnaire on the American COMPLETE OFFICE PLANNING SERVICE. Submit your Questionnaire data to The American Cabinet Company, Two Rivers, Wis., where qualified architectural authorities will study the individual requirements, prepare floor plans and submit detailed recommendations without cost or obligation to the dentist. (Write for copies of the Questionnaire.)

The American Cabinet Company has had considerable experience in the layout of dental offices and offers its services to individual dentists and groups of dentists who may be seeking advice on the planning of efficient offices. DENTISTS SHOULD BE ENCOURAGED TO CONSULT WITH US ON MATTERS OF THIS SORT.

