

# DOMINION DENTAL JOURNAL.

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## Original Communications.

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### Soliciting Patients.

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By L. D. S., Toronto.

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A suggestive article could be written on the solicitation of patients, and if we make claim to be a professional body, it is the duty of society officers to see that no man gains entrance who has resorted to trade methods. At the meeting of the American Dental Association in August of last year, resolutions were adopted refusing representation to societies that did not require its members to live up to the requirements of the Code of Ethics; and in 1891 a resolution was adopted to prohibit individuals who are violating the code from holding clinics or giving other exhibitions before the Association.

Now, it seems to me we are not careful and watchful enough in this matter, and it may explain one reason why a great many who are thoroughly ethical do not come to our meetings. I have seen some gatherings used by men who break the code, for the open purpose of advertising themselves, and before the members realized how they were being gulled. No matter how interesting these matters may be, we have no choice when they come to be measured by the code. The special interest does not make the breach any more pardonable.

But now let me turn the search-light upon others who flatter themselves that they are thoroughly ethical. Do we not see shrewd men who think it perfectly ethical to solicit the physician,