

WHY THE BETTER ELEMENT OF THE DENTAL PROFESSION DOES NOT APPROVE OF ADVERTISING.

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It is a misfortune that in dentistry, as in other professions, there are two classes of practitioners, viz.: the non-advertising or professional, and the advertising or unprofessional.

These may be classed as the true and false elements of the profession. Just as in medicine we have the quack and in law the shyster, so in dentistry we are menaced by the advertiser. Now it is a fact that the popular mind does not understand why it is not ethical and right that a dentist should advertise in the public prints. In the commercial world printers' ink and aggressiveness are right and proper; but, in the profession of dentistry, to be over zealous in proclaiming one's self is not only immodest, egotistic and undignified, but is synonymous with charlatanism. You agree, perhaps, that a young man just starting in his professional career would starve to death if he did not resort to advertising as a means of putting himself before the public. Fortunately, such is not the case. There are other and better methods of winning public favor than by the methods employed by a class of practitioners herein dealt with.

A man is permitted by the ethics of dentistry to insert in the newspaper his business card, provided he confines himself to his name, his business and his address, but just as soon as he goes farther than this he is in danger of compromising himself, if not of committing professional suicide. It may be that considerable patience may have to be exercised on the part of the young dental practitioner, as in all professions it is exceptional for one to escape the so-called starvation period. But when the facts are made clear I am sure you will agree with me that a dentist cannot afford to do an advertising business; surely he cannot if he loves the profession. The truth is a man cannot advertise so that it will result in financial gain unless he resorts to exaggeration of his capabilities, or makes it appear that he can do for his patient what his brother practitioner cannot do.

This is taking undue advantage, and the man who thus plants himself before the public, the man who would be this extraordinary phenomenon, degrades himself and his calling and is an outcast so long as he persists in those methods. It is absurd to imagine that a man who thus poses before the public, will render a service to his patient superior to that of the more modest, more conscientious