

A "BARGAIN DAY" METHOD TO SECURE PATIENTS.

To the Editor of THE CANADIAN JOURNAL OF MEDICINE AND SURGERY.

DEAR SIR,—The following card and circular were handed me by a patient, with the remark that "Doctors who are any good do not use such methods." I give you a verbatim copy, omitting name and street.

	
Head Physician Canadian Woodmen. Late Physician to John H. Stratford Hospital (Brantford).	
SPECIALTY.... Diseases of the Respiratory Organs and Heart.	OFFICE HOURS: 10 A.M. TO 2 P.M. Evenings by Appointment
_____ AVENUE, TORONTO	

_____ AVENUE,
 TORONTO, JULY 23RD, 1897.

MY DEAR SIR,—Having recently come from Brantford to Toronto, I am desirous of securing a limited amount of general practice. I have practiced medicine in the country for over two years, then in the City of Brantford for nine. I have twice been in New York and once in London, England, studying since my graduation.

By my card enclosed you will notice my attention to special work, yec I will attend a limited number of families in General Practice, and if you have not a regular family Physician I would be pleased to have you call on me should occasion require.

I am, yours very truly,

The above is a fine commercial product. It must have been imported from New York or London, as we have not met anything to equal it in this country. All it requires to make it up-to-date is a "Friday Bargain Day."

It would be interesting in this connection to know how far a man may go in this direction before his conduct becomes *disgraceful in a professional sense* in the eyes of the Medical Council.

Yours truly,

Toronto, July 27th, 1897.

MEDICUS.