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# "The X-ray in Dentistry"

*"Life without industry is guilt;*
*Industry without art is brutality."*

ELBERT HUBBARD delighted in pointing out the mistakes of doctors, and Robert Ingersoll went about the country, at one time, delivering a sarcastic lecture on the mistakes of Moses.

¶This chapter is a confession of a serious mistake made by dentists; a mistake that is the cause of much newspaper discussion today, although the facts in connection with it are unknown to the newspapers themselves, and to the public generally.

¶ This strange mistake consisted in devitalizing teeth indiscriminately, and the fact of its being a mistake was not known until the X-ray discovered it. Previous to that time it was taught in dental colleges, recommended by standard text-books and practised by every dentist with skill enough to use it. It consisted in destroying the pulps (" nerves ") in all teeth that were used to carry crowns or bridges, and may be called the *devitalization* mistake.

¶ Devitalization was made easy by pressure anesthesia (a painless method of removing pulps) and the mistake became general largely through this. It was carried on for years because the evil results which followed it were never dreamed possible until the X-ray told its story. These results came from leaving portions of the pulp in root-canals, and from not filling canals to the end after the pulp was removed.

¶ The devitalization mistake was based on the belief that roots were properly filled, when in truth they were not. *For there was no way of knowing whether roots were properly filled or not until the X-ray came into use;* and it did not come into use until thousands of teeth had been devitalized and the roots imperfectly filled.

¶ Complete filling of root-canals was always considered necessary to save a devitalized tooth, and was the aim of every conscientious practitioner. As long as the tooth, or gum, did not show signs of subsequent trouble this aim was supposed to be accomplished. But when trouble ensued, and roots were occasionally found to be imperfectly filled, there was no idea that any harm could follow further than the loss of the tooth.

¶ For no one imagined in those days that systemic disease lurked in a dental abscess. Hence the efforts of the profession were directed solely to the preservation of *teeth*, with never a thought that some-

thing more important was involved. If it became necessary to extract, after a root-canal operation, the dentist was mortified, it is true. But this was simply because the tooth was lost.

¶ Imagine then the feelings of a conscientious practitioner, who had spent years in perfecting his root-canal technique, when the revelations of the X-ray were suddenly thrust upon him with the assertion that seventy-nine per cent of root-canal fillings were imperfect.

¶ Imagine also how this man, who had worried over the loss of a tooth, must have worried when he learned that every one of his imperfect root-fillings was a possible cause of serious bodily ailment, such as arthritis, neuritis, diseases of the heart, kidneys, stomach, eyes, nerves, etc.

¶ It was an astounding revelation of a tremendous mistake, and at least one honest, careful operator broke down as a result of it. He had spent fourteen years in my office specializing in root-canal work, priding himself on his thoroughness, and giving the best that was in him, without stint, to his patients. Suddenly the X-ray showed that his work was not what he fondly believed it to be. He worried over the matter until his health failed, and he retired from practice. I believe there were many others like him.

¶ The devitalization mistake involved practically every progressive dentist, including myself. Con-

sequently every man with an extensive practice, no matter how skillful he may be, has imperfectly filled roots in the mouths of his patients; and many of those roots have abscesses on them which medical men say range from dangerous to deadly.

¶ There can be no doubt that the pus in dental abscesses contains germs of a poisonous nature; that in many cases these germs get into the blood stream and, by the process known as metastasis, are carried to distant parts of the body to work havoc. Therefore it is important to know what should be done with dead teeth; for any dead tooth, unless the root-canal is properly filled, may give trouble tomorrow even though it is innocuous today.

¶ In the first place it should be understood that "blind" abscesses, as they are called, seldom give local trouble, such as soreness of the tooth or inflammation of the gum. Often these teeth carry perfect fillings or crowns, and to all outward appearance are as useful and harmless as any in the mouth.

¶ But all dead teeth, and any suspected of being dead, should be X-rayed whether the roots have been filled or not, and whether the teeth themselves give trouble or not. Where the X-ray discloses an abscess, if it does not cover too large an area, the root-canal should be opened, the pus evacuated and treatment instituted until the dis-

charge has ceased. Then a root-filling should be inserted and checked up with the X-ray, as described in my chapter on root-canal work.

¶ The above applies to people in good health. But what should be the treatment for patients suffering from systemic disease, due to local infection? Should their teeth be extracted, or should the canals be sterilized, treated and filled?

This question cannot be answered in general. It depends on the physical condition of the patient, the extent of the affected area, the value of the tooth cosmetically and for mastication, its susceptibility to treatment, and the probability of nature's aid in a permanent cure.

¶ In all such cases I prefer to talk with the patient's physician, before reaching a decision as to what should be done.

¶ The use of the X-ray is such an indispensable aid in diagnostic and root-canal work that no dentist has any moral right, if indeed he has any legal right, to practise without it.

¶ All progressive practitioners use the X-ray today, and it is wise to go to a dentist for this work rather than to an X-ray "laboratory," where the work is so cheap that it is necessarily done hastily and imperfectly. Furthermore, radiograms cannot be depended upon alone in dental diagnosis; they must be confirmed by examination of the teeth, and only a dentist of

experience is competent to make this examination, compare it with the films, and render a correct interpretation.

¶ The X-ray equipment in my office consists of two complete outfits, one for diagnosis and one for root-canal work, in charge of an expert in X-ray technique. My own time is given up largely to X-ray diagnosis, and I make it a point to pass on all obscure and unusual cases personally.

¶ My fee for single radiograms is $2.50; for the entire mouth $25.00. This latter does not mean a few films of the ordinary kind, many of which are indistinct and worthless; but anywhere from ten to twenty exposures, giving different angles of the more inaccessible teeth, so as to be able to make an accurate diagnosis.

¶ This fee also covers consultation with the patient's physician, when necessary, either at my office or by 'phone.

# "Dentistry by Specialists"

*"No man is born into this world whose work is not born with him."*

WHEN I entered my father's office in 1877, a bright man could learn all there was to dentistry in a few months. It was customary in those days for a student to pay one or two hundred dollars to a dentist for the privilege of picking up in the latter's office whatever crumbs of dental knowledge he could in a year. But before the end of that period the student often knew as much as his preceptor, and hung out a sign announcing, to a world unprotected by health laws, the professional birth of a "surgeon-dentist." Now, however, dental knowledge has grown until the crumbs have become a loaf, requiring four years of kneading at college, and as many more of baking in active practice, before it is fit to serve. Even then, after eight years of study and work, the average dentist does not possess manual dexterity in more than one branch of his profession, no matter how well grounded he may be in general theory. For every man inherits more

natural skill in one branch of dentistry than in others, and little by little develops the branch that comes easiest, and neglects the rest.

¶ Dentistry today consists of eight branches: (1) Fillings and inlays. (2) Crown and bridge-work. (3) Therapeutics, (this includes root-canal treatment). (4) Extracting and oral surgery. (5) Artificial teeth. (6) Orthodontia (straightening). (7) Dental radiography. (8) Dental hygiene.

¶ These eight branches differ from each other so much that they require eight distinct kinds of skill. Yet ninety dentists out of a hundred, possessing as they do only one kind of skill, for economic reasons undertake all eight branches. Naturally seven-eights of such work is not well done; in many cases it is very badly done. The obvious remedy for this condition is the one that has done more for scientific and commercial progress than any other—*SPECIALIZATION*.

¶ All men on my staff are specialists; not in the usual meaning of this word—high-priced, single-minded practitioners, often applying their own specialty when another would be better—but specialists in the sense of confining their work to a particular branch, while consulting and co-operating with specialists in the other branches. When any part of the work can be done better by one man on my staff than it can by the others

it goes to that man. There are no students and no recent graduates among us, the average length of practice, since graduation, being twenty-two years. Yet we are still learning, and increasing original skill by much doing of one thing.

¶ It takes but a moment's thought to realize that this method attains, as no other can, the three most important features in dentistry—*Skill, Painlessness and Economy.* Skill, because practice makes perfect: Painlessness, because skill creates gentleness; Economy, (quality considered) because skill saves time, and thereby money, since time is the principal item of cost in dentistry.

# Fees

*"Not how cheap, but how good."*

¶ Our fees are not low, because we use too much care, skill and time, to compete in price with the careless, unskillful or hasty. On the other hand, while our work puts us in a class with the highest-priced men in the profession, our fees are less than theirs because, through specialization, we are not limited to one pair of hands.

¶ The X-ray opened a new field of usefulness in revealing that the cure for many bodily ailments lies in the scientific treatment of the teeth, and this enlarged opportunity for the relief of human suffering has given every worthy dentist renewed interest and pleasure in his work. The new methods, however, require much more time than the old, and make higher fees imperative, especially in root-canal work. Time is a dentist's capital,yet he must be free to lavish it on difficult cases; and he cannot do this if his fees are too low.

¶ This practice is not conducted solely for making money. It strives to give and receive happiness through service. But this is impossible with patients who put price before quality, and hence we do not seek the patronage of such patients. They cannot enter into the spirit of this office, or contribute to the feeling of confidence and co-operation which must exist between a professional man and his client if the relationship is to be mutually satisfactory. Our appeal therefore is to that discriminating class who demand progressiveness, sympathy and skill in dental service, who appreciate such service when rendered, and gratefully pay a reasonable—not excessive—price for it. Only through such patients can we give the best we are capable of, or receive the joy which every man should find in his work.

ROOT-CANAL WORK

¶ No dentist can do root-canal work properly who does not use the X-ray at least twice on each root, and frequently three times, or more.

¶ The correct technique, after sterilization, is to open the canal until the apex seems to be reached. The old methods failed just here because often the apex seemed to be reached when, as a matter of fact, it was not. The new way is to insert a diagnostic wire and take a picture to see exactly what progress has been made. If the picture shows the wire has reached the apex, the root-filling is inserted. If not, further work is demanded, and more pictures, until the wire can be plainly seen at the proper point. Then comes the root-filling of chlora-percha, and, after that is placed, another picture, to show whether the filling has reached the apex. If not, it must come out and another go in; and this process must continue until the final picture shows a filling extending the entire length of the canal and closing the opening in the apical end. No root-filling which falls short of this can be considered safe, and such root-fillings are impossible without the X-ray.

¶ Root-canal work demands more care and thoroughness than anything else in dentistry, but in the hands of an expert operator it is performed without pain, and often without the necessity of filling the root more than once. Yet, even where

there is no hitch or complication, the new method requires so much more time than the old that the charge is necessarily much greater than before the X-ray was used. The increased cost, however, cannot be allowed to interfere with the thoroughness of the work, since it is the most far-reaching in dentistry, involving the comfort, the health, and even the life of patients. It must be done thoroughly or not at all.

¶ It should be noted that owing to malformation, or to deposits of secondary dentine which close the canals, some roots cannot be filled to the apex except after unusually long and tedious effort; and a few not even then. In such cases our charge is based on the time consumed.

¶ Where no complication occurs, our fee for root-canal work is $15.00 per tooth. This includes the use of the X-ray as often as may be necessary during the progress of the work.

¶ Cost of fillings varies with size, accessibility and sensitiveness of the cavity, in proportion as these affect time consumed in the operation.

There are many grades of silver, amalgam or alloy fillings, as they are variously called. We use only the best. $3.00 to $5.00 each.

SYNTHETIC PORCELAIN FILLINGS

are such an improvement over the early "enamel" fillings, both in durability and in color, that they are used now almost exclusively in the anterior teeth. $4.00 to $6.00 each.

GOLD FILLINGS

are not used as much as formerly, synthetic porcelain fillings having largely taken their place in the anterior teeth, and inlays in the posterior.
¶ Minimum, $5.00.

GOLD INLAYS

wear better than large fillings, and are easier for the patient, because they are made out of the mouth. But their great advantage is that they can be contoured to the exact shape of the natural teeth; something that cannot be said of any other filling material. Proper contour is highly important in cavities between the teeth, in order to prevent the impaction of food which always leads to disease of the gums sooner or later.

¶ Many dentists are not experienced in inlay work. One member of my staff has made it a specialty for eleven years. Minimum, $12.00.

BRIDGE WORK

we do not consider of minor importance, but give it careful attention. Like all other work in this office it is

done by a man who has had long and special experience in it. We use nitrous-oxide and oxygen under certain conditions, but in most cases we advise our local anesthetic No. 8, as being safer and quite as painless.

¶ Fee for extracting with No. 8, $1.00 per tooth; with nitrous-oxide, $5.00 for the first tooth, $1.00 for each additional tooth.

¶ Artificial teeth are held in place by plates of various materials. Since some plates are healthful and some are not, it is a dentist s duty to explain the danger from bad plates just as much as to explain the danger from bad root-fillings. After such explanation the patient is in a position to act on his own judgment, and not before. Therefore, our first step is to explain the qualities of the different plates, and exhibit samples made up of the various materials ❧ ❧

¶ This branch is in charge of a specialist who has been with me many years. He takes great pains in selecting teeth to correspond with the complexion, features and age of the patient, and in arranging them to avoid an artificial appearance. After this, they are inserted on a trial plate so that the patient can see just how they will look when finished. Any suggestion or alterations at this stage can be readily and quickly carried out.

¶ We make plates of rubber, aluminum, Watts' metal, porcelain, gold, etc., the price ranging, for a full upper or lower set, from $30.00 for rubber to $175.00 for gold. Partial plates from $12.00 up.

PARTIAL PLATES

¶ The faults of ordinary partial plates are serious. They are usually uncomfortable, and interfere with eating and talking by impinging on the space which nature intended solely for the tongue. But worse than this they cause decay of the teeth with which they come in contact, and their pressure on the gums produces absorption of the alveolar process, disease of the peridental membrane and loosening of the teeth.

¶ In short, through loosening or decay, or both, it is the rule, and not the exception, for partial plates to destroy some or all of the remaining teeth in a few years; often in a few months. Now what better can be done?

¶ If the remaining teeth are firm, and *properly placed*, improved bridgework is the best form of restoration. But if the natural teeth do not stand in the proper position, even though they be firm, bridgework is not advisable. In such cases gold bar dentures are the next best thing.

GOLD BAR DENTURES

¶ These consist of, (a) gold bars to hold the artificial teeth together; (b) special gold attach-

ments to hold them in the mouth; (c) gold stops to prevent pressure on the gums.

¶ Advantages are: (a) the bar leaves the gum tissue uncovered and healthy and there is no interference with speech or taste; (b) the denture is held more firmly than by any other removable method, and with less injury to the natural teeth; (c) the gold stops avoid the destructive pressure on the gums by putting the strain of mastication on the crowns of the natural teeth.

¶ When bridgework is not advisable gold bar dentures replace the molars alone, or the molars and bicuspids combined, with a degree of stability and comfort otherwise unattainable. My consultation room contains models which make the value of this work quickly apparent, and you are invited to inspect them. The cost varies with each case. Minimum, $125.00.

# Bridgework: The Cady System

*"Blessed is the man who has found his work."*

SOME years ago a British medical authority startled the dental world—particularly the portion on this side of the Atlantic—by denouncing, what he termed "American dentistry" —meaning bridgework. He accused it of being a frequent cause of pyorrhea alveolaris and of serious systemic disease.

¶ There can be no doubt that bridgework has been grossly misused and that pyorrhea and systemic disease are often caused by it. This is not the fault of bridgework, however, but is the result of improper construction or application of it. For no other form of tooth-replacement compares with bridgework when *properly applied*.

¶ Where there are a few teeth remaining in the jaw four methods of restoring the missing ones are in use; partial plates, bar dentures, removable bridgework, and bridgework. Partial plates and bar dentures were mentioned on a previous page. Let us consider the two other methods briefly.

¶ I first remark that the main argument used in

favor of removable bridges, is that they can be taken out to clean while fixed bridgework can not. The answer to this is that the natural teeth are not taken out to clean, and *properly constructed* fixed bridges are no more difficult to clean than the natural teeth.

¶ Further, removable bridgework (not platework with clasps, often improperly called "removable bridgework") is tedious and difficult to make. Its use therefore is confined to the few high-priced practitioners who are able to get extravagant fees for it.

¶ But the one unpardonable objection to removable bridgework is that it involves the destruction of pulps ("nerves"). Science having shown the inadvisability of this it is no longer justifiable whenever it can be avoided; as it largely can be with *properly constructed* bridges. Hence this one fault alone condemns the removable system.

¶ Now fixed bridgework takes up no more room in the mouth then the natural teeth, and performs the functions of the latter more perfectly than any other method of tooth replacement. It does not cause any of the destruction or annoyance incident to plates, and does not involve devitalization of the pulp as does removable bridgework. As usually made it often fails because it cannot be kept clean and because the attachments bring about disease of the gums. With these faults

eliminated it far excels all other forms of dental restoration—always provided the teeth used as supports are adequate to carry it.

¶ The methods which we call the Cady System are designed to overcome the faults of bridgework, while retaining its virtues. Its first principle is to *keep away from the gums*, both with the crowns which are used as attachments and the dummies which replace lost teeth. The dummies are made with a cleansing space, instead of resting on the gums, and the crowns, instead of extending to the gums, reach only part way and are tightly fitted to the largest diameter of the tooth. If there is decay at the neck a filling is inserted, but by keeping the crowns away from this point the possibility of gum irritation is absolutely avoided.

¶ We do not devitalize, except where there is exposure of the pulp, or where a post must be inserted in the canal. In posterior teeth, which are harder to reach with the brush, we use "wash," or bar bridges, instead of the ordinary dummies; these are even easier to clean than the natural teeth. In anterior teeth we use detachable porcelain facings which can be replaced in a few moments, when necessary, without injury to the balance of the work.

¶ The advantages of my system may be briefly summed up as follows: it avoids disease of the gums by keeping away from them, and it is as

easily cleaned as the natural teeth—more so in most cases.

¶ But like all bridgework the Cady System is not adapted to every condition, and its successful application demands judgment and experience. The remaining teeth in the jaw must be properly placed and sufficiently firm, or I cannot recommend it. Only personal examination can determine this. If you are interested I shall be glad to show you specimens of this work and tell you whether or not it is advisable in your particular case.

¶ The cost is $15.00 per tooth, except in difficult or unusual cases, where a special price will be quoted in advance.

# Dental Hygiene

*"Live to love, to laugh and to learn."*

CLEANING teeth is as important as any work in dentistry. Yet is has been neglected more than any other branch, partly because dentists do not like the work, and partly because patients, not realizing its importance, complain when charged what it is worth. The average person coming to a dental office says; "Two or three dollars is enough to pay for cleaning teeth," and the average dentist gives such person two or three dollars' worth of his time, and lets it go at that; though the teeth are not half cleaned. The patient is satisfied because the front teeth *look* clean, not knowing that the most necessary part of the work has been neglected, because it is the most difficult —and that this neglect will some day lead to pyorrhea and decay.

¶ How does a dentist excuse this neglect? Well, he knows it would, in many cases, take several hours of disagreeable labor on his part to scale, polish and clean the teeth properly. He cannot afford to spend this time unless he is properly paid for it, because he can earn as much, or more, on work he likes better, from the next patient.

¶ Of course he should talk to patients; educate them in the importance of cleaning teeth thor-

oughly. But that also takes time, which he cannot afford to spend unless he is paid for it. His time is money and he has wasted hours of it, more than once, in fruitlessly trying to make skeptical patients realize the value of this work.

¶ So it came about that conscientious dentists, who wanted to render proper service and yet protect their own interests, trained young women to do the work, and the talking. It was found they did this, after correct instruction, better than the dentists themselves, as it requires patience and thoroughness, rather than a high degree of skill. But they had no legal right to work in the mouth and their employment, even in cleaning teeth, was in violation of the law. Consequently the next step was the establishment of schools to do the training systematically, and a law entitling graduates to practise their specialty legally. ¶ This explains why we have today an entirely new specialty in dentistry, and why the cleaning of teeth, in up-to-date dental offices, is scientifically performed by dental hygienists.

¶ In 1917 the Legislature of the State of New York enacted an amendment to the dental law, authorizing dentists to employ dental hygienists, and prescribing strict legal requirements for women who desired to study and practise this specialty. Thoroughly alive to the importance of the subject I lost no time, after the new law was

passed, in installing a licensed graduate of the School of Oral Hygiene of Columbia University.

¶ The creed of dental hygiene is that cleanliness is the salvation of the teeth and gums, and that healthy gums and sound teeth influence the general physical condition. Statistics show that seventy-two men, women and children die every day in the United States from diseases that might be prevented; and it is now known that many of these preventable diseases have their origin in an unhygienic condition of the mouth and teeth. When the public learn the value of dental hygiene, therefore, not only will decay of the teeth and disease of the gums be less, but systemic disease will be greatly reduced.

¶ Pyorrhea alveolaris, or Riggs' disease of the gums, is the cause of many serious bodily ailments and is much more prevalent than is generally supposed, especially in the incipent stage. It is easily checked by dental hygiene, if taken in time; but if neglected it often becomes impossible to cure. Many people have this disease, and do not know it until too late. They think their teeth are clean, when as a matter of fact they are loaded with bacterial deposits, especially at the gums, which are slowly but surely establishing an incurable condition. This is particularly true of posterior teeth, which are difficult to reach with the brush. Hence, the work of the dental hygienist is not only

to clean teeth, but to point out to patients the spots they neglect, and instruct them how to keep these spots clean. If oral hygiene accomplished nothing more than teaching the effective use of brush, pick and floss, it would be worth all it costs. But the actual saving in dental bills, not to mention doctors' bills, far exceeds this.

¶ In the old way a dentist cleaned teeth merely to make them *look* clean, by quickly going over the exposed surfaces only. The new way reaches all surfaces, including the unexposed and difficult of access. It improves appearance, but accomplishes something vastly more important.

¶ The old way with scraper and brush wheel, rarely took over half an hour. The new way with special appliances and methods often takes several hours.

¶ Naturally there is great variation in the time necessary to thoroughly clean teeth in different mouths; hard and extensive accretions taking much longer than mere stains or soft deposits. Even where the deposits are slight it is seldom that a set of teeth can be properly cleaned in less than one hour; where they are heavy the work requires many hours and several sittings. This being the case, there is but one rational way to charge for such work, and that is for the time it consumes. Our fee is $5.00 per hour.

# The Gentle Art of Painlessness

*"Do your work as well as you can, and be kind."*

THE indifference of dentists generally to the pain they inflict is hard to understand. It is due many times to lack of sympathy, perhaps because the dentist's own teeth are not sensitive. It is sometimes due to haste; the application of one remedy after another (frequently necessary) consumes time. It often comes from ignorance; dental colleges, strangely enough, teach little on the subject and it is seldom discussed in dental societies

¶ Whatever the cause, the fact remains that most dentists are careless about the pain their patients suffer. "A sharp bur and steady hand are the best obtundents," they say. I know better than this for my own teeth are extremely sensitive. Operations in my mouth have always been a serious affair, both for me and for the dentist who served me; and no patient ever came into my office with more fear than I have felt, or was served with more reluctance by my operators.

¶ The sharp bur and steady hand idea was tried on my teeth when I was a boy, and I shall never

forget it. As a result of that experience I later on dreaded work on my teeth so much that I would put it off for months, though well aware the longer delayed the more I would suffer. Naturally, while looking forward with dread to the inevitable operation, I was studying and experimenting to make it as painless as possible. This accounts, in large part, for my early interest in painlessness, and for my efforts, covering a period of thirty years, which have kept me constantly on the alert to save my patients from unnecessary suffering.

¶ Three factors contribute to painlessness in my office: specialization; an effective obtunding system; the *desire* to avoid pain.

¶ In the last analysis painless operations on teeth depend largely on the heart of the operator. If he is careless, hasty, or unsympathetic, he will inflict pain even when adequate means are at hand to avert it. Hence patience, gentleness, and an *earnest desire* to avoid pain are essential. I will not allow any man to work on my teeth who does not possess these qualities, and I demand as much for my patients as I do for myself. For this reason members of my staff are selected not only for skill, but for sympathy and carefulness, especially in dealing with nervous and sensitive patients.

¶ Time is another important factor in dentistry, for it is an impossibility to work hastily on sensitive

teeth without inflicting pain. Therefore it is one of the invariable rules of my office to take all the time necessary to avoid pain. This is something many dentists who practise alone think they cannot afford, especially when there is a patient waiting in the reception room. But with my large staff we can care for the patient in the reception room without neglecting the one in the chair.

¶ A great man once said; "Get your happiness out of your work or you will never know what real happiness is."

¶ Happiness in our work accounts for the cheerful atmosphere of this office, which is so apparent as to be frequently remarked by patients. You may think this has nothing to do with making our work painless, but I assure you it has.

¶ If you ever sat in the chair of a grouchy, or unsympathetic dentist you will know what I mean.

# Publicity

*"I know what pleasure is, for*
*I have done good work."*

IN 1889 when I was a high-priced "ethical" practitioner in Chicago, doing all work with my own hands, I became dissatisfied with this method of practice and resolved to improve it.

¶ I had a good general knowledge of my profession. But like most men I was actually skillful in only one branch, and knew I could render better service by confining my work to that branch and surrounding myself with men who were skillful in the others.

¶ There was no more hope of making such an innovation successful without advertising, however, than there was of John Wanamaker succeeding without it. So I had to decide whether I would continue to serve clients in an inferior way, or resign my membership in dental societies and ignore the code of ethics, in order to do a larger and better work. Against the advice of my professional brethren I chose the latter course.

¶ That was a long time ago, (I have been in this office twenty-six years) and since then my Chicago dream has materialized in the largest, high-class dental practice in existence. Because nothing

succeeds like success, perhaps, many of my early critics now admit that a professional man can use printers' ink without sacrificing his ideals. Some day they will perceive that it does n't matter so much how a dentist attracts patients to his office as how he treats them when they are there.

¶ I protest against the rules of dental societies because they are selfish and made for the benefit of members only. If they aimed to protect the public, as they should, honesty, sobriety and skill would be the test of membership, instead of non-advertising. ¶ I know that many advertising dentists lack a sense of professional obligation—so do many "ethical" dentists, for that matter. But dental societies do not discriminate between the good and the bad. They class all advertisers as "Painless Parkers," which is as foolish as to class all non-advertisers with Professor Black. The fact of a dentist's advertising does not prove his incompetency any more than membership in a dental society proves he is competent.

¶ Then, too, the rule against advertising is inconsistent because many "ethical" dentists get all the *free* advertising they can, and go to great lengths to do so. What they object to is advertising that is honestly bought and paid for. A society member remains in good standing as long as he refrains from advertising of this kind, no matter how wretched his work, or his character, may be,

while a man of the highest attainments, who uses publicity in a manner not sanctioned by the code, is anathematized. Let the societies cast out the beam from their own eye before they attempt to extract the mote from their brother's. ¶ Did you read "The Kaiser as I Knew Him" which attracted so much favorable comment in 1918? Would you believe that the gifted American author, a dentist, was refused admission to a New York dental society because of it? By fourteen years of honorable achievement he had become famous throughout the world. His fame indeed was the crime for which this man, who had brought honor to American dentistry, was dishonored by American dentists when driven out of Germany. He was rejected because they feared his book might aid his wicked design to gain a livelihood for himself and family, in competition with the members of the society he desired to join. Honor him for what he had done? Not for an instant! But knock him for what he might do. He was "unethical."

¶ Some years ago several members of this same society attempted to boycott Elbert Hubbard for writing his "Little Journey to a Great Dentist" about me. His reply, in *The Philistine* of March, 1910, is earnestly recommended to the attention of this same jealous coterie, because of its bearing on their contemptible treatment of the Kaiser's dentist.

¶ While I shall continue to practise my profession in the way that seems best to me, without "ethical" dictation, I cannot expect any sensible person to decide a serious question, like the selection of a dentist, on the arguments of advertising alone. Proof of excellence is necessary, indisputable proof; and it is just here that this booklet merits attention. There is not a statement in it which cannot be substantiated, but even if the preceding pages be taken with the customary grain of salt, the letters which follow, and the prominence of the writers, must compel conviction when I claim to stand in a class by myself.

¶ I write my own advertisements and enjoy it, and now having talked with you thus, I shall enjoy talking with you face to face. I make no charge for consultation.

EDWARD EVERETT CADY, D.D.S.,
Fulton Street, corner Court Square,
(opposite Hall of Records)
Brooklyn-New York.

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BY EDWARD EVERETT CADY, D. D. S.

# LETTERS

Edward Everett Cady, D.D.S.:

It is now a good many years since I began going to you for dentistry. If I had discovered you earlier I would have had less pain. Also I would now have more teeth and more money—for few things are so expensive in the long run as poor dentistry. In your office I have had only excellent and satisfactory work.

You have never asked or suggested any word of commendation from me, but the brief and simple testimony I now send is justly due you from your satisfied patron.

(Rev.) William V. Kelley, D. D.
*Editor, Methodist Review, 150 Fifth Avenue, Manhattan.*

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Edward Everett Cady, D.D.S.:

When I put myself in your hands I was an invalid and had neglected my teeth for years. I needed the services of several specialists in your office, but as a result of their gentle and skilful ministrations I am a new man today and entering on a new life. I owe you a debt of gratitude for a mouthful of masterpieces of dental skill which have greatly improved my health and increased my strength.

Any fellow-man may count himself fortunate who gets an appointment with you.

(Rev.) David Gregg,
*President Western Theological Seminary, Pittsburgh; Former Pastor Lafayette Avenue Presbyterian Church, Brooklyn.*

---

Edward Everett Cady, D.D.S.:

Now that my visits to your office are at an end I want to express my appreciation of the service you have done me.

I went to you prepared to lose my teeth. You have saved them, and the process of salvation was withal so pleasant that I almost regret it is finished.

If the perfect satisfaction of the patient counts for aught, let me assure you that it exists in

(Rev.) John L. Belford,
*Church of the Nativity of Our Blessed Lord, Brooklyn.*

---

Edward Everett Cady, D.D.S.:

Give me as reference in connection with the excellent, and it seems to me almost unparalleled service, that you render those who are fortunate enough to receive your treatment.

(Rev.) Judson Swift, D. D.,
*Gen. Secretary American Tract Society, 101 Park Ave., Manhattan.*

Edward Everett Cady, D.D.S.:

The work you have done for Mrs. Allen and me has left nothing to be desired. It is still a matter of amazement to me that so great comfort is possible as that which obtains in your nerve-extracting process. It is unique—though not any more so in point of skill than your various other labors in course.

(Rev.) Charles J. Allen,
*Pastor, Beecher Memorial Church, Brooklyn.*

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Edward Everett Cady, D.D.S.:

This will introduce the Rev. Doctor James M. King, one of our most distinguished clergymen and my personal friend. If you treat him as well as you did me we will both bless you.

(Rev.) Philip Germond,
*Pastor, Nepperham Heights M. E. Church, Yonkers, N. Y.*

---

Edward Everett Cady, D.D.S.:

Enclosed find check for the amount of your bill.

Please accept my thanks for yourself and your associates for your skilful professional work; for the courteous treatment extended to me by all of the individuals connected with your wonderful dental establishment; and for the reasonable bill you render for the work you have done for me. I am grateful to Doctor Germond for directing me to you.

Hoping that your praises may in the future be found in many mouths, I am,

(Rev.) James M. King,
*Corresponding Secretary, the Board of Church Extension of the Methodist Episcopal Church, No. 126 Arch Street, Philadelphia, Pa.*

---

Edward Everett Cady, D.D.S.:

Enclosed find check to cover the amount of your bill, and permit me to say that I never sent a check with greater satisfaction. Before I visited you the mere thought of going to a dentist overcame me with a sort of terror, but each of my visits to your office was a pleasurable disappointment until now I can truthfully say that all fear of dental work has departed from me forever.

(Rev.) Charles A. Craig,
*St. Joseph's Church, Pacific St. and Vanderbilt Ave., Brooklyn.*

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Edward Everett Cady, D.D.S.:

Your institution has unquestionably reached the culmination of the art of dentistry.

(Rev.) M. J. Flynn,
*Church of Our Lady of Angels, Brooklyn.*

---

Edward Everett Cady, D.D.S.:

You can certainly count me as a friend of your office. Your entire work for me, including extraction, filling, crowns and bridges, is remembered with pleasure. I gratefully recall more especially the extraction of nerves from several troublesome teeth. Frankly, I dreaded this work, but your expert accomplished it skilfully and painlessly.

(Rev.) Wm. L. Davidson,
*Fleet St. M. E. Church, Brooklyn.*

Edward Everett Cady, D.D.S.:—
The artificial teeth made for me give perfect satisfaction. It is the best platework I ever had, and I desire to thank you for it.

(Rev.) Thomas J. Fitzgerald,
*St. Gabriel's Church, New Lots Road and Linden St., Brooklyn.*

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Edward Everett *C*ady, D.D.S.:
It gives me great satisfaction to bear witness to your wonderful skill from my own personal experience. The patience, kindliness, good humor and unfailing courtesy ever manifested by the experts of your staff, added to their marvelous facilities for banishing pain and their surprising mastery of the most delicate operations, made visits to your office a pleasure that could never have been associated with old-time dentistry.

(Rev.) M. G. Flannery,
*St. Paul's Church, Brooklyn.*

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Edward Everett Cady, D.D.S.:
The painless extraction of teeth, the rapid removal of nerves, and the comfortable and satisfactory results of bridge-work, under the skilful hands of your specialists, have formed a pleasing revelation to me.

(Rev.) J. L. Zabriskie,
*28 Regent Place, Flatbush.*

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Edward Everett *C*ady, D.D.S.:
I am more than pleased and satisfied with your work and your treatment.

(Rev.) Jacob W. Loch,
*German Evangelical Church, Brooklyn.*

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Edward Everett Cady, D.D.S.:
It is with pleasure that I am recommending you to all my friends. The work you did for me is said to be, ordinarily, very painful, but in my case the pain was almost imperceptible.

(Rev.) George B. Cox,
*St. Paul's Chapel, Trinity Parish, 29 Vesey St., Manhattan.*

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Edward Everett Cady, D.D.S.:
I enclose herewith check for amount of accompanying statement. I am very much satisfied with your treatment, and pleased with the uniform courtesy extended to me in your office. With kindest regards,

(Rev.) John S. McGoldrick,
*St. James Pro-Cathedral, Brooklyn.*

---

Edward Everett Cady, D.D.S.:
I have been so pleased with the efficient service and courteous treatment given me by yourself and your staff that I consider I am conferring a favor on any sufferers from dental trouble when I recommend them to go to your establishment.

(Rev.) D. McAlister,
*St. Rose of Lima Rectory, Parkville, L. I.*

Edward Everett Cady, D.D.S.:

The last work done for me in your office was so durable that it is t in perfect condition after many months of terrible illness and the taking of such strong medicine. I am happily surprised to find that my teeth require no more filling after such a trying ordeal, and tell my friends that I owe much to the skill and thoroughness of your specialists.

My mouth speaks volumes, in more ways than one, for the excellence of your dentistry.

(Rev.) Horace Porter,
*Pastor, Watchung Avenue Church, Montclair, N. J.*

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Edward Everett Cady, D.D.S.:

In sending you the enclosed check I do not entirely discharge my obligation, for the service you have rendered me is far beyond a monetary value.

Permit me to thank you for the privilege of meeting such skilled and accomplished gentlemen as those to whom you entrusted my case. I gratefully remember their care and extreme consideration, and I congratulate you on having such experts as your assistants.

(Rev.) J. Wesley Johnston,
*Lawrence, L. I.*

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Edward Everett Cady, D.D.S.:

Enclosed please find check for $150, amount of bill for services to my wife.

I take pleasure in adding that the impossible, as I supposed, bridgework done for me by your specialists two years ago, is as staunch as ever, and I have been chewing like a boy ever since. Believing in "passing along" a good thing I would advise all who have dental troubles to visit you.

(Rev.) J. Ford Sutton,
*255 West 95th St., Manhattan.*

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Edward Everett Cady, D.D.S.:

After a long and varied experience with many dentists, it affords me pleasure to heartily commend the work done in your office, which has been thoroughly tested by myself and three members of my family. I consider not only the high grade of professional skill, which is characteristic of your establishment, as worthy of mention, but also the thoughtful care and kindly consideration for the comfort of your patrons.

(Rev.) S. S. Utter,
*1067 Prospect Pl., Brooklyn.*

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Edward Everett Cady, D.D.S.:

I visited your office, two or three years ago, only when I could no longer delay it, because like so many others I had the usual dread of going to a dentist. But today I thankfully bear witness to the skill, courtesy and sympathy of yourself and your able assistants which made my experience in your hands one of pleasure instead of pain. I gladly recommend you and your associates to any person in search of expert dentistry, and especially those with sensitive teeth.

(Rev.) James T. McEntyre,
*St. Teresa's Rectory, 141 Henry Street, Manhattan.*

Edward Everett Cady, D.D.S.:

In various cities I have had considerable dental work done by skilled dentists. When I moved to Brooklyn I read one of your booklets and was prejudiced because you were an "advertiser." I knew a better way to select my dentist, i.e., consult my friends. I did so and asked several friends what dentist they patronized and recommended. They surprised me by saying "Dr. Cady." You have now done considerable and difficult work for me satisfactorily, painlessly and economically, and I take pleasure in commending you and your able assistants.

(Rev.) Jason Noble Pierce,
*Pastor, Puritan Congregational Church, Brooklyn.*

---

Edward Everett Cady, D.D.S.:

It was certainly a kind providence that brought me to your office for treatment after long suffering with what I supposed was neuralgia. You went right to the "root" of the matter and you and your skilled assistants have given me the relief I had sought in vain for seven weeks. I can not speak too highly of the patience, skill and thoroughness with which the work was accomplished. I wish I had gone to you earlier.

(Rev.) Charles S. Wing,
*Presiding Elder, Methodist Episcopal Church, 47 Brevoort Place, Brooklyn.*

---

Edward Everett Cady, D.D.S.:

My wife and I neglected our teeth for years, owing to a dread of the dental chair which amounted to veritable nightmare. Now the bugbear has been scotched, thanks to the painless methods practised in your office and the scientific manner of applying them. Henceforward we anticipate no pain, but rather pleasure at your hands, so confident are we that the promises made in your prospectus will be faithfully kept. The bridgework which you made for each of us is giving perfect satisfaction, and I cheerfully testify that the result is beyond our expectations.

(Rev.) J. E. Parker,
*The Original Five Points Mission, Manhattan.*

---

Edward Everett Cady, D.D.S.:

Your treatment of my case has been most satisfactory and all dread of the dentist's chair removed.

(Rev.) Robert Rogers,
*Church of the Good Shepherd, Brooklyn.*

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Edward Everett Cady, D.D.S.:

I have had considerable work done at your office in the past five years, and it is with pleasure that I add my name to the list of those who have derived great benefit from your services.

(Rev.) Leon M. Nelson,
*Rabbi, Temple Israel, Brooklyn*

Edward Everett Cady, D.D.S.:

It gives me great pleasure to be of the number of those who commend you to the public. I was pleased with your services and am glad to be referred to in your favor.

(Rev.) Edward P. Ingersoll, D.D.
*Corresponding Secretary,*
*American Bible Society, Bible House, Astor Place, Manhattan.*

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Edward Everett Cady, D.D.S.:

I am very much pleased to say that your work for me has proven most satisfactory. It was a pleasure to go to your office, as I found your specialists not only expert, but kind and gentle.

(Rev.) Edward J. Donovan,
*St. Peter's Rectory, 117 Warren Street, Brooklyn.*

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Edward Everett Cady. D.D.S.:

It is a sincere pleasure to commend the skillful and painless work of your specialists. I must confess I first went to your office with fear and trembling, but the kind and expert treatment I received in every department made my subsequent visits a real pleasure. Pain was practically eliminated. I am more than pleased with the work done for me and gladly commend you to any one in need of a dentist's skill and care.

(Rev.) A. J. Derbyshire,
*Grace Church Rectory, 1907 Vyse Avenue, Manhattan.*

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Edward Everett Cady, D.D.S.:

I feel that your services have been of great value to me. Indeed at the outset I did not think it possible that you could bridge over so many difficulties. Your work has fulfilled your promises and surpassed my expectations.

(Rev.) M. A. Fitzgerald,
*St. Peter's Rectory, 117 Warren Street, Brooklyn.*

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Edward Everett Cady, D.D.S.:

I beg to assure you of my perfect satisfaction with the work which I had done by your specialists. Courteous treatment and skillful practice are marked characteristics of your office.

(Rev.) Wm. McGinnis,
*St. Bridget's Rectory, Westbury, N. Y.*

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Edward Everett Cady, D.D.S.:

The Cady System bridge-work which you put in my mouth was like a creative act, the producing of something from nothing, for the condition of my teeth when I went to you seemed hopeless. You have done me a great service and I thank you for it. Also I thank your estimable staff of specialists for their painstaking attention in the performance of their work even to the minutest details. The skill, carefulness and kindness which prevail in your office made my visits there a source of pleasure.

(Rev.) James O'Mahony,
*St. Teresa's Church, 141 Henry Street, Manhattan.*

Edward Everett Cady, D.D.S.:

Myself and family have received at your office the best dental service we ever had. The work has been so satisfactory that I gladly recommend you to any of my friends and to the public at large.

(Rev.) Martin O. Lepley,
*Eighteenth Street M. E. Church, Brooklyn.*

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Edward Everett Cady, D.D.S.:

I found the work of your staff so painless that the time spent in your office was a rest cure. My teeth were restored both in appearance and usefulness, though they were in a discouraging condition when I went to you.

For years I have been having trouble in the lymphatic glands of my neck and after two severe surgical operations a third was promised, when it would be convenient to my strength. *This trouble disappeared* after your work was done.

I certainly wish I had gone to you long ago.

(Rev.) J. F. W. Kitzmeyer,
*St. Paul's Ev. Lutheran Church, Coney Island, L. I.*

---

Edward Everett Cady, D.D.S.:

*B*oth Mrs. Hess and myself are very glad to say *excellent* as to your work. You have certainly made dentistry a fine art. Your progressiveness in a number of ways, especially in that of baving the work of the different branches done by specialists, deserves to be widely known.

I congratulate you upon your ideals and high standard of work

(Rev.) Wm. Milton Hess,
*Trinity Congregational Church,*
*176th Street and Washington Avenue, Manhattan.*

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Edward Everett Cady, D.D.S.:

I enclose check in settlement of your bill, with thanks for the excellent work you have performed for me and my wife during the last sixteen years. It was a friend of mine who recommended me to you then and I am doing the same to my friends now. I commend you and your specialists not only for the highest grade of professional skill in dentistry, but also for the uniform courtesy and kindness with which your patrons are treated.

(Rev.) Stefano *L.* Testa,
*Franklin Avenue Italian Presbyterian Church, Brooklyn.*

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Edward Everett Cady. D.D.S.:

Permit me to thank you for the comfort you have given me. The bridgework you made is entirely satisfactory, much more so than I thought possible, owing to the poor condition of my teeth. I am grateful to you and your staff of specialists for your skill, unfailing courtesy and kindness.

(Rev.) Stephen H. Green,
*The Rectory, Seatucket, L. I., N. Y.*

Edward Everett Cady, D.D.S.:

I have always counted myself fortunate in my dental friends, but in your rare advisory wisdom and the expert skill of the specialists who compose your staff, I have found a new and grateful revelation. God bless you all!

You are kind and wise to make known your accomplishments towards painlessness. It would be wrong to suppress them. My family shared my experience of your skill and most heartily join in this expression of sincere appreciation.

(Rev.) Edwin Sidney Williams,
*19 Huntington Road, Port Washington, L. I., N. Y.*

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Edward Everett Cady, D.D.S.:

You and your co-workers have certainly improved on the ordinary way of practising dentistry. Cheerful rooms, polite attendants and above all competent and careful operators change dread into pleasure.

Five members of my family can testify to the value of your services.

(Rev.) Wm. W. Clark,
*Minister (retired) of the Reformed Church, 532 Clinton Ave., Brooklyn.*

---

Edward Everett Cady, D.D.S.:

I am giving you and your staff what is simply due from me in saying I might travel the wide world over and not get better dental work than has been done for me in your office.

As you are aware I needed extensive repairs and am therefore entitled to speak emphatically.

(Rev.) John A. Wade,
*Rector, Church of St. John the Evangelist, 224 Waverly Place, Manhattan.*

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Edward Everett Cady, D.D.S.:

Both Mrs. Schmidt and I find great pleasure in being numbered among the many who have been under your care and who can conscientiously recommend you to all those desiring efficient and comparatively painless dental service. We beg to assure you of our perfect satisfaction with the work done by your skilled specialists.

(Rev.) Geo. F. Schmidt,
*Pastor, Trinity Evangelical Lutheran Church, Brooklyn.*

---

Edward Everett Cady, D.D.S.:

Four years ago my health was seriously impaired by the condition of my teeth and I went to you for treatment. The result has far exceeded my expectation. My health is much improved, my digestion is normal, my voice is clearer in public speaking and I have much greater joy in life. As I am in my eighty-third year these facts, I think, speak much in favor of the scientific service rendered by yourself and staff of specialists.

(Rev.) Chas. S. Wightman,
*Pastor, Oyster Bay Baptist Church, Oyster Bay, L. I.*

Edward Everett Cady, D.D.S.:

I am thankful to report that the work done for me and for several of my patients whom I referred to you has been highly satisfactory. One of the best features, according to my observations, is your manner of laying out the work in advance.

The courtesy of yourself and all connected with your establishment is gratefully appreciated.

B. G. CLARK, M. D.,
*266 West 94th Street, Manhattan.*

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Edward Everett Cady, D.D.S.:

I enclose check to balance account, but I still owe you gratitude.

J. R. PARSONS,
*145 Fourth Avenue, Brooklyn.*

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Edward Everett Cady, D.D.S.:

The skill of your staff of specialists commands my gratitude. Their work in my mouth was not only skillfully done but its effect is highly artistic. Moreover they showed the greatest carefulness and sympathy and succeeded in performing the most difficult operations with entire absence of pain.

I never go to your office now with fear. That vanished after my first visit.

HARRY BRANNING,
*1823 Sedgwick Ave., Manhattan.*

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Edward Everett Cady, D.D.S.:

Perhaps it may be a satisfaction to you to know that you have contributed a great deal to my happiness, in adding so much to the appearance and usefulness of my teeth.

It has been a comfort to have the benefit of your advice and the skilled and careful workmanship of your specialists.

JANETTE BALDWIN, M. D.
*284 Quincy Street, Brooklyn.*

---

Edward Everett Cady, D.D.S.:

The extensive work by your specialists was not only the best dental service I ever received, but it was accomplished in the most gentle and painless manner I ever experienced in a dental chair. I expect to patronize you as long as I live within fifteen hundred miles of your office, and I assure you it is a pleasure to testify to the splendid ability of yourself and your entire staff.

CHAS. H. BROWN,
*President, Tampa & Gulf Coast Railroad, Tampa, Fla.*

---

Edward Everett Cady, D.D.S.:

My family and I have been coming to your for dental work for years, and have been treated with consummate efficiency. My dental appointments became pleasurable through the skillful and gentle treatment of your staff.

GEO. B. GOODWIN,
*1385 Broadway, Brooklyn*

**Edward Everett Cady, D.D.S.:**

**Since I am a firm believer in the advertising maxim which says: "If you are pleased with our goods tell others: if not pleased tell us," I am glad to say publicly that I have been better satisfied with the dentistry of your specialists than with that of any general practitioner by whom I have been treated. Allow me to commend especially your inlay work.**

**BENJ. B. KENDRICK,**
***Asst. Prof. of History, Columbia University, Manhattan.***

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**Edward Everett Cady, D.D.S.:**

**I often make the assertion that work done by you is remarkable for its durability, as my experience of twelve years conclusively proves. I might give you a tip, doctor, do not do your work quite so well, then your patients will be obliged to visit your office more frequently.**

**J. S. MACARTHUR,**
***Manager, Metropolitan Branch, Brooklyn Union Gas Co.***

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**Edward Everett Cady, D.D.S.:**

**The dental service which I have received at your establishment has been eminently satisfactory, and although at first I doubted whether your system would be as agreeable as that of the old-fashioned dentist who does all his work himself, I found that the plan of assigning each special department of the work to a specialist in that department was a distinct improvement. What you did for me was done better than any similar work I have had done.**

**WILLIAM B. HOWLAND,**
***President, "The Independent," 119 W. 40th St., Manhattan.***

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**Edward Everett Cady, D.D.S.:**

**I take pleasure in saying that the work you have done for me and for my family has been very satisfactory. I may add that during the period of twenty-four years that I have known you I have come in contact with many who have employed you and they have all spoken in the highest terms of your work.**

**JULIAN D. FAIRCHILD,**
***President, Kings County Trust Co., Brooklyn.***

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**Edward Everett Cady, D.D.S.:**

**I am not only pleased with the character of the work you have done for me in the past, but am especially gratified to find that my teeth need less and less dentistry each year, due to the care and advice of your office**

**DARWIN J. MESEROLE,**
***Attorney-at-law, 188 Montague St., Brooklyn.***

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**Edward Everett Cady, D.D.S.:**

**You may use my name as a most enthusiastic "Cady-ite" (if you will pardon the coining of this word). It is difficult to properly express my satisfaction with your professional services during the past several years.**

**H. H. SEARS,**
***Highland Avenue, Jamaica, N. Y***

Edward Everett Cady, D.D.S.:

I am so much pleased with the work you did for me that I have spoken of the efficiency of your staff to several friends who have taken advantage of the recommendation, and were in turn well pleased with the result. This could also be said of the work which you have done for Mrs. Pangborn.

The courteous, sanitary, scientific methods of your practice can not do otherwise than merit the broadest success, a generous amount of which you have already realized.

THOMAS W. PANGBORN,
*Thos. W. Pangborn Co., Jersey City, N. J*

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Edward Everett Cady, D.D.S.:

I wish to thank you for the kind and considerate treatment accorded Mrs. Bergen and myself and to congratulate you on the successful manner in which you handled Mrs. *B*ergen's case. It took five years of coaxing to get her to visit a dentist, and it was only after I had explained from my own experience how little fear she need have that I prevailed upon her to visit you. The results have justified the effort and we are both thankful to you and your assistants for your valuable services.

G. A. BERGEN,
*50 Church Street, Manhattan.*

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Edward Everett Cady, D.D.S.:

The work you did for me was most satisfactory, and the skill and workmanship could not be bettered. The fact that one could have nerves killed or removed in a few moments without particular pain was a revelation, and a thing I did not believe possible until operated upon in your office. I have no hesitation in most highly recommending to you any one in need of the best and most modern methods at the hands of a dentist.

ALVAR MILLER,
*52 Vanderbilt Ave., Manhattan.*

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Edward Everett Cady, D.D.S.:

Specialization in your office has undoubtedly developed extraordinary skill in your operators, and this, together with your special applianees and methods, is accountable for the absence of pain in connection with your work.

In addition to this, the constant sympathy and courtesy evinced by every member of your staff take away fear of the dental chair, and make a visit to your office one of pleasure, in many respects, and not of dread.

My experience and the experience of my family has left such a pleasant impression that I am glad to assist in extending the good work you are doing by recommending you.

A. G. CALDER,
*420 Eighth St. Brooklyn*

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Edward Everett Cady, D.D.S.:

The dental work done for myself and members of my family in your office during the past twenty years has been eminently satisfactory.

E. G. MARTIN,
*Auditor, Brooklyn "Daily Eagle"*

Edward Everett Cady, D.D.S.:

I desire to say that your specialists gave me the most intelligent and skillful treatment I ever received from a dentist. I only wish I had known of you before for I am sure you would have saved me a great deal of suffering. I look upon you as a past-master in your profession and wish every one in Greater New York might know of your wonderful establishment.

JOHN W. CRAWFORD,
*83 Beekman St., Manhattan.*

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Edward Everett Cady, D.D.S.:

It gives me distinct pleasure to express my hearty appreciation of the manner in which I have been treated for many years in your office. Cheerful and courteous attention has been my unfailing experience, while modern appliances and methods did away with the pain. The prompt manner in which the work is done proves a boon to a busy man. To you and all the members of your staff I add my thanks.

HERMANN DE SELDING,
*217 Broadway, Manhattan.*

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Edward Everett Cady, D.D.S.:

*B*etween twelve and thirteen years ago you did a large amount of dental work for me consisting of gold fillings, crowns and bridge-work. It was so well done that I have had nothing but comfort with my teeth ever since, with no further expense in all this time. I have recommended many people to you in the past and expect to do so hereafter.

WILLIAM HARKNESS,
*Vice-President, Kings County Trust Co., Brooklyn.*

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Edward Everett Cady, D.D.S.:

It will be a new experience for me to assume the character of a dental exhibit in the case, but I certainly can express conscientiously my entire satisfaction with the excellent work in your splendidly organized establishment.

NORMAN S. DIKE,
*Judge of County Court, Kings County, N. Y*

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Edward Everett Cady, D.D.S.:

I have had much experience with good dentists, but your organization has been a revelation to me and I cannot refrain from tendering my admiring respects and congratulations.

ALBERT ROSS PARSONS,
*109 East 14th Street, Manhattan.*

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Edward Everett Cady, D.D.S.:

I have been a patient of yours for many years, and having had time and opportunity to judge of the value of your services, I gladly recommend you to any one in search of first-class dentistry. I recently made a trip from Paris especially to see you professionally.

C. E. DONNELLON,
*Vice-President, D. & M. Chauncey Real Estate Co., Brooklyn.*

Edward Everett Cady, D.D.S.:

Between professional men appreciation is grateful, possibly because of its rareness. Hence these lines. I am pleased with your very commendable system and profoundly conscious of a satisfactory working dental apparatus.

Though Dame Nature may be never equaled, she is still susceptible of blandishments. I congratulate you upon your ability to coerce a recalcitrant tooth, and commend the facility with which a whited sepulchre of a mouth may be transformed into a thing of utility and wholesomeness.

GEORGE G. VAN MATER, M. D.,
*682 Greene Avenue, Brooklyn.*

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Edward Everett Cady, D.D.S.:

I would compliment you on the rare discretion with which you select your assistants. I never knew dentists could be such pleasant people. I expect them to know their business since I know you run a first-class establishment. But your associates are more than good dentists. They are gracious, good-natured and intelligent ladies and gentlemen. They can tell me what I want to know about the particular operation in hand, and they are always willing to do so.

H. V. KALTENBORN,
*Assistant Managing Editor, Brooklyn "Daily Eagle."*

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Edward Everett Cady, D.D.S.:

Add my name to those who are pleased with your services. I expect to have more work done at your office and Mrs. Creighton is planning also to come.

JOHN B. CREIGHTON,
*Chamber of Commerce, Brooklyn.*

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Edward Everett Cady, D.D.S.:

On behalf of myself, my wife and my nieces I wish to say that it is a real pleasure for any of us to visit you professionally. During the years we have been going to your office nearly all the members of your large staff have worked for us. They have given such universal satisfaction that we are glad to tell our friends of the skillful and kindly treatment received at their hands, and thus help along this wonderfully good work of yours all we can.

CHAS. D. PULLEN,
*50 Broad Street, Manhattan.*

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Edward Everett Cady, D.D.S.:

As an extremely well satisfied patron of yours it gives me great pleasure to recommend you to all who desire the maximum of skill combined with reasonable charges and kindly attention.

GEORGE R. DUTTON,
*Public School No. 64, Queens.*

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Edward Everett Cady, D.D.S.:

The work you have done for myself and family covering a period of more than fourteen years, has been uniformly satisfactory.

WILFRED P. BEATTIE,
*Field & Beattie (Inc.), Engravers and Electrotypers, 67 Fulton St., Manhattan.*

Edward Everett *Cady*, D.D.S.:

I take pleasure in expressing my appreciation of the very careful and efficient dental work you have done for me. I had neglected my teeth and went to you discouraged regarding them. But the skill of your specialists overcame all difficulties.

R. H. INGERSOLL,
*Ingersoll Watches, 315 Fourth Avenue, Manhattan.*

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Edward Everett *Cady*, D.D.S.:

The extensive bridge-work you have done for me has proven very satisfactory. I do not hesitate at any and all times to advise any one wanting dental attention to, if possible, engage your very valuable services.

JERRY A. WERNBERG,
*Arbuckle Building, Brooklyn*

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Edward Everett Cady, D.D.S.:

Most I have appreciated the good advice given to me by you as to when my teeth have needed attention and the amount and character of the work required. Advice of this kind, that saves the patron expense, is not too easily obtained.

ROBERT H. ELDER,
*115 Broadway, Manhattan.*

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Edward Everett *Cady*, D.D.S.:

During the past four or five years you have done considerable work for both Mrs. Porter and myself, and it has all been entirely to our satisfaction. We have taken pleasure in commending you and your corps of specialists to others, feeling that in so doing we were rendering our friends a service.

WM. *F.* PORTER,
*Public School No. 62, Manhattan.*

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Edward Everett Cady, D.D.S.:

I desire to express my appreciation of the excellent work you have done for my family and for myself. It has been my habit for several years to advise my friends to bring their dental troubles to you,and in every case they have expressed great satisfaction and thanked me for the advice.

H. C. SPEAR,
*Spear & Company, Woodhaven, L. I.*

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Edward Everett Cady, D.D.S.:

The skill of your staff of specialists is a revelation. They attended to every tooth I have, replaced those that were missing, extracted several "nerves," and did all this without letting me suffer pain.

I welcome the opportunity to express my thanks and appreciation for their excellent work, and consider, as a duty, the recommendation of your office to any one who needs dental service.

Wm. J. WISCHMANN,
*90-100 Grand Avenue, Brooklyn.*

Edward Everett Cady, D.D.S.:

I am glad to have the opportunity to express to you my entire satisfaction with the treatment that my teeth have received at your hands, and I assure you that I shall call upon you again when anything further is required to be done to them.

For painstaking attention, absolute cleanliness, courtesy and skill, I can most heartily recommend your very complete and comfortable establishment.

J. M. RIDER,
*44 Cedar Street, Manhattan.*

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Edward Everett Cady, D.D.S.:

Your organization is splendidly equipped for serving the public gently and skillfully. My family as well as myself are indebted to you for the very able and satisfactory manner with which you have served us for years.

GEORGE WEIDERMAN,
*191 Flatbush Ave., Brooklyn.*

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Edward Everett Cady, D.D.S.:

It can not be too widely known that you have perfected the science of dentistry, so that in your hands it is a painless and efficient service for suffering humanity. It is a pleasure to say this, for my family and myself, after several years' experience of your wonderful skill.

JOHN A. TENNANT,
*Editor, The Photo-Miniature, Manhattan.*

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Edward Everett Cady, D.D.S.:

I am much pleased with the very efficient treatment received from yourself and specialists, and the numerous friends I have directed to you are all of one accord in praise of the work you did for them.

W. W. GEDDES,
*Superintendent, Lamport & Holt Line, Pier 8, Brooklyn.*

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Edward Everett Cady, D.D.S.:

Sixteen years ago your establishment was recommended to me by a friend. Your specialists have since done a great variety of work in connection with my teeth, all of which has been very satisfactory to me. I attribute this entirely to your plan of having specialists for each branch of the work.

A. EILERS,
*120 Broadway, Manhattan.*

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Edward Everett Cady, D.D.S.:

My family and I wish to express to you our hearty appreciation of the services you have rendered us during the past twenty-four years. We have patronized your office exclusively during that time and our experience prompts us to highly recommend your system of "Dentistry by Specialists."

JEROME E. BATES,
*198 Church St., Manhattan.*

**Edward Everett Cady, D.D.S.:**

Your courteous favor of recent date was a harbinger of pleasant recollections to me. It recalled vividly my first visit to your establishment filled as it was with delightful surprises, for until that time I had remained skeptical and unconvinced concerning painless dentistry.

Your establishment, a dental symphony, and your methods, skillfull kind, painless, were revelations to me. The splendid condition of my teeth today amply attests your superior ability in your chosen profession.

It has been well said that "Dentistry requires the eye of the lapidary, the skill of a mechanic, the taste of an artist, the nerve of a surgeon, and the sympathies of a friend." That you and all your staff possess these requisites is my experience.

WM. G. COOPER,
*Vice-Pres., Frederick Loeser & Co., Inc., Brooklyn.*

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**Edward Everett Cady, D.D.S.:**

The dental work done at your establishment for my family for many years has been most excellent, and it is always a pleasure to refer our friends to you.

CHAS. H. POTTER,
*42 Whitehall St., Manhattan*

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**Edward Everett Cady, D.D.S.:**

It is a pleasure when customers come into the Riker Drug Stores and ask us to recommend a dentist, to be conscientiously able to refer them to you.

My experience, and the experience of my family, with your methods has been highly satisfactory. The work your specialists did in my mouth twelve years ago has remained in absolutely perfect condition up to this time. The efficient manner in which I have been able to masticate food since the work was done has enabled me to laugh at old age, which the condition of my stomach prior to that time led me to think was fast approaching.

W. C. BOLTON,
*456 Fulton St., Brooklyn*

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**Edward Everett Cady, D.D.S.:**

During the twenty years I have lived in New York, all my denta work has been done by you, and has given the utmost satisfaction.

HENRY J. GIELOW,
*52 Broadway, Manhattan.*

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**Edward Everett Cayd, D.D.S.:**

It gives me pleasure to express my sincere appreciation of the thorough and scientific work done for me while a patient in your care. I regard your organization as unique, and I believe your system of specialization secures the very highest results in dental practice.

CHAS. F. TUCKER,
*505 Fifth Avenue, Manhattan*

Edward Everett Cady, D.D.S.:

Since you began looking after my teeth I have had absolute denta comfort. Also, I have spoken on the public platform more and better than I ever did before, I know how to care for my teeth in the best possible manner, and I do. That, and my dislike of being hurt, explain why I am a patient of yours. The unkind things I sometimes say about doctors do not apply to you, for I am ever your grateful,

ELBERT HUBBARD,
*The Roycrofters, East Aurora, N. Y.*

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Edward Everett Cady, D.D.S.:

When I first consulted you my teeth were in such deplorable condition that you frankly informed me the work would be difficult and perhaps not entirely satisfactory, but that you would do the best you could under the circumstances.

When the work was finished the improvement in my mouth seemed more like a miracle than the result of human ingenuity.

The great success you have achieved is due largely, of course, to the superior skill of your specialists. But I shall always remember with gratitude the kindness, gentleness and sympathy which accompanied this skill and shall gladly recommend you to my friends. A. C. HAGEMAN,
*Cashier, Queens County Savings Bank, Flushing, N. Y.*

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Edward Everett Cady, D.D.S.:

I am pleased to say that the work of your specialists has always given me and the members of my family, as well as friends whom I have sent to you, entire satisfaction. W. K. CLEVERLEY,
*2nd Vice-Pres., Seaboard National Bank, Manhattan.*

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Edward Everett Cady, D.D.S.:

I am pleased to add my testimonial for the good work done at your dental establishment for myself and family during the past twelve years.

A. C. HARE,
*Cashier, The Brooklyn Savings Bank, Brooklyn.*

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Edward Everett Cady, D.D.S.:

I have found the work of your specialists thoroughly scientific, sanitary, expeditious and painless. I did not believe in painless and thorough dentistry, combined, before I went to you. But now I go to your office as cheerfully as I go to mine, and without a qualm.

INEZ MILHOLLAND,
*115 Broadway, Manhattan.*

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I regret that increase of reading matter has crowded out a great many valued testimonials from my 48-page limit. I apologize to the kind friends whose pleasant letters of appreciation are omitted, with the assurance that these letters are highly prized and are preserved with the hope of future publication.

EDWARD EVERETT CADY, D. D. S.

Fulton Street, corner Court Square

(Opposite Hall of Records)

BROOKLYN-NEW YORK

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