

DENTAL HINTS



Brought To
The Community By
Spurgeon W. Webber, D.D.S.

Professional Ethics

What is the difference between dentists who advertise their professional services — some even their fees — and dentists who do no advertising at all? You can pick up almost any metropolitan newspaper today and find some sort of advertising by at least some dentists, and in the continually rising health care cost atmosphere that prevails, the trend is definitely increasing.

Professional advertising has only recently begun to develop. Formerly, it was strictly against professional ethics — many states restricted it by law — other than a small "business card" or announcement - of - moving notices. The national and various state professional associations were strongly against advertising, the contention being that consumers might be misled and services possibly misrepresented. This thinking as believed by the Federal Trade Commission did not take into consideration that a no-advertising edict made it difficult if not impossible for the patient-consumer to "shop around" for fees best suited to his own budget.

Part of the present-day relaxation of these restrictions is the result of a 1977 suit against the American Dental Association, on the grounds of price fixing, by the Federal Trade Commission (FTC). Since that time, although the case is not finalized, restrictions against dental advertising have weakened in most areas of the country. Some

Supreme Court decisions regarding other professional advertising have also added momentum to more liberal thinking on the matter.

Advertising, as believed by the F.T.C., will give the public competition in the profession thereby lowering the cost of dental care. The American public however, should be very careful in regards to cheap dental care for most dentists render services at a cost that is commensurate with their abilities, skill, and cost of equipping, maintaining, and operating dental offices. The general feeling in this area of the country is that perhaps advertising is needed but not the type the F.T.C. is suggesting, but one of public relations, and education of the public on the benefits of dental care. Advertising should be done to promote more and better dental care.

Intrinsically speaking, whether a dentist advertises or does not should have no bearing on his "professional image." Those who do advertise may have strong feelings about the fact that nearly 45% of the people who need dental care never get it for one reason or another; perhaps if these people were to read some informative ads about dentistry, their minds could be swayed and they could be motivated to go to a dentist. Such influence would, no doubt, prove highly beneficial.

Americans may soon find professional advertising of all kinds commonplace.

Ferguson To Appear In Concert Here

Maynard Ferguson, who reached his biggest success with "Gonna Fly Now" as the theme from "Rocky," will appear in concert at the University of North Carolina at Charlotte Friday, Oct. 26, at 8 p.m. in McKnight Hall of Cone University Center.

Sponsored by the University Program Board's Musical Entertainment Committee, the concert is open to the public. Tickets are \$3.50 for UNCC personnel and \$5 for the public. Advance tickets go on sale Monday, Oct. 22, at the Caucus of Cone Center. McKnight box office opens at 6:45 p.m. the day of the performance.

Maynard Ferguson's single version of the theme from the first Robert Chartoff and Irwin Winkler Oscar-winning movie, "Rocky," reached number 28 on the Billboard pop singles chart. It surpassed composer/bandleader Bill Conti's original soundtrack version on the charts when it was issued in 1977 and earned Ferguson a Grammy nomination in the bargain.

With the movie, "Rocky II," breaking box office records nationwide, Ferguson's horn virtuoso is making another big hit of the Conti score. In this number, the sound of star Sylvester Stallone working out on a punching bag with live dialogue from the movie's soundtrack is heard over a disco-jazz bed with the characteristic Maynard Ferguson big-band wallop.

Ferguson, who was born near Montreal, Canada, in 1928, has been satisfying several generations by

changing his style to fit the times.

By the time he was 15, he was leading his own jazz band. He played trumpet in big bands of Boyd Raeburn, Jimmy Dorsey and Stan Kenton. In 1957 he organized his own 13-piece band and had great commercial success for eight years.

Pop music's dominance in the 60s forced Ferguson to England and India. He returned to the U. S. in 1973, and his band employed a rock energy for jazz pieces "Pocahontas" and "The Valachi Papers." Spurred by the success of "Gonna Fly Now," Ferguson made the major jazz-pop cross over of 1977. His album "Conquistador" reached number 22 on the Billboard chart, Columbia's highest charted LP the first week of July. The "Star Wars" theme was released as a single the same month.

Halloween Disco

Trick or treat boogie bash! It's the Mecklenburg Jaycee and Jaycette Halloween Disco to be held at the Jewish Community Center, 600 N. Sharon Amity, October 27th at 8 p.m. Bring your favorite "goul" and come as you really are, spook.

Reservations are required, call 332-3462. Mecklenburg Jaycee and Jaycette Halloween Disco on October 27th. You're invited! Call 332-3462 for reservations and further information. Costumes to be judged by Miss Charlotte Mecklenburg.

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Ferguson began 1978 with the jazz and disco charting of "Maria," followed by the release of "Carnival" that fall. This summer he recorded the album "Hot," which includes the "Rocky II" theme.

Members of the Maynard Ferguson band to appear at UNCC are: Ferguson, Stan Mark, Dan Welty and Dan Barber, trumpet; Lou Carfa, bass; Phil Gray and Nick Lane, trombone; Ed Maina, baritone sax; Mike Migliore, alto sax; Joe Mosello, trumpet and percussion; Jeff Pittson, keyboards; Tom Rizzo, guitar; Jim Rupp, drums; Eric Traub, tenor sax.

For more information, call the University Program Board at UNCC, telephone 597-2450.

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