

tending to deceive or mislead the public. Advertising professional superiority of the performance of professional services in a superior manner. Advertising definite fixed prices when the nature of the professional service to be rendered and the materials required must be variable. Advertising to practice dentistry without causing pain, or the advertising of the use of any drug, nostrum, patent or proprietary medicine of any unknown formulae, or to advertise any system of anesthetics which is unnamed or not in reality used. No corporation shall display any signs or advertise in any manner except in the names of the duly licensed dentists practicing dentistry in connection with said corporation, and all corporations, individuals or groups of dentists are hereby expressly prohibited from using in the practice of dentistry any parlor or parlor name or display any sign or advertisement of any parlor, trade or assumed name under which the business may be conducted. The employment or making use of advertising solicitors or of free public press agents, is hereby prohibited.

1933, ch. 564, sec. 9.

9. Every person shall be deemed to be practicing dentistry within the meaning of the penalties of this Article, (a) who is a manager, proprietor, operator or conductor of a place performing dental operations, or who for a fee, salary or other reward paid or to be paid either to himself or to another person, or gratuitously performs or advertises to perform dental operations of any kind, diagnoses or treats diseases, lesions, malocclusion or mal-position of the human teeth or jaw mechanically or medically, or by use of x-ray, or who attempts to correct mal-positions, thereof, or who attempts to perform any operation incident to replacement of teeth, or who uses the word "Dentist," "Dental Surgeon," the letters "D. D. S.," "D. M. D.," or other letters or titles in connection with his name which in any way represents him as being engaged in the practice of dentistry. (b) On and after the passage of this Act it shall be unlawful for any person or persons to practice or offer to practice dentistry or dental surgery under any name except his proper name, which shall be the name used in his license granted to him as a dentist, as provided for in this Article; and unlawful to use the name of any company, association, corporation, trade name, or business name in connection with the practice of dentistry as defined in this law. (c) Nothing in this Article shall apply to a bona fide student of dentistry in the clinic rooms of a reputable dental college; to a legally qualified physician or surgeon unless he practices dentistry as a specialist; to schools, to state, charitable institutions or corporations which may maintain clinics for employees only which shall be directed by a legally qualified dentist, to a dental surgeon of the United States Army, Navy, Public Health Service, or Veterans' Bureau, in the discharge of his official duties; nor to a lawful practitioner of dentistry of another State or Territory, making a clinical demonstration before a dental society convention, association of dentists, or dental colleges, or performing his duties in connection with a specific case on which he may have been called to the State of Maryland.