

Re: Labs and crowns

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From: Alexander Vasserman DDS., BS. (purple543210_at_yahoo.ca)

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"Tony Bad" <SpamSpamSpam@bakedbeans.spam> wrote in message
news:<UhUIc.11771\$_b.6699945@news4.srv.hcvlny.cv.net>...

> *"Steven Fawks"* <tuthjockey@earthlink.net> wrote in message

> news:%6UIc.1981\$Qu5.1227@newsread2.news.pas.earthlink.net...

>>

>>

>> *Personally, I think advertising cheapens the profession. When I visit*

>> *different cities and flip through the Yellow Pages, I don't know whether*

>> *to laugh or throw up.*

>>

>> *Guess that's one area where I'm still old fashioned.*

>>

>> *Fawks*

>>

>

> *...and why do so many dentist's feel compelled to include their picture in those*

> *yellow page ads? Do they feel that their appearance will lure in business that*

> *would have gone elsewhere had their pretty picture not been included?*

>

> *As to the laugh or throw-up question...I usually feel like the latter.*

>

> *T*

They want to be famous like Jay Leno.

Actually its the yellow pages that are trying to sell the ad to the
doctor they taylor the Ad to their customer's EGO. Which is what the
doctor should be doing tayloring the Ad to his customers' egos.