Our Washington Society Folks are Rushing Into the Lenten Season

Country Seems to Have Gone Dancing Mad and Even Wher Friends Stop for a Cup of Tea They Have a Few "Turns."

## W

## Price and Value Professional "shop pers" soon learn prices-but only ex perienced "buyers" learn values.

Hardly a day passes in this office but what some such and such work-how much another Dentist asked or a filling-or a crown-and I am frank to say that in
some instances the "shopper" left my office to continue some instances the shopper left my ofrice to continue
the shopping trip and probably quote my prices to other dentists.
There is one satisfaction I have-that in all the as to price practiced here-there are figured exactly-to cover the TIME and MATERIAL used-and a modest profit in
each case-and from this scale no one is permitted to vary.
Time and material are the principal items in
The time it takes a skilled operator to perform his
work is figured-the cost of material used is calculated to a few cents- and these two items plus legitimate percentage of profits is the final cost to the patien
BUT SUPPOSE ALY DENTISTS CHARGED THE
SAME-what then? Would they all be equally busy? more so than they are now- most people are keen
dges of VALUE - they KNOW that shoddy work is ar even if done free-they know that a poor dentist poor dentist-they KNOW that when a practice grows malice and slander-that there is VALUE in the "goods ey are delivering,
I save TIME here-by employing only operators of known skill and experience-there is no time lost exper-
imenting or "undoing mistakes"-no time lost in the lab-oratory-as the mechanical part of the work is attended
to by mechanical dentists-the operator filling the role of "physician" and the laboratory expert that of "drug-
gist" in filling the "presting the role " in filling the "prescriptions.

The MATERIAL used is the best obtainable-22K ter of course as giving you your proper change-we' as soon brag about the one as the other, and it would -TEED-and that guarantee means that if there is any-

## PainlessWithersDental Co.

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Qafor Booklowers몽



## THE LETTER THAT CAME FROM INDIA

O
CASIONALLY something happens that makes me more han commonly glad that: we are the manuacturers of
CREME ELCAYA. This letter from India, for instance. The writer is a titled Englishwomian, whose husband is an English
cavalry officer in India. She began using CREME ELCAYA, the non-greasy, disapppearing toilet cream, over in England, and was having itsent to her from London. Then the war came along and cut off shipments, so she sent us a etter alt the way from the other side of
theworld to see ifshe could get CREMEELCAYA from headquarters. It took several month, but she got it, as you'll see by this letter:
ungor Cub, C. P, Traita,
Nouember 3and , toqz.
"I rucind yetrday the OREMR BLCAYA, which $I$ am



.
Don't you suppose I enjoy letters like that? Looking over our files,
I discozered we had others, of the same pleasing import, from Africa, from Scotland, from Italy, from Honduras, and.a lot of other places her I didn't even suspect CREME ELCAYA had been heard of.
解 that have traveled so far to tell their story seem good to look at, well-groomed, beautifulskinned, no matter what little chore pretty well, after all, in turning out a Toilet Cream like I don't have to tell you about CRÊME ELCAYA. You are
ELCAYA They seem to tell us that all these charming women have
found in CREME ELCAYA just what we hoped they would,
in case you may have forgotten or grown a bit careless about your, skin, that there is still ghis simple
these other women find never fails th

Always use Crême Elcaya before you put on your face powder

A little Crème Elcayd rubbed gently into the skin; then if you need
color, a little good Rouge spread carefully over the cheeks before
the Cream is quite dry, and after that your Face Powder over all.
Before you'd believe it possible, your skin wan be so good to look at that you
will go often to your mirror. And the joy
to all who see you will add new joy to life:
CREME ELCAYA is the original non-greasy disappearing toilet cream.
It was introduced first in New York in 1900 . Today its purity and superiority are acknowledged throughout the world.

Your dealer has ELCAYA and has sold i
for years. Ask him



SPECIAL ELCAYA DISPLAY AT BURGESS-NASH CO.

