

## Chapter DE 4

CONDUCT, SIGN AND ADVERTISEMENTS  
OF PRACTITIONERS

## DE 4.01 Advertisements

## DE 4.02 Conduct

**DE 4.01 Advertisements.** (1) The use of any large display, glaring, illuminating or flickering light sign is prohibited.

(2) The use of any office sign larger than 600 square inches in size over all or containing letters over 6 inches in size shall constitute unprofessional advertising.

(3) Such office signs may contain only the name or names of the duly licensed dentists or hygienists practicing therein, their titles, office hours and purely educational matter not in conflict with law.

(4) The omission of the names of any associate licensed dentist or dental hygienist in signs or advertisements is considered a violation of section 152.06 (6) (a), Wis. Stats.

(5) The retention in or about the office or building for a period of longer than 6 months of a sign or signs of former dentists or of the use of the name of said former dentist or dentists in any form of advertising, listing or signs shall be considered misleading.

(6) The word specialist or titles designating a specialty shall only be used by one devoting substantially his entire time to one branch of dentistry.

(7) Advertising either by sign or in any manner under the name of a corporation, company, association, parlor or trade name is a violation of section 152.06 (6) (f), Wis. Stats.

(8) The use of any parlor or trade or assumed name under which a business was formerly conducted is a violation of section 152.06 (6) (f), Wis. Stats.

(9) Any printed advertisement larger than 20 square inches in size is a violation of section 152.06 (6) (g), Wis. Stats. Such printed advertisements may contain only the name or names of the duly licensed dentists or dental hygienists, their titles, office hours, location, telephone number or numbers and purely educational matter not in conflict with law.

(10) Advertising or use of statements of a character tending to deceive or mislead the public, is a violation under section 152.06 (6) (a), Wis. Stats.

(11) Advertising professional superiority or performance of professional services in a superior manner or statements to that effect are violations of section 152.06 (6) (b), Wis. Stats.

(12) It is the opinion of the board that the nature of professional services and materials required vary in each instant case and the advertising or quoting of any fixed price for any particular operation or work is in violation of section 152.06 (6) (c), Wis. Stats.

(13) The use of representations of a tooth, teeth, bridgework or any portion of the human head, in signs, display cases, or in any form of advertising shall be considered a violation of section 152.06 (6) (d), Wis. Stats.