

## E D I T O R I A L .

## UNPROFESSIONAL SIGNS.

In spite of the resolution unanimously passed last September, in the Quebec Dental Society, to abolish the use of show cases and such unprofessional means of attracting attention to one's office, three or four members still continue their use. About a year ago there was only one on exhibition in Montreal, and the party using it had only imitated a custom of the time he commenced. A confrere removed his office to the vicinity of this show-case, and found that a number of his patients were misled by it, and attracted to its owner. Now, another confrere who has practiced over twenty-five years and never used one, has lately opened an office in the same locality, and says he will be compelled in "self-defence" to hang out a case. "I will take this course, too," he says, "for the benefit of the profession at large, and to force out the unprofessional practice." Several Quebec (city) dentists have also written to us on the subject, and the question has been asked "have we the power to prevent their use?" We think not. The law cannot step in, and dictate how a man shall advertise. No code, but one of ethics adopted by the Society or a resolution such as that passed in September, can affect the question, and only then when the users of show-cases are members. The Board of Examiners have no power to act in the matter. The best way to have it settled is to bring it up pointedly at the next meeting of the Society. Mutual conciliation always works better in such matters, than fisticuffs. Whoever uses a show-case or similar unprofessional sign, must expect it to be taken as an indication of quackery. Let them be hung in the surgery if desired; but not at our doors, where they always present a disgusting aspect to intelligent people, and serve to mark a serious line of demarcation between men who would have no other objection to meet together were they removed. Their absolute removal would be one great advance towards that harmonious union of the profession for mutual instruction, for which we hope and work. Take them down just for one year to try the effect.

W. G. B.

LATE.—We have to crave the indulgence of our readers, on account of the late appearance of this No. and No. 12. We will try to be more punctual in future.