

moderate fees. Of course, in their efforts to depreciate our regular fees, they resorted to the very low device of quoting to their victims the depot prices of artificial teeth, vulcanite, and filling materials. They came from the gutter, and they must needs go back to it. They were never able to rid themselves of the lowest instinct of the meanest mechanic, voluntarily placing themselves, not as gentlemanly practitioners of one of the learned professions, but as vulgar and greedy grubbers in the gutter. That the offers of cheapness in trade and commerce appeal to many pockets, we need not wonder; but if they ever appeal to well-to-do people of common intelligence, in regard to the preservation or replacement of the teeth, it is only because these people are "educated," by what they read in the papers, to believe that the dentist is a mere mechanic, and entitled to no such professional consideration as the physician. The public is not, in one sense, to blame. It gets its knowledge of our qualifications largely from the loud and vulgar advertisers. The decent man of experience and ability, who simply places his name, profession and address in the papers, has no such chance of attracting attention as the scamp or cad who copies his style of advertising from a circus, and trumpets his trickery from the house top. I believe that your whole record in journalism is against my opinion; but if the practice of men who prefer to be ethical and professionally honorable is to be injured, and perhaps ruined, by men whom we know to be a discredit to dentistry, then I see no reason, if nothing else will do, than to meet them with their own weapons, and give that portion of the public who are attracted by their method of advertising, the same, and even better service for still lower fees, and that we should use the press as they use it. If the respectable dentists in a community would form such a fellowship, they could ostracize from recognition the men who have abused the profession. I hold myself responsible for my own opinions, and the experience of our success in dealing with the parties I have referred to, justify me in the belief that it would succeed elsewhere.

L. D. S.

[We admit that this subject presents many difficulties, and that the temptation, as our correspondent puts it, to "meet the cheap advertisers with their own weapons," is very strong, and in some centres might be effective. Of course, if the public get no other dental information in the press than that which the cheap advertisers supply, we must not be surprised if the public opinion of dentistry should decline. Patients who base the value of a dentist's services upon the cost of his materials are better left to the tender mercy of quacks and cheap advertisers. There are people, like the Irish peasant, who, when looking at Rosa Bonheur's "Horse Fair," and learning the immense sum for which it had been sold, exclaimed in contempt that there were not ten francs' worth of paint on it.—ED. D. D. J.]