

OUR ETHICAL POLICY.

We hope we may be absolved from any suspicion of egoism when we say that we believe the policy of this Journal, in its persistent advocacy of a high ethical standard, has done a great service to dentistry as a profession in Canada, which is neither fully known nor appreciated. It is impossible to legislate ethics in Parliament or the Provincial societies, so as to obtain assent to a fixed moral standard of professional life and action. It is only by the reiterated arguments and appeals which meet the eye in journalism that success can be achieved. Without this antidote to the poisonous customs of the quack, the profession would know much more of the quack-imitator.

The very large majority of us desire professional respect, and a social recognition equal to that enjoyed by practitioners of law and medicine. The fact that there are quack lawyers and physicians does not diminish the respect they secure, and no more should it in the case of dentistry. But we must be just as exacting in our ethics, and carefully avoid the promotion of any man who adopts, or who has only lately abandoned quack methods. The subterfuges of those who force their vulgar and lying advertisements in the press and in pamphlets, should be enough to place them outside the pale of ethical society. We do not admit professional gamblers within the sacred circle of our family; we do not even tolerate the unclean cook in our kitchen, or the drunkard in our stables. We cannot, perhaps, stop the quackery, but we can very easily see that the quacks themselves and their imitators do not slip themselves into our colleges, our societies and our boards. A few years of wholesome ostracism should be the penalty, even for the most penitent. If this policy is enforced it may have the effect of making others hesitate before taking a step from which they cannot recede stainless. There is no safe middle course or compromise.

SHALL THE DENTIST ADVERTISE?

A correspondent in the *Items of Interest* says some good things in a recent article:

"The man who is seeking the road to wealth is misdirected when he chooses the dental profession. The average dentist lives well, spends freely, dies poor and in debt."

"Keep out of the theatre programmes, for they are almost exclusively in the hands of the quacks, and for this reason the reputable man, feeling that there must be a dividing line between