

they were really shining lights in operative and mechanical dentistry, they would not so sound their own trumpets. Vulgar pretensions to be better educated, to know principles and practices peculiar to oneself and unknown to others, savors of, and is, arrant quackery.

There can be no objection to a modest advertisement, in which nothing false or fraudulent is stated. Young practitioners must of necessity advertise, but there is no reason why any Dentist should circulate his circulars at every door, like the handbills of a theatre; turn the whole front of his house into an advertising medium; post his bills on every fence, and in every hotel. He may advertise truth too "loudly" as well as advertise falsehoods. Nothing should be said in an advertisement that tends to create an impression that the advertiser has had peculiar advantages over others, or is more fitted to perform the duties of a Dentist. In fact, more modesty would do nobody any harm.

We have said that young practitioners must advertise, and there is no reason why any Dentist should be proscribed from doing so. The difficulty lies in the style, and the means used to convey the advertisement. The College of Dentists of England—now defunct—obliged every member to sign a declaration that they would not advertise contrary to a by-law of the College—which, we believe, simply permitted name, residence and hours of business; while the College of Surgeons which was empowered to examine and grant Dental certificates, took the extreme view, "that advertisements of every kind and shape are as objectionable in Dentistry as in medicine." The latter rule, however, would never be suitable to a comparatively new country like Canada. With regard to appendages sometimes put to advertisements, the American Society of Dental Surgeons passed the following resolutions in 1845, and as our article has already extended to greater length than we anticipated, we will close by quoting this resolution—proposing, however, to continue the subject in the next number.

"That this Society view the publication of Dentists in connection with their advertisements, of letters of recommendation from Divines, and Doctors of Medicine, and in short, all who are not acquainted with Dental practice, with decided disapprobation, and they would especially recommend to all its members, who may be pursuing this course, to discontinue a *practice savoring so much of quackery*, and which is so well calculated to degrade the Profession."