

### KEEP IT UP.

*To the Editor of DOMINION DENTAL JOURNAL:*

SIR,—It is a bad sign when we hear a dentist who desires the respect—and the votes—of his confreres, speaking disparagingly of the only dental journal we have in Canada. I cannot understand why a gentleman can feel any personal reflection cast upon him when you go for the quacks and quack advertisers. I know I do not. These men have brought us in Ontario to a pretty low ebb financially, and would ruin us socially, so that by and by we would rank no better than the barber. I see most of the journals published, and none of them have so persistently attacked these enemies of our profession as our own, and I think the publisher deserves our thanks for giving the editor a free hand. I can name several who were converted from the unethical error of their ways by your determined opposition, and I am sure the JOURNAL has a leavening influence in the profession which is well appreciated by the very large majority, however much it may be hated by the few.

Yours, LONDON.

*To the Editor of DOMINION DENTAL JOURNAL:*

SIR,—Would you consider the enclosed advertisement unethical? I am a young practitioner, a recent graduate of the R. C. D. S., and I find it impossible to pay my expenses unless I make my existence known through the public press. Yours, ———

[We see nothing objectionable in your card. It would be unreasonable to expect general conformity to any fixed form of advertisement, any more than to any restricted line of practice. It would be as intolerant to restrain a young practitioner from modest advertising as to declare it illegal to devitalize pulps or to extract teeth. We know that pulps are devitalized and teeth extracted with as little regard to the principles of conservative treatment, as were a surgeon to amputate a foot on account of a bunion, or a finger on account of a wart. Yet the liberty of the subject in practice has great scope after one has his license. One code of ethics cannot control methods of advertising any more than methods of practice. A voluntary society can ostracise a violator from membership, but there is no legal power to cancel a license no matter how arrant the falsehoods and pretence of the advertiser. These advertisements are like the boomerang, they fly back to their author. We have hundreds of young men like yourself in our ranks in Canada, who are honestly struggling to obtain a reputable practice, and who prefer modest success with honor, to a sensational career of disrepute.—ED. D. D. J.]