

daily falling. Every respectable, reputable dentist is made aware of cases of discreditable, avaricious and dishonorable transactions, not to say anything of malpractice and permanent injury done in many instances, while dishonesty and misrepresentation are too common to be mentioned. We can't make use of these innumerable instances. We don't wish to. They are better left alone to work out their own ends. No good end can be obtained by abuse. No invective, no language, no pleading, no reasoning can touch natures of the sort who are not possessed with instinct enough to acknowledge a sense of obligation to any professional *corde de honor*, therefore we are justified in proceeding to use any weapon of defence that is at once honorable and dignified, and I know of no better way than to use honest money and honorable methods of teaching the ignorant how to act and when and who they ought to employ as dentists.

There is no manner of doubt that the present evil is largely due to the disastrous effect of departmental stores having inaugurated in the minds of the people a mania for bargains and cheap counters until the dementia has so seized hold of them that it is applied to everything and everybody, and "something for nothing" may be the motto written on the popular brain, and the cry is adopted by the irresponsible and avaricious hog in dentistry and made use of to support a professionally immoral and tottering career a little longer and to indiscriminately slaughter the elements of legitimate trade and revenue for those deserving support.

I would advocate a thorough organization of the profession of Toronto, and a formation of a fund to be expended by a committee of the organization in printing and distributing literature, advertising liberally in the daily press, in an impersonal way, facts and reasons and information that would appeal to common sense and justice.

We are quite aware that we would have no reasonable hope of appealing to the daily press to suppress any advertisement, no matter how flagrant a breach of ethics it might be, or how fraudulent the tendency might be, or who would be deceived; that is no concern of the press, but by a judicious use of these same columns we might, in the name of a recognized, honorable society, place alongside of such, an advertisement, and by paying for it at the same rate, counteract or counter-irritate the effect and do some good. We might appoint a committee on advertising and carefully consider each article to be submitted and select points of merit and telling facts, original and selected. In reading over the various journals I have been struck very frequently, as, no doubt, every dentist has, with an article that ought to be read by every parent in the land, and, indeed, why should not every parent in the country be in possession of every good idea about the teeth