

Advertising Again.

If we examine the trade and commercial advertisements of the daily press, we will find the so-called art of advertising often reduced to the meanest depths of falsehood. When a fourth-class circus or theatrical troupe herald their advent by extravagant splashes of design and color on the fences, the fools who have been caught a dozen times are just as apt to be fooled a dozen times again; and in spite of costly experience, people are entrapped by the repeated lying of the retail merchants, who advertise with a flourish of trumpets and a profusion of type. Any man, however he may murder the Queen's English, can gather gaping audiences by the hour round a waggon, to listen to him dilating upon "education." Cities like Toronto and Montreal, containing medical colleges which are recognized by the first institutions of Europe, and many of whose teachers are world-wide known, will furnish immense patronage to any debased quack who has the temerity to boast of his exclusive skill, and the shamelessness to lie theatrically. Quacks come and go, and so do dupes.

To young men who start in life there comes the moment when they have to choose between the two paths—one of honor, though of struggle; the other of ease, though of fraud. We may err in our convictions, but we have always believed that the decision was an unconscious exposure of one's true character. When a young man, with all the world before him, resorts to disreputable advertising, with a lie in almost every line, it is conclusive proof of his personal immorality. It may be that he was intended for a burglar, but accident slid him into dentistry. Every student of the psychology of criminal law is aware, that some men seem born to be rascals, as some are born to be poets. The one will rob as instinctively as the others will rhyme. Experts declare that murderers like Birchall are but the creatures of fate, bad from birth. It may be that the mendacious dental advertiser is an irresponsible being.

However, there ought to be neither personal nor professional intercourse with men of such disrepute. If any portion of the public choose to believe that they possess exceptional skill and ability, when they are well known by the profession to be impos-