

only discover a dentist as they find out a shoemaker. They look for the tooth on exhibition, as they expect the boot over the door, or in the window. We believe that Quebec has a monopoly in the Dominion of this distinction.

Our correspondent uses an argument with which we are in full sympathy. Sensationalism in the pulpit is the bane of the Church. There are stagy parsons who are no better than our quack-imitator dentists. The latter thinks the public need startling and sensational advertisements to compel attention to their teeth; the former think they need them to compel attention to their souls. The pulpit is quite as full of charlatans as any other profession; men who speculate in the cure of souls as flippantly as our quacks traffic in their treatment of the teeth. They dishonor the cause for which they are ordained; their services are as dust and ashes—a religious kindergartenism which ministers to the senses, and leaves the spiritual unfed. But, happily, these pyrotechnical parsons do not constitute the backbone of the Church. As a rule, their influence is confined to their own ecclesiastical kindergarten, and the sensational use, like our own quacks, they hungrily make of the press. Because there was one Judas, we do not accuse Paul, or John, or Matthew of perfidy. The Church is not made, though it may be somewhat marred by its apostates, and so in our professions. The black sheep do not constitute the flock; the sheep remain sheep though a goat get among them.

From what we know personally of our correspondent, we believe that the inaction of our Associations in the matter of influencing the public, led him, as a measure of self-defence, to abandon his former ethical methods. The question seemed to be for him—“Would he watch his practice passing to his advertising neighbor, and not imitate his methods? The public run to meet humbug; they hug it, even when it is unsavory. They are caught by pretence and sham and noise. Why should he not give them what they seek?” We have repeatedly suggested, and repeatedly published suggestions, means of placing before the public reliable and impersonal information on dental matters. It would pay as a profession, to have a fund in our Associations specially for the purpose.

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### “GOING ON TEN.”

This issue of the DOMINION DENTAL JOURNAL is the beginning of its own “wooden wedding.” It has entered its tenth year, having succeeded the *Canadian Journal of Dental Science*, which began thirty years ago. The publisher issued Vol. I. in 1889 as a quarterly, at \$1.00 a year, which it remained for two years, when it was increased to a bi-monthly, and with Volume V. it became a monthly.