

"IT DOES NOT PAY."

The "Almighty dollar" is the divinity of the quack dentist. It is also that of the impatient man who is not a quack, but who uses quack methods to make a dollar, and who gets into such a degenerate moral condition that he would die if he would be decent. There are men practising dentistry in Toronto, Montreal and smaller places, who care no more for the respect of their *confreres*, or the special esteem of the honorable part of the public than for the confidence of a cat. They will eat dirt to make a dollar. They will lie by the column in print, or by the hour in public. They have no sense of shame in the fact that their *confreres* know they lie. Lying has become as "legitimate" a part of their practice as it is of the departmental stores. It is as much a disease as kleptomania or alcoholism. And yet, apart from the social and professional contempt which surely follows, it does not pay financially. It costs a lot of money to lie in the advertising columns of a newspaper, and the people will never run after bargains in teeth as they tear each other to pieces for bargains in boots. A shop-keeper can, for a long time, attract and deceive the public by bargains in goods which any boy clerk can sell, but the public will not long be imposed upon by dentists who hand over their cheap work to assistants and students; and who, if they do give their personal attention, cannot give sufficient of it to fully satisfy their patients. The "hog" dentist who wants fifty patients a day in his office is invariably an impostor. It may appear to pay, this eagerness for monopoly, and this sensational advertising, but it pays so poorly that these people are rarely able to pay their debts. Look at their record, morally and financially, and show us one case where it pays. There are people who deny that honesty is the best policy, though they may admit it is, perhaps, the best principle. When they discover that honesty is the best policy they make more capital out of their great hypocrisy than they ever made out of their little honesty. To give the devil his due, they become honest—because it pays.

Emphatically, quack advertising and depreciation of one's *confreres* does not pay. It is immoral. *There is no money in it!*

. TURN PAGE 205 OVER.

In the last issue the printer got an advertisement where the last page of editorial matter should have been (page 205). By turning over the advertisement the apparently missing material will be found. The arrangement can be altered by cutting out the page and reversing it.