

respiratory organs, etc.; why the very cure of affections of the eye, the ear, the throat, the lungs, the stomach, depend upon primary treatment in the mouth, bewilders and blinds the large majority of victims. Not long ago a child was told by the head of one of our public schools that the proposed operation of saving a front tooth would be a failure, and that it would be better to lose a tooth than lose a lesson!

I would not be so foolish as to impute any purely selfish or dishonorable practice to the press, in its relation to the question of medical and dental advertising; but we venture to believe, that the generally accepted custom of measuring professional value by inches, in its advertising, and judging the practitioner who does not advertise at all, or who does so in a modest notice, as not worthy of the same attention as the one who advertises by the yard, is, to say the least, unfair to the public. Does it not seem strange that the greatest impostor can actually force falsehoods into our homes, through some of the most respectable newspapers, providing he pays for them as advertisements? Whatever excuse may be made for this, with reference to goods which one can examine and judge for himself, what defence can be made of its application to the care and treatment of human disease? A portion of the press, which editorially declares it a part of the duty it owes its readers, to protect them from injury or imposture, seems to absolve itself from this mission, if the impostor is willing to pay for it "in the proper place." The known charlatan whose plea for public approbation would be indignantly rejected in the editor's sanctum, is welcomed in that of the publisher, and the more "inches" in which he asserts himself, the warmer the welcome. This Janus-sort of arrangement enables the publisher to adhere to his "principles" in one room, and to retreat from them in the other. It is a curious illustration of the "principles" upon which a part of the newspaper press is conducted, that the most shameful humbug in medicine and dentistry, even that which has been proved to be detrimental to health and morals, can find conspicuous and pictorial admission to its columns, provided it is paid for at the current rates of advertising. In this way the press is *particeps criminis*, actually a co-partner in the profits of deception. It seems to pay to be editorially moral. It pays, too, to overlook that sort of thing elsewhere. The public is apt to believe the most extravagant pretensions, because they are "in the papers." It often does not stop to reflect that there is no truth in this self-glorification. It cannot very well know that the pretence of controlling certain methods of treatment and appliances is false, and that they are known to every practitioner.

I do not overlook in this connection the peculiar position of the country practitioner. It is a necessity in our widely scattered