

are not sorry for it. Of course, it is neither possible nor necessary to read every article in every journal. Every journal now and then has chaff as well as wheat. There are critics who think there is never anything in any of them but chaff, and yet they are the ones who never try to make them better, by contributing the distilled quintessence of their own professional superiority.

EDITORIAL NOTES.

VARIOUS suggestions have been made from time to time to counteract to some extent, the "education" which the public receive from sensational advertising. The following are two specimens of "Tracts for the Times," which have been circulated impersonally, and which are plain appeals to plain people. It would pay to circulate these papers extensively.

No. 1.

HINTS ON THE TEETH.

1. When you get one of the CHEAP "TOMSTONK SETS" OF TEETH you pay twice as much for it as it is worth, even if you get it for \$2.50.

2. You cannot buy good beef, vegetables or fruit, for the price of refuse or rubbish. Every sensible man and woman knows that "Cheap" is often truly the meaning of "Cheap."

3. A thief steals your money behind your back. A dental quack swindles you before your face, and you do not discover it until too late. You can punish the former if you catch him. But the latter has a license to laugh at your folly.

4. Always suspect dentists who use sensational advertisements. You would not trust your physician if he did the same.

5. "Cheap Dentistry" is Dirty and Dangerous Dentistry! Any first-class Dentist can better afford to make a cheap set of Teeth, and make it more honestly than self-styled cheap Dentists, who never perform half they promise. Do not wear Teeth that make people laugh at you, and prevent you laughing at them.

REMEMBER

That experienced and respectable Dentists have no object in swindling patients; and that the circumstances of the poor, and of those who cannot pay high fees will always be considered.

☞ No one can tell when their own teeth begin to decay. Children's Teeth should be examined twice a year.

No. 2.

HINTS ON THE TEETH!

1. Many persons tolerate more filth and disease in their mouths than they would on their feet! The mouth is the portal of life and health!

2. Many affections of the eye, the ear, the stomach, etc., are due to diseased conditions of the mouth.

3. No thoroughly educated and honest dentist will try to make you believe that he can give you ten dollars worth for five. Is there anything in your own line you could honestly give in the same way?

4. Beware of Infection from the dirty instruments and habits of the Quack Dentist!

5. Real diamonds cost more than paste diamonds. You must pay more for silk than for cotton. The Jeweller who says he gives you real diamonds at the cost of paste, the Dry Goods Merchant who says he gives you silk at the price of cotton, are just like the Dentist who says he will give you the best sets of teeth at the price of the poorest.

6. It costs a lot of money to lie in the advertising columns of the press. When you go for "bargain" sets of Teeth, remember the Quack Dentist is no fool. He depends for his existence upon his belief that you are a fool, or you would not go to him!

7. Lying is the chief stock-in-trade of the sensational dentist advertiser. The Quack Dentist is more of a Rascal than a Philanthropist.

8. The Quack Dentist may not know his business, but he knows human nature. He is more of a knave than a fool. He is more certain to rob his patients than himself!

A YOUNG licentiate of Quebec had practised for one year in a small village of considerable wealth, yet of rather narrow intelligence regarding the value of conservative dentistry. Fully three-fourths of his patients believe that the fakir who perambulated the country, crying up his cheap artificial sets of teeth, and crying