

Dominion Dental Journal

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AUDIRE ALTERAM PARTEM.

From time to time, we have published letters from quacks and quack-imitators, whose resentment was provoked by exposure of their humbug and immorality. Some of them were amusing in the audacity of their abuse; some, rank in their ignorance; a few, frank and fair in their argument. We publish in this issue, under our correspondence, "A 'Sensational' Advertiser," the best contribution to the latter we have received. While it starts with specious premises, which tumbles it head and ears into false conclusions, it contains elements of truth which we find it hard to deny.

As our correspondent insists upon the professional man enjoying the same right to sensational advertising as the departmental stor, we are at once at loggerheads. That question has been threshed out in the journals in all countries for the last fifty years, and it would be useless to revive fully the *pros* and *cons*. The public may be deceived by the merchant's exaggerated offers in print; but the public are better judges of the value of the goods they can examine for themselves, than they can possibly be of any service of the physician or dentist. It is only in such a Province as Quebec, where thirty-five per cent. of the population cannot read or write, that the golden pestle and mortar, the golden tooth and the show-case, seem necessary. A large proportion of the French people