

experience shows that it is your bad business men who are most easily tempted to fall into quackery. They resort to quackery because they fail to master business principles. If they do not thus degenerate, they simply punish themselves and their families, and in the struggle to make ends meet, they live in a mild sort of Gehenna. I have known good business dentists save more money out of a two-thousand a year practice than neglectful business dentists save out of a seven thousand practice. Therefore, I cordially approve of the proposition to make some previous business education an obligatory part of your entrance examination. Why not add a business man to your matriculant examiners? I mean all this in fraternal good will.

Yours, etc.,

A DRUMMER.

HOW TO CHECK THE QUACK ADVERTISERS.

To the Editor of DOMINION DENTAL JOURNAL :

SIR,—I do not agree with the gentlemen who think that the advice and criticism of the DOMINION DENTAL JOURNAL does no good to the quacks. If men do not know that other men despise them for their unprofessional conduct, are they as likely to reform? It is only by constantly repeating advice and warnings, that advice can be made to stick. Many of us do not need it, because we prefer to be respected by our confreres and by the public. Above all respect, I desire that of my colleagues. Those who are impervious to this sentiment, perhaps have never had a word of advice from a *confrere*, excepting that which they get through the monthly medium of the JOURNAL.

The too-prevalent disregard of ethics in Ontario may be explained as the outcome of the example set by the few "scallywags" in Toronto. They do the mischief to dental practice which the departmental stores do to business. The latter have been well shown up by the *Star* and *Saturday Night*. How shall we reach the public? Why not have a department of "Popular Dentistry" in the JOURNAL, supplying each month such popular information as we need to arouse the public to the frauds practised by the quacks and their imitators? This might be struck off in reprints each month, and officially sent to the press of the Province, with request for reproduction.

Another point. We object to the quacks advertising, but as long as they do all the advertising, and ethical men do none, just so long will the former get the inside track of the latter. Now if the ethical men would combine to insert permanently ethical cards in