

practitioner, who is wise and honest enough to acknowledge his own limitations. If, for example, it is possible for a pretender to extract a tooth without pain and with anesthesia, local or general, is done many times, is it not quite as reasonable to expect a reputable dentist to do so, and would you not expect such an one to be just as thorough in his operation, and to take just as strict measures to prevent infecting his patient with an unclean instrument or an unsterilized solution? I mention this latter because two cases of necrosis of the jaw have been brought to my attention, the unfortunates having been infected at institutions of quackery. There seems to be a popular impression that the non-advertising dentist is not "on to the trick" of doing certain operations which are done successfully (?) by advertisers; but permit me to assure you that the most progressive dentists, and those with whom it is most safe to entrust your welfare, are the men who love their calling too much to jeopardize their patients' health for the sake of the dollar. And it is most absurd to think that just because a man does not inflate himself like a toad in a marsh, and make a loud noise he cannot be capable of good work. It is much to be deplored that so many intelligent persons will allow themselves to be duped by such advertisements, as are seen in the daily papers and on billboards, telephone poles and fences. I believe it was Barnum who said "the American people like to be humbugged," and it seems as if this were pretty true when we see how many persons go to the advertising "parlors" for their dentistry. It is true, however, that they do not as a rule continue to patronize the same institution. Advertisers are dependent largely upon a transient class of practice. Oftentimes these institutions of quackery are conducted by men who have had no professional training whatever, but who thoroughly understand the principles of business. Such a man will employ dentists on a salary and the prime idea of this employe is to turn out work, and with less regard to the quality than the quantity of operations performed. I am personally acquainted with a dentist in this city who left a place of the above description—a place well known for its advertising propensity, who told me that while receiving a fair salary he could not be dishonest enough with his patient to please his employer. This young man is now conducting an honorable private practice.

To conclude—respected reader—remember that the so-called cheap is very apt to be expensive in the end, and that when dental operations are in question the best service is always cheapest. Therefore, if you are wise, entrust yourself to a man who is willing to win and maintain his reputation by the character of his work, and one who does not feel the need of obscuring his identity by the name "dental parlors."—*Information.*