

ADVERTISING.

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In estimating the changes that have occurred in the political, and ethical position of the profession, one's own individual experience is insufficient. Our circumstances vary; our opportunities and our privileges differ, and so must our experiences. Sometimes a journalist is accused of personal prejudices, when in truth he is altogether the echo of the personal prejudices or experiences of correspondents. Questions which agitate one class of men in our ranks do not in the least disturb another. It must be known that the class of people who are captivated by sensational signs and advertising, never venture into offices where they believe their purses will be in peril. What they want they want cheaply, and they know where to go as well as where to avoid. It is only by facts which come to the journalist in this way that he can get a true conception of their extent and injury. A short time ago, a young practitioner in Montreal told us that he extracted every week, upon an average, from one hundred to a hundred and fifty teeth, and when we assured him that we averaged three or four, he no doubt concluded that we were not overburdened with practice. The same youth told us that he used, on an average, a book of gold foil in a year, and that his filling materials were mostly oxychlorides and amalgams! One cannot fully realize these and other conditions, unless he goes beyond his own experience. One who enjoys an established practice may not feel the overcrowding of the profession, and possibly would not know the facts, were it not for the experiences of the younger generation, who chiefly suffer. Men who are perfectly ethical themselves may not know the extent to which the code handicaps others, who are quite as honorable, but who have not the luck to have the direct and collateral means of becoming known and heralded. "Jones objects to me advertising," said a Montreal sensationalist. "I did not lie in my ads. I told the truth about crowns and bridges as I believed it, and as the best men practise. Now, Jones has a wife who gads about several women's clubs, etc. She carries her husband's cards in her