

even twenty years ago, and we should have a host of ready thinkers and writers, especially among the younger generation. The JOURNAL will welcome every effort to fill its pages with practical ideas. We commend as a capital illustration, the pithy and practical contributions of Dr. Beacock, of Brockville. There is not a dentist in the Dominion that could not jot down some of his experiences in this way, and so help along the cause of dental journalism in Canada. It will be good practice, too, for the editors of the future.

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### Quack!

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It is one of the curious phases of professional morality—or, rather, immorality—that while there are men who zealously and unselfishly labor for the professional good, and a majority who desire progress, but who do not care to put their shoulders to the wheel, there are also a small minority of men who deliberately put themselves in the ranks of the quack, simply because they believe that honesty does not pay. For this reason they cast aside all the decencies and ethics of professional life, exclude themselves from membership in respectable societies, and fasten the stigma of “Quack” to their reputation, trusting to the gullibility of the public for what they call “success.” Our Canadian cities have never yet given long life to this class of fraudulent practitioners, but on matters of medical and dental treatment the public are easily deceived.

“A lie,” said Thackeray, “once set agoing, having the breath of life breathed into it by the father of lying, and ordered to run its diabolical little course, lives with a prodigious vitality. You may say, ‘Magna est veritas, et prævalebit.’ Pshaw! Great lies are as great as great truths, and prevail constantly, and day after day.”

When a man thus deliberately blackens his own professional character and ambition, he need not wonder that respectable practitioners take him at his own value. There has never yet been a single instance on record, of a truly worthy professional man using false and boasting methods of advertising. A man who resorts to this degrading system has all the instincts of a quack.