

# Dominion Dental Journal

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## EDUCATING THE PUBLIC.

Medical, like dental humbug, owes its success to public ignorance. When men and women are every day deceived by departmental stores in the purchase of goods with which they have every reason to be familiar, it is no surprise that similar methods of advertising should entrap the laity in medicine and dentistry. The quack advertisers are sure to hand down their names as imposters. Some of them know this so well that a lingering sense of shame impels them to withhold them from the public press, and lie under such evasive titles as "New York Dental Parlors," "Boston Parlors," etc. New York and Boston should take it as an international compliment. We never knew a medical man who called his office "parlors" who was not a vulgar quack, or an ignoramus of the first water. These people are so tickled at their own surroundings, when they find themselves in possession of a few feet of carpet, that "office" is too small a name to use. And a dental chair, an engine, etc., are so very like the furnishings of a "parlor," are they not? The fact is, these men cannot be honest. The following extract is from an editorial in the *American Medico-Surgical Bulletin*:

"Medical instruction of the laity in the lay press is now being advocated by a number of correspondents in the *Journal of the American Medical Association*. The *Bulletin* heartily sympathizes with these writers, and believes that no greater work for the good