

facturing interests with which they are directly connected. "Why then," it may be asked, "is the JOURNAL continued?" Just because there are enough men to give time and thought to its interests, as a simple matter of duty; and just because, too, that there are advertisers enough, enterprising and generous enough to assist us. There is no use pretending that we could maintain a monthly of this size, and at the price of one dollar a year, were it not for our advertisers. We feel perfectly free to ask our readers to deal as exclusively as possible with them. They pay to get Canadian trade and they should have it.

NOTHING wears one more than the sniffing optimism of the critics who condemn what they call "censorious pessimism." They deplore the deliberate lying of the loud advertiser, but they hide their heads and hold their tongues, and hope by their silence for reform. Why do they not organize some sort of missionary enterprise to deliver these professional liars from the Gehenna promised them? The dentist who calmly puts his name to the barefaced lies and imposture, which to-day degrade the professional advertisements of Toronto and Montreal, is just as sure of Gehenna as if he lied about things in general, as he is pretty sure to do, as well as about his own abilities in general.

ONE of the best practitioners of Toronto who, some years ago, settled in a sunny part of the United States on account of bad health, wrote us lately, that he never before knew what it was to enjoy the real peace and content which comes from good health and prosperity. "When I was in Toronto, though having a good practice, I was in fact poor. The credit system is the curse of dental practice everywhere in Canada, but here the people pay cash, and one feels encouraged, not only because he gets his well-earned money, but because the people who pay cash are almost always appreciative patients."

HONESTY has many interpretations. There may be honest differences of opinion in politics and religion, in commercial methods and professional practice; but there cannot be an honest difference of opinion as to the destroying influence of fire, or the vital importance of sunshine. There cannot be an honest liar. The advertiser who declares that he will give as good a set of artificial teeth for \$5 or \$10 as can be got for \$25, makes no pretence at honesty. He lies, and he is not ashamed of it. It is part and parcel of his nature and his stock in trade.

OUR friend, Mr. Wm. Booth Pearsall, of Dublin, Ireland, author of Pearsall's "Mechanical Dentistry," was married last October to Miss Florence Boake, of Kelley's Island, Ohio. Of such forms of "Annexation" may there be many between John Bull and Jonathan.