

these same *commentators* feeling (if they do not so express themselves after they are out of the office), "I wonder if that dentist *does* take an interest in my case, or was he interested only because I told him about that other *bad* dentist?"

And then the lack of knowledge concerning the value and functions of the teeth is largely responsible for our not being made use of to the extent we are capable of. The education of the people through the local press to an extent consistent with their thirst for that particular kind of knowledge would, I think, materially help the people and the profession reciprocally. But this good can be overdone, even as a large amount of proper aliment would fail to help an invalid unable to assimilate it, and as such an invalid, by an attempt to force him to take such aliment, becomes in time surfeited therefrom, may we not infer that forcing people to read too much of such educational literature alluded to might lessen their desire to take advantage of the skill of the dentist?

I take it that the first remedy I have here recommended would prove the grand tonic which would enable the mass of the people to assimilate readily, thankfully and cheerfully all the educational pabulum we should deem wise to feed them.

X. Y. Z.

THE POWER OF THE PRESS.

To the Editor of DOMINION DENTAL JOURNAL:

SIR,—In reading your interesting editorial on "The Press—a Foe and a Friend," I am struck with the conviction that, to respectable practitioners, it is very little of a friend. But why? If respectable dentists do not advertise and the quacks do, why blame the Press? Would it not be wiser if, wherever there are a few dentists together, they would join hands, and instead of advertising their own individuality, they would form a fund to expose dental quackery, and would expose it impersonally? Would it not be worth the while of the Ontario Association to appoint a committee to draft a number of items of information—titbits on the teeth, and other matters which could be printed on sheets and circulated among the members. These could be used in the local press and the united fund used to pay for their insertion.

I have several times had editorials from the DOMINION JOURNAL inserted in our local press. If we fail to educate the public, we need not wonder if the boasting advertisers "educate" (?) them in their own way.

Yours, etc. L. D. S.