

enough sometimes been over-zealous in their zeal, until it is questionable whether the profession dictates its wants to the manufacturers, or the manufacturers impose their ideas upon the profession. It is likely that truth lies mid-way between these two extremes. They have been a great boon to us, and those who have become millionaires deserve their success as well as successful men in any other sphere. Many depots are struggling for business, and all of them have their peculiar advantages: no one monopolizes the inventive genius of the day or controls the purity of gold, the temper of steel, or the honesty of the human race. Yet, an impartial person reading many of their advertisements would be struck with the fact, that each one lays emphatic claim in most cases to possessing the *ne plus* ultra of everything the dentist requires, and that simple assertion has got to be the final arbiter of simple facts.

It is a fact that our dental journals are mainly advertising mediums for manufacturers and colleges who own them; that while they are in a measure exponents of professional thought, they are first of all monthly advertisements for their proprietors. We find no fault with the enterprise of these gentlemen. It pays. But we do think that a body like the dentists of the United States, out of all the Journals they possess, might have at least one, as independent of any manufacturer, college, or other such business interest as this unpretending Canadian venture. Naturally no advertising medium of a manufacturer, where the bulk of the book is occupied with his own productions, and other manufacturers are deterred by excessive rates from advertising, can or will do justice to the good in other Nazareths. We have plenty of able men competent to conduct independent Journals, quite as well as those conducted by our friends the manufacturers. In no sense would this be a slight; because a profession like dentistry ought to have its independent Journals, where impartial examination would be made of every so-called "improvement," and we would know what to trust and what to reject.

We have been turning over the advertising pages of many of these periodicals, extending back many years. It is a suggestive fact that a long array of exhaustive puffs and extravagant statements made to the profession, present themselves about articles which were never worthy of honest consideration, and of many which were arrant impositions. Every new article to-day is boosted into notice in the same way. All the superlatives in the English language, together with the standard classical quotations, and modern illustrations, are brought to bear in defence as