

prevail, and the time is coming when the forceps will be a quarterly or semi-annual issue. This will be brought about by honest, intelligent application. Honest endeavor and individual enterprise will help the public to see the folly of making unnecessary sacrifices. Honest dentists will help to make honest and intelligent patrons. Intelligent and honest patrons will not be rummaging newspapers to find a cheap-John to extract teeth (gas free until 1st of next month), and celluloid plates for \$10.00.

Unfortunately the curse of dentistry to-day is this system of advertising pursued by a few unscrupulous and dishonest, mercenary yet legalized men, who are prostituting the profession for selfish gain, and debauching the needy, ignorant and impecunious with the idea that they are giving them good dental service while the opposite is the case, for as they are appealing to their lower and worse natures to expect good work for unremunerative prices, they are depriving them of the better services of higher class skill and artistic results.

ASSOCIATIVE EDUCATION OF THE PUBLIC.

By B.

The newspaper press, as a rule, cannot be expected to rid itself of the idea that dental advertising cannot be overdone. It is one of the profitable sarcasms of publishers to assert that the professions think their dignity in advertising depends, like that of a life-guard, upon inches. It sees no indignity in a quack lying by the yard in its advertising columns. It would be against its "principles" to let them lie even by the line in the editorials. It condemns the ethics which medicine and dentistry exact, because it deprives it of much advertising, and it condones some of the dirtiest ethics in journalism. It knows that the quack is a fraud. It knows that the loud advertiser, as a rule, is a liar, and uses the public press to deceive and defraud. It knows that no eminent or honest practitioner needs to let the world know through the press of new remedies or exceptional facilities. These professions do not give their patients the chemical constituents of a new drug, or teach them the etiology of disease. It is not necessary that patients should know whether it is better for the physician to give them a powder or a pill. It is not possible to inform the public on the relative value of the materials to be used in mechanical dentistry, or the best methods of application. If the public in any sense are ignorant of the functional value of dentistry, they owe most of it to the fact that they get their education from the quack adver-