

## QUACK ADVERTISING DOES NOT PAY.

"If I can make one dollar more a day by what you call 'the degradation of the profession,' I'll do it," said one of the quack-method advertisers. "I'm in this business only for the dollars in it, and if I thought I'd make two where I now make one, I'd hang signs and show-cases and banners all over my house. I'd advertise what I have to dispose of just the same as if I cleaned chimneys instead of teeth, and put in water closets instead of artificial teeth."

Well, to make a long story short, he did so, and to make a short story long he was sold out by the Sheriff, and will never be able to retrieve either his professional or personal failure.

It is suggestive that the most brazen-faced advertisers in every part of Canada have, as a rule, eventually turned out miserable failures. Occasionally we meet a sincere penitent who has seen the folly of his ways, and who is manly enough to confess it, and advise young men what to avoid. But the persistent and impenitent sinner against the code of ethics, whether subscribed to in writing, or merely assented to, *nemine dissente*, has almost invariably made a wreck of his present as well as prospective career. Impecuniosity, like abject poverty, is no crime. But men who publicly declare that they can do or will do what no other dentist they insinuate can do or will do, or who swagger in vulgar pretence in print, are dishonest. It is well that we know just where to place them, and how far to trust them, so that even when they show signs of ethical repentance, we are justified in the suspicion that it is due less to moral reform than to the ruin of their credit, or the exhaustion of their funds.

The following authentic record of some of these short-sighted people in one city of Canada is, to say the least, suggestive, whether the facts are explained as a consequence or a coincidence:

1. Effects seized and sold by a bailiff before removing to the city. Several judgments for debt against him.
2. Publicly living with a woman who is not his wife. Seven judgments against him.
3. A gambler and blackguard of the first water, whose wife publicly accused him in court of conniving to use her to blackmail other blackguards.
4. Accused of arson and keeping an immoral house. Warrant issued for his arrest, but absconded over the line 45 minutes before it could be served.
5. Refused a license upon the grounds of bad moral character, and was obliged to return to the United States.