

be brought about by honest, intelligent application of ways and means of treating and preserving the teeth. Honest endeavor and individual enterprise will help the public to see the folly of making needless sacrifice. Honest dentists will help to make honest and intelligent patrons.

Intelligent patrons will demand the best of service, and if honest to themselves and the profession, they will not be rummaging the newspapers to find the Cheap Johns who advertise eight dollar teeth (and gas free until the first of the month). Unfortunately for both the public and the profession, the curse of dentistry of the present day is this demoralizing system of advertising cheap work.

If I were to be told that a party had administered, on an average six times a day, for a whole twelve months or two years, I should unhesitatingly say that that party was a conscienceless humbug, and was not practising dentistry at all, but prostituting a noble calling for filthy lucre. No doubt would exist in my mind that hundreds of good teeth must have been removed to be substituted by china store teeth.

This difficulty is difficult to regulate and can only be done by a firm determination upon the part of each and every new graduate to live up to the standard of professional etiquette, and adhere to the moral code of ethics, so generally understood if not always expressed.

A personal sense of honor and right pervades every properly constituted gentleman, and while he obeys this better instinct there is not much need for a written code to be placed before him.

There is much need in this country, in all countries, for advanced, scientific, conscientious dentists, who are willing to climb the hill of fame step by step, and by carefully laying the foundation of success upon correct principles, build up a reputation which will be lasting and enviable, but it can never be done on the line of false teeth, nor by printer's ink. If you know of any young man, graduate or undergraduate, bursting with ambition to do it all, given to big head, capable of running the whole concern, without much moral restraint and no conscience, utterly selfish, for whom the world was made and without whom the earth would be a desolation, you might advise him to put money into ink slinging and cheap teeth for his theme; but to any of my hearers who regard honor above any other external advantage, who have any