

Preface

THE charge has frequently been made that dentists as a class are seriously at fault with regard to the methods employed in the business management of their affairs. Probably it would be more exact to say that the real charge is that they have no method. But whether this be entirely true or not, the fact still remains that there are few dentists whose affairs are so conducted that they may not be greatly improved by the application of good business methods.

When business methods are mentioned in this connection it is not to be inferred that a dental practice should ever in any wise be so conducted that the commercial element is allowed to predominate over the professional. Commercialism is a serious menace to any profession; but there is a vast distinction between an offensive commercialism and that methodical conduct of affairs which results in a successful practice and