

"professional" advertising writer cannot understand these things. They are above them.

The dental profession is beset with more temptations along the line of advertising than others. There is more intimacy with the trade side. The two come closer together. We are beset along another line. We are tempted by our patients to do unprofessional things. They wish to dictate the manner of certain operations. Some will claim the right to say what we shall do. If you aim for a professional plane, never lose your dignity and command respect. You must have the will-power to assert your authority, and the nerve to see a patient walk out of your office in search of a less scrupulous man. This stand may mean dollars lost at the time, but to return in the future with added respect and confidence.

*Ethics.*—Doctrine of morality, moral purity and integrity of character are also necessary if we would win the confidence and respect of our patients. At this period of psychological study we are subjected to such searching scrutiny, one becomes so sensitive that a moral taint of any kind is quickly felt or detected at a glance, and an instantaneous aversion or repugnance is the consequence. Who has not experienced this feeling on coming in contact with certain persons, though they be comparative strangers. It is like that of a blind man when he feels the presence of a second person in the room. How much more keenly must such aversion be intensified in the close, personal relation that necessarily exists between the operator and patient if he is not morally pure.

Then dental ethics embraces the often and so aptly quoted "Cleanliness is next to godliness." The most scrupulous care and attention must be given to personal cleanliness in every detail, especially in regard to hands, nails and breath. The morning bath is as essential to the hygienic dentist as the sterilizer is to the instrument he uses in the mouths of his patients. The operating coat should be suitable in texture and color, and always neat and clean. I favor white linen—when soiled it can be seen. In June number of the *Items of Interest* quite a lengthy article is written by a Berlin dentist of an ideal dental office in Moscow, Russia. Dr. Fischer, the owner, is clad in a tightly fitting white linen habit, which covers his tall body to his very shoes. It may be of some interest that every patient—male or female—upon entering his ideal operating room is at once enveloped in a snow-white apron of considerable size, which is tied around the neck. This brings patient and operator, outwardly at least, into full harmony. Dr. Fischer's rooms admit of the north light, which is most essential, as the light is more steady, less injurious to eyesight. The reflection will admit of one working at least half an hour longer by daylight than any other. Dr. Fischer has the walls and ceiling of his