

would be based on a broader foundation. In order then to build a successful practice, let us consider the financial part of it as one result only, and not the thing to be directly aimed at; let us have ideas more ennobling and less selfish; let us spend ourselves for the benefit of others. Are not these principles of true manhood? Then why set them aside when it comes to a dental practice? Do not understand me to ignore the financial part of it altogether, for we must be paid for our services rendered, but there is such a thing as a man becoming so engrossed by this feature of it as to entirely lose sight of the real and true object, the striving for which entitles him to a place in the profession. Working it out along these lines, what will be the result? We shall have a man with the welfare of the public at heart. He will keep himself abreast of the times; he will give himself to study and research, that he may be better able to administer to the comfort and welfare of his patients. Meanwhile what do we find our other man doing? His aim is material gain. A selfish policy to begin with. He cares nothing for the welfare of his patients except so far as it is policy for him to do so, in order that he may enrich himself. What does he care for study that will not directly make a dollar for him? While the first man is conscientiously studying means by which he can best serve his patient, he is turning the case over in his mind to decide how he can get the most money out of it with the least trouble to himself.

In bringing before you these two factors in our profession, my object is to give emphasis to the truth, that the man who is to make dentistry a true success must be a man of character. I would place this at the head of the list of the elements of success, for without this his career from beginning to end must of necessity be a miserable failure. There are many things that can be added to the list, many things which to some might appear trifling; they are, however, of no small influence in a successful practice. For instance, let us begin with the furnishing of the rooms. It appears that some young men when they leave school to enter practice, have an idea that the degree they have acquired makes it absolutely necessary that their rooms should be furnished in such a way that their patients will be strikingly impressed with the fact that they are professional men. I have seen in such rooms, for instance, a glass case on the centre table containing various styles of artificial dentures. Nor was it complete without a human skull and perhaps a few select bones, etc. This I presume is intended to amuse and interest the patients who are awaiting their turn. Just think for a moment how quieting this must be on the nerves of some lady who has, by the greatest exertion of will power, and perhaps after weeks of dread, brought herself to the point of visiting the dentist. And as she sits there viewing this hideous sight,