

a commercial institution—they enter it for the purpose of becoming rich, and exert every effort to this end—while in the second are included those who look upon the profession as a means through which their efforts may be exerted for the benefit of mankind; and these are the men who have made the profession what it is to-day. It follows, then, that those of the first class who make material enrichment their only aim will be in sympathy with the profession just so far as their own pocketbooks are affected, and while the others are working to raise the standard of the profession to a position of usefulness and power, and to gain the confidence and respect of the public, they are in various ways pulling down the work that is being so carefully built up. We see examples of this in their misleading advertisements, whereby they make claims that are neither carried out nor intended to be, but used merely as a bait to catch the unwary, and thus their ambition is satisfied. Let the following suffice as a specific example: the wholesale sacrifice of the natural teeth, rather than aiming to preserve them.

When we read of the poor people of France years ago selling their natural teeth to the dentists to be used in the manufacture of artificial dentures, we shudder at the barbarism. Yet how far in advance of this are those who, by their inducements in the way of advertising painless extraction and extremely low priced plates, are practically placing a premium upon the sacrifice of the natural teeth?

It needs no argument to convince us that this line of action, while it may temporarily enrich the individual who carries it on, must necessarily have a weakening and disastrous effect upon the profession as a whole, dragging it down to a mere trading institution. These men, from their lack of high ideals, being blinded and absorbed by their one aim, and not being connected or in sympathy with dental organizations or literature, their conversation at the chair, their advice and instruction to their patients, must of necessity be of inferior type, damaging to the profession and misleading to the public.

My subject calls for some elements of success in a dental practice. Thus far I have been speaking of the profession as a whole. I have done this because I feel that what affects a single dental practice affects the profession as a whole, and conversely. Would that every member of the profession could see his own practice, not as an independent isolated practice, but as a part of the great whole, and feel this responsibility resting upon him, that in conducting his practice along certain lines he is carrying with him just that much of the profession; that his teaching has its influence not only upon his own practice, but upon the profession. I believe, with this in mind continually, our thoughts and ideas