



It is time to give serious thought to the little things that are the markings of a professional man. We are preparing to enter a growing profession. It is growing in numbers, and in scientific developments and research. Its contribution to the well being and economy of the nation is rapidly increasing. Those of us who will become practitioners are going to bear upon our shoulders a considerable share of the profession's contact with the public and from this contact an opinion of veterinarians as a whole is formed.

This responsibility is therefore on the shoulders of each individual. As one is judged, so is the profession judged. One's manner of dress, of writing and speaking, is the criterion for a first, and often lasting, impression formed by the people of a community.

Our chosen field is a far cry from the old horse-doctor days. There is no place in our profession for anyone who will go out into practice and become slovenly dressed or have lax, unprofessional personal habits. The average client is unable to judge accurately the veterinarian's ability as to diagnosis and therapeutics, but you can be sure that if the practitioner's manner of dress and personal habits are very unprofessional in nature the client's opinion of the veterinary work will be correspondingly low.

The intentional or unintentional use of profanity when speaking with a client readily informs the listener that the speaker is inadequately equipped to express himself in an intelligent manner. Let us strive to keep this too in mind.

The use of colloquialisms when speaking or writing for the laity may often be necessary in order for them to understand. However, these terms should be avoided when writing or talking in scientific circles.

There is a tremendous increase in the number of college educated men on farms and in the cities today. The number is increasing rapidly as the colleges, jammed to the brim, continue to turn out more and more graduates. If we as veterinarians expect a higher public esteem for our profession, we must come to recognize the educational caliber of the present day clientele and govern ourselves accordingly.

As we go out into the field and correspond with other veterinarians, with business associates, and clients, we should maintain the same intelligent, professional care as in our personal contacts, even if only to remind the other that we are doing our part towards raising and maintaining the standards of our profession.

—V.H.A.—H.M.