

The advertising quack cannot be said to be animated by any such motive as is thus attributed to the abortionist, for, to the discerning eye, his advertisement is only what he wishes could be accomplished rather than what is or can be. The former is dealing with possibilities; the latter is trading on the credulous and fools. Technically the illegal practitioner is doing something contrary to law. The law condemns him for so doing, and brands his offence as a crime. For this reason this criminal pursues his vocation with extreme caution. He throws out his feelers before he takes a step and thoroughly surveys the field. So shrewd is this illegal practitioner, and so careful in the technic of his diabolical practice, that he is very rarely caught. True, some of the more conspicuous ones have cheek and impudence enough to advertise cautiously, often in religious weeklies, about their success in treating certain diseases peculiar to women. Others flood the practitioners' mail with their business cards, which are very carefully worded, but nobody is deceived for a moment as to their meaning and import. His object, no doubt, in sending his cards to physicians is this: Physicians are very often approached by their regular patients and others about a trouble of which he makes a specialty, namely, procuring abortions.

The family physician hesitates; he is weak, avaricious, and hungry for money, and would dare to try, but he fears to fall, so he shares the profits by indirectly referring his patient to him who relieves without inconvenience or danger. That sly specialist may, by his daring and dexterity in his art, command an income of fifty thousand a year; and it is current gossip that there is in the borough of Manhattan about a dozen so-called physicians who actually exceed this mark. Across the way, and in the same street with one of these specialists in diseases peculiar to women, is a competent and thoroughly equipped physician, respectable and well thought of, who works very hard for an income of less than a thousand a year.

The abortionist when discussing this poor man's business affairs disposes of him briefly and laconically, by saying, "The fool does not know how to catch on." In marked contrast to the abortionist is the advertising quack, who hires space in the newspapers by the year, and who is as well known to the business managers of those newspapers as a child is to its mother, or a deacon to his Sunday School class. They know that he is an impostor, who uses their paper as a medium to procure money under false pretences, but as it is to their interest not to antagonize him they leave him quietly in the care of the moralist and the social purist; but he is safe there, for, as a matter of fact, he has them in his pocket, and their physiognomies adorn his flaming and lying advertisement in the morning papers, where, over their signatures, they bear testimony to the efficiency of a nostrum of which they know nothing, and about whose physical properties they are perfectly ignorant. The ways and means by which the unscrupulous advertising knave