

—which is, I think, connoted by the terms “infamous” and “disgraceful.” Yet obnoxious conduct is sufficient to put the offender practically outside of the professional pale, but whether it can call down the statutory punishment of exclusion from practice seems to me, as at present advised, to be answerable in the negative.

To revert to the advertising question. The English rule against it, even in the most modest form, is exceedingly strict; not so in America and Canada, where a moderate and limited use of advertisement is permissible. One reason of the rule (though there are others) grew out of the desire to mark emphatically the distinction between a trade and a profession. In the case of a mere money-making business, advertising in any and every extreme of extravagance and exaggeration is considered a legitimate outcome of sharp competition. The professional man, however, is not on this plane; he is not to thrust himself forward and solicit patients by any form of public appeal. It was regarded in the profession as a badge of charlatanism to advertise in any but the simplest way of giving notice of the whereabouts of the practitioner's office. The venders of patent medicines and proprietary remedies might puff their wares and publish their testimonials and tout for customers; but not the physician. No doubt, as said by Dr. Brudenel Carter: “Medical men, from the necessity of living, have become indifferent to the censures of the body of the profession, or to the knowledge that they are offending against the great consensus of professional opinion. They have a living to get, and they get it by such means as offer themselves. Competition induces struggling physicians to follow courses not always consistent with self-respect, and which fall short of a high standard of honour and propriety.” 11 *International Journal of Ethics*, p. 28. This is the shelter under which the appellant takes refuge, and, though his action may be undesirable and reprehensible, derogatory to himself and injurious to the higher interests of the profession, it perhaps has to be left to himself as to its discontinuance.

To deal further with his “secretiveness,” as a witness calls it. The rules which govern English medical practice (e.g., those promulgated by the Royal College of Physicians and Surgeons) forbid the use of secret remedies and methods of treatment, and the rule is enforced by appro-