STRAND | Today At 3.15, 7 & 8.45 Matinee—9c, 11c. Night—26c 21c, 11c.

SAMUEL SAX presents

THE THUNDER THE MARVEL DOG IN SILENT PAL

Directed by HENRY McCARTY

A GOTHAM Production

A POWERFUL PHOTO DRAMA OF A "ONE MAN DOG" IN WHOM FEAR WAS UNKNOWN. PACKED FULL OF PUNCHES AND THRILLS

"Buffalo Bill" SERIAL NO. 7 | Pink Elephants TWO PART COMEDY

PRINCE EDWARD

Today at 3.15, 7 and 8 45 MAT.—26c, 16c EVE.—37c, 26c, 16c.

ONLY TWO MORE DAYS TO SEE

Directed by FRED NIBLO

Greta Garbo—Antonio Moreno

LIONEL BARRYMORE
ROY D'ARCY
MARC MacDERMOTT

Scenario by Dorothy Farnum from the Story by BLASCO IBANEZ

LOVELIER than a siren—what chance had a mere man against the overpowering spell of her beauty! Ibanez never wrouhgt a more powerful and alluring story than this tale of a girl who gambled with men, love, life itself! A great production, directed by the man who made "Ben Hur," with a great cast plus Greta Garbo the flaming new film beauty.

Fox News--Pathe Review--Orchestra

A PIPELESS FURNACE FREE FROM GAS AND SMOKE

Are one of the many comforts enjoyed when you have a

CALORIC PIPELESS FURNACE

to heat your home.

WHY NOT DECIDE RIGHT NOW

and place your furnace order with us. Installations made promptly upon receipt of furnace order.

PRICES REASONABLE.

CALL—WRITE—OR PHONE

FRED H. TRAINOR

Plumbing and Heating

Phone 393-J. 80 Grafton Street. Opposite Prince Edward Theatre

The "Know How" is Made Into Every Fig of Hickey's Black Twist Tobacco

This is why Hickey's Black Twist comes first, it has the make-up and flavor in every fig that no other brand has. The man who chews tobacco knows that when he buys Hickey's, he's not taking any chances of getting poorly made tobacco. That's why men all ask for HICKEY'S because it is the BEST. Millions of figs used yearly.

HICKEY & NICHOLSON TOBACCO COMPANY, LIMITED.

Manufacturers Charlottetown

When tea is spilled on a tablecloth cover the stain at once with common salt. Leave for a little while, and when the cloth is washed all stains will have disappeared.

If apples or tomatoes are pricked with a fork before baking they will not break open while cooking.

When baking potatoes cut a snip from the end of each. This wall let out the moisture and make them mealy.

When steel becomes rusty, rub it with a piece of emery paper that has been dipped in turpentine. Polish with a fresh piece of emery paper and you will be delighted with the result.

Plaster cast may be cleaned by rubbing them all over with a mixture of beeswax, turpentine and ammonia. All the dirt will come off when this polish is removed, first with a brush and then with a soft cloth.

Excellent Lecture

(Continued from Page 1)

iency in his profession and skill or success in dealing with patients.

Small inconspicuous advertisements in newspapers containing name, address and office hours and door and office signs are permissable and necessary especially to new comers in any locality.

The result of Medical experiences and the result of scientific and professional study may be given by publishing books and papers but not through the lay press, always in the proper professional channels. Medical Bulletons signed and issued daily re the illness of prominent persons are very bad form and the only exception is the case of Royalty or Rulers whose welfare is the interest of their subjects.

Trade advertisements are strickly taboo and so also quotations from professional writing. Even lecturing in public should be for the purposes of dealing plainly and carefull with questions relating to public welfare and not for the purpose of demonstrating the lecturer's special qualifications in any particular line.

Now why is there objection to advertising? the usual statement that the advertiser obtains undue advantage is often met with the rejoinder that if advertising were open to everyone there would be nothing unfair about it nor would any undue advantage accrue to anyone although under such conditions the poor man must eventually and inevitably suffer. This is only a very superficial view of this important question and in order to get at the merits of the proposition we must go more deeply into the subject. For instance if a tradesman has an article to sell he may according to conventional trade morality claim for it any quality he chooses, his object being to demonstrate the superior quality of the artice advertised and he generally says as much as he can in the space he pays for. But in the case of trade articles the purchasers are usually the best judge of the quality of the article advertised, and in the long run can determine the best value for the price. But when we come to articles like patent foods and medicines the public cannot determine accurately their value and in this very respect most untrue advertising is done and much harm may be done by using mixtures whose ingredients are kept secret for the sole reason of dollars and cents for someone. Attempts to draw conclusions from the result of the use of such remedies generally are valueless and testimonials regarding their benefits are often not only misleading, but utter falsehoods and often bought and paid for.

HOW PUBLIC JUDGE ADVERTISEMENTS OF MEDICAL MEN

If Medical Men advertised the public would not be much better able to weigh properly the value of their claims any more than properly estimating the value or results of a secret or proprietary remedy. Thus there would be some temptation to the advertiser to make undue claims and to trust more to notoriety than to merit. Then the general standard of the profession would be lowered and with the introduction of business sharks into a profession renowned for centuries for its poor business men, the true scientific worker would be crowded out and starved, but if the public were ever placed in such a position by which it would become posible for the best liar to become the medical adviser it would not be slow in demanding a return to the present system. The press to their credit I will gladly say are willing to co-operate with the profession in this regard and are reluctant to publish articles which may not fall into the category of direct advertising but are the most palpable and ill disguised attempts at indirect advertising possible. Sometimes a physician is unknowingly and unwillingly placed in the awkward and annoying position of indirect advertising by the gratitude of a convalescent patient who attempts through the press to give his physician a complimentary write up, extolling his skill and care in a serious case of appendicitis, pneumonia or typhoid. This only embarasses the doctor who cannot very well retrieve himself from a false position because naturally he would not deny the press notice, but he always has the feeling that many think he himself inspired the letter of thanks. That well intentioned idea of publicly thanking a deserving physician might if followed universally become very pernicious and in time the patient might say to the doctor, "Say Dr. you take $10.00 off my bill and I will give you a dandy write up. So this system of advertising indirect though it may be jeapordizes a Medical man's standing with his confreeres and might mean his expulsion from his professional Associations. A lecturer on Medical ethic does not claim to be superior to the Conventional Standard of morals but in duty he must protest on behalf of his Profession against the lax tolerance of contemporary opinion for any means by which money in made in the profession, thus he must take cognizance of both direct and indirect methods of advertising which are numerous such as driving through the Streets like mad and probably just making a circuit of the city in order to show people how rushed a Dr. may be especially when he has little or no practice, and another good plan is to get called out of a church or the theatre or a Hall because as you wend your way out people must see you whether they want to or not and naturally wonder where the next miracle is to be performed. Professional interviews on new lines of treatments and extolling the results of new remedies are often misleading because your opinion will be quoted and used often not for the good of suffering humanity but for purely commercial purposes.

Medical answers to correspondents or health talks are of then primarily planned not for the laudable purposes of enlightening the public but for boosting some particular remedy or cure which may perhaps be available only at a certain shop in which investigation brings the amazing information that the writer has a proprietary interest in the shop and remedy both. Equally dangerous is the custom of giving your opinion to agents or others interested in specific remedies because those remarks innocent as they may be are often published as a definite and authorative opinion to be used solely to push the sales of the remedy in question.

STRICT ADHERENCE TO MEDICAL ETHICS IN GREAT BRITAIN

In no part of the world is there such a strong tendency to adhere rigidly to strict Ethical procedure as in Great Britain and the high professional standard in the old country command the respect and admiration of the world because they are always safe and sane, marked by that logical conservation which often obviates disaster to hopes built on an insecure foundation.

One example will suffice; one of the leading surgeons of Great Britain a genius in his own specialty, with an international reputation was dropped from the Roster of the Royal College of Surgeons because he edited Health talks for the public, these were laudable in themselves but led to a grave breach of professional etiquette because Restraunts endeavoring to show their interest in the matter and wishing to demonstrate this surgeon, advice printed menu cards with his photograph at the top.

Thus the indirect advertising was established and the penalty of expulsion from the most important Surgical Society in the world was thus incurred.

Indirect advertising is often done perhaps thoughtlessly through religious fraternal and social organizations and may place the physicians advertised in rather the unpleasant position of curtailing the zeal of his friends because from a professional stand point he is compelled to repudiate their efforts in his behalf, and when you consider the situation from the only logical basis possible and that is the welfare of the patient then it is easy to reach the conclusion that merit and ability are the only qualifications to be considered and that advertising direct or indrect won't supply those essentials in many cases. There has always been a strong link between advertising and quackery and advertising always awakens suspicions as the real merits of the person or cure advertised. We can always rest assured that real merit and true worth, will ultimately prevail and that no amount of advertising can elevate quackery or professional misfits any more than a stream can rise about its source.

LAYMEN SHOULD NOT BE PRESENT AT OPERATIONS

It is a serious breach of Medical Ethics, to invite laymen to be present at an operation which is always of a private nature, and forms part of the confidential relationship between physician and patient. The confidences of a patient must always be regarded as sacred by the conscientious physician, and properly so, and should stand in the same catagory as the confidences of the confessional. This is another of the great obligations of the profession and the principal safeguard and guarantee is the physician's proper conception of professional honor. There can be no meaner nor more dishonorable act on the part of a medical man than revealing the confidences of patients, and in this regard great and unusual privileges are given the medical profession because even the courts of the land respect the sacredness of professional secrets and refuse to compel the revelation of these confidences even in the highest courts. So operations are regarded as purely private and confidential, and no one should be present except doctors and nurses excepting in emergencies, when the presence of clergymen is absolutely necessary.

The detailing of the different stages of operations to lay audiences, often in barber shops and at social gatherings, is a breach of etiquette which cannot be too strongly condemned—to talk about those professional matters in public is a very dishonorable thing, there is only one breach etiquette worse, that is the publications of those professional matters in the public press. Closely analagous to this is narration to friends of a patient of the wonderful experiences and results of physicians but similar or more difficult cases, or telling the neighbors of a patient how successful he has been in dealing with afflictions allied to that of the sufferer because he feels rather sure that those so called wonderful experiences will eventually reach the ears of the sufferer, often given rise to hopes which ultimately end in sad disappointments. It has always seemed to me a rather delicate problem as to how much a physician should say either to the patient or to his friends. The question is whether it is better to talk a whole lot of technical and scientific stuff and leave your audience mystified but wonderfully impressed with your great knowledge—or to say very little, telling only what is necessary—with the former attitude people will probably say "what a wonderful Doctor and of how much he knows". The comment on the second attitude may be "I don't think that fellow knows much, he hardly ever opens his mouth"' Personally if I feel that I can inspire the patient with confidence and faith, it is worth while talking a good deal, but the great Sir Wm. Osler, the most universally loved and the most brilliant physician of our time or indeed of any age in the English speaking world, tells this story—It was during a visit to Montreal after he had reached the zenith of his home, and while giving a Clinic in the Royal Victoria Hospital at which I had the privilege of being in attendance, that he narrated the incident.

He said that during his residence in Montreal many years before he was called in Consultation by an old and successful proctitioner, Osler said I was a young man recently appointed Professor of Medicine and with the enthusiasm of the young wanting to show off. I talked a lot to the patient and afterwards a great deal more to the patients family. After we left the house the old Doctor said to me "Young man you talk too much you told those people more in 15 minutes than I have told them in 15 years. Sir Wm said, "Gentlemen that was the best piece of individual advice I have ever received and I have followed it ever since." This, coming from that eminent teacher seems to me the only solution of the question.

This I have endeavored to place before you briefly the recognized views of our profession on this matter. I am not stating personal opinions but I am speaking on behalf of the Medical profession which has been most emphatic upon the point and which does not hesitate to punish with severe penalties, even its most distinguished members, for any grave breach of Medical Ethics.

Finally I am going to quote briefly some of the bye-laws, regulations and pledges of world known Medical Associations to show their rigid attitude upon the matter we are now dicussing.

Canadian Medical Association

It is derogatory to the dignity of the profession to resort to public advertisement, or private cards, or hand bills inviting the attention of individuals affected by particular diseases. Publicly offering advice and medicine to the poor gratis, or promising radical cures; to publish cases and operations in the daily prints, or suffer such publication to be made to invite laymen to be present at operations to boast of cures and remedies; to adduce certificates or skill and success or to perform other similar acts. These are the ordinary practices of empirics and in a regular physician are highly reprehensible. However in the case of a physician or surgeon beginning the practice of his profession or removing to a new locality, a simple announcement by an unobstrusive card in the public prints is unobjectionable.

Equally reprehensible is it for a physician to receive remuneration from a patient for any surgical instrument or medicine, or to dispense secret nostrum, whether it be the compositiin or exclusive property of himself or others. It is represensible also for physicians to give certificates attesting the efficacy of patient or secret medicines or in any way to promote their use.

It is a duty of every physician to associate himself with local, provincial and Canadian medical associations, that he and his fellow practitioners may thus the better equip themselves for the work of their profession.

American College of Surgeons

I pledge myself to pursue the practice of surgery with thorough self-restraint and to place the welfare of my patients above all else, to advance constantly in knowledge by the study of surgical literature instruction of eminent teachers, interchange of opinion among associates, and attendance on the important societies and clinics; to regard scrupulously the interests of my professional brothers and seek their counsel when in doubt of my own judgment, to render willing help to my collegues and to give freely my services to the needy. Moreover I pledge myself, so far as I am able, to avoid the sins of selfishness; to shun unwarranted publicity, dishonest money-making and commercialism as disgraceful to our profession; to refuse utterly all money trades with consultants, practitioners or others; to teach the patient his financial duty to the physician and to expect the practitioner to obtain his compensation directly from the patient; to make my fees commensurate with the service rendered and with the patients rights; and to avoid discrediting my associates by taking unwarranted compensation.

General Medical Council of Great Britain

Passed 6th June, 1899:

"That the Council strongly disapproves of medical practitioners associating themselves with medical aid associations which systematically practice canvassing and advertising for the purpose of procuring patients."

Passed 1st December, 1905—"Whereas it has from time to time being made to appear to the General Medical Council that some registered medical practitioners have, with a view to their own gain and to the detriment of other practitioners, been in the habit of issuing or sanctioning the issue of advertisements of an objectionable character or of employing or sanctioning the employment of agents or canvassers for the purpose of procuring persons to become the patients: and whereas in the opinion of the Council such practice are contrary to the public interest and discreditable to the profession of medicine the Council hereby give notice that any registered medical practitioner, resorting to such practices thereby render himself liable to be charged under the 29th section of the Medical Act, 1858, with "infamous conduct in a professional respect," and upon after inquiry he is judged by the Council to have been guilty of such conduct the council may, if they see fit, direct his name to be erased from the medical register.

London—passed June 9th, 1873—That the practice of medical authors frequently advertising their own works in the non medical journals and especially with the addition of laudatory extracts from reviews is not only derogatory to the authors themselves but is also injurious to the higher interests of the profession."

Passed Dec. 27th, 1881:

"That while the College has no desire to fetter the opinion of its members in reference to any theories they may see fit to adopt in connection with the practice of medicine, it nevertheless considers it desirable to express its opinion that the assumption or acceptance by members of the profession of designations implying the adoption of special modes of treatment, is opposed to those principles of the freedom and dignity of the profession which should govern the relations of its members to each other and to the public.

"The College therefore expects that all its Fellows, members, Licentiates will uphold these principles by discountenancing those who trade upon such designations."

Passed July 27th, 1882:

"That the system of extensively advertising medical works and the custom of giving, whether for publication or not, laudatory certificates of medicinal and preparations, or of medical or surgical appliances, is misleading to the public, derogatory to the dignity of the profession, and contrary to the traditions and resolutions of the Royal College of Physicians."

Passed Feb. 2nd, 1888:

"That is undesirable that any Fellow, Member or Licentiate of the College should contribute articles on professional subjects to journals professing to supply medical knowledge to the general public, or should in any way advertise himself, or permit himself to be advertised in such journals."

Passed October 25th, 1888:

"That it is undesirable that any Fellow or Member of the College should be officially connected with any company having for its object the treatment of disease for profit."

Edinburgh

"No fellow of the college shall practice or profess to practice, by the use of or according to any secret remedy or method of treatment, or shall allow his name to be connected with advertisements for the sale of any secret remedy, or practice by the use of any secret remedy or method of treatment or shall connect himself in partnership or otherwise, or continue in connection, with any person practising by means of or advertising the sale of any secret remedy."

Ireland

"I do hereby solemnly and sincerely promise that I will observe and obey, statutes, Bye-laws, and Regulations of the College, relating to members, and will submit to such penalties as may be lawfully imposed for any neglect or infringement of them, including the erasure of my name from the list of members and the surrender of my diploma of membership received from the College.

"I engage not to endeavour to obtain practise or to attract patients by any unworthy means, nor also engage that I will not permit nor sanction the use of my name by any other person for such purposes, nor in connection with any secret remedy. and in case of any doubt relative to this the meaning or application of this agement, I promise to submit to the judgment of the College."

"Any Fellow, Member or Licentiate of the College, who, in the judgment of the College, shall be deemed guilty of conduct unbecoming the profession of physic shall be placed under the censure of the College'.'

"No Fellow, Member or Licentiate of this college shall consult with any Fellow, Member or Licentiate who is under censure."

"No Fellow, Member or Licentiate of this College shall consult with any person who shall have been pronounced guilty of any conduct unbecoming the profession of physic."

"That the reviewing or advertising of medical works in other than medical publications and the giving by any of the Licentiates, Members or Fellows of this College, whether for publication or not, laudatory certificates of medicinal or other preparations, or of medical or surgical appliances is misleading to the public, derogatory to the dignity of the profession and is open to censure by the Royal College of Physicians of Ireland."

Obligations of Licentiates

"No Fellow or Licentiate of the College shall seek for business through the medium of advertisement, or by any disreputable method, or shall consult with, advise, direct, assist or have professional communication with any person who professes to cure disease by deception homeopathy or by the practice called mesmerism, or by any other form of quackery, or who follows any system of practice considered derogatory or dishonourable by physicians and surgeons, and be it furthermore resolved, that, in the opinion of the Council, it is inconsistent with professional propriety and derogatory to the reputation honour and dignity of the College, to engage in the practice of homoeopathy, mesmerism, or any other form of quackery as hereinbefore set forth."

The following are extracts from the code of Ethics adopted by the Birmingham and District Medical Practitioner's Union, 1902:

No member shall lower the dignity of the profession by the following or any similar practice:

"Soliciting private practice either personally or by advertisement in the newspapers, by cards, or by the distribution of circulars, cards or handbills.

"Publishing or sanctioning the publication of reports of cases of operations or letters of thanks from patients in non-professional newspapers or journals.

YOU WILL FIND A HOST OF

Gift Suggestions

AT THE

Central Drugstore

Christmas is but a few days away and now is the time to make your selections. The following list will give you some idea of the goods we are showing. A big line of Ivory (White, Rose and Pearl), Perfumes and Toilet Waters, Compacts, Gentlemen's Travelling Cases, Manicure and Toilet Sets and Rolls, Cigars and Cigarettes in Christmas Packages, Pipes, Tobaccos in Humidors (Christmas Wrapped), Tobacco Pouches, Cigar and Cigarette Cases and Holders, Smokers Sets, Ash Trays, Gillette and Auto-Strop Razors, Thermos Bottles and Lunch Kits, Shaving Sets, Shaving Brushes, Christmas Chocolates in handsome boxes (all kinds), and many other articles too numerous to mention.

We want you to look over our offerings, there are many new things we are sure will delight you. It will be a pleasure to show them.

E. A. FOSTER

Sunnyside

A Gift a Man Will Appreciate

Almost every man smokes and anything in this line is sure to please him—Check the following list

PIPES and CASES—CIGARETTES, CIGARS and HOLDERS all prices and every design also TOBACCO JARS and POUCHES.

Something New

Beautifully designed BRIDGE PRIZE in the form of a cigarette container—a novel gift for anyone.

All goods put up in holly packages ready for delivery.

Lambros Bros

3335-12-15-41.

FOR HIS CHRISTMAS Something to Wear!

Here is a gift selection after a Man's own heart

Shirts, Neckwear, Gloves, Hose, Mufflers, etc., Beautifully Boxed.

Everything is practical in good taste, and of good quality, though moderately priced

FORSYLK SHIRTS	$4.00, $5.00
BROADCLOTH SHIRTS	$2.50, $3,00, $4.00
FANCY SHIRTS	$1.50 to $3.50
SILK CREPE NECKWEAR	$1.00, $1.25, $1.50
SILK NECKWEAR	75c, $1.00 to $1.50
FUR LINED GLOVES	$5.50
LINED GLOVES	$1.75 to $3.50
UNLINED GLOVES	$1.75 to $3.50
WINDBREAKERS	$4.00 to $6.00
V NECK SWEATERS	$2.50 to $6.00
KNITTED COATS	$3.00 to $7.00
DRESSING GOWNS	$10.00 to $16.00
HOUSE COATS	$8.00 to $12.00
PYJAMAS	$2.50 to $4.00
WOOL HOSE	50c to $1.50
SILK HOSE	$1.00 to $1.50
MUFFLERS	$1.50 to $4.00

Belts, Garters, Suspenders, Handkerchiefs, Collars and a host of other suitable gifts for men.

OPEN EVENINGS UNTIL CHRISTMAS | **D. A. Bruce** Men's Shop | QUEEN ST.