

(6) has employed or made use of advertising solicitors or free public press agents;

(7) has used any sign, or whose name is upon any sign, in violation of Section 13 of this Act;

(8) has violated Section 14 of this Act;

(9) has violated Section 10A of this Act;

(10) has been found guilty of dishonorable or unprofessional conduct. Unprofessional conduct shall mean:

(a) the obtaining of any fee by fraud; advertising to guarantee any dental service, or to perform any dental operation painlessly; making use of any advertising statements of a character tending to deceive or mislead the public;

(b) advertising professional superiority or the performance of professional services in a superior manner; advertising prices for professional service; advertising by means of large display or glaring light signs; using in any sign the representation of a tooth, teeth, bridge work or any portion of the human head; employing or making use of advertising solicitors or free publicity press agents; or advertising any free dental work, or free examination; or advertising to guarantee any dental service; or to perform any dental operation painlessly;

(c) advertising to use any anesthetic, drug, formulae, material, medicine, method or system; advertising by public exhibit at residence of practice any appliances used in restorative dentistry; advertising any free dental work or free examination.

This Section 10 and Section 10A shall not be retroactive, and no license shall be suspended or revoked for any violations of these sections, which violations occurred prior to the taking effect of this Act.

10A. All advertising by dentists is prohibited by this Act except the following:

(a) A dentist may use a personal professional card of not more than  $3\frac{1}{2}$ " by 2", upon which may be printed only his name, title, address, telephone number and office hours. Such card may be printed in newspapers or publications of this State, and that which is set forth on the card may be announced over the radio. Not more than one card shall be in any edition of any newspaper or publication at one time; not more than two radio announcements shall be made in any one twenty-four hour period.

(b) A notice may be mailed every thirty (30) days by any dentist notifying any bona fide patient of such dentist that thirty (30) days have elapsed since any dental examination has been made by such dentist.

(c) Signs are authorized as set forth in Section 14 of this Act.