

[(8)] (i) Has violated Sec. 16 of this article:

[(9)] (j) Has violated Sec. 12 of this article:

[(10)] (k) Has been found guilty of dishonorable or unprofessional conduct. Unprofessional conduct shall [mean:] *include but not be limited to the following:*

[(a)] (1) 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)] (2) 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 *lights or light signs*; using in any sign the representation of a tooth, teeth, bridgework 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)] (3) 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.

(l) This section and Sec. 12 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 article.

12. Advertising by dentists.

(a) All advertising by dentists is prohibited by this Article. [except the following]:

[(a)] (b) A dentist may use a personal professional card of not more than 3½" 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.] *If specializing, the name of the specialty may be used.*

[(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~~ AUTHORIZED as set forth in Sec. 16 of this Article.

(d) Removal notices may be mailed by any dentist notifying any bona fide patient of such dentist that said dentist is removing his offices from his present address to the address set forth on said notice. Such notice shall not be more than 3½" by 2" and may only contain the name, title, present address, telephone number, office