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Editorial.

ADVERTISING NURSES.

ATTENTION has recently been called, in these pages, to this matter, and to the unprofessional manner in which some Nurses have acted with regard to advertisements in the public press or elsewhere. It is highly satisfactory that the Royal British Nurses' Association proposes to bring its influence to bear upon this subject, and, in another column, will be found the important Resolutions which were passed in regard thereto, at the Meeting of the General Council of the Corporation, held last week.

It is quite unnecessary, it would perhaps be inexpedient, to discuss any particular case; but the broad principle has now been distinctly laid down by the highest and most representative professional body in the Nursing world that members of the Royal Association, at any rate, cannot be permitted to degrade the name of the Association—even if they are so dead to professional feeling as to identify their own names—by employing it in connection with any public advertisement of the reputed virtues of any patent medicine or other form of quackery. In future eras, this may, perchance, be looked upon and styled the Advertisement Age, and far be it from us to deny that advertisements—fair, honest, and legitimate advertisements, such as we admit to our columns, for example—are not excellent things in their way—necessary for trade and useful to the public. But it is beyond dispute that there are bad, fraudulent, and therefore unlawful, advertisements. Persons who,

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