

The Canada Lancet

VOL. XLVII.

TORONTO, MARCH, 1914

No. 7

EDITORIAL

DISHONEST ADVERTISEMENTS.

On the 21st January, Dr. Harvey Wylie, of pure food law fame, addressed the Ad Club of Toronto. His theme was the dishonest advertisement. He spoke with marked freedom against making fraudulent claims for goods, in the literature and advertisements used in placing these goods on the market.

Dr. Wylie said that there had been marked improvement in the ethical tone of advertising in general, but that there was room still for further improvement. Some of his opinions had fallen on barren soil, while some had taken root and grown. There was a very close relationship between a good article and an honest advertisement of it. Both should be of equal value and verity.

He proceeded to show how the vested interests were organized against pure food laws. The man who dealt in adulterated goods, leagued with the man who put the lying label on the bottle, with the medicine fakirs, and the quack drug interests. The United States had many millionaires whose wealth was built on grave-stones and wrecked lives. No such thing as a brain food, a nerve food, existed except in the advertisements, he said. You cannot legislate a country into bankruptcy or opulence, but you can banish the dishonest advertiser and trader.

This is good gospel and we hope those who advertise in such glowing terms cures for deafness, catarrh, cancer, consumption, fatness, leanness, diabetes, Bright's disease, etc., will take Dr. Wylie's words to heart and reform their ways. What he said to the Ad Club is equally applicable to the newspapers. There is not a newspaper that does not know that it is printing for money a lie when it inserts an advertisement of a cure for consumption, paralysis, diabetes, Bright's disease, cancer, and many other diseases.

That "there is something rotten in the state of Denmark" there