

influence to promote the sale and use of these pernicious nostrums. This may have been done ignorantly, in most instances, but we have known more than one instance of reverend gentlemen furnishing a fulsome "testimonial" for some alleged panacea, in consideration of a *quid pro quo*. But possibly some excuse may be admitted, as they had evidently mistaken their calling, and the temptation to debauch their honorable profession, in which they must have been a failure, was too great, for the limited grace with which they were endued.

Should not *we*, then, who only are in a position to fully comprehend the magnitude of this ever-growing evil, exert our influence in every legitimate way against it. We are aware that our influence is handicapped by the suspicion of self-interest entertained by the laity, yet we should not permit even this to deter us from performing so obvious a duty. We are continually making strenuous exertions in the public interest against disease in many ways, and devoting our time and talents often gratuitously to hospitals, homes, asylums, infirmaries, boards of health, etc. We are searching for the causes of disease, removing or destroying them, and using every effort in promoting ventilation, good drainage, disinfection, cleanliness, etc., that sickness may be obviated or reduced to a minimum, often in direct antagonism to our own financial interest. Therefore we claim credence and confidence when our advice is given, even though it has the appearance to the lay mind of being in our own interest. We confidently believe such advice would command recognition and just acknowledgement from an intelligent public. Hence, the duty chiefly devolves upon us, to promote this much-needed reform. We should disabuse the public mind, educate opinion, expose the fallacies of this imposition, try to convince the press and the public of their duty, and by bringing the matter before the law makers, induce them to put some restrictions at least, on the indiscriminate sale of noxious drugs, and require that all proprietary medicines should have their components printed in ordinary language on the labels. We confidently trust that there is sufficient intelligence and moral stamina remaining to us, with our boasted civilization to sustain us, and to uphold any government which undertakes so great a task.

UNPROFESSIONAL ADVERTISING.

We hope our readers will not be too much disgusted at seeing the above caption again appear in our columns, after so short a space of time. Occasional instances have come under our notice since we last wrote anything on the subject, and we let them pass. But this month we have received so many letters, backed by marked newspapers, and newspaper clippings, complaining of medical men allowing themselves to be puffed in the local press, that, distasteful as the subject is, some notice must be taken of it. The number of complaints is suggestive of an epidemic. "In the spring" a young doctor's necessities force him, apparently, to inspire notices in the papers of his city, town or village, showing forth his skill, especially in surgery. The poor physician has no blood with which to draw an admiring audience of laymen to wonder at his skill.

If we published all the letters we have received this month, our readers would have complaints *ad nauseam*. From the four points of the compass, and from intermediate points they come, some from the East being particularly glaring.

A "Card of thanks" appears in a local paper and the puffed *M.D.* makes no explanation in the following issue of the paper. "Surgical operations" described fully, in such terms that their parentage would be evident to a second year man; "Very successful operation" at a hospital; "Ovarian tumor removed," "Amputation to save life"; are headings of some of the notices sent us. Now there is not one of the medical men whose names figure so conspicuously in relation to these operations, but who could easily suppress such notices, if he so wished, and there is not one of them but knows he is transgressing the spirit of the code in even allowing them to appear, to say nothing of inspiring them. When a paper has, day after day, some item, lauding the skill of one surgeon whose name is given even to the initials, it is hardly in human nature to be sufficiently charitable to suppose that said surgeon is oblivious of the advantage he is gaining over his brethren who do not allow themselves to be noticed in the secular press, as having performed operations, which to laymen seem wonderful. There is no occasion for us to enlarge on this unsavory subject. We wrote on the subject in our January number, and thought we had point-