

humanity, has attached to its skirts many things which are not clean. I might mention the advertising cancer-curer, the Osteopath, the so-called Christian Scientist—whose religion in claiming to be Christian is as much a fake as his science—the electric belt man, and many others. It is our duty to the public to warn them against these, that they be not deceived. They are all frauds; but there is a far greater fraud—I refer to the manufacturers and vendors of the various patent medicines. Under a claim that some new medicine of rare virtue is known to them alone, or that they have discovered some new combination of drugs that has marvellous potency, they push their sales by advertising in the most grossly fraudulent manner. Men's names are attached to testimonials they never wrote, certifying that they have been cured of diseases they never had, in order to lure unfortunate victims of these diseases to use their so-called remedies. Not satisfied with advertising like the ordinary business man, they stipulate that their advertisements and testimonials shall appear like the ordinary reading matter of the paper, thus trying to lead the unwary to think that the paper in which the advertisement appears really indorses their impudent claims. The press, I regret to say, both secular and religious, with rare exceptions, open their columns freely to these fulsome, untruthful and sometimes immoral advertisements—because they pay well.

Here lies a large mission-field for our profession. We must teach the people that wrong, and wrong only, can come to them from such unintelligent use of medicine. We must appeal to the manhood of the capitalist that it is in the last degree dishonorable for him to try to make large gains by thus committing a fraud on the sick; and eventually we must strive to secure such legislation as will mark the man a criminal who uses such means to sell drugs.

Before such legislation can be secured, or even if secured, before it could be enforced, the public must receive a very considerable degree of education from the medical profession. To accomplish this end every medical man must look upon himself as a missionary in the cause of science and truth. He will require to direct his efforts to enlighten the people as to the properties of the various drugs in common use; the nature of the common diseases, their causes, and that there is no dark secret as to the methods by which he endeavors to cure them. He must show that he is a constant student and a close observer. It must be quite easily seen by the people that the saving of life and the curing of the sick are more dear to his heart than are the shekels that should come to him as a reward of his honest labor. By such a course the influence of every medical man will grow upon the people.

The masses of the people even at this day are deplorably