

In many of these cases the advertisements simply claim impossibilities, as anyone can see for himself in the daily paper. Messrs. D—— Lie & Co. guarantee to cure this, that and the other organic disease by means of their infallible remedy. It matters not if it be a case of sclerosis of the cord or degeneration of the kidney; all ills yield to their wonderful treatment. *and a vast mass of the public believe them.* In other words, they are obtaining money under false pretences, and as such offenders, ought to be easily made to suffer. Why not make it an offence for any newspaper or journal in this country to publish the advertisement of any foreign nostrum vendor, and a still more serious offence for any Canadian to make or advertise for sale any remedy which could be adjudged by a competent board of inspectors an imposition on the general public. 'Incidentally, it would go far to cure the evil if every manufacturer of such stuff were by law compelled to give the contents, with exact proportions, printed on the outside of each bottle. In this way it could be readily ascertained if one were taking an undue proportion of bad whiskey with one's bitters.

Lastly, as to prognosis. If one is to reflect on the innate selfishness of the genus homo, the outlook is not of the best. The fact is, the public at large "do not want to be 'done good.' " Certainly, if left to themselves, I dare say they would prefer to prescribe for themselves and go on spending their money on the sure cures (and the sure failures in so many cases).

From an economic point of view it is just a question if the wise minority should not rise up and surround the great unthinking majority with adequate safeguards against the growing plague of universal and indiscriminate dosing.