

WOMEN AS PHYSICIANS.

During twenty-three years of association with women students and practitioners, writes Dr. Phcebo J. B. Wait, in *The Ladies' Home Journal*, I have known of but few failures. On the contrary, I know of many who have achieved fortunes, and who are enjoying a lucrative practice.

Prejudice! Yes, there is prejudice against them. But it is the same prejudice that does not allow women to have political suffrage; the same that objects to women being anything but housekeepers or butterflies. There is no foundation for it whatever, and it will pass away in time. I find that foreigners, Germans especially, who have been accustomed to midwives in their own country, take most kindly to female practitioners. It is the American people that stick to the old exploded theory of woman's inability to own and manage property, to buy and sell, or to follow a learned profession. During the last quarter-century thirty-eight medical colleges have been opened to women, and seven others are exclusively for women. In the West they are more liberal than in the East. There are to-day upwards of three thousand women practitioners, where twenty-five years ago there were but a score!

It is argued that women dislike the sight of blood. Of course they do. So do men. When I commenced the study of medicine I was fully convinced that women would not make good surgeons. But a long experience has reversed that conviction. Many of them undoubtedly possess the nerve to perform any surgical operation. They do their work in a masterly manner, and without flinching. The theory that woman's nervous temperament and sympathetic nature militates against her in this connection is absolutely false.

SUCCESS AND FAILURES AMONG ADVERTISERS.

Recent statistics, according to Bradstreet's Commercial Directory, show that in all lines of industrial life more than four fifths, or over eighty-two, per cent of all who failed in business in the United States last year were brought to that condition primarily because of lack of equipment, either natural or acquired, mental or financial, or through lack of special education in their respective lines of trade.

It is clear and plainly evident that poor and superficial preparations for business life is the one great weakness of our present industrial training—the broadest of all avenues leading to failure. It is this lack of proper equipment which causes certain advertisers to fail, while others gradually work their way to eminent success and great wealth. The great study with the advertiser, therefore, should be how to start right, how to go on right how to constantly keep fully equipped.

Advertising is a science. What would be thought of a young man or youth who developed a genius for mathematics, who said, "I will not study arithmetic or algebra, or geometry. I will not give time to the teaching of the professors and masters of that great science, but I will work out all for myself, arriving at better methods, through the power of my own intellect and genius." However great his natural ability he could not progress far in a lifetime. But if he availed himself of the knowledge left to all as a heritage—treasure accumulated by thousands of great minds in the years and ages past—then might he become great in the profound science, and possibly renowned through some advance or improvement or simplifying of method.

The same holds true in the science of advertising; the man who becomes great in it must possess genius of a certain description; and he must ever be a student—first, to secure the wisdom of the past and present; second, to keep in the van, to be a leader in the rapid march of progress.

As the ordinary youth readily learns enough of mathematics to very well serve the purpose of ordinary business life, so may the ordinary advertiser succeed moderately well with the same half careless study and the same lack of genius.

Hard, patient work accomplishes much. In one sense industry and research are the parents of genius. Thus, advertisers without much genius, who study the science moderately, succeed fairly, while those who have natural genius in a high degree, but who will not work to learn from others, almost invariably fail. But great success is the result of the happy union of natural genius and careful patient study and investigation.

PRINTER'S INK, published weekly, at \$2 a year, by George P. Rowell & Co., New York.

This little magazine is an educator; it teaches the science of advertising. From an editorial standpoint it is able. Its contributors are, in the main, the most successful advertisers and advertising experts. Its advertisers are very largely the ablest advertising agencies and the liveliest and most valuable advertising mediums. Its proprietor, the strong, leading advertising agency, of whom that progressive, thoughtful student and teacher of the science of advertising, Mr. George P. Rowell, is the head. The reader is constantly brought in contact with many of the brightest and ablest minds who are interested in advertising. Such interchange of thought means constant progress.

It is an exchange for the promotion of the science of advertising through bringing together, in free discussion, the ablest minds. As a publication calculated to successfully educate and develop the advertiser, it stands entirely unequalled and unrivalled in this or any other country. Issued weekly, its teaching and influence are continuous on the reader, thus are men guided and developed almost without realizing it. This continuous education means continuous progress for the great field of advertisers. Do not understand me as saying that all wisdom in the art is to be found in this magazine, but I do say that more is to be found there than in any other single channel in the world. The chart is a little thing, but on it much of the safety of the mariner depends. *Printer's Ink* is the chart or guide to whom many advertisers already owe much of their safety and success.

For twenty years I have constantly advertised. Successful at the start, through the value of an original, popular idea, I was weak enough to fancy that I know something about advertising. The loss of over one hundred thousand dollars in 1872 made a profound impression on me, to the effect that I know nothing about it. I went to work to try to learn the art, and by constant endeavor and study, I have been able to hold a place in the ranks of success.

Could I have had at that time such a magazine, such an exchange of thought, such a teacher and educator as *Printers' Ink*, I think I should have saved over one hundred thousand dollars in 1872. I also believe I should have made more money, and with less worry and care, as the years rolled by.

The reader doubtless infers that I would pay a very high price for *Printers' Ink* if necessary. I would pay one thousand dollars a year for it, if it could not be secured for less, simply because I believe it to be worth more than that sum to me in my business.

The successful lawyer studies the *Law Reporter*, the successful physician and surgeon the *Medical and Surgical Review*, and the successful advertiser *Printers' Ink*.

Mistake not, reader. This article is not intended to flatter, and does not flatter. Flattery imitates as nearly as possible the form of honest, deserved merit, and the one is only too frequently taken for the other. Happy are those whose keen perceptions enable them to clearly distinguish the true and substantial from the false and hollow. E. C. ALLEN.

INDUSTRIAL NOTES.

A. ROBB & SONS IN BETTER SHAPE THAN EVER.—Messrs. A. Robb & Sons have got their crane in the foundry working satisfactorily now, which will enable them to do all kinds of heavy casting with greater facility. They have just received another large shipment of the celebrated Hallside steel boiler plates, and their intention for the future is not only to make a specialty of these and the Dalzell plates, which are considered to be the best two brands, but they are planning to carry a heavy stock of plates of standard sizes for their Monarch patent boilers, as well as stationary boilers, and so far as possible are trying to carry stock sizes of boilers on hand, ready for prompt shipment. The engine and boiler sent to Moncton some time ago to run a large brick business has been put in place by the owners, and will be running in a day or two. The boiler sent for a woollen mill in Antigonish has also been put in place, and it, with the new Hercules engine, will also be running in a few days. The firm have of late sold a number of boilers for cheese factories in Antigonish County and Cape Breton, and they are now busy on a large engine and boiler which is to be shipped in a few days for a large saw mill in Shelburne. They also have about ready for shipment a monarch boiler which they have exchanged for a Leonard engine and boiler taken out by a firm up north. Messrs. Robb expect another engine lathe from Boston this week for their engine department, in which they now have 5 or 6 hands employed, and expect within a short time to have several of their new automatic engines for electric light purposes ready to put on the market, and if we may judge of the success of their engines from those in use already in the electric light station here, we may bespeak for them a large and ready sale. Our representative noticed in their sales room one of the large Roger's saw filers ready for shipment, and on enquiry we understand that the firm have several contracts for hot-water heating and the fitting up of bath rooms, for which they will use the Daisy boiler and Safford radiator. They are also introducing a new watchman's clock, the price of which will bring it within reach of every mill and factory owner.—*Exchange*.

"We have recently gone into the manufacturing of copper and brass for electrical purposes," said Mr. Fairman, President of the Dominion Wire Manufacturing Company, of Montreal. "You see," he continued, "we discovered in the blue book for 1889 that over 250 tons of copper wire was annually imported from the States to this country, and we thought there was an opening for us in the drawing of copper wire. The prospects were that the business would be small to begin with, but in a few years would grow considerably larger. In anticipation of this trade we entered into communication with the largest copper mill in the States, and made arrangements by which they agreed to roll down the pure lake copper bars into rods for us at a reasonable figure, and also to assist in building a mill here. This was carried out. We were obliged to add a large wing, 150 feet by 60 feet, to our works at Lachine; also to put down expensive furnaces and machinery, costing, when completed, over \$35,000. This plant and machinery, we fear, possesses greater productive capacity than the requirements of the country demand, producing 10 tons per day of pure electric copper wire, which means about 3,000 tons yearly, while the consumption of Canada to-day is not more than 400 tons annually. This being the case, we can only run our furnaces two days in the week, and then let them cool down. Were it possible to keep running all the time, we should be able to turn out the wire as cheaply, or even cheaper, than it is made in the States. Experienced men from there, to whom we have submitted samples for inspection, give testimony that it is of superior quality. Our mill is the first ever established in the Dominion for the manufacturing of copper wire. This is, as I said, a new branch for us. But, in addition, we manufacture all kinds of steel and iron wire, also barbed wire for fencing, brass wire, hay-bale ties and brass and steel wood screws."

Mr. Fairman then gave some interesting information about his works at Lachine, in which it came out that the Company employs about 350 men, and has a monthly pay roll of over \$10,000. The cost bill is a heavy item, as payment for over 5,000 tons of coal is sent to Nova Scotia each year.—*Toronto Empire*.