

tirely different from personal exploitation; it was a plea for closer co-operation between medical organizations and the press for the public good, and not for personal benefit. It suggested that the expert knowledge of the medical profession could be utilized by the public press in two ways: first, by the dissemination through the newspapers of scientific knowledge which would be of value to the public in preventing disease, and second, in placing at the disposal of those newspapers which desired it the expert knowledge of the medical profession in separating worthy and reputable from dishonest and disreputable institutions which might seek publicity through the newspapers.

Of these two important activities one has already been inaugurated by the American Medical Association, and the other is worthy of serious consideration. Neither of them, however, has the slightest bearing on the question of personal exploitation of physicians through newspaper advertising or by any other means. An honorable physician could not conscientiously advertise for personal business, for the same reason that the honorable minister and lawyer would not advertise. A professional man has no commodity to sell; his only assets are his scientific knowledge and his personal ability; and he who claims to possess greater knowledge or greater skill than his professional associates—whether physicians, preachers or lawyers—is an egotist, or worse, and forfeits the respect of both his professional brethren and his fellow citizens.

THE UNIVERSITY OF TORONTO

requires aid from the Treasury of the Province of Ontario to the extent of \$1,400,000. There is a deficit of \$85,000 to be faced and one of \$120,000 for next year. The Provincial University is an institution to be proud of and should be dealt with generously by the Province. A student-body of four thousand drawn from all parts of the province and a university which is among the first-class institutions of America, located in Toronto, might very well receive an annual contribution of substantial dimensions from the City of Toronto as well as from the Province. There is a splendid chance for some private citizen of the province with the money to win a name for himself as a great philanthropist. It has not been unusual in other cities. Why not in Toronto?