

not one has dared lift its voice in denunciation, nor uttered a word in protest.

Columns of laments have been written bewailing the depressed condition of business in Toronto, and yards of advice offered as to the best means of restoring prosperity, while in the same issues are advertisements of those soulless concerns, with headings of "scare lines," boasting of the number of businesses they have ruined and stores closed, thus sending fathers out to swell the ranks of the great army of unemployed, driving the sons from the country, and condemning the daughters to a life of servitude little better than the lot of a Russian Serf. One's sense of the external fitness of things revolts at the inconsistencies of these newspapers which make such a pharasaical profession of interest in the welfare of the community, and at the same time sell themselves, soul and body, for the price of a two column ad.

Look at the condition of affairs in Toronto to-day. Real estate within five minutes walk of the centre of the city is valueless. Store and house property is a curse which is slowly but surely dragging the unfortunate owner down to bankruptcy and poverty. Legitimate trade languishes while fakirs flourish to an extent that Toronto is rapidly acquiring the reputation of the Fakir's Paradise.

We don't hesitate to say that for this condition of things our daily papers are in a large measure to blame. Unfortunately this evil is not confined to Toronto, but these huge octopuses are reaching out their tentacles feeling for the vitals of every town and village in the Dominion, and if allowed to pursue their way unmolested, will soon render this fair Canada a place for straightforward business men to avoid.

Saturday Night is to be commended for the stand taken, and we hope that a generous and hearty response will be the results from every newspaper not bound hand and foot, and from every business man with the good of the country and his own welfare at heart.

Editorial Notes.

It appears that at last direct color photography is within reach of attainment by chemical means. Heretofore, mechanical appliances have been used to produce the natural colors, but recent experiments by M. Villedieu Chassagne indicate that by appropriate chemical treatment photographs in natural colors may be made. The experiments were carried out in the presence of Sir Henry Trueman Wood, Professor Sylvanus Thomson, Capt. Abney and other scientists at King's College, London. The prints were treated with four solutions, the composition of which is, as yet, a

secret. The first appears to act upon the sensitive film in such a way as to render it capable of exercising a selective action on the three colored solutions through which it is afterwards passed. These solutions are blue, green, and red, and the coloring matter is taken up by the film in their proper positions, the varying tints being produced by the mixtures of the colors. The resulting photographs are said to be almost perfect, and far ahead of anything yet produced, while the process is one that can be used without any special appliances.

Don't imagine you have extracted all the valuable information from your JOURNAL after perusing the editorials, running through the news items, or examining the formulæ. These are important and should have your attention, but remember you are engaged in a business the commercial side of which is equally important with that of the professional, and in some sections the more so of the two. If you want to be in a position to supply the requirements of customers in quality and price you must needs buy right. To do that you must keep posted. No better means is at your command than the advertising pages of a live, up-to-date trade journal. Through them the jobber and manufacturer speak to you. We say, then, read the advertisements. We venture the assertion that there is not an issue of this journal that has not something of interest to you in its advertising pages.

The forty-fourth volume of the proceedings of the American Pharmaceutical Association has been published. This is much earlier than usual, and the Secretary, Chas. Caspari, jr., and Prof. C. Louis Diehl, the reporter, are to be congratulated on getting out the work so quickly. This volume is not as bulky as its predecessors of the last three or four years, but no fault is to be found on this point, since a large amount of matter which was not of much interest to pharmacists had been incorporated in the last three volumes. The volume of proceedings published by the A. Ph. A. is a work which should be in the library of every pharmacist; in fact, it alone might well form the pharmacist's library, as it contains an epitome of everything of value which has appeared in the chemical and pharmaceutical journals of the world, and is well worth the price of the annual subscription.

Manufacturers and jobbers having anything to sell the druggists are wise to say so through the JOURNAL AND GAZETTE. They all read it.