

their eyes, they swallow the compound, and, attributable in many cases to the power of mind over matter, they are, or fancy themselves to be, cured. How the growing evil is to be checked we are at fault to know. That a condition of things is looming up in the near future which requires very serious consideration all thinking minds will allow; the note of danger is beginning to be sounded by the medical press, as yet in a feeble and perfunctory manner. As before stated, the pharmacists, or, as they are better known, retail chemists, must in the end be the greatest sufferers, but our own profession will soon begin to feel the ill effects. There is no profession more preyed upon than the medical. If a man pretends to be a lawyer, and acts as one, he is soon hauled up to the bar of justice and punished. So in the clerical profession. We never see cheap law or divinity advertised for sale in the public prints, but we may daily read the filthy advertisements that crowd the daily papers, of so disgusting and repulsive a character as to raise the question, whether papers admitting such into their columns should be allowed on our breakfast tables to be read by our children. France sets a good example to the whole world in this particular; no quack medicine is allowed to be vended there, much less advertised in their journals. The paper that, in its editorials, advocates a high tone of morality and purity, and for the sake of what the ad. brings to its coffers, inserts these filthy notices, that the editor would feel ashamed to see his own daughter reading, would find it difficult, except on the miserable plea of dollars and cents, to defend his action. The deluded victims that are thus enticed into the sharks' domain, when thoroughly fleeced, are, as a rule, too advanced in disease, or too ashamed of their folly, to apply to a qualified practitioner. We do not for one moment bracket this class of vultures with the manufacturing chemists, to many of whom the profession and mankind owe a deep debt of gratitude. We might quote an

instance of the enormous sums made by widely-advertised patent medicines. A short time since a limited liability company was formed in London, England, to acquire the nostrum of that mythical old lady with the mob cap, yclept Mother Seigle, whose syrup was owned by a Mr. So and So, and was proved to return annually profits to the amount of £80,000, or \$400,000. Approximate the amount spent in advertising to give this return and the result will be startling. If any enterprising individual would sift some of the black soil of Manitoba, make it up in pill form, with a little croton oil and assafatida, and advertise it largely as a panacea for all ailments, thousands of fools would be eagerly gaping to swallow them, and his pecuniary future would be insured—his measure of success gauged by the extent of his advertising. Are not the medical profession to blame for much of this? For example, a patient comes into the consulting room, say with prostatic trouble. That morning the physician had left in his office some preparation said to be efficacious in such cases. He prescribes it: let us call it Brown's electuary. With the preparation is a polite and plausible request to mention Brown when ordering the medicine. The prescriber does so. The therapeutic action of the preparation is not overestimated, and cures the patient, who ever afterwards will ignore the doctor and purchase from the chemist Brown's nostrum, and swallow it with perfect faith, no matter what his ailment is, and not only does he dose himself, but becomes one of the prescribing nuisances before alluded to. How the approaching evil is to be minimized is a conundrum. But, the subject should engage the attention of the various medical and pharmaceutical societies throughout the whole of this continent. When among the multitude of counsellors some protective means may be evolved to avert the threatening future. Mr. Howard deserves the thanks of our profession and his own for the stand he has taken.