

in their magnitude? With what assurance agents enter our offices to exploit their wares. These are specially trained in the best methods of dealing with us. They are taught to flatter, to jolly, or to dispute, whichever means are most likely to overcome professional scruples, or idiosyncracies, that might hinder the introduction of their samples into the sick room.

The manufacturers and exploiters of these nostrums and "proprietary" —in plant, in capital, and in literature—rival the foremost business, industrial or transportation companies. There are not only the large manufacturing establishments, who have won world-wide reputations for their enterprise, intelligence and integrity, as well as for the high character and utility of many of their goods. These firms believe that a good character is the best asset a company or an individual can have. In addition to these reputable houses, there are "a thousand and one" pharmaceutical or chemical companies, many of which are pseudo concerns, whose business-head may consist of an ex-agent of one of the large establishments, a quack doctor, a pettifogging lawyer, and an expert "ad" writer, and whose only capital and plant consist of cheek, a drug or compound with a trade mark, and a side-door, secret entrance to some manufacturing house, willing to put up their nostrums as a side-line.

The literature spread broad-cast by the large establishments, but more especially that of the pseudo concerns, is as varied in form, in truthfulness or fraudulency of character, as it is limitless in quantity. On the tiniest wrapper found in the pill box, as on the ponderous and innumerable pages of the monthly or big weekly ethical (?) journals, every tint of the rainbow that dyer's art can reproduce, and every shape of letter and mould of type that printer's skill can devise, are utilized to their full extent to foist upon the attention of an unwary profession and a too credulous public, every nostrum and proprietary medicine that there is "any money in" for the manufacturer or exploiter of it.

The commercial world may reel and stagger under the exposure of its financial methods, and the revelations regarding the adulteration of foods may shock humanity, but deplorable and disgusting as these are, may not the state into which pharmacy and therapeutics have fallen, bring even a more poignant regret to conscientious physicians? What assurance have they, that through ignorance of its composition, they may not prescribe one of these audaciously emblazoned and treacherous compounds, and thus paralyze cardiac or respiratory centres, and destroy the lives they sought so anxiously to save.

The volubility of the agent, the attractive appearance of the samples, and the positive assurance of the gilt-edged literature, so effectually mesmerize us that we do not appreciate our need of a rational and