

In face of these facts it may be said boldly that the Federal Government, the Provincial Governments, and the Municipalities are not doing their duty. A conservative estimate of the monetary loss to the country of the deaths and sickness of a preventable character has been shown to be at least \$125,000,000. Is it worth while to do something to stay this loss? We think it is the first question of the day and the statesmen must deal with it without delay.

THE WAYS OF THE PATENT MEDICINE MAN.

It would be difficult to think of any way by which the virtues of certain proprietary medicines could be brought before the notice of the people that has not been thought of.

The secret nostrum, the composition of which is studiously concealed, but the claim made that it contains some rare plant from Egypt, or South America, etc., is lustily advertised. The preparation is surrounded by all the mysticism possible. The cures it has made are vaunted; and the bold claim put forth that there are many fraudulent imitations, because of the virtues of the remedy. The vendors of this remedy decry all others as they decry the usefulness of the medical profession.

Then there is another class that publishes the composition of the remedies. Many ingredients are named on the wrapper that may or may not be found in the bottle—oftener the latter than the former. Great claims are made for the mixture. The poor layman does not know any better. What does he know about the medicinal value, or the absence of such, of cherry bark, or celery, or couch grass, or dogwood, or burdock, or dandelion? Extravagant claims are made in the lay press by means of advertisements and paid for readers, and he comes to believe them.

Then, again, there is the prescription. Go to your druggist and buy some of this thing, and some of that thing, and some of another thing, all common enough; but there is an ingredient with a coined name. This represents some article put on the market by certain persons. Of recent date we have seen Kargon and Marmola advertised in this way. Here is where the secret part of the business is to be found.

But the advertiser is busy. He thinks of all sorts of ways and means of pushing his remedy. Some person writes to the press setting forth his sufferings, and another replies telling him where to find a "sure cure." All this, of course, is paid for. It is thus very hard to oppose this business, because the public press is run to make money, as well as to give news.