

Editorial

Advertising and Public Health.

An example of an offence still quite common in spite of awakening public opinion against it, was the recent appearance in a prominent portion of our daily press of a large notice written in the usual exaggerated style of quack literature and purporting to be the wholesalers' announcement of the sale of Professor Dr. Ehrlich's reputed antisyphilitic preparation, Salvarsan. In this announcement the reader was advised that upon receipt of \$30.00, which included custom house duties, "The 606 Laboratoires," 33 West 42nd Street, New York City, would ship in plain unmarked package the necessary dose with simple direction for the taking of Salvarsan in the privacy of the home; that the preparation contained neither mercury nor iodides; that no matter what stage the disease was in, nor of how many months' standing, one does cured permanently; that symptoms disappeared in two days; and that owing to the very limited supply of Salvarsan it was not expected that the announcement would appear again for six months.

The possibility of purchasing Salvarsan from local wholesalers at one-tenth this advertised charge, the manifest endeavor to take advantage of the sick, the known contra-indications in the use of true Salvarsan and the dangers of its application in the hands of the unskilled, classes such advertising as, at least, fundamentally immoral; and its acceptance in every case either the act of an equally unscrupulous accomplice or the result of inexcusable ignorance as to what constitutes rectitude in the journalistic world.

A great daily, or other periodical in proportionate degree, occupies a position of trust which should necessitate a reasonable consideration of public health in advance of personal profit, and should prevent the utilization of advertising power as a "cat's paw" on our people. Few among the general public have opportunity or consider it necessary to investigate, or are qualified to judge between deception and truth in the publicity department of a presumably high principled journal; and it is therefore spe-

cially desirable that the same trained attention to motive and accuracy of statement be given to dilatations on disease and its cure in the advertising pages, as may be given in the editorial columns, where such high journalistic principles are a fact.

Hygiene and the Ontario Legislature.

The recent amendments to the Ontario Public Health Act, and the establishment of regulations regarding the production and sale of milk by a separate Act, demonstrate that Ontario has at last realized the importance of prompt action in State prophylaxis. By amendments to the Public Health Act the powers of the Chief Medical Officer are now so increased that in the intervals between meetings of the board he is able to perform his duties with equal authority.

The amendment to section 13 of this Act aims at preventing pollution of inland waters; while another excellent amendment is that in regard to section 30, declaring that sewerage or water supply systems must receive the approval of the Provincial Board of Health before the work is commenced; and, again, to section 71, directing that abatement of nuisances shall be undertaken by the local board after due notice and at the expense of the occupant or owner of the indictable property.

The amendment, under section 72A, directs that "No person shall keep or store rags, bones or other refuse within the municipality unless same are kept and stored on premises approved by the local Medical Health Officer."

By the recently enacted Ontario Milk regulations, the council of each Ontario municipality is authorized to pass by-laws for regulating milk produced for sale, offered for sale, or sold in such municipality; as to the care of cows, producing milk for domestic consumption; the cleanliness, ventilation, and sanitary conditions of the places in which cows are kept or milked, or in which milk is stored; the water supplied to cows; the care and cleansing, construction and type of all utensils used in handling milk, whether by producers, carriers or vendors; the cars, storage, trans-