

The second is "Advertising one-thing-at-a-time"; and the third is that "Brevity is the essential of good advertising." It is all right to be brief, but if you are brief at the expense of the convincing force of the ad you had better not be so brief.

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However, even in small cities the festive "cutter" who advertises a number of things at once is generally the man who has the biggest store and makes the most money. He patterns his business after the department stores and he gets there. If a man lives in a peaceful community where there are about four times as many druggists as there ought to be, and where each is afraid to cut the price for fear his competitors will cut it still more and that pretty soon all of them will be doing business at loss, he had better stick to the one-thing-at-a-time idea and advertise regular prices on regular goods.

The Ascendancy of the Patent Medicine.

It has been asserted that the days of the patent medicine man had gone, but recent events indicate otherwise.

W. H. Comstock, of Brockville, Ont., proprietor of Morse's Indian Root Pills, has just been elected a member of the Canadian House of Commons, and Mrs. G. T. Fulford, wife of the proprietor of Williams' Pink Pills, was at a recent "drawing room" presented to Her Majesty the Queen.

The banana and the potato are almost identical in chemical composition.

The best form of Bismuth for use in the treatment of infantile diarrhoea is the salicylate.

An alcoholic solution of ammonia cleanses the hair better than petroleum oils, and is not dangerous.

It is estimated there are about 100 grains of iron in the average human body, and the diminution of this small amount is dangerous.

A weak solution of permanganate of potash kills the mosquito embryo.

A physician found one of his patients sitting in the bath and swallowing a dose of medicine. "What are you doing there instead of being in bed?" inquired the astonished practitioner, and the patient quickly responded: "Well, you told me to take the medicine in water, and that's what I'm doing."

Was It the Result of Careless Prescribing or an Error in Dispensing?

A case of interest both to medical practitioners and pharmacists is reported from Johannesburg, South African Republic.

Dr. Fred H. Brennan, who claims to be a graduate of Trinity Medical College, Toronto, and also a member of the College of Physicians and Surgeons of Ontario, was, it appears, in charge of the medical practice of the "American Medical Company," in connection with which was a "chemist shop."

Amongst the patients treated was a Mrs. Robinson, for whom the doctor wrote the following prescription:

R. Liq. As. ʒi.
Liq. Strych. ʒv.
Aguas. ad.... ʒvi.

Sig. Half a teaspoonful after meals in a little water.

The prescription was dispensed by a qualified chemist in the employ of the "Medicine Company" and in its preparation used the Liq. Potassæ Arsenitis.

Death resulted from the administration of the mixture and the doctor was charged with culpable homicide, but was acquitted by the jury on the ground that the medicine had not been prescribed in dangerous quantities, and also that no negligence could be attributed to him, as the preparation was put up by a qualified chemist.

Our readers will see quite readily that the cause of death was from the precipitation of a portion of the strychnine which was the natural result of using the Alkaline solution of arsenic as was done in this case. We cannot but feel that both the prescriber and the dispenser were at fault. The prescription was not written as it should have been, indeed, it shewed great carelessness in not defining the arsenical solution, and the dispenser shewed either gross ignorance or carelessness in the preparation of the mixture.

Prof. John Bassett Moore, who served as secretary and counsel of the American peace commission at Paris, writes in the *Review of Reviews* for May on the points of international law brought out in the war with Spain.

AMYLENE CHLORAL.—This is a condensation product of amylene hydrate and chloral and is described as a colorless oily liquid of camphoraceous odor, of specific gravity 1.24. It is soluble in all the usual solvents except water. It possesses powerful hypnotic properties.

Questions and Answers.

Editor CANADIAN DRUGGIST:

Will you kindly let me know through the columns of your magazine: What effect has sugar of lead on the scalp as a hair tonic, as in the receipt given below: also, if the mixture should be filtered or used as given? The following is the receipt:

R.
Flower of sulphur..... ʒii.
Sugar of lead ʒiii.
Glycerine..... ʒiii.
Ol. lavend..... ʒv.

Mix thoroughly in mortar. Stand six days and add—

Tr. canthar..... ʒi.
Alcohol..... ʒiv.
Aqua ad..... ʒvii.

Apply, after shampooing with green soap and alcohol, equal parts. You can use this R. in your formulary. By giving above information you will oblige your reader,

F. C. F.

Nova Scotia, May 4th, 1899.

1. The sugar of lead in your formulae is added merely to darken the hair, and not for any action it may have on the skin. Occasionally, when used in excessive quantities, it has produced symptoms of lead poisoning. Its combination with sulphur forms a sulphide of lead. The sulphur, of course, cleanses the scalp, and is valuable as a curative agent. The mixture should not be filtered.

You have more alcohol in the preparation than is necessary, and, in fact, we think the presence of so much is rather detrimental than otherwise. We would suggest making the quantity 1 oz in place of 4.

Hamilton, May 5th, 1899.
266 King st. w.

Dear Sir,—What in your opinion would cause a copious sediment in the following mixture on standing:

Pot. brom..... ʒiiss.
Sod. brom..... ʒiiss.
Tr. card. co..... ʒiv.
aq. ad..... ʒivm.

You will greatly oblige me.

JOHN P. HENNESSEY.

2. The sediment is doubtless due to the quantity of salts in the mixture, there being 7 drams to a little over 4 oz. of water. The small amount of alcohol in the Tincture Card. Co. will also act towards preventing perfect solution.