

Catalogues, Etc.

Messrs. H. A. Nelson & Sons present their customers with an elaborate illustrated catalogue of some of the lines of fancy goods, novelties, drug sundries and toys, which comprises a large portion of the stock carried by this house. If not in receipt of catalogue write for one.

Messrs. Frederick Stearns & Co. have issued a special catalogue and price list of Pharmaceutical products, calling more particular attention to many of their leading lines in goods for the dispensing pharmacist. This firm's goods are now known and appreciated in all quarters of the globe.

Patent Medicine Advertising.

In an article written for *Printer's Ink* by Dr. David Kennedy, of Kingston, N. Y., who is himself a large advertiser, he gives some hints of practical value. He says:

"I address myself to advertisers generally, and say, first, what do you know about advertising? You may think you know a great deal—you probably do think so; but if you have had no experience, and especially no experience that has cost you money, it is my impression you know very little about it. If you think you know it all you probably know still less.

"If about to commence advertising a new article and you have had no experience, do not try to deal with the papers direct. Select some advertising agency in which you can rely and trust implicitly to its experience and advice. This is what I did when I commenced. I did it thoroughly. I employed the best agency in America, and I entrusted my advertising exclusively in their hands. In an experience of more than fifteen years I have with rare exceptions and for special purposes employed no other, nor would I again pursue a different course had I to commence my advertising over again. The agency, which is reliable, when it sees that it has secured the confidence of its customer, is bound in honor, as well as in interest, to work for that customer in every possible way, and you should not select other than the honorable agency.

"It is absolutely true that the agency dealing with papers constantly, knowing the characteristics of the publishers, just which papers will take 25 per cent of rates, and which papers will want 50, as well as those that would sometimes take as low as 10 per cent, and that has every facility for watching the work carefully and seeing that it is done as agreed upon, can place the advertising in better shape and for less money than the advertiser himself, who knows nothing whatever about it. So much for the placing of the advertising.

"Now, in regard to the mediums: There is but one true medium for the general advertiser, and that is the newspaper. He must depend upon it. Some outside schemes may possibly be taken advantage-

ously at certain times, but I advise adherence to the rule of using newspapers first and all the time.

"Again, the newspapers should be well selected, so as to cover thoroughly, in the best manner, the territory to be advertised. It does not follow that because one paper in a town will do the advertising for \$25, and another will do it for \$15, that it is economical to accept the \$15 contract. As a rule, the best papers are the cheapest. This is because they give the most for the money; but occasionally the best paper will want more than it is really worth; then it may be well to take the second best paper until such time as the better one will accept at a fair price.

"But before making any contracts, or selecting the papers, the advertisement itself should have proper attention. Great judgment is required in its composition, in the amount of space it is to occupy, and in its general appearance. Here, again, the advertising agency can be of great assistance to you. The one which I have always employed has greatly assisted me, not only in writing my advertisements, but especially in putting them in proper display for the electrotypist.

"Do not be afraid to use electrotypes. The percentage of cost of the electrotyped advertisement is slight, and they secure you a clear impression, while at the same time in many papers electrotyped advertisements are accepted at a less price than would be required if the advertisement was to be placed in type.

"These are the general rules which I have found by experience necessary for the guidance of the successful advertiser; but I wish to reiterate what I have already said concerning the advertiser being too sure that he knows it all to begin with. In any event, he will probably make mistakes—all men do that—but the advertiser should be willing to take advice, and when he has made a mistake be willing to admit it and avoid a similar error in the future.

"Another important rule by which I have always been guided is, never to run in debt. Do not take chances. Let all the advertising for which you contract be within your ability to pay if you do not get a single dollar back. A wrong investment without satisfactory returns gives one the blues and mars his efficiency as a business man. It is bad enough any way; but if he cannot pay his bills it is ten times worse than it would be otherwise.

"Then, too, an advertiser should have a good credit. It helps him in trade, it helps him with the agency, it helps him with the papers. He should pay his bills promptly as agreed upon.

"All these suggestions are based upon the understanding that an advertiser has a good thing, otherwise he had better not start at all. Do not advertise a poor article. It may pay you for a little while and may sell for a time, but it won't last, and in the long run you will be the loser.

"In my own business I adopted these methods, and began in a small way, and

was successful from the outset. My business was never in so prosperous a condition as it is to-day. My medicine is selling more largely than ever before and the sales are extending into new territory. Hence it is fair to infer that my theories in regard to advertising, in my own case at any rate, have been correct and may be worth some consideration by others who propose to advertise more or less generally."

Drugs in Butter.

A nefarious system of butter manufacture is exposed by the Chemist to the American Department of Agriculture. What is known as "gilt-edge butter compound" is advertised in the States, with the tempting assurance that if a small quantity of it be added to a pint of milk and a pound of butter, the whole being churned together, the operator will get two pound of butter, all the milk being incorporated. There is no doubt, the Chemist says, as to the truth of this statement, as it was verified by trial in the laboratory of the Department. The directions of the advertisers were followed, and the milk disappeared, two pounds of butter being produced, which resembled a first-class butter, except that it was softer. It does not keep well, but for immediate consumption passes easily as a genuine article, although analysis shows that it contains 49.55 per cent. of water and only 45.45 per cent. of butter fat, as compared with 15.92 per cent. of water and 80.53 per cent. of butter fat found in a sample of genuine butter. On the compound by means of which the trick is performed being analyzed, it was found to consist of 70.48 per cent. of anhydrous sodium sulphate and 29.52 per cent. of organic matter, afterwards proved to be pepsin. Experiments tried with pepsin showed that it produced an emulsion which enabled butter to incorporate an equal quantity of milk in its substance without materially altering its appearance. The same result was produced with pancreatin, trypsin, or rennet. The sodium sulphate appears to be used simply as a carrying material, and to be of no assistance in the emulsifying process.—Ex.

EMULSIO OLEI MORRHUE.—The following formula is suggested by Oliver Stout for preparing an emulsion containing 50 vol. per cent. of cod-liver oil: Triturate 1 oz. of glycerin with 2 ozs. of cod-liver oil, gradually added, until emulsified; dissolve 60 grains of ammoniated glycyrhizin in water, and add this solution gradually, followed by water, to the emulsion until four fluid ounces are obtained. The glycyrhizin masks the taste of the oil without any further addition. Hypophosphites may be added with the water.—*American Journal Pharmacy.*

A FRENCH court has decided that the person who calls a physician to see a sick person is responsible for the fees.