

### HOUSEHOLD HINTS.

A lady in McGregor, Iowa, sends these: A strengthening liniment, good for lameness, weakness; also for bathing the stomach in cases of dyspepsia—take one beef gall, two ounces of origanum oil, one pint alcohol: mix thoroughly; keep tightly corked; shake well before using.

One of the best cements for crockery is to mix lime with the white of an egg. To use it take a sufficient quantity of the egg to mend one article at a time. Shave off a quantity of lime and mix thoroughly. Apply quickly to the edges and place firmly together, when it soon sets and becomes strong. Calcined plaster of Paris will answer in place of the lime.

If brooms are wet in boiling suds once a week they will become very tough, will not cut a carpet, but last much longer, and always sweep like a new broom. A handfull or so of salts sprinkled on the carpet will carry the dust along with it and make the carpet look bright and clean. A very dusty carpet may be cleaned by setting a pail of cold water out by the door, wet the broom in it, knock it to get off all the drops, sweep a yard or so, then wash the broom as before and sweep again, being careful to shake all the drops off the broom, and not sweep far at a time. If done with care it will clean a carpet very nicely, and you will be surprised at the quantity of dirt in the water. The water may need changing once or twice if the carpet is very dirty. Snow sprinkled over a carpet and swept off before it has time to melt and dissolve, is also nice for renovating a soiled carpet. Moistened Indian meal is used with good effect by some housekeepers. The broom wears out carpets as much as feet do.

### THE VALUE OF SMALL SAVINGS.

Few young men have a just appreciation of the importance of small savings at the outset of life. Wealth has quite as powerful a tendency to gather in masses as it has to dissolve into fragments and be scattered. Every little helps; dimes soon becomes dollars, and dollars can be made to double themselves in due course of time. Most young men, as well as their elders, have small vices, but seldom stop to think what these vices cost in cash, or what might be accomplished with this cash, were it wisely instead of uselessly invested. Suppose a young man is addicted to smoking. He might affect a worse vice, but we will take a mild one for example.

In a week he will consume a quarter of a pound of smoking tobacco (twenty-five cents) and three cigars per day (which is very moderate) at 10 cents apiece, and by the end of the week will have puffed two dollars and thirty-five cents into the air. Three cigars a day at 10 cents apiece make 30 cents, and 30 cents a day for a week make two dollars and ten cents, which, added to the quarter of a pound of tobacco, makes two dollars and thirty-five cents. In a year this would amount to \$122.20. We will suppose the young man to be 21 years of age. Now, instead of smoking this coin away, suppose he should place it in a savings bank at nine per cent. interest, and let it remain there, how much would this little economy alone amount to if he faithfully followed for 10 years? At the end of the first year, as we have said, he would have \$122.29. At the end of the second year the interest on this would bring it up to \$131.97, plus \$122.20 more which he has saved in the same way, making a total at the end of the second year of \$254.17. This, at the end of the third year, by reason of the interest, would amount to \$277.03, and, plus the \$132.20 additional, would make a total of \$399.23 saved in three years. Following the same rule of calculation he would be worth \$557.34 at the end of the fourth year; \$729.67 at the end of the fifth year, \$917.48 at the end of the sixth year, \$1,122.25 at the end of the seventh year, \$1,345.45 at the end of the eighth year, \$1,538.75 at the end of the ninth year, and \$1,858.96 at the end of the tenth year. Should he deposit his savings on this score every three months instead of annually, the gross sum would amount to more than \$1,900. He would be worth that much, at least, at the age of 31, and many a man starts in business on a less sum.

If he not only avoids smoking, but drinking, billiard-playing, and all other amusements and convivialities that are not at all necessary to his happiness, and saves his money prudently, is there any doubt but that he will be able, at his 31st year, to muster ample capital to safely engage in the business he has been learning thoroughly in the mean time? These calculations are of course based on the supposition that his employment is unbroken. Few young men who secure staple situations need ever lose them if they attend strictly to their business. Billiard playing costs about three times what smoking does, and there is no limit whatever to the cost of drinking.—*Scientific American.*

**ADULTERATION AS A SCIENCE.**—The *Journal of Chemistry* contains some curious revelations on adulteration. It says:

"Some months ago, in examining a specimen of cream of tartar, we found two or three per cent of gypsum along with a considerable amount of rice flour. We were at a loss to understand how the gypsum came to be there; it was not in sufficient quantity to pay for its addition as an adulterant, and the adulteration was evidently rice flour. On looking the matter up, we found that an adulterated article of rice flour, containing from 15 to 20 per cent of gypsum, was on the market. This at once accounted for the gypsum in the cream of tartar. The manipulator, wishing to buy his rice flour as cheaply as possible, had bought the adulterated article.

"Powdered sugar has long been notorious for its adulterations, but granulated sugar is generally supposed to be all right. We were recently, however, shown an article prepared from rice, which was not to be distinguished from granulated sugar by color or general appearance. It was said that this article was used for adulterating a particular grade of granulated sugar that was sent West to be used by confectioners for manufacturing the powdered sugar.

"Rice flour seems to be an extremely useful article in this branch of business. Hassal gives a list of no less than ten different substances in which it has been detected, and yet his list is not a full one. It has the great advantage over common flour that it does not cake when packed and become clammy; it thus more nearly resembles the various spices and other articles with which it is mixed. This adulteration can only be recognized by the microscope. The starch grains of rice are very small and angular; they polarize very slightly.

"The adulteration of bread with alum has attracted a great deal of attention in England, and it seems also to be practiced to some extent in this country. Numerous methods have been given for the detection of the alum, but none of them seem to be as satisfactory as the analysis of the ash; all the other methods are liable to error."

A GOOD cook is not the one who uses the most and richest ingredients, regardless of the expense; but she who studies economy, and is able to concoct a delicious meal from scanty materials.

### TO ADVERTISERS.

**Points in Advertising.**—Advertising gives the impetus to trade, and tact holds the helm. As a matter of experience, it is beyond dispute that judicious advertising pays to an extent beyond any ordinary comparison with its cost. The progress of competition is so rapid that a "good old house" which does not advertise is in danger of losing much sound custom. Some people think it *smacks* of dignity to say they can live without advertising. They may *live* upon this kind of dignity; but life is one thing, and success in life is another. A good reputation in business means that you shall be *widely* as well as favourably known.

The objects to be kept in view by advertisers are:—1. That their announcements shall reach the class of people aimed at. 2. That they shall reach as many of that class as possible. 3. That the advertisement shall come directly before the eye, and not be *lost* in a crowd. 4. That it shall be made as much to the interest of the buyer to look for the advertisement as it is for the seller to advertise.

**The Selection of Periodicals.**—A wide distinction must be drawn between advertisements intended for the million and advertisements intended for a class; for class advertisements are almost wholly thrown away in newspapers and magazines of a general character. Wholesale and manufacturing houses of all kinds should advertise in those periodicals *which are regularly consulted by buyers*. If a periodical circulates largely among any one class, you should expect to find it valuable and practical in its editorial features; containing such information as your own judgment tells you the class will gladly and frequently consult. The numerical circulation of an advertising medium, though important, is not the only feature to be inquired into. Another question is: What class of readers does it go among—are they likely to become customers of the person advertising? Another is: Is it of a character that makes it pretty certain to be *read through with care* from beginning to end, or nearly so, or is it of an ephemeral character—a paper to be glanced at for the news and then thrown aside? Another is: Is it likely, after being read through, to be destroyed, or to be preserved for reference? And still another: Is it likely to be referred to *frequently* or only once in a while? And what weight do its opinions carry?