

nized to be useful. The recompense is based (1) on the merit of the discovery, (2) on the advantages which have been obtained, or which are hoped to be obtained, in curing human ills, (3) on the personal advantages which the inventor has already derived from the remedy, or may hope to derive from its adoption.

If the inventor is not satisfied with the amount allowed in payment for his invention, he has the right to appeal to another commission, which may be appointed to revise the work of the first, to rehear the parties interested, and to make another report.

The minister, from the conclusions of the two committees, and after having granted a hearing to the inventor, will make a decision, naming the amount to be paid. An agreement will then be drawn up between the minister and the inventor, and ratified by the conseil d'etat, and the secret published without delay.

By ministerial decrees a number of foreign medicinal preparations, after having been examined by the Ecole Supérieure de Pharmacie at Paris have been allowed to be imported into France and placed on sale. Other foreign proprietary medicines and pharmaceutical compounds failing to receive the sanction of the above-named school cannot be introduced into this country. The names of these different compounds are all contained in a book published by the director-general of customs at Paris, from whom a copy can be purchased. The title of the publication is *Notes Explicatives du Tableau des Droits de Douane*, and the information respecting medicinal compounds will be found in volume II.

No American proprietary medicines are imitated in France, although some standard articles, like Scott's Emulsion of Cod Liver Oil, Carter's Little Liver Pills, etc., are put up in this country by or under an arrangement made with the American proprietors, in order to avoid customs duties and the cost of transportation.

In department stores no medicines of any kind are permitted to be sold, though perfumery, soap, glycerin, face powders, tooth wash, brushes, etc., can be bought in these establishments at prices very little in excess of wholesale rates.

The Bryant Press have printed 1,000,000 Almanacs for the Dodds Medicine Co., Toronto.

Moistening Powders for Percolation.

While expressing his conviction that no conscientious pharmacist will prepare tinctures from fluid extracts, C. J. Wolfe (*Amer. Drug.*) recommends as preferable to that described in the pharmacopœia his own method of moistening the powdered drug preparatory to packing in the precolator. He takes a round tin can (or 5-ounce quinine bottle) and into this places the powdered drug, which must not fill it more than two thirds. The menstruum then is poured in gradually, shaking the can from the bottom after each addition of fluid. Now the lid is placed on the can and the latter shaken up and down vigorously, with the result that in a short time the drug is evenly moistened throughout without the formation of objectionable lumps; although this may be more certainly obtained by throwing in also an old-fashioned glass stopper. After inspection of the contents replace the lid and set the can on a shelf in a warm place, where it may macerate the requisite length of time without appreciable loss of alcohol. From this can the moistened drug is really transferred to the precolator. The advantages of this method are obvious.

Practical Hints on Advertising.

By CHARLES AUSTIN BATES, New York.

Whenever you propose successful modern advertising to the average representative of a business that has heretofore been little advertised, you are met with the statement that "this business is different from others. You can't apply dry goods methods to it. Bargain counter advertising won't succeed. You can fool women with that sort of thing, but we deal with men, and we must do dignified, straightforward advertising."

A man who says that shows that he hasn't thought deeply on the subject. He thinks that because you propose the use of progressive methods—1897 methods—you must necessarily want to make a clown of yourself or that you want him to institute a bargain counter. The "bargain counter" seems to stick in his mind more than anything else. He says it with a sneer of ignorance. He doesn't understand the principle of modern advertising or modern store-keeping. He can't see that the principle of all advertising is the same, whether it be bargain-

counter advertising or any other kind of advertising, the fundamental principle is the same. The man who has something to sell wishes to tell his story in a convincing way to the man who wishes to buy—or the man who ought to buy—or the man who would buy if he knew the advantages to be secured by buying.

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A whole lot of these people say: "Buyers are intelligent men who cannot be fooled by bargain-counter advertising." Now, I wish to say, that I don't believe anybody is fooled by bargain-counter methods. They are not fooled simply because there is no effort made to fool them. The bargains that are placed on the bargain-counter are genuine bargains. The storekeeper who will deceive anybody with his bargain-counter offerings would be making the most expensive blunder of his life. He would be doing the most foolish thing he could possibly do in his business.

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The man who doesn't know anything about modern store-keeping sees the merchant advertising day after day offering special cut-price bargains. He doesn't investigate, he doesn't think, but he says immediately that such a state of things cannot exist, and that the merchant must be a liar and a thief. Nothing is further from the fact.

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The principle of offering bargains is just as simple as A, B, C, but the bargains must be genuine if the result is to be satisfactory. Every man in business understands that it is worth something to get a new customer—that it is worth something to get a customer into his store. He is willing to have this done. The merchant has found that the best way of paying for new customers is to give them a real and startling bargain that they will remember. He knows, for instance, that if he advertises 50 cent silks for 19 cents a yard for a certain day he will crowd his silk department with buyers.

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He knows from experience that the chances are ten to one that before the silk buyer leaves the store she will remember some other thing she wishes to buy, and this she will buy at the fair and regular price.

D. Jayne & Son, Philadelphia, issue their almanacs in seventeen different languages.