

faucet and the ready resources of the chemist prevented very serious consequences. Not so easily, though, did the packer escape, when a gutta-percha bottle of hydrofluoric acid, which he was pressing into a small space in a box of goods, threw out its stopper, sending a small quantity of the acid into his eye. The incident furnished another instance of the value of the gold medal chemist, whose promptness and skill saved the victim from blindness. A still more serious trouble came upon a poor fellow we knew, whose position as under-porter obliged him to repack Paris green. Disregarding instructions as to protecting his nose and mouth thoroughly from the dust, he inhaled enough of the poison to render him a physical wreck. For a long time he was under pension from his employers, till death came to his relief.

Recently we were shown a rough hole in a drug store shelf, made by the top of a bottle of peroxide of hydrogen, which exploded beneath, and which would just as readily have gone through the druggist's head had it been in the way. During the same week we saw in another store the effects of an explosion of a tube of amyl nitrite, where thousands of particles of glass were blown into the near-by woodwork. The pharmacist was almost directly in front of and near the tube when it "went off," but, most fortunately for his countenance, not to say his eyes, he had moved his head to one side at the moment of explosion. A close call.

Probably sulphuric acid has left its mark in the form of scars upon more druggists than has any other article in the drug line. We once knew a clerk in an Eastern city who broke, in handling it, a carboy of the acid, and was pretty thoroughly saturated with the fluid. It was sheer good luck in his case that the back door opened upon the Erie Canal, into which he jumped *instantly*, saving his flesh, though losing his trousers. The same establishment furnished another victim a little later, who in pouring acid from the carboy into a pitcher (the old way) splashed his face with a little acid, which struck the corner of his eye. The pain caused him to quickly jerk the carboy to an upright position, which movement threw out an additional quantity of the caustic fluid upon his arm, which was bared to the shoulder. This accident left our friend with a bad scar on his face, and caused running sores, lasting many years, upon his arm. Incidents of similar accidents might be multiplied indefinitely, and almost every old drug store could furnish reminiscences of startling explosions and sudden combustions more or less serious in their effects, but which the progress of pharmaceutical knowledge is rendering less and less frequent.—*California Druggist*.

COLORED IODOFORM GAUZE.

IODOFORM gauze and iodoform cotton are to be found on the market, which, despite their beautiful yellow color, contain mere traces of iodoform. Auramin is used to create this deception, which may be detected by shaking up small pieces of iodoform gauze in a test tube with water: if the water be colored yellow, then the gauze has been dyed, and the proportion of iodoform should be quantitatively determined. Grashof's method is best: the gauze is exhausted by repeated boiling with ether in a return-flow condenser; the ether is distilled off from the extracts, and the remaining iodoform decomposed with a 10 per cent. solution of silver nitrate. The resulting silver iodide is weighed.—*Rundschau*.

ADVERTISING A PHARMACY.

SOME very pertinent remarks by Mr. A. B. Thomas appear on this subject in the last number of *Merck's Report*. After speaking of the necessity of frequent changes, at least weekly, in window display, and the occasional exhibition of a line of crude drugs, chemicals, glassware, or a still in operation, etc., etc., to arouse the curiosity of the public, he goes on to show the value of free samples.

Passing to another form of direct advertisement—that of distributing free samples of articles of your own manufacture—I can speak in the highest terms. If the preparations are meritorious, the result will be found very gratifying. For instance, put some sachet-powder into small envelopes printed especially for the purpose—bearing its name, the announcement of its quality, and your own name as the manufacturer; then carefully distribute among the patrons. Not only is a demand sure to be created, but the fact of your enterprise in presenting such an article leaves an impression on the minds of many people, and your industry will very likely be rewarded accordingly.

Tooth-powder, face-powder, and many other specialties may be profitably introduced in the same manner; and such opportunities for associating your name with popular articles should not be neglected, for it bespeaks energy on the part of the house. Every opportunity to present your name to the public should be availed of, providing the expense does not bar and that it is legitimate. Avoid sensational methods or any form which tends to be deceptive, for we all know that a reputation for integrity and honest business methods is essential to the success of any business house.

ADVERTISING IN THE STORE.

I think it quite pertinent to the subject to say something regarding the management of the store. No form of advertising equals that