

Fluid Extract of Tolu Balsam is a liquid intended for the extemporaneous preparation of syrup of tolu, and represents 1 part of the balsam in 4 parts of extract. The syrup is made by simple admixture of 4 parts of the extract with 30 parts of simple syrup.—*Ztsch. f. Pharm.*

WRITING ON GLASS—For marking prices on bottles, in fact for writing on glass in any shape, pure aluminum is frequently used. The lines can be made as fine or as heavy as desired, and for this reason the aluminum pencil may serve for marking and graduating burettes, pipettes, etc. The more nearly pure the metal is, the plainer and more serviceable the mark.

Antiarthrin is a proprietary preparation in pill form, containing salicin, saligenin, hydrochloric acid and dextrose. It is recommended for uric acid diathesis.—*Ph. Post.*

Sanatogen is a glycerophosphate of sodium-casein prepared from milk-casein. It is a nearly tasteless and odorless, white powder, containing 95 per cent. of casein and 5 per cent. of sodium glycerophosphate. Used in doses of 10 to 40 gm. daily in milk or cacao, as a nutrient and tonic. (*Ph. Post.*)

To mask the taste of Quinine the following combination is recommended: Quinine sulphate 4, citric acid 10, simple syrup 10, syrup of orange 10, water 10 to 20 parts. Of this mixture 10 drops are added to 50 cc. of water, 3 gm. of bicarbonate of sodium added and the mixture taken during the effervescence. (*Med. Wchs.*)

Central Business College.

The Central Business College of Toronto is enjoying unusual prosperity this term, and while it is constantly sending out capable young men and women into business positions, it has been found necessary to enlarge its premises and increase its equipment to accommodate the steadily increasing attendance, which last week brought in representatives from Thessalon, Listowel, Delhi, Islington, Georgetown, Brampton, Guelph, Sundridge, Newcastle, Fenelon Falls, and St. Johns, Nfld. This is truly a representative business school.

Building Up a Successful Optical Business.

From an Address by R. N. Clark at a Meeting of the Illinois Optical Society.

No matter how thoroughly an optician may understand his profession, and how competent he may be, at the beginning of his career he starts without reputation, and he must devise some means of informing the public of his knowledge and of giving them confidence in his skill. The rapidity with which this is accomplished depends upon local conditions, coupled with the ingenuity and tact of the optician himself, together with such aids as he may acquire from other sources.

THE ART OF IMPRESSING THE PUBLIC.

To reach and influence the people three methods must be employed: First, general advertising; second, by way of their own observation, that is, through the outward showing the optician may make, together with his own personality; and, third, the best way of all, by means of the satisfied patient.

We all know the value of newspaper advertising, but it seems to me many of the optical advertisements lack dignity worthy of the calling. Harping on the exceptional merits of Afghanistan crystal lenses, the possibility of curing every disease under the sun by means of glasses, or the permanent adaptation of the lenses to every change of accommodation (examples we are all familiar with), brings the advertiser too close to the realm of the quack doctor to win general favor and also brings the optician into disfavor with the local physicians, whose good-will he can usually secure if he tries, but cannot afford to lose.

On the contrary, explanations of the general principles of ophthalmology, illustration of new apparatus in use by the optician or descriptions of new frames, and difference between perfect and imperfect lenses, will interest and attract the public. Above all things, hit at some one thing in the advertisement, for a single idea well brought out is worth a dozen generalities. A case in point: I had on hand a quantity of eye-glass guards, which although a good thing did not seem to move as rapidly as they should. Guards had been generally advertised by us, but a single insertion in a theatre programme, with a cut of the guard, which was peculiar enough to attract immediate attention, and a short description of the staying-on qualities of

the guard, sold the entire lot, and the people called for more.

Our means of advertising is to appear as a public educator. Nearly all towns have their educational courses at some period or other, and by means of a stereopticon and set of eye-slides the optician can supply both an entertaining and instructive evening, which will prove a source of profit to himself later. The best audience of this character that the practitioner can appear before is one consisting of school teachers, and a favorable time is at the country normals. Returns will come in long after the optician has forgotten what he said or did, not only from the instructors, but from their pupils.

Coming to the second point, that of reaching the public through their own observation, the optician to-day must have his apparatus and equipment consistent with the quality of work he intends to do. A man is known by the company he keeps, and to a certain extent the optician is judged by his surroundings. To achieve the height of success something more than a wise look and a few pair of lenses with a trial frame are necessary. In a subsequent paragraph this will be discussed further.

The third point, reaching the public by way of the satisfied customer, is a familiar one to every optician. We all hear, at greater or less intervals, "Mrs. So-and-So says the glasses with which you fitted her could not be bettered and advised me to come here." It is especially gratifying when one hears added, "She had bought pair after pair previous to this without securing relief." I believe there is one thing that will enable an optician to have many a hitherto dissatisfied customer add this latter remark, and that is, a thorough knowledge of heterophoria. Without going into details I can only say that the practitioner with an understanding of the eye muscles is head and shoulders above the fellow-member of his profession who does not possess that knowledge; and it is surprising how comparatively few opticians, yes, and local physicians—even those making the eye a specialty—have a knowledge of this subject or use the muscle test in making their examinations.

THE NECESSARY OPTICAL EQUIPMENT.

Having interested the prospective customer suffering from an eye strain, through one of these three methods, how does the optician receive him when he