

or that the floor looks hollowed out or wavy. The power of the lenses is too great and must be reduced until the floor has its naturally flat appearance, and there is no curvature of straight lines. A fuller correction may perhaps be given after a few weeks' use of the lenses.

The appearance of the floor is a very good sub-test in M, but the hollow appearance caused by the deep cavity of the lenses must not be confused with the natural perspective which causes the floor to appear higher at the farther end of the room than at one's feet. This perspective appears often very curious to myopes who for years previously had not seen properly owing to their defective sight. M may be said to increase in youth and decrease in old age.

Parke, Davis & Co.'s Exhibit at Montreal.

One feature of the various meetings of the British Medical Association is their annual museum or exhibition of pharmaceutical products, drugs, chemicals and surgical instruments, and it should certainly be a source of satisfaction to the local committee in connection with the Montreal meeting to know that the exhibit this year was probably the best one ever held in connection with a meeting of the British Medical Association.

The exhibit of Messrs. Parke, Davis & Company, of Walkerville, Ontario; London, England; (Home office and laboratories, Detroit, Michigan; with branches and distributing depots throughout the world); is deserving of special mention. They have now the most extensive plant for the manufacture of biological products in America, and notwithstanding the keen competition in this line with certain subsidized health boards, have secured contracts from several of the largest users in the United States, solely on the merit of their product. In the Dominion here probably three-fifths of the serum or antitoxin used by our most prominent physicians is of their manufacture. A feature which commends itself to the careful physician is the manner in which their antitoxic serums are marketed, viz: in hermetically sealed bulbs, the dose being adjusted entirely by units, irrespective of the quantity of serum employed. Their standing offer to the retail druggist enables him to carry their product continuously in stock, exchange it every three or four months or oftener if desired, and thus supply to the physician at a moment's notice an absolutely reliable article. This important innovation seemed to be appreciated by the physicians in attendance at the meeting, and we have no doubt but the exhibit made of their antitoxic serums in Montreal will materially increase the sale of their product throughout the entire Dominion.

Their exhibit consisted of an elaborate case of disease germs, diphtheria antitoxin and the various other serums; culture media tubes intended for hospital

and private practice; nuclein solution for hypodermatic or oral administration; germicidal soap (McClintock formula); serum and hypodermatic syringes, a late innovation being an improvement in antiseptic needles, Schimmel's patent. They had also a very neat display of Golden Seal and its various products in the form of fluid extracts, powdered extracts, solid extracts, concentrations, alkaloids and compounds. Their justly celebrated Taka-Diastase was also largely in evidence, and a most convincing test was repeatedly executed for physicians by Mr. Jokichi Takamine, the discoverer of the product, with boiled starch paste, converting the solid paste into a watery solution in a few seconds.

Unlike many of the other manufacturers present, their pharmaceutical display was entirely of Canadian manufacture, and consisted exclusively of stock packages of their well-known products. Evidently the firm were of the opinion that the quality of the contents was manifestly of greater importance than a fancy cut-glass container, be it ever so elaborate.

Another feature that attracted the attention of visiting physicians was a test made showing the rapid disintegration of their tablets. A card with an invitation to physicians to drop a tablet into a cylinder of water and note its rapid disintegration was taken advantage of by hundreds of physicians present, and in every case the tablet, whether of Quinine, Acetanilid, or other insoluble substance, had entirely disintegrated and crumbled to powder before reaching the bottom of the water. The recent improvements in the manufacture of this special line by Messrs. Parke, Davis & Company leave little more to be desired.

Advertising.

Practical Hints on Advertising.

Copyrighted, 1896, by CHARLES AUSTIN HATES, New York.

The printed matter of a business house ought to have careful attention. After the goods and the place to hold them are made right, the printing should come next. The man who sends out handsome advertising matter, and who has handsome ads in the paper, and at the same time uses poor stationery and cheap printed matter in his own business, is very much like the one who wears a broadcloth coat and ragged underwear.

It would seem that it would take no argument to convince a business man that he ought to use the best of printing in his circulars and booklets and catalogues. I have, however, found that it does take a great deal of persuasion. I have known otherwise good business men who would waste about \$25 worth of time in order to save about \$2.50 on a bill for printing.

They get estimates from half a dozen printers, haggle about the price, and pound it down so low that the printer has to slight the work some place in order to come out even.

There is not one printer in a hundred who will not slight a piece of work if he finds he has taken it at too low a price. He will ring in a little poorer quality of paper, or he will push it through the composing room so fast that it doesn't get the proper attention, or he will "short-count" it enough to come out even.

If a printer is so disposed, it is comparatively easy for him to deliver 9,000 or 9,500 of anything for 10,000. There are some business men who have their printed matter counted or weighed, and so check the quantity, but where one does it, fifty do not.

Very few printers get rich. The business is generally carried on too close a margin. The constant pounding of prices, and constant cheapening of the work, is the cause of most of the bad printing that is done.

Sending out a circular or booklet or catalogue is likely to be an expensive operation, no matter how it is printed. If it is sent by mail, the postage itself is a considerable item. The preparation of the matter is an expense, whether it is done by the advertiser himself or by an advertisement writer. The printing costs something, no matter how poorly it is done.

The difference between using good paper and using poor paper on five thousand copies, of an ordinary eight-page booklet amounts to so little that it is not worth considering. The cost of printing it in two colors instead of one color will range from five to ten dollars, according to the place in which it is printed, the quality of ink used, and the carefulness of the work.

The cost of each book is very small, and each book stands by itself. The advertiser is judged by the actual, solitary book which is received by the advertisee. He must stand or fall by the impression that this book makes. It is the same with a catalogue, the same with a circular.

Taking twenty-five dollars off the cost of a two hundred dollar lot of booklets may very easily take out of the whole lot all of its effectiveness. It may very easily render the whole scheme a failure.

Whenever a man sends out a number of circulars or booklets, he estimates that a more or less certain proportion of them will result in business. He knows, or he ought to know, just how many favorable responses he must have in order to make the deal a profitable one. If by the expenditure of a small amount of money—perhaps ten per cent. of the total cost—he can increase the number of favorable responses, it is certainly a wise thing to do.