

is nothing easier in the world than to sell good goods at a fair price by advertising them.

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Every business man should know these things. As a matter of fact, I don't believe one business man in fifty has any idea of the certainty of advertising. He takes it largely on faith. He guesses at what will be the right thing to do, when there is absolutely no need of guessing. He thinks there is a mystery about the returns from advertising; that there is a great deal of luck and chance about it. I am not a believer in luck, and the man who takes chances in advertising a retail business is doing a needless and expensive thing. The same common sense that he applies to other branches of his business will make his advertising successful. There is too much money spent in "jim crack" advertising. There are too many "smart" schemes being used. Many business men look at a thing and decide on its merits by the amount of cuteness or catchiness it possesses. The thing to be considered in advertising is how many people are actually and convincingly reached by any medium. You can figure it out almost to a certainty if you try. I don't think that novelties are ever as profitable as straight, legitimate advertising, and by straight, legitimate advertising I mean advertising that conveys a distinct message to the people with whom you want to do business.

#### Various Methods of Bleaching Sponges.

As is well known, chlorine salts and compounds cannot be used for bleaching sponges, as they impart a yellow color to the latter, which in addition, become hard and lose their fine texture. The method now generally employed is a water solution of sulphurous acid, and requires from six to eight days, and considerable manipulation. According to the latest researches made in Germany, the bleaching of sponges can be performed more conveniently and expeditiously by means of bromine dissolved in water. One part of bromine requires thirty-three parts of water to dissolve it, and thus a concentrated solution can easily be obtained by dropping a few drops of the former into a bottle of distilled water and shaking it. The sponges are submerged into this solution, and after a lapse of a few hours, their brown color changes to a lighter one; the dark-red bromide solution changing at the same time to light yellow.

By treating the sponges to a second immersion of a fresh solution, they acquire the desired light color in a short time. They are improved still more if finally dipped in dilute sulphuric acid, and washed with cold water.

ii.

Soak the sponges, previously deprived of sand and dirt by washing, in a 1% solution potassium permanganate, remove, wash thoroughly, and press. Place in a solution of one-half pound sodium hyposulphite in one gallon of water, to which one ounce of oxalic acid has recently been added, and allowed to remain fifteen minutes. Remove, and wash thoroughly.

iii.

For fine surgical sponges, the unbleached article may be freed from sand and shells by thorough washing.

The following is sometimes used:

Hyposulphite of sodium..... 6 troy ozs.  
Hydrochloric acid..... 3 troy ozs.  
Soft water ..... 5 pints.

Mix. Immerse the sponges in a bath, then rinse with clear water.

iv.

Make three solutions, as follows:

Permanganate of potassium... 26 gr.  
Water..... 16 fl. ozs.

Mix.

Hyposulphite of sodium..... 2 troy ozs.  
Water..... 13 fl. ozs.

Mix.

Glycerin..... 4 fl. dr.  
Water..... 16 fl. ozs.

Mix.

When the soda is dissolved, add one troy ounce of hydrochloric acid. This solution should stand twenty-four hours in order to let the sulphur precipitate, caused by the action of the acid on the soda. It should be poured off in the open air, so that the odor of the sulphurous acid will not be inhaled. Having made the sponges free from sand and other impurities by gently beating them, wash them in water and squeeze them out as dry as possible, and then place them, a few at a time, in solution No. 1, in a suitable glazed vessel. Let them remain a few moments, or until they have acquired a dark mahogany-brown color. Then they are squeezed as dry as possible by hand to free them from the solution. They are then dipped, a few at a time, in solution No. 2. The sponges are allowed to remain in this solution a few moments, occasionally squeezing them in order to allow the fluid to thoroughly permeate them. Squeeze out, and wash in several waters in order to free them from the sulphurous odors. When they are nearly dry immerse them in solution No. 3.

Squeeze by hand, and let them dry in the open air, but not exposed to direct sunlight. This will leave them white, soft, and not rotten, as will most other processes.

Permanganate of potassium..... q.s.  
Hyposulphite of sodium..... q.s.  
Oxalic acid..... q.s.  
Water..... q.s.

v.

Soak the sponges in a one per cent. solution of permanganate of potassium for about fifteen minutes, wringing them out occasionally, and replacing them in the liquid. Then remove them, and wash them with water until the latter runs off colorless. Wring them out forcibly, and then place them into a solution of hyposulphite of sodium containing one-half pound in one gallon, to which one avoirdupois ounce of oxalic acid, dissolved in just sufficient cold water, had been added just previous to the immersion of the sponges. Work them around in this solution for about fifteen minutes, then remove them, wash them thoroughly with cold water, and dry them. In the case of large and strongly-colored sponges, this treatment may have to be repeated.

NOTE.—If it is desired to keep the sponges soft, and to prevent them from shrinking when dried, they may be dipped, after being washed, into a mixture of one volume of glycerin and four volumes of water, and then wrung out and laid aside to dry.—*National Druggist*.

#### Ninth Annual Excursion of Parke, Davis & Co.'s Employees.

All previous records were knocked to splinters Friday, when the steamers *Greyhound* and *Darius Cole*, the two largest passenger boats on the river, carried the employees of Parke, Davis & Co. on their ninth annual excursion to Tashmoo Park. It was the largest picnic excursion ever taken out of Detroit. The arrangements and facilities were complete in every detail, and a variety of entertainments afforded ample opportunity for the 1,800 people who attended to enjoy the perfect summer day thoroughly. The two steamers left the Griswold street dock about 9 o'clock and stopped at Campau avenue to take on a large number of people who live in the eastern portion of the city.

The excursion landed at Tashmoo Park about noon. A long procession of people carried baskets into the grove, where luncheon was spread. Others were pro-