

R.V. +0.75 sph. combined with 0.25 cyl. axis 45
L.V. -1.00 sph. " " +0.75 cyl. " 110

15. If a vision is $\frac{3}{8}$ which a + glass blurs and a patient cannot read J. I. at 22 C.m. what would it signify, say in a person at 55 and another at 18 years of age?

Retail Optical Advertising.

Extracts of paper read before the New York Association of Opticians by F. L. SWART.

The reason I have chosen "Optical Advertising" as the subject of this paper is that, next to the optician's skill and ability, I consider his advertising the most important factor in his business to-day. Advertising, at the present time, has become a science, and the business or article that is the best advertised, and has merit, succeeds the best.

I have read in some trade paper that opticians, as a class, advertise very little, and very poorly, which, with a few exceptions, I think is a fact. Proper optical advertising, to bring good results, requires a good deal of time and careful study. But any optician who gives the matter the proper study and consideration can make a success of writing advertisements for his own business. I would as soon think of closing my door to the public as to think of discontinuing my advertising matter.

The best kind of advertising is the kind that comes through satisfied customers, who recommend you to their friends, etc., but you must first get the customers to please, which can only be done by proper advertising. To make advertising pay you must keep continually at it. One or two insertions of an advertisement seldom pays. It is consecutive, continuous, persistent efforts that win in advertising, as in all other affairs of business.

It is not necessary for good results to have a full page or column ad., and I think for an optical ad., a two to four inch space, properly worded, displayed, and changed often, will bring good returns. The ad. should occupy a prominent position in the paper, and a neat cut is always attractive.

I have found in my experience that it does not pay to advertise prices of glasses, nor have special sales on certain kinds of glasses at certain times, because you cannot afford to sell compound or bifocal lenses at the same price that you sell plain sphericals for. And, when

persons come in for a pair of your advertised glasses, and you examine their eyes and find they need compound or bifocal lenses, and ask them a dollar or so more than your advertised price, they think right away that you do not mean what you say in your advertisement, or else you are trying to swindle them, and you immediately find yourself in trouble, for most people consider all opticians robbers on general principles. Find the right media for your advertising and stick to them, and I think you will all agree with me when I say that for the retail optician newspaper advertising pays the best, and to get the best returns from newspaper ads. they should be changed often. If there are several newspapers printed in your town, and you do not care to run an ad. in all of them, select the best paper, with the largest circulation, and keep an attractive ad in it.

I think it is a good plan to send out circulars, or booklets, at different times, advertising your business. I had very good returns last summer from a pamphlet, enclosed in an envelope and mailed to residents in the country, and distributed through the resident parts of the city by a boy.

Like every other branch of business, advertising should be conducted on sound commercial principles. Save money on your optical advertising if you can, of course, but save it in the right way. Cut off the little leaks, such as the programme, the bills of fare, the directory, the wall charts, the pages in souvenirs, etc. Cut them all off, and your business will not feel the difference. But always keep your ad. in your best city or county newspapers large enough to do you justice. It is better to convince a few people than to talk to many. Some people read advertisements as carefully as they read the news of the day, so make your ads. so they will leave some certain impression each time, and do not make any false statements. The art of good advertising is sometimes like the art of good behavior. It may be summed up in "don'ts."

Don't begin your ad. with a lot of glittering generalities that everybody knows. Make it original and to the point. So, for that reason, ready-made ads. cannot fit every individual case.

An ad. that goes straight about its business to sell goods from the start is a pretty good one. It is a good plan to call attention, through your ad., to some

special thing each time, such as a new style frame, a frameless eye-glass, or special nose guard, etc. I have had good success advertising the anchor guard as "Can't shake them off" eye-glasses or guards, and also all styles of filled goods in this way.

Make only honest statements in your ads. Money spent in advertising goods without merit is worse than wasted. Do not make the mistake of advertising goods competitors. Let him alone. If he makes misstatements about you, let him alone. People will catch him at it. If he jumps on you, let him jump; it will only help you in your business. Whatever you do, don't jump back at him through the press. Advertising space costs money, and it should be used always for the purpose of gaining trade. It does not do any particular good to tell what a rascal the other fellow is, and a lot of people will not believe you anyway. They will think you are jealous, and he is getting your business away from you. In other words, advertise your own business, and not your competitor's.

Acetic Acid in Fluid Extracts.

Acid acetic as a menstruum for the exhaustion of crude drugs is now an accomplished fact. Since this time last year much work has been completed with it by more than one set of observers. A systematic series of exhaustions has been undertaken on a scale much larger than is possible in the experimental laboratory, and all of the officinal drugs of different coarseness of powder are now being treated in turn with varying strengths of the acid until the proper conditions are found which will complete the exhaustion. The strength of acid employed has varied from that used in the old pharmacopœial products "Aceta" up to as high as 60 per cent. to accomplish the results, the aim constantly being to employ as weak an acid as possible for obvious reasons. The resulting fluid extracts are found to be of the same quality and strength as the officinal products, and should be equally effective. The veterinarians have naturally been much interested in these products, and have studied the subject in the line of comparative therapeutics. From their encouraging reports further progress in the use of these products is now quite established. The reduction in cost is more of an item with the veterinarian than with the