The contract once made, and the space decided upon, the average merchant advertiser's interest seems to die. Even a neglected ad. in a good paper will do some good, in spite of the advertiser's apathy. A good advertisement will always bring profitable returns, if placed in a paper whose price for space is based on an honest circulation statement.

And if I were an advertiser I would not use a paper that refused to prove its circulation. Circulation is what he is buying, and he has the right to know the quantity. And bare assertion isn't proof —not by several thousands sometimes.

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Advertising is business news. It tells of things which are of great daily importance. It is of more account to the frugal housewife to know where she can get certain necessary commodities at a less price than usual than are all the troubles in Siam or Alaska.

The news should be news. It should not be allowed to grow stale with repetition in the same old way.

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It is continuous effort that pays in advertising, as in everything else. A business man doesn't keep his store open one day in the year, or one week in the month, or three months in the year. If he advertises that way, that is the impression people will get. It is continuousness that has made each letter in the word "Royal" before the words "Baking Powder" worth over $2,000,000. The owner of Royal Baking Powder recently refused $12,000,000 for his business—a business built up and fostered by persistent advertising.

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People are very forgetful. They have to think pretty hard to remember the vice-presidential candidate two campaigns back, and yet he was pretty well advertised at the time. It has been truly said that the time to advertise is all the time. In business there is no such thing as standing still. A business man must go forward or he will fall back. Even if you do just as much business this year as you did last, some other fellow is doing more business, and he is getting ahead of you.

Each year's effort should be to exceed last year's sales. The only sure way to do it is to advertise. Advertise in busy times, because the iron must be struck while it is hot, and advertise in dull times to heat the iron. It can be done.

* * * *

When a contractor is in a hurry to drive a long plank down the side of a new sewer, he sets two men at it. Each, with a big maul, hits it alternate blows as often and as hard as he can. The strokes come as evenly as a pendulum swings.

One man and one maul would drive the plank down, but it would take longer.

The bigger the maul, the quicker and easier he will do the work.

Two men, or a dozen, with tack hammers, would not get the plank driven in a hundred years.

There's a parallel to this in advertising. If you're in a hurry to drive your business, use two papers, and make the advertising maul—the space—as big as possible.

If you haven't money enough to buy two big mauls, only buy one, use only one paper—the best—and make the space big enough to be felt.

You'll do more good with one maul than with half a dozen tack hammers. You'll get more benefit from a regular advertisement of sufficient size, in a reliable paper, than you will from half a dozen smaller ads. in a weaker paper.

* * * *

If you have only one ad., have it right. You don't believe in cutting your store in two, do you? You don't establish a branch until you feel sure you are doing all you can in the main store. Be sure you are doing enough in the best paper before you think of adding another.

Preparation of Compressed Tablets.

MANIPULATION IN SPECIAL CASES.*

Ammonium chloride, in a slightly moist and finely granulated condition, can be compressed into tablets without any preparation.

Calomel with sodium bicarbonate requires special treatment. Sodium bicarbonate, 630 grains, and gum arabic, 30 grains, are mixed and damped with water, then passed through a No. 40 sieve, dried, and bottled. Calomel, 90 grains, is added in the bottle, and the latter shaken until all the granules are coated. Finally compressed into tablets (McFerran).

Charcoal and similar spongy bodies must be in impalpable powder, and should be granulated by the addition of at least 25 per cent. of cane sugar. They require no lubricant, as a rule, and should be fed to the machine in a very fine granular form. The granules should be passed through a No. 12 sieve, dried, and then reduced until they will pass through a No. 60 to 80 sieve. A solution of gelatin may be employed instead of sugar, in which case a little French chalk should be added afterwards.

Effervescing mixtures should have their constituents granulated separately, and mixed in a perfectly dry granular condition just before being compressed.

Extracts require varying treatment, according to their condition. Powdered extracts should be mixed with starch powder before treating by the foregoing general process of Coblentz. Solid extracts should be rubbed to a syrupy consistence by the aid of a little water; the excess of water is then absorbed by the addition of about 25 per cent. of starch powder, the mixture being left sufficiently moist to form a proper consistence or granulation. Fluid extracts should be evaporated to a syrupy consistence, and then treated in the same manner as solid extracts.

Hygroscopic or deliquescent bodies will need the addition of gum in the proportion of one-tenth the weight of substance, water being used for moistening.

Hypodermic tablets may be made with sugar of milk (see below) as a basis, but dried neutral sodium sulphate and purified sodium chloride or ammonium chloride are frequently preferable.

Insoluble substances, such as acetanilid, phenacetin, sulphonal, etc., are best granulated with one-tenth their weight of cane sugar, water being used for moistening.

Pepsin in powder should be prepared by adding to it one-tenth its weight of cane sugar, then spraying with diluted alcohol (50 per cent.), and mixing to insure moistening of all the particles. The powder should then be capable of passing through a No. 80 sieve, and, after drying, is ready for compression. Scale pepsin requires only to be reduced to No. 30 or 40 powder and then lubricated.

Potassium bromide and iodide simply require crushing, and should then be treated in the same way as ammonium chloride.

Potassium chlorate should be used in the same condition as ammonium chloride, and is very readily compressed.

Quinine sulphate requires similar treatment to charcoal, but if, instead of French chalk, a little finely powdered arrowroot or ethereal solution of white paraffinum molle be added, the tablets will disintegrate more readily.

Rhubarb and soda, in combination, require one-tenth their weight of cane sugar, and should be granulated by means of a mixture of liquid glucose, 1 volume; water and alcohol, 3 volumes.

Salicylic acid should be treated like charcoal, quinine sulphate, and substances of similar nature.

Salol and phenacetin can be made into tablets by adding starch, moistening the mixture with alcohol, passing through a No. 20 sieve, then slightly warming, granulating, and drying prior to compression.

Salts containing water of crystallization should be reduced to fine powder, then mixed with one-twentieth their weight of powdered gum arabic, moistened, and passed through a No. 12 sieve. The granules must then be dried and again powdered, mixed with one-tenth their weight of cane sugar, and moistened with just enough water to pass again through a No. 12 sieve. After drying, first spontaneously, but finally by the aid of heat, pass the mixture through a No. 20 sieve, lubricate, and compress.

Scale preparations generally require the same treatment as scale pepsin, which see.

Sugar of milk, when used as a vehicle for powders to be compressed into tablets, should be moistened with a mixture of 1 part of syrup and 2 parts of water.—*Western Druggist.*

*For convenience of reference details are here given of a number of special cases considered by Coblentz (Handbook of Pharmacy), McFerran (Pharm. Jour. (3), xviii, 972), and Remington (Practice of Pharmacy), whose writings may be consulted for further particulars. Though sieves with meshes of various sizes are mentioned, a No. 30 sieve will usually prove fine enough in almost every case.