

tion of the wild root was prohibited by Imperial edict. Steps were taken in Kirin to carry out this order and to prevent the admission of the root into China. Notwithstanding, a small quantity is clandestinely collected, hence its prohibitive price. At one time, it was proposed by some Russians to establish ginseng plantations, with a view of growing the root as an important article of trade with China. It has been cultivated in Japan, but with little success. In appearance ginseng is translucent, very brittle, taste mucilaginous, sweet, slightly bitter and aromatic; its supposed virtue is that of restoring verile power to the aged. A visit to a ginseng merchant is thus recorded. Opening the outer box the merchant removed several paper parcels which appeared to fill the box, but under them was a second box, or two small boxes, which, when taken out, showed the bottom of the large box and all the intervening space filled with more paper parcels. "These parcels," he said, "contained quicklime, for the purpose of absorbing any moisture, and keeping the boxes quite dry, the lime being packed in paper for the sake of cleanliness." The smaller box, which held the ginseng was lined with sheet lead; the root was further enclosed in silk wrappers and kept in small silken covered boxes. Taking up a piece he requested his visitor not to breathe upon it, nor handle it, and then dilated upon the many merits of the drug and the cures it could effect. In Corea and China the ginseng is often sent to friends as a valuable present; in such cases accompanying the medicine is usually given a small, beautifully-finished, double kettle, in which the ginseng is prepared. The inner vessel is made of silver, and between this and the outside kettle, which is a copper jacket, is a small space for holding water. The silver kettle, which fits on a ring near the top of the outer covering, has a cup-like cover in which rice is placed with a little water. The ginseng is put into the inner vessel with water, a cover is placed over the whole and the apparatus put on the fire. When the rice in the cover is sufficiently cooked, the medicine is ready and is then eaten by the patient, who drinks the ginseng tea at the same time. The dose of the root is 60 to 90 grains. During the use of the drug, tea drinking is forbidden for at least a month, but no other change is made in the diet. It is usually taken in the morning before breakfast and sometimes in the evening at bed-time.—G. D. in *British and Colonial Druggist*

**ANYTINES AND ANYTOLS.**—By the action of sulphuric acid on mineral oils, resin oils or hydrocarbons, bodies are obtained which, either in the pure state or as salts, are soluble in water and in alcohol. These bodies are being termed anytols, and the original bodies which yield them are the anytines. There is nothing new here except the names, which are likely to be used extensively. Creolin belongs to the group.—*Reperloire de Pharmacie*.

## Window Dressing.

By L. H. FOSTER.

With respect to advertising, a pharmacy is in a measure handicapped, it has not the latitude of the large department stores of the city, which advertise one particular line and incidentally sell a dozen others. If a man goes into a drug store to buy liver pills, a shelf full of cough mixture does not appeal to him in the least. It may be that the retail druggist of the future will be forced to carry a general line of merchandise to which his drug stock will be merely an adjunct, but to-day the profession looks to each individual pharmacist to protect its dignity and demonstrate its ability to stand alone.

One might as well be a dead man as a nonentity in business. The merchant must make himself known, and if, as is the case with the druggist, his advertising resources are limited, he must fall back on an attractive establishment to invite the public within his walls. He must make a landmark of his store, give it an individuality, and have it known for its reliability and high standard. Not enough attention is paid, as a general rule, to the dressing of show windows, and this is really so important a feature the druggist cannot afford to overlook it or grow careless in his displays. It is a mistake to fill a window with a heterogeneous collection of elixirs, pills, perfumes, cigars, corn-cure and hair brushes, it may be a fine exhibit of first-class stock, but it is too confusing a mass to make any impression on the passer-by—there is nothing to catch the eye. On the other hand, if the druggist will clear out his window, and into the empty space unload carelessly in a heap a barrel of stick liquorice, a monkey-skin of aloes, a quantity of some crude drug, or some other one thing, it is comprehended at a glance, and serves as a reminder to the pedestrian of something in the drug line he ought to have.

A window in one of the popular New York pharmacies presents a very attractive appearance. The background and floor are covered with Turkish towels; the pyramid of rock salt boxes flanked on both sides with loofahs, two meeting in a point at the apex; sponges festooned from the ceiling, and soap, flesh-brushes, etc., dropped promiscuously about, the whole making an attractive, and just now seasonable, display.

It is a good thing to keep window decorations "up to date"—that is, commemorating current festivities and celebrations with appropriate designs and colors. In selecting colors, harmony is of course the main thing, and the following combinations may be used with artistic effect:

Orange and black.  
Pink and Olive-green.  
Lavender and mauve.  
Golden brown and yellow  
Cherry and white.  
Light blue and mahogany.  
Yellow and white.

On class days, and occasions that arouse public enthusiasm, as foot-ball games,

boat races, etc., the college or club colors may be adopted in the window dressing. These color-display arrangements are exceedingly dainty, and involve only the expense of a variety of drapery silks, which will last almost indefinitely if removed carefully and laid away smoothly after each time of using. The draping may be more or less elaborate according to the talent of the dresser, a simple method being a half-length curtain hung on a brass rod at the back, and the floor covered loosely with silk of the complementary shade. One week the exhibit in the window may be toilet articles—perfume, face-powder, tooth-brushes, manicure implements; another week, bronchial lozenges, in bulk and packages, the next week, an array of witch hazel, or what ever is seasonable. Rose pink draperies and black liquorice in a window would tempt any man to buy.

A very clever device, and one which at once attracts the eye and could be used in these color windows effectively, is long satin streamers, attached to bottles or packages or to miniature flag-poles, and kept flying festively in the breeze created by a concealed electric fan.

A marine window for the advertisement of the various cod liver oil products, is good. In this a complete model of a ship—schooner, sloop, or other fishing boat—is used as a centre piece, and around it, in classified groups, bottles of pure cod-liver oil, emulsion, capsules, malt and oil—any preparation that contains a percentage of oil. Sea-weed, star-fish, or any aquatic curiosity, maybe used for additional decoration.

This method of advertising admits of almost inexhaustible variety, but even in this the question of environment must be considered. One must study the taste of his patrons to learn what style is most likely to win their attention; he must look at the subject not only from his own standpoint but also from that of the class of trade his locality commands.—*Bulletin of Pharmacy*.

## Strawberries as a Medicine.

Strawberries have for a long time had a well established reputation as a remedy for the gout. Dr. A. George, in the *Annales de la Societe Horticole de l'Aube*, tells us that in the last century the great botanist, Linnaeus, who was gouty, had much cause to extol the action of the fruit in this disease. At this epoch, when uric acid was unknown, he had the prescience that the chemical cause of gout was identical with that of gravel, and he expressed himself in a picturesque manner to one of his friends when he wrote to him: "I have the gout and you have gravel; we have married two sisters." The only method that Linnaeus found of easing his gout was by an abundant use of this fruit, to which he has made a graceful acknowledgement in his writings.—*Science Siftings*.