

scanning of the newspaper columns is often exasperating. Part of the facts are mentioned, and the house or apartment or flat-hunter "must traverse many a weary mile" to find what sort of heat or light is used; or how many flights up they must go; or if there's janitor service; or what the price is, and many other things.

A woman said to me the other day: "I've rented three rooms of my flat. I wish I had a dozen more suites to give to the people who came after I had secured a tenant."

"What did you say in your ad.?" I asked her.

"I said: 'Three furnished rooms, bath, pantry. Blank dollars a week. One block west of L station. Fine neighborhood.' That was all, with my name, without initials, and address, of course. This ad. came out in a Sunday paper. Before noon I had a fortnight's pay for my rooms, but applicants kept coming up to Wednesday noon."

There's a three-line ad. that told the whole story. Number of rooms, price, the means of transit (which is most important of all), and a hint of the surroundings. The ad. is suggestive by the mention of the pantry. That means housekeeping may be indulged in, or let alone.

This ad. passed the crucial test. If it had not been good it would not have been answered so soon, or so often.

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One great difficulty that confronts new advertisers, old ones too, in a measure, is the choice of mediums.

Upon the selection often depends success. The question is, "What will reach the people to whom I wish to speak?" This cannot always be judiciously answered by taking the paper that has the largest circulation. It is the character of the readers that must also be considered.

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Advertising should be free from technicalities. Each sentence should be so plain that any child that can spell it out can understand it.

Advertising is not an exact science. Neither is medicine nor housekeeping. But we rely upon the doctor's opinion because he has given his time and all his ability to the study of medicine. We depend upon our home makers for limitless comfort and happiness. So also the people who have made a study and a

business of advertising form a class with whom it is profitable to reckon.

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Failure or success in advertising is not governed by chance. There's no lottery about it.

If you have a good thing, something that many people may use, if it can be sold at a fair price, a price that the majority of people can afford, all you have to do is to advertise your merchandise.

Then, if the advertiser is new to the business of telling clearly and plainly his story to the public, let him be guided by the experience of those trained to the work. If an ad. writer knows how to begin, it is a great point gained. If he can start off as if he had thought the matter all over and knew his subject thoroughly, it begets confidence at once.

Another very important matter is to know when to quit. Don't protest too much. Tell your story in a few strong words, and in simple sentences. Even if you mention but a half dozen of the thousand and one articles you have for sale, it is better than to make a hotch-potch of your space. Your patrons will soon learn that your advertisement is a realistic serial. If they don't find what they want one day, they will the next. Irish stew is a savory dish, but don't build your advertising on the same plan.

Leslie's Popular Monthly for June.

Frank Leslie's Popular Monthly for June, opens with an illustrated article of extraordinary and unique interest, entitled "The President's War," by a veteran journalist-diplomat, DeB. Randolph Keim. President McKinley is here shown "at the helm," as Commander in chief of the Army and Navy of the United States, in the late war with Spain.

"A Metropolitan Night; Glimpses of New York with a Newspaper Reporter," is the self-explanatory title of a graphic and picturesque article, by Samuel Hopkins Adams in *Frank Leslie's Popular Monthly* for June. Blanche Z. Baralt writes eloquently of "The Greatest Passion in History," that of Juana la Loca, the mad Queen of Spain. "At the Ends of the British Empire," by Robert E. Speer, is an exceptionally brilliant piece of descriptive writing, accompanied by many beautiful views of India. Martha McCulloch-Williams contributes a quaint and delightful paper, which she calls "A Brief for the Defence, in the Case of that

Crownless and Unchristian Martyr, the Mule." The story of a woman's love and sacrifice is told in "For His Honor's Sake," by Martha Henderson Gray. "Women as Architects" are interestingly discussed by Joseph Dana Miller.

Powdered Carbolic Acid.

Carbolic acid may be obtained in the form of powder (*Chem. Zeit.*) by triturating the crystalline phenol with boric acid, calcined borax, magnesia, calcined alum or similar dry substances.

Jaborandi Leaves as an Adulterant of Coca Leaves.

Barclay reports (*Chemist and Druggist*) that he has discovered the presence of from forty to fifty per cent. of small jaborandi leaves as an adulteration in a sample of Bolivia coca offered on the London market.

Petrolatum as a Laxative.

H. Upson (*Phil. Med. Journ.*) says that a pure white petrolatum is a most efficient and unobjectionable laxative as it acts wholly in a mechanical manner without causing any irritation whatever. The dose is placed at from 50 to 100 gms.

Chloroform in Tubes.

Chloroform in tubes has been placed on the market for the convenience of the physician, in order always to have at hand a definite quantity of chloroform in convenient form. The tubes consist of gelatin, contain 30 to 50 Cc. They are colored brown and are non-breakable. When the chloroform is wanted, the wall of the tube is pierced with a heated needle.—*Pharm. Post*

A Rubber Cover for Mortars.

A German pharmacist uses a rubber cap for mortars containing a sleeve in the centre which fits over the pestle. The outer rim of the cap is provided with an elastic band which enables it to clasp firmly the top of the mortar. Sufficient play is given to the pestle to enable the operator to powder the drug contained in the mortar without any access of air. The cap is said to be very useful in pulverizing hygroscopic substances.—*Chem. and Drug.*