

granulation of wounds; if its action is less intense than that of iodoform it is more certain and more persistent. From its physical condition it is easy to introduce into all the irregular spaces of a cavity, so that its antiseptic properties come into play over the whole surface of the wound. It sometimes gives rise to slight smarting, and, like iodoform, is occasionally followed by an eczematous rash.—*Nouv. Rem. (Phar. H.)*

LANOLIN POWDER.—Lanolin powder, so-called, used as a surgical dressing, as well as cosmetic, is prepared (Il. Farm. Ital.) by dissolving lanolin in ether, chloroform, acetone, etc., adding this to a powder such as talcum, magnesium carbonate, zinc oxid, etc., and then exposing in shallow vessels, reducing the dry residue to an impalpable powder. These powders may be further medicated

TANNOPIN.—This condensation product of tannin and urotropin was first favorably reported on by Schriber as a remedy in intestinal catarrh. G. Joachim now states that it is a most valuable remedy in infantile diarrhoea, cholera nostra, and enteritis. In choleraic diarrhoea the effect of the remedy is increased by combining it with a minute dose of calomel, thus: tannopin, 30 to 50 centigrammes, calomel, 5 milligrammes. In certain tuberculous cases, tannopin was given in doses of 1 to 2 grammes per diem without any ill effect. The author finds that the remedy is quite harmless to the youngest children in doses of 30 to 50 centigrammes four times in twenty-four hours; older children and adults may take from $\frac{1}{2}$ to 1 gramme.—*Therap. Monats.*

Revision of the U.S. Pharmacopœia.

At the national convention for revision of the United States Pharmacopœia, held at Washington in 1890, it was decided to hold a convention for the purpose of such revision in May, 1900.

The president of the convention, Dr. H. C. Wood, has, therefore, called a meeting for the first Wednesday in May, 1900, the representatives being from State medical and pharmaceutical associations and the medical departments of the army and navy.

Willie: "Pa, can anyone see through glass?"

Pa: "Certainly, Willie."

Willie: "Then why can't Uncle Henry see through his glass eye?"

Practical Hints on Advertising.

By CHARLES AUSTIN BATES, New York.

A common complaint with retail advertisers in small towns is that the local paper is so poorly equipped with type that good display cannot be secured. This is a mistake. Good display can be secured with any outfit of type I ever saw, and I have seen some pretty bad ones. As a matter of fact, local dealers worry too much about display. The era of big display lines is fast giving way to an era of pictures. The object of a display line is to make the ad. prominent and attractive. Both of these things are better secured by the use of a handsome picture. Under the system of duplication or syndication, the work of the very best artists is available for the use of retail dealers at the most insignificant prices. If a merchant is using pictures in his advertisements the display problem is practically solved so far as he is concerned. He can fill the rest of his ad. with solid type if he wants to. People will read it if they are interested; they will not read it if they are not interested, no matter how short or how long it may be.

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The best estimate that I can make on the amount of money paid for advertising every year in America is in the neighborhood of six hundred million dollars. That is about ten dollars for each inhabitant. It is possible that these figures are a little bit high, but I don't believe it can be figured down much lower than five hundred million dollars. Sometimes I think that nine-tenths of this money is misspent, but perhaps that is only when I am feeling misanthropic on Monday morning. I should say that fifty per cent. of it was wasted at even the best. Most of this waste will be avoided when business men realize what the simple problem of advertising really is, after all. When they once come to the plain understanding of what they should expect from advertising they will make fewer mistakes. Just as long as they think it is a mystery or gamble they will go into things blindly, and so long as they do that there will be losses.

There are different problems in advertising, just as there are in other businesses. A man can lose money at any business if he goes at it blindly. There are "fakirs" in every line of business. There are people in every line who want to sell nothing for something.

There is very little theory and a great deal of certainty in advertising. The people who enshroud it with mystery do so for their own advantage. There is a right way to advertise any business, and it is comparatively easy to find this right way. There need be no unreasonable chances taken. The advertiser's problem is simply to get his story before the people most likely to be interested—simply a plain, straightforward statement of what he wishes to do for them. To be sure, it requires thought and judgment to do this in the right way, but no more than any other department of a business.

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Some time ago a merchant said to me: "We have been advertising for fifteen years and we have never had any direct evidence that the advertising brought results. We have taken it on faith." There was a man who had too much faith. Advertising that does not bring results is not good advertising.

If you cannot see that you are getting returns you had better quit or change your method. This is particularly true in retail businesses. I have never yet seen a retail business that was not quickly susceptible to the influence of advertising. There is no retail business in the United States that is managed on half-way rational business principles that will not respond almost immediately to good advertising. The retail dealer who is not getting direct returns is not getting what he is entitled to. He has no business to take his advertising on faith. He ought to expect to see his money coming back very quickly. He ought to see some results immediately. I don't mean to say that he will not occasionally put in an advertisement that will produce no results. Sometimes these things are inexplicable, but take the advertising as a whole, from week to week and from month to month, and the returns should be prompt and easily traceable.

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It is a perfectly simple thing. You have a proposition to make that you think is acceptable. You offer people the worth of their money. You offer them something they need at the price they ought to pay. If you place your proposition before a number of people you will surely find some one who will accept it. If you are trying something that the people don't want, or if you are trying to get an unreasonable price for it, you cannot expect to sell it. But there