

etc.—nothing new, or crisp, or inviting. Nothing special, no prices, and—no returns.

Some people can write under pressure, but not many. The few who can are amongst the professionals. Many men and women, who work at their desks nearly all the days of the year, must have room or office entirely quiet, or their brains won't work. Only a few can work if they are even likely to be interrupted.

How then is the unpractised business man to tell the story of the many departments in his house, while his brain is in a whirl, and his attention is called every few minutes to something else than the subject in hand? If he writes at all, it must be under pressure. Sometimes inspiration will come to some people who work in a hurry, but too much depends upon the work that an advertisement is expected to do to trust to such a chance. The newspaper space costs too much to be neglected. It should be looked to do its work as well as the cash boys, or the men in the silk department, or the women who sell the millinery.

It will, if it is watched only half as closely. If it is treated like an importunate beggar, given only scraps of time, and the ragged, left-over work of a fagged-out brain, it will probably make but beggarly returns.

It is not necessary that the advertisement should be "fine writing." It need not be an essay. It requires more time and acumen to condense your words, make them strong, than to expand. Fine goods are usually in small parcels.

#### Optical Telegraphy.

The heliograph has been specially developed in sunny climates; by the British in Afghanistan and in Africa, by the French in Tonkin, by the Americans in the United States, and by the Greeks in Crete. It has been used successfully over single stretches of over 65 miles. In France the acetylene lamp has greatly increased the use of the apparatus by making it independent of sunlight, and signals have been read as far as 37 miles by day and 56 miles by night. In Italy the acetylene lamp flash has been read at a distance of 72 miles. The navy search-lights landed in Cape Colony have been used for flash signaling and have greatly extended the range. At coast forts and in the navy the Ardois signal light (a combination of red and white electric lamps hung in the rigging or on a mast)

are extensively used for short distances, either between ships or between forts and ships.

#### How to Keep Plasters.

Plasters should be kept at an ordinary temperature in a dry place: never keep them in the cellar or any place where they are apt to gather moisture, but exclude them from the air as much as possible in tin, wood or very heavy cardboard boxes. The only way I know of displaying spread plasters is in a show case, and then always in their original package; never put them in your window, as they are affected by the heat, and would be spoiled by the sun. Never dispense or sell any but the very best made, and those you know are up to strength and properly medicated; there is no money in buying cheap plasters, as they will spoil on your hands and will not give satisfaction to your customers; and then, again, when you get a prescription from a doctor you should know that the plaster dispensed is up to the standard of the Pharmacopœia, as the M.D. always expects to get the physiological effect of the plaster.

When selling plasters always tell your customers to wash and dry the parts thoroughly where the plaster is to be applied, and if they will take equal parts of ether and alcohol and apply to the parts by rubbing with the hands before applying the plaster, they will find it a great benefit, as it will open up the pores of the skin and allow the medication of the plaster to take immediate effect.

So far as spread plasters are concerned, the term dispensing has lost its earlier meaning, since the pharmacist of to-day is not called upon to prepare them, but dispenses spread plasters by handing them to his customers in good form and with proper directions for their use. This is true because of the modern machinery in use by the manufacturer, which makes them better, cheaper and more convenient for general use. The present custom is of advantage to all concerned, since time and trouble are saved for the pharmacist, and the customer is guaranteed an article possessing full strength as demanded by the United States Pharmacopœia, if the pharmacist is careful to buy from a reputable firm.—*Red Cross Notes.*

Politeness is like ginger-pop; there isn't much nourishment in it, but it leaves a pleasant flavor.

#### New Home for The J. B. Lippincott Company.

An important transaction has just been concluded by which a number of old-fashioned dwelling-houses on East Washington Square, Philadelphia, have passed from the ownership of the heirs of the famous lawyer, Horace Binney, and will soon be torn down to make way for a fine building to be occupied by the J. B. Lippincott Company, whose old home on Filbert street, above Seventh, was burned down some months ago. Possession is to be given by September 14, and it is expected that the demolition of the old structures will begin soon after. The site is considered a very eligible one for the Lippincott Company, as it has light on the three sides, is very central, and they will be enabled to promptly issue and increase their excellent line of medical publications by standard authorities. By the way, their new catalogue, just issued, is handsomely illustrated with excellent portraits of many of America's leading medical writers.

Many historic recollections cluster about the properties just sold. They stand on the ground once occupied by the old Walnut street prison, built before the Revolution, and in which during the struggle the English confined American prisoners during the former's occupation of Philadelphia.

"Stringtown on the Pike," by John Uri Lloyd, is announced by Dodd Mead & Co. to appear in book form in October, price \$1.50. It is a study of northern Kentucky during the war, and brings to view the conditions that involved the people of that border State during the boyhood of the author. Of it, the talented writer, Judge J. Soule Smith, of Lexington, Ky., writes: "No such vivid landscape painting of Kentucky seasons and Kentucky scenery is to be found in any other book." The *New York World* states that it "reminds one of the figure in American literature cut by physicians, from Dr. O. W. Holmes to Dr. Weir Mitchell and Dr. W. A. Hammond," and in this same line of thought the *American Journal of Pharmacy* states that "Our faith in American literature is strengthened by the entrance into it of professional men like Weir Mitchell and John Uri Lloyd."

Every man wants to live to be old, but not one in ten thousand can fill the character of an old man.