

edge off a knife. You can cut some things with a dull knife, but there are some things you can't cut with it, and you can't cut anything with it as quickly, smoothly, cleanly and thoroughly as you can with a sharp knife. Advertising ought to have a razor edge, even if it does a little bit for grinding. It ought to be keen enough to enter the brain of greatest resistance.

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It is the last few dollars that are spent on advertising that give it value. It is the last pound of power that lifts a weight. If it takes a strain of 1,000 pounds to break a chain, 999 pounds won't do any good. You can spend 999 pounds on it and leave off just where you started. If you want to break that chain, you will have to spend those 999 pounds over again and add the other pound to it after all. It would have been better to have used 1,002 pounds at the start. It is better to spend \$105 for a thoroughly effective booklet than to spend \$100 for one that is inefficient.

There is a point of excellence below which no printed matter should go. There is also a point where the expenditure of money is really waste. Let nobody misunderstand me—I believe in good printing. I believe in spending all the money for printing that its objects and uses and possible profitability will justify, but I do not believe in spending \$15 when \$10 will do just as well, neither do I believe in wasting \$15 when it takes \$20 to accomplish my object.

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I think it is safe to say that nine-tenths of all the money paid for dodgers and hand-bills is wasted. It is, figuratively and literally, "throwing money into the street."

If a business man thinks it advisable to get out any sort of printed matter, he ought to spend money enough to have it nicely printed on good paper, and should try to make it of such a character as will insure preservation for a short time at least. A mere dodger thrown into the yard or doorway is generally regarded as more of a nuisance than anything else, and I think really hurts the business oftener than it helps it.

Books.

"The Opticians' Manual," second edition, by C. H. Brown, M.D., published by *The Keystone*, Philadelphia, has been sent to us for review. It is much ahead of the admirable first edition, inasmuch as valuable additions are made to several chapters, an appendix of optical symbols and abbreviations, and glossary of optical terms being included, which did not appear in first edition. This work has been a favorite with the optical student from the first, being concise and clear, with much left out which is really of no importance in optics outside of medicine. We commend this work as a companion

text-book, and advise every reader to add it to his library without delay.

Send for a Copy.

We have just received a copy of a very handsome and artistic 48 page illustrated catalogue issued by William A. Gill & Co., the reliable and well-known manufacturer of tin boxes and cans, of Columbus, Ohio, which will be sent post paid to any address upon application. They have recently been granted a patent on a Rounded Corner Seamless Box, and have gotten out many new styles of boxes and cans that will be of interest to the drug trade generally. Their goods are sold at manufacturer's prices by all the leading wholesale druggists of the United States and Canada.

Magazines.

Professor J. M. Good at Editorial Work.

Mr. James M. Good, Ph. G., Hon. M.D., Professor of Pharmacy and Dean of the faculty of the St. Louis College of Pharmacy, is now associated with the editorial work of the *Meyer Brothers Druggist*. The professor has charge of the Prescription Case Department.

Leslie's Monthly for August.

A special fiction number is *Frank Leslie's Popular Monthly* for August. There are seven complete stories, all illustrated, and all are bright and clever, the one by Margaret E. Sangster being particularly noticeable for its sweet simplicity. But the number is not given up entirely to fiction. There is an attractively illustrated paper entitled "A Grandee of the Fields," in which Martha McCulloch-Williams chats entertainingly of tobacco, its history and cultivation. Harvey Rowell describes "Summer Logging in Wisconsin"; there is a most interesting account of a visit to Japan, under the title "In the Land of the Mikado," by Dr. J. Simms, with capital half-tone cuts; Colonel Alexander E. Sweet tells of an exciting German student duel of which he was a witness; "Beasts of Burden" is the subject of an article by the well-known traveller-author, Frederick A. Ober; the department for young people contains a story, a paper on stamp-collecting, and the continuation of Horatio Alger's serial. Then there are illustrated poems, talks about books, comments on pictures, and the Leslie Portfolio.—Frank Leslie's Publishing House, New York.

Canada's Greatest Celebration of the Jubilee Year.

Fully alive to the times the management of the Toronto Exhibition, or as the title runs this year, "Canada's Great Victorian-Era Exposition and Industrial Fair," is to be conducted on a scale, from

August 30th to September 11th, that will even transcend any former effort made to promote this, the most popular, most comprehensive and most attractive annual show held on this continent. Already a sufficient number of applications for space and of notifications of entries have been received to warrant the highest expectations. The management have increased the number of medals to be awarded, and have made many improvements to the buildings and grounds, showing that they are resolved to leave nothing undone that will enhance the pleasure and comfort of both patrons and exhibitors. They have also determined on a special feature that promises to prove the greatest outdoor spectacle in the way of entertainment that Toronto or any other city has ever known, outside the world's metropolis itself. This spectacle will take the form of a reproduction of the wondrous Diamond Jubilee procession in London. Agents are now across the water hiring and buying the necessary properties and costumes, which will be an exact replica of the uniforms and costumes worn by the soldiery, the sailors, the nobility and the yeomen of the guard in the magnificent procession. Scenes will also be reproduced of the ceremonies at Buckingham Palace, St. Paul's Cathedral and other places along the line of route. Many interesting specialties will also be introduced, while at night the effect will be heightened and magnified by brilliant illuminations and fireworks. Not only will spectators have brought home to them the grandeur and unity of the empire, but they will be practically taken home to Old London. While dwelling on this grand feature the material aspect of the Exhibition must not be lost sight of, therefore it is well to mention that entries of live stock, and the majority of the departments close on Saturday, August 7th. Programmes containing all details of the attractions will be issued about the 10th of August.

Meetings to be Held.

Aug. 18-26.—Annual meeting of the British Association at Toronto, Ont.

Aug. 24-28.—Annual meeting of the American Pharmaceutical Association at Lake Minnetonka, Minn.

Aug. 31 to Sept 4.—Annual meeting of the British Medical Association at Montreal, Que.

Sept. 8.—Annual meeting of the Ontario Society of Retail Druggists at Toronto, Ont.

Sept.—Annual meeting of the Wholesale Drug and Proprietary Medicine Dealers' Association at Toronto, Ont. (Date not yet fixed.)

INDIA-RUBBER.—The immensed demand for rubber arising from the bicycle craze resulted in the destruction of millions of trees last year, and the unfortunate part of the business is that few new trees are being planted.