

It is wonderful how much good can be done the eyes of people of all ages by using this simple exercise ten or fifteen minutes each day. If you are where it may be inconvenient to measure time, as in the dark, it is well to count the number of passes made by the fingers over the eyes, until you reach the number that you have demonstrated by experiment that time will allow. For instance, when you awake in the night and have the blues because your "sight is failing," spend a little time massaging the eyes, instead of worrying about them.

Jeyes' Sanitary Goods.

Jeyes' Fluid is known all over the civilized world as a standard non-poisoning disinfectant, and it has been used in Canada to a certain extent for several years past. Now, however, Jeyes' Sanitary Compounds Co. of Canada has opened an office in Montreal for supplying the Canadian trade, and are carrying a full line of the many forms in which the fluid is embodied.

The company is pushing the goods among the medical profession, but is aiming at selling solely through the drug trade. They have made exhibits at the meetings of the International Railroad Surgeons' Association in Toronto, the Canadian Medical Association in Quebec, and the American Public Health Association in Ottawa, where the medical men had an opportunity of examining the newer forms in which the fluid is prepared.

They had also an exhibit at the Toronto Industrial Fair, where they carried off the medal and diploma and introduced their household goods to the homes where the value of disinfection is properly understood.

By recent tests in Canada Jeyes' Fluid has proved efficient against germs when used in only a one per cent. solution, and is much cheaper than carbolic acid, while more efficient, but non-poisonous.

A refined quality (Crenasol-Jeyes') is put up for dispensing purposes, and is being prescribed with successful results.

The attention of our readers is directed to their advertisement on inside front cover.

Imidiod is an iodine derivative formed by heating together a solution of parathoxyphenyl-succinimid, potassium iodid, and iodine, in dilute acetic acid. It is used in place of iodoform.

Practical Hints on Advertising.

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I have in hand a tailor's circular that says: "At the urgent request of hundreds of applicants who are employed during the day and are unable to leave their work in time to make their purchases in a satisfactory manner, I will, on receipt of postal card, send an experienced cutter to measure, etc." How much broader and better it would have been to say: "If your business engagements are such that you cannot spare the time to come to my store, I will send an experienced cutter to show you a full line of goods and to take your measure at any hour you choose to mention." Perhaps the difference is slight, but still I believe it is important.

The circular is evidently addressed to clerks and others whose time is not their own. In spite of that fact it would be just as well to use another form of expression. A man may be tied up all day in a store or an office, but there is no use "rubbing it in" on him. Make believe that you think he is a free-footed, independent business man, whether he is or not. That isn't necessarily in the nature of a deception, but rather, of a courtesy.

It is possible to be entirely too economical in printing a circular, no matter who it is going to. If it is a cheap looking affair one cannot help judging the goods advertised by the way in which they are advertised. By using cheap printed matter the firm shows disrespect for its own business. It shows that it doesn't think it is of much importance. It says, in effect, that any sort of printed matter is good enough, and that is a mistake. A man's attitude towards his own business has very much to do with the attitude of other people toward his business. If he treats it with respect and consideration, so will they. If, by the use of cheap printed matter, he stamps his business as cheap, styleless and unimportant, he must expect to have it measured according to his own estimate.

I haven't any use for advertising that doesn't bring results. There is no reason why it shouldn't bring results. You can generally figure out about how long a time it should take for your information to circulate, and how long it should take to get results from it. If I send out a thousand circulars on Monday morning I

expect some sort of action by Thursday morning at the latest. If I do not get a considerable number of responses by the following Monday morning I know that my circular has been a failure and I try something else.

It is seldom that a single circular sent to a list of strangers brings profitable returns. A series of five or six circulars sent at more or less regular intervals is pretty sure to bring profitable results, if the circulars are of the right sort and if the propositions they contain are attractive. By the same token five or six consecutive advertisements in a newspaper ought to bring some perceptible returns.

I believe in advertising in such a way that the results can be determined in some measure. There is hardly anything under the sun that cannot be advertised in this way. It is largely a question of checking the returns. Persistence in advertising pays if it is in the right direction. I don't believe in firing off one ad. and quitting if that ad. doesn't bring paying returns. There are very few people in the world who understand anything with one telling. You have to tell them twice or three times to make them believe you are in earnest. People are suspicious of a stranger. You will have to advertise at them long enough to get them acquainted with you—to make them understand that you are a permanent institution.

I should say that the advertiser in daily papers ought to begin to get results within thirty days or less. The advertiser in weekly papers ought to begin to get returns in three months or less. The advertiser in monthly publications ought to get returns in six months or less. If returns do not come within the time specified, that particular publication ought to be dropped or the style of advertising changed. If perceptible returns do not come within reasonable time, something is wrong.

We do not advertise to keep our name before the public. We do not advertise for our health. We do not advertise to show people how smart we are. We advertise to get returns. If we don't get returns advertising is a delusion and a snare. It is the results that count.