or other publication, or in the form of a book, notice, hand-bill, poster, bill, circular, pamphlet, or letter, or in any other way, an advertisement of any sort regarding merchandise, securities, service, or anything so offered to the public, which advertisement contains any assertion, representation or statement of fact which is untrue, deceptive or misleading, shall be guilty of a misdemeanor.

MODERN SHOE POLISHES AND DRESSINGS.

By far the most important and widely used dressing is "Ladies' dressing," so called for its use on women's and children's footwear of kid and goat leathers. It is essentially a colored solution of shellac; borax, or an alkali, being the solvent and nigrosin the color. A little glycerin is usually added to prevent cracking and to preserve the softness of the leather. It is applied with a sponge and leaves, when dry, a soft, pleasing gloss. If soap solution is added to "Ladies' dressing" it becomes "Gun-metal dressing." This does not dry bright, but leaves a dull, gun-metal finish. Patent leather dressing.—This is usually simply olive or cottonseed oil, or vaseline, or white wax and turpentine. To hide cracks in patent leather, a solution of gun-cotton in amyl acetate, colored with a black spirit-soluble dye. Nappy dressing, for ooze, suede, castor, and nappy leathers is wood alcohol tinted with a color insoluble in water. The alcohol cleans the nap, and leaves the color, which, being insoluble in water, does not soil damp garments. White leather dressings may be the old-fashioned pipe-clay, or pipeclay mixed with light magnesium carbonate. The latter gives a better white than pipe-clay alone. Another white dressing is zinc oxide suspended in water with a small quantity of an adhesive. This is applied with a sponge. These white dressings may obviously be tinted with umber, ochre, or other pigments, for canvas shoes of various shades. Polishes.—Carnauba wax is the basis of the best modern friction polishes. Candelilla wax may be substituted for the cheaper qualities of polishes. The wax is boiled until emulsified with a solution of borax. The product is known as "white stock." If a paste is required, this "white stock" is mixed with a sufficiency of hot, strong solution of common yellow soap and tinted with nigrosin. A soft paste is thus obtained. If a liquid is required, the best Castile soap is used, as this does not gelatinize on cooling. With moderate friction, the hard waxes held on the leather by the soap give a fine polish. Another method is to melt carnauba or candelilla wax, or a mixture of these, with paraffin wax or beeswax in hot turpentine, and mix with very finely powdered animal black. A firm paste is thus obtained, which easily spreads. When this is poured into boxes, it must be quickly cooled, or separation of the waxes may occur. Beeswax gives a toughness and lack of shortness to the paste, with a smooth finish, which cannot be obtained without it. For tan leather polish the basis is the same, but brown or yellow dyes are used instead of nigrosin. Liquid shoe cleaner is merely mucilage of tragacanth containing a little oxalic acid in solution.—J. T. Donald, (J. S. C. I., 1913, 32, 459, through Pharmaceutical Journal.)