

by the writer some years ago, and lately elaborated, we can easily select an indicator suitable to the acid to be titrated.

It was advised that one could decompose the hydrogen peroxide by means of platinum metal, subsequently titrating the acid remaining. This procedure has now assumed this shape. Place the customary 25 cc. sample of peroxide and an excess of decinormal solution of sodium hydroxide in a long test tube (about 8 or 10 inches long). Add about three grams of platinized pumice stone and place the tube in a steam bath for about 15 minutes, or until the peroxide is all decomposed. The heat and the shape of the container (long and narrow) hasten the reaction. It only remains to pour the remaining liquid into a beaker or flask and complete the titration of the acid that was in the peroxide, now in simple aqueous solution as a sodium salt. In our hands an excess of standardized acid is generally added, followed by boiling and subsequent titration with decinormal alkali. Any indicator suitable to the acid and conditions at hand can be used. Experiments show that it is easy by the above method to so completely destroy the peroxide that no reduction of permanganate can be obtained from the resulting liquid. The pumice stone is easily prepared by soaking the stone in solution of platinic chloride, then igniting, then re-soaking and re-igniting. It is used over and over.

THE EDUCATION OF THE PUBLIC.

The education of the public in matters pharmaceutical is being attempted in various states, with the object of putting the druggist right in the eyes of the public. During the past decade certain lay newspapers have carried on campaigns against the proprietary medicine business, with the admitted object of destroying it. Recently there appeared in the "Ladies' Home Journal" an article entitled "The Meanest Business in the World—Cheating the Sick," wherein remedies for women's ailments, soothing-syrups, and headache and cough preparations were condemned as a class. Unfortunately, the writer made his attack too inclusive, stating that such medicines (excluding the first named) "all depend for their effect upon alcohol, and one or all of the stupefying drugs—opium, morphine, or chloroform." The writer went on to say that "used to excess they kill outright; used even in moderation, they gradually become a necessity to the child's system, and before the parents realize the danger they have on their hands a victim of the drug habit." Such misstatements are freely copied by the newspapers throughout the country, with the result that an unmerited slur is cast upon the drug business. In order to combat this influence, the Wisconsin State Pharmaceutical Association has formed a publicity bureau, charged with the duty of disseminating among the country papers short articles that will set the druggist right in the public eye. The time has come when the public must be told that the maker of ready-made medicine is not necessarily a faker and a charlatan.—American Letter in *The Chemist and Druggist* (London).