

care to not have too much chloroform upon the pellets and have never experienced any unsatisfactorily sealed capsules since following this custom.

When dispensing prescriptions calling for Pulv. Opii or Pulv. Ext. Opii, it is wise to bear in mind the fact that diluted alcohol is the menstrum used in manufacturing the soluble preparations thereof. Far more sightly products will result if this fact be remembered.

There is one shelf bottle that is commonly found in drug stores that should be taken out and destroyed without delay, viz., that intended for cod liver oil, which is filled and refilled until it renders first-class oil unfit for use, the cause for which is well known to every experienced pharmacist. We make it a custom to bottle our cod liver oil in empty containers, not holding over one pint, thoroughly cleansed and perfectly dry. One of these filled bottles serves as a shelf bottle until it is emptied, when it is thrown away and another filled one takes its place. Thus we always have a fresh bottle open—and the rank smelling container is eliminated (or, better stated, prevented). By this plan we find a good use for some bottles that previously had contained products of questionable therapeutic value.

Our hypodermic tablet case has proven of great value to us when weighing our small portions of potent drugs—giving us, conveniently, a degree of accuracy that is difficult to get in weighing the drugs themselves.

A PURE AD. LAW.

A Pure Ad. Law is not only a possibility, but among the probabilities of the near future. The success of that section of the Food and Drugs Act which relates to honest labels and advertisements has awakened possibilities in other lines of advertising. The National Federation of Retailers is hard at work molding public sentiment. The Associated Advertising Clubs of America freely state that many men in the advertising business recognize the need of such a law and are in favor of legislation which will ensure advertisements that tell the truth, the whole truth and nothing but the truth. It has been pointed out that such a law will bring about fair competition between the big mail order firms who do business at a distance from the customers and the home merchant who must show the goods that he sells.—*Meyer Bros. Druggist.*