

shall furnish to or prescribe for the use of any habitual user of the same, any cocaine, eucaïne, beta eucaïne, alpha eucaïne, morphine, chloral, chloral hydrate, Indian hemp, opium, or any salt or compound of any of the foregoing substances, or preparation containing any of the foregoing substances, to any person not under his treatment in the regular practice of his profession, and no practitioner of veterinary medicine shall administer any of the foregoing substances to any human being. Provided, however, that the provisions of this section shall not be so construed as to prevent any lawfully authorized practitioner of medicine from prescribing or administering in good faith, cocaine not exceeding 2 grains to any one person within the period of 24 consecutive hours; morphine not to exceed 4 grains to any one person within the period of 24 consecutive hours; codeine, Indian hemp, eucaïne, alpha eucaïne, beta eucaïne, opium or any of its derivatives, not to exceed 4 grains within any consecutive period of 24 hours, chloral not to exceed 30 grains within any consecutive period of 24 hours. Provided, that the provisions of this act shall not be so construed as to prevent the use of the foregoing substances in hospitals in any quantity deemed necessary by the attending physician when such administration is not for the purpose of evading the provisions of this act. When any physician shall administer or prescribe in excess of the dosage of drugs mentioned in this section, within any 24 hours, he shall within 5 days make a report of such action to the Secretary of the State Board of Health, stating fully name of patient and conditions under which drugs were administered or prescribed. It shall be the duty of the State Pharmacy Commission to enforce these sections."

Section 4. This act shall take effect and be in force from and after its passage.
(To be continued)

ADVERTISING NEGATIVELY.

There is a strong temptation at all times to tell in your advertising space certain things that you do not sell or that you do not do in your store. Most of these things might better be left unsaid. Some druggists advertise that they have no connection with any chain of stores. That this is true is no recommendation to the people who are habitually buying from those stores. In fact the patrons of the chain stores will construe it as rather a slap at them and it will work to make them less rather than more inclined to patronize the advertiser. Its effect on the people who already do not buy of the chain stores may not be to send them there, but it at least will have the tendency to make them give more thought to those stores. Other druggists claim they do not sell certain lines of goods they say are "trust made." Well, what does the man who likes those "trust made" goods care about the trust part of it? He wants the goods and he certainly will not go for them to the store that boasts it does not handle them. As for the man who does not use those goods, there is certainly no advantage in mentioning them to him in any way at all. To advertise that you do not do or sell any particular thing is rarely a recommendation. Negative advertising rarely produces a positive result in trade development.—*The Spatula*.