

and several authorities appear to prefer administering the product in the form of an emulsion, though others claim that the emulsion is not so satisfactory and does not give the same uniform good results.

In addition to its use internally as a lubricant or laxative, paraffin oil is also given in the form of rectal injections, and is being exploited more recently as a dressing for wounds, both recent and chronic. In connection with chronic ulcers it is being extolled as a dressing to protect the skin around the focus of suppuration. The oil in these cases not alone protects the skin against irritation from oozing, thus warding off eczema, but also keeps the dressings from sticking.

The use of liquid petrolatum as a soothing application in the form of a spray to inflamed membranes of the nose and throat is well-known, as is the use of the same product in cosmetics, such as skin creams or pomades, and the use of this product for these several purposes need not be discussed.

In conclusion then, the object of this communication is to call attention to the renewed interest that is being manifested by medical men in paraffin oil for internal administration, and as an adjuvant dressing for wounds, and to suggest to pharmacists that they acquaint themselves with the properties of the available material for the purpose of pointing out to physicians the nature and the kind of material that is available as well as the limitations that probably exist.

NEW EQUIPMENT.

A Baltimore druggist had a fine set of black walnut fixtures, twenty years old and good for fifty. His counters were three feet wide and he had six feet of floor space between them. His store was long, dark, narrow, and looked not unlike a tunnel. His wall cases were deep and massive. Everything about the place was gloomy and ponderous. He was persuaded to scrap the whole outfit and put in complete new equipment. In place of the old, heavy black walnut fixtures, new fixtures of a light color were installed. Three-foot counters gave way to counters eighteen inches wide; wall cases were made narrower. He gained six feet of sorely needed floor space. This gave plenty of room for soda-water tables, something he had never been able to use before.

The new store looked 50 percent lighter and had a roomy effect greatly different from that of the old tunnel. The druggist had been urged by the fixture salesman to keep statistics, and did so to the best of his ability. Soda business increased about 100 percent the first month, and was still showing a steady increase at the end of the first year. The general business showed an increase of 60 percent at the end of three months, when the first balance was figured, and an increase of 110 percent at the end of the first year. The equipment this druggist threw away was all fairly good, some of it in prime condition, but it was out of date. It didn't fit in with the times, and here is an important reason why new equipment does increase business.—W. S. Adkins in *The National Druggist*.