

and bacilli influenza are made up 50 million to the cc. and staphylococci made up 300 million to the cc.

The dosage is a very important factor in this treatment. We should remember in giving vaccines that we are dealing with a substance as vital for good or evil as strychnine or belladonna. Vaccines are not simple remedies as Vaughan's investigations have so beautifully shown. It is my habit to start with a dose containing about five million streptococci and thirty million staphylococci. This is increased steadily week by week until either the full cubic centimeter is given or the patient shows signs of reaction which is made evident by nausea, congestion of the forehead, faintness, purging of the bowels or sharp neuralgic or gouty pains. When these are developed and last for over twenty-four hours, it is always a sign that the dose should be stopped temporarily for a week and then given in very much reduced quantities,—one-half at least. This should be slowly and cautiously raised again, and if possible, kept within the amount that will reproduce the reaction, as it has been my experience that small doses give better results than large. We should always be on the lookout for reaction in giving our doses. Sometimes five or six doses of the same size can be readily accepted and the seventh dose will give a sharp severe reaction. This, according to Vaughan, would indicate that the digestion of the vaccine in the blood has not been complete, and the protein poison is being developed faster than the body can eliminate it.

In closing, I would say that the vaccine treatment is of unquestioned value and in obstinate cases should always be given a fair trial.

A WORD ABOUT PACKAGES AND LABELS.

People are very exacting as to what comes from a drug store; not only must the goods be of the best quality, but the packages in which they are put up must appeal to the sense of neatness. The dry-goods clerk, the shoe clerk, the grocer—in fact, salesmen in all other trades—do not care much about the appearance of the packages they send out. A sheet of paper twisted or rolled around the article, a piece of string, and the thing is done; and nothing better is expected. But with the druggist it is different. We wonder how many druggists appreciate the effect of a neatly-tied package or a simple, neatly-printed label, upon their customers. And yet we know of people who prefer a certain store to another for no other reason than that the goods sent out of it are neater than those coming from the other. What is true of parcel wrappings also holds for labels. A great deal of improvement is noticeable in this respect within the last twenty years. We remember the fantastic labels sported in many drug stores at the time the Japanese art craze swept this nation. Label makers swam with the stream, and some of their efforts were gorgeous beyond belief—so gorgeous that the lettering on the labels was completely lost in the maze of decorative detail. Labels of this kind are seldom seen nowadays, but they turn up once in a while in some obscure village. The intelligent public would not tolerate such things nowadays.

Have your packages neat and your labels plain.—*National Druggist.*