

Use of Calendars.

The remarkable increase of the use of calendars by the retail druggists of Canada teaches a lesson which is worthy of careful consideration. It is this:—that the recipient accepts them as an acknowledgment that his patronage has been appreciated during the preceding year. Appreciation is the word which the calendar signified, and when we pause to think that we all value this term in its application to our business dealings with those from whom we buy, we can understand how it affects our patrons also.

It seems to be quite an outlay, fifty to one hundred dollars as the case may be, but when we reflect that the giving of a calendar, costing us ten, twenty or twenty five cents each to our customers may be the means of securing as many dollars' worth of trade from them during the succeeding year, the outlay loses its appearance of gift.

In using calendars it should not be lost sight of that a nicely-worded phrase printed on it may enhance its value very much in excess of the additional cost. The common phraseology—"With compliments of" is all right, but we think a more lengthy expression would not come amiss, for instance:—"We have appreciated your patronage during the past year and are confident our sense of the value of your trade to us during the year upon which we are entering, will not diminish," or;—"In tendering this with the seasons' greeting, we desire to express the hope that each year's dealing may inspire in you greater confidence in our ability to serve you well" or:—"In tendering this with the season's greetings, we desire to remind you that we want to cater to your needs, when in health for your comfort, and in sickness for your safety."

These, or similarly worded phrases would, we think, emphasize the intention of the calendars, and by the nicely-veiled wording convey our hopes and expectations to the recipient.

The cost for additional printing will not be material, and will, we hope, make them more productive to our drug friends who use them.

Friendly advice in business is all right, but your own intelligence is better.

The more you practise self-reliance the more capable you become in thinking and acting for yourself.

Stock Keeping.

There is no feature of the business of the retail druggist which is of more importance than the keeping of stock. The physicians, who may be reasonably expected to patronize you, must feel assured that what they want to prescribe can be furnished at a moment's notice, as their skill and reputation may depend upon your ability to supply, what, in their judgment, will be the best thing to administer. It won't do for you to be obliged to inform the doctor that you are just out, as in such a case, he is either compelled to prescribe something else with which he may not feel so well satisfied, or else apply to another druggist for what he wanted to obtain from you. Many physicians are in the habit of stocking certain special preparations which they favor the use of, because they find it difficult to obtain them regularly from the average druggist. Apart from this, the idea that a druggist is habitually careless in stock-keeping, creates the suspicion in their mind that a substitute is frequently dispensed when a specific article ordered is found to be short. The best and the only way to secure the confidence of a physician is to give him exactly what he prescribes, and, as far as possible, to have it always in stock.

The appearance of a druggist's shop-bottles always indicates his habits in stock-keeping. There is not one druggist in fifty who will go into his confrere's establishment without noting the manner in which his shop bottles are filled, and without paying more or less attention to those which are empty. The multiplicity of articles which the druggist is obliged to keep track of and the number of them of which he only wants to keep a small quantity, demands, on his part, most careful and systematic attention. A "want book" is an absolute necessity and each person in his employ must be drilled into the habit of noting in it articles which may be coming low in stock. Not only should the last user of an article be the one expected to note its shortage, but the proprietor or head clerk should look carefully over the stock most in use, regularly each day or so, so that omissions may not be lost sight of. Even with the exercise of the greatest of care, the druggist is sure to have demands which he cannot at all times possibly fill. These may be aggravating but are excusable, if the article in question has never been kept in stock, but when an article has

been in stock, the only excuse which can be given is negligence or inability to purchase; the first is an evidence of want of attention which should never characterize a careful druggist, and the latter donates commercial weakness which is most unfortunate. The man who can keep stock up to its proper point should do so and the man who cannot do so should consider the advisability of getting out of a business which he is unable to cope with.

A Hint.

In a little publication called the *Bull Dog*, is some exceedingly good advice offered to its readers. An example of this is the following: If every merchant in the land would paste the following words in his hat and then conscientiously live up to their meaning, there would be fewer unpaid bills and failures: "Put yourself in his place." Treat every would-be customer with courtesy and consideration. Always be thinking "How would I like to be served if I were in his place," and then go and serve him. In that way it would subdue your little nervous spells and fits of irritation, teach you mental discipline, and create an ever-growing number of believers in your methods.—*Exchange*

Druggists as Parliamentary Candidates.

The two members of the craft who presented themselves as candidates for the House of Commons at the recent elections were both unsuccessful. They were Mr. E. D. Martin, wholesale druggist, Winnipeg, Man., and Mr. J. E. Campbell, retail druggist in North Bruce. Both were Liberal candidates.

The Production of Turpentine in India.

This is likely before long to become an important industry in India. The Punjab Government have recently sanctioned the establishment of a factory for the distillation of the crude resin, the experiments in the Dehra-Doon Laboratory and in Kranga having convinced the Forest Department that production on a very considerable scale is possible. In the Kranga Valley forests alone, last season, some 1,200 mounds of resin were collected.

Dr. Smellie, of Fort William, Ont., and J. W. Crooks, of Port Arthur, Ont., have formed a partnership, under the firm name of J. W. Crooks & Co., and will carry on drug business at Fort William and Port Arthur.