

# Canadian Druggist

Devoted to the interests of the General Drug Trade and to the Advancement of Pharmacy.

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No. 6

## "APENTA"

NATURAL HUNGARIAN APERIENT  
WATER

Bottled at the Springs, Buda Pest, Hungary.

*The Best and Most Reliable  
Household Aperient.*

FOR CONTINUOUS USE BY  
THE BILIOUS, DYSPEPTIC,  
CONSTIPATED, GOUTY,  
AND OBESE.

## "APENTA"

THE BEST NATURAL PURGATIVE  
WATER

These Springs and their exploitation are under the scientific supervision of Professor DR. JOSEPH DE FODOR, Director of the Hygienic Institute, Royal University, Buda Pest.

### PRICES TO RETAILERS :

\$5.50 per case of 25 large glass bottles.  
\$8.50 per case of 50 small glass bottles.

See that the Labels bear the  
weil-known RED DIAMOND  
MARK of the

SOLE EXPORTERS :

**THE APOLLINARIS COMPANY, Ltd.,**  
LONDON.

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Montreal.

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### It Never Pays

To slight your youngest and seemingly least important customer, because youth will grow and memory will last.

To acquire the habit of making promises which you unintentionally neglect to keep.

To exhibit an appearance of consequence which will create the impression that you are conferring favors when serving your customers.

To have your customers imagine that because you may have a fine store, they are obliged to pay extra to sustain the magnificence.

To leave to employees the seeing and serving of all customers, many of whom may want to deal directly with the proprietor.

To conduct business by club and society influences, while neglecting to serve well the everyday customer.

To use or permit the use of caustic remarks to your customers.

To engage actively in politics unless your customers are all of your way of thinking.

To be over zealous in anything except your own business.

To indulge in sports or amusements which will diminish your business reputation.

To spend your time and money in ventures in which chance is calculated to bring a return.

To attempt to do a large business upon a small margin with small capital.

To buy goods on trust and to sell them in the same manner.

To attempt to do business if you are unable to calculate the risks, losses and expenses likely to be incurred.

To destroy your chances of a business career by making an assignment if it is at all possible to arrange any other form of settlement.

If men had the courage of their convictions there would be more convicts.