1900 have decided that instead of holding a banquet they will devote the amount towards the "Patriotic Fund," which has been inaugurated for the benefit of the soldiers who are engaged in the war in South Africa, together with their wives and families.

This decision reflects the greatest credit on the class, not only in demonstrating their loyal sympathy, which also pervades all the community, but in showing their appreciation and acknowledgment of the valor displayed by our own "boys" in their co-operation with Imperial troops for the maintenance of the rights of the Empire.

The amount subscribed so far is about $150, amongst the subscribers being several wholesale drug firms. It is hoped to secure $200 by next week.

A Successful Business Man's Advice.

Keep good company or none. Never be idle. If your hands cannot be fully employed, attend to the cultivation of your mind. Always speak the truth. Make few promises. Live up to your engagements. Keep your secrets, if you have any. When you speak to a person, look him in the face. Good company and good conversation are the very sinews of virtue. Good character is above all things else. Your character cannot be essentially injured except by your own acts. If any one speaks evil of you, let your life be so that none will believe him. Drink no kind of intoxicating liquors. Ever live (misfortune excepted) within your income. When you retire, think over what you have been doing during the day. Never play at a game of chance. Avoid temptation, through fear that you may not withstand it. Earn money before you spend it. Never run into debt unless you see a way out of it again. Never borrow if you can possibly avoid it. Do not marry until you are able to support a wife. Never speak evil of any one. Be just before you are generous. Keep yourself innocent, if you would be happy. Save when you are young, to spend when you are old.

Charles B. Rouss.

Mr. J. M. Henderson, of Henderson Bros., wholesale druggists, Victoria and Vancouver, B.C., has recently returned from Los Angeles, Cal., where he has been staying on account of his health.

Practical Hints on Advertising.

By Charles Austin Bates, New York.

Where there is one man who fails in business through audacity, there are ten who fail in business through timidity and over-caution.

I know this to be a fact.

* * *

I have done a great deal of proprietary medicine advertising, consequently I have become familiar with most of the problems that confront the proprietary medicine advertiser. I have also become familiar with their methods. I noticed among other things that one of their strongest cards was their symptom blanks; blanks that put questions to people about how they felt in this way and that way. Upon receipt of these blanks, with the proper answers, any proprietary concerns gave free advice to their correspondents. Now, it struck me that this style of a blank would be advantageous in my business as an advertising expert. I got up a series of blanks. The questions were of a nature that would bring out the vital points and show me the perplexing problems in pretty near any business.

I advertised these blanks and offered to write a letter of advice and give a plan of advertising to firms or business men who would fill out the answers to my questions.

A great many—I do not know exactly how many—but a very great many business men have filled out these blanks and paid me for letters of advice.

* * *

At the outset I said that more men failed in business through timidity than through audacity. That statement was based upon the information contained in the answers of business men to the questions in my blank. I find scattered all over the country, retailers in minor cities, who are carrying, for instance, $60,000 worth of stock and doing only $30,000 worth of business. In a little larger cities I find men who are carrying $150,000 worth of stock and doing only seventy or eighty thousand dollars' worth of business. Of course, I mean annually.

* * *

Nine out of ten minor city retailers who apply to me for advice are in this position. They don't seem to comprehend where the trouble is, or what it is. They know that their competitor across the street is carrying an even smaller stock, but doing a larger business. They seem to imagine because they carry a larger stock than their competitor that they should do a larger business.

* * *

A careful consideration of their answers shows that they give very little consideration to advertising. A man who is doing $30,000 worth of business, and carrying $60,000 worth of stock, states very calmly that he is spending only 2 per cent. for advertising. He admits that his more successful competitor across the street is spending more, but thinks he is a chump for doing so. He can't see his own weak spot. He recognizes that a great deal of his stock is getting dead on his shelves, but he doesn't seem to know how to avoid this.

* * *

The man who does only $30,000 worth of business on a $60,000 stock can see his finish, if he is at all shrewd. He is piling up dead stock every day and every hour and every minute. There is only one possible solution of this problem. That is—more advertising. It doesn't make any difference how much he is spending now—whether it is 2 per cent., or 3 per cent., or 4 per cent.—he has got to do one of two things. He has either got to cut down his stock tremendously, or increase his advertising. If he doesn't do one or the other, he is bound to be a bankrupt within a very short time. There is no money in dead stock on the shelves of a store. Better give it away for half-price than keep it there. And take my word for it—a retailer can't even give away dead stock without advertising.

* * *

The theory of the bargain is this: The retailer sells certain lines at low prices without profit, if necessary, to bring people to the store. The people buy the bargains, and they will buy other things that are being sold at the regular margin of profit, and in that way the retailer gets his money back, and a little bit more. Or they will find the thing advertised not just what they wanted, and will take something better at a higher price. That nets the retailer a greater profit. This is all perfectly fair and legitimate.

* * *

The best lines to use for bargains are the slow-selling ones, or those that are going out of season, or that will depreciate in value, or that have become damaged or shop worn. The retailer should be frank with his reasons; tell the truth about the goods and the prices. Have a bargain counter. Use the bargain counter judiciously and clean up stocks, thus preventing accumulation, which will eat up all profits.