



Short, timely articles upon subjects of interest to pharmacists are solicited for this department. In order to be in time for publication in the issue of a given month, they should be in the editor's hands on the third day of the month.

Always send your proper name and address: we do not publish them unless you wish: if you do not, please use a distinctive nom-de plume.

Write on one side of the paper only; and devote a separate piece of paper to each query if you ask more than one, or if you are writing about other matters at the same time

RUNNING THE DRUG BUSINESS INTO THE GROUND.

Editor CANADIAN DRUGGIST:

DEAR SIR.—It has come to my knowledge that a druggist doing a large business in Ontario supplies a physician with his medicines at so much per year, the sum fixed being the average of three previous years to making this bargain. I am anxious to get hold of a shoemaker, baker, grocer or dry-goods merchant who will supply my family on that basis. Of course my family is on the increase, but that is all right for me. What can an association do in a case of this kind.

A MEMBER OF AN ASSOCIATION.

SELLING AT COST.

Editor CANADIAN DRUGGIST:

DEAR SIR.—What is meant when a druggist says I am selling at cost. Does he mean that he sells at invoice price or does he add rent, taxes, insurance, printing, freight, breakage, waste, tickets to shows, public subscriptions, required by being in business, (not charity) salaries, including a fair salary for himself, a small amount for sundries, also interest on capital invested, making in all from 18 to 25 per cent. on the invoice price of all goods. That is, an article costs in the wholesale house \$1. Its cost price when handed to customer is \$1.20. Would like to hear how others figure this up and if my cost is too high, and if I must reduce expenses. Yours very truly,

DRUGGIST.

A correspondent, writing from Herrington, Kansas, sends the following prescription recently filled by him. We are assured by a local connoisseur that the mixture is considered as "powerful good for snakes," when spiritus frumenti can be obtained:

One ounce of hors horn.
one Ounce Alker Hall one
one sweate Owl A smale
Lump Of cam For Gum.—[Nat. Druggist.

DISCRETION.

Who can do business without advertising? In this advanced age, when competition is so great, he that runs the race without advertising eventually gets left. It is considered one of the most important branches of a business man's education to know how to advertise judiciously, and to do it so as to attract attention, and place it where it will do the most good. It is looked upon as much a part of contingent expenses as rent, insurance, etc. A certain percentage out of the profits of each year should be decided on to be expended for the next year's business, and the sum increased in proportion to the increase of business. To do business, a business must be advertised.—[Manufacturer.

HOW TO BUY.

"How can I buy best?" is a question that agitates more than one mind in the commercial world, and one that very seldom is solved to the perfect satisfaction of the querist. I propose to go into some of the phenomena of the art of buying in this issue and, if possible, portray some of the obstacles in the way of the non-successful purchaser. There are two prominent classes of successful buyers, which are subdivided into many, but I intend to treat of these two only at this time, first among these, and the most favoured is the one who has intimate knowledge of that which he intends to buy, and who is thoroughly informed as to the best goods to purchase; the prices; where they are from, etc. The second best buyer is he who makes a great plunge among those from whom he intends purchasing and endeavours to impress them with his importance as a buyer, and his pretended knowledge of the subject on hand. This last fellow is styled the bulldozer. As to which one of these two classes of persons buy the closest and best there can be no dispute, the person of knowledge is free and unfettered because he is on an equal or superior footing to him from whom he intends buying, inasmuch as his information gives him the necessary leverage. The second is in the power of the seller because if a misstatement of fact is made, the purchaser is at a disadvantage in not knowing whether it is fact or not, and he has to rely upon his powers of depreciation and arraignment of the goods to carry him to success.

I remember once being in a merchant's store and his tactics and manners on that occasion created the impression, which has lasted up to the present time, that he was the best buyer, or at least one of the best, I ever met. I will tell you what he did and you can then see for yourself. I walked in and awaited my turn; as soon as he was at leisure he came to me, and telling me his name, asked me if I wished to see him personally. I answered him I wished his atten-

tion, and told him my business. He said he was exceedingly busy and would like me to call again. I specially requested his time for a short space, and he gave me five minutes. I pulled out my watch and taking it off the chain laid it upon the counter, open. I commenced to tell him about my goods, and as fast as I could, dealt out the points respecting them. As the minute hand crossed the point, and my time expired, I was in the middle of a sentence, but I stopped abruptly and informed him "time was up." He said he was sorry he could not grant me a longer interview as he had an engagement "but" said he, "I am interested in the information you have imparted, and I want you to come and see me when I have time to listen." I promised I would, and did so. I went into all the details. I gave him all the knowledge I had amassed by months of study of that one object, and when I left him it was with a feeling of satisfaction that I had been partly repaid for my labour in informing myself of the subject, and that man at least knew enough to buy of that commodity intelligently.

The great difficulty in the way of most merchants becoming good buyers is because they are not satisfied to expend from three to five minutes with a salesman when he comes into their stores in finding out his prices, goods, etc., so that when the next one comes along if his prices are below he can take advantage of it, but at any rate, I would suggest the following to all merchants. Treat the salesman coming to your store with courtesy, politeness, and consideration, and you may be sure you will receive in return information that will repay you for the expenditure. I am sorry to say a great many business men forget that a compliment to their credit is paid to them when a man enters their stores to solicit their trade. Then remember the "goods well bought are half sold."—[Review.

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To the Trade.

JUST RECEIVED

A FRESH SUPPLY

Carlsbad Sprudel Salts

Small, per dozen, \$7.00. Large, per dozen, \$14.00

Carlsbad Sprudel Waters

Per case of 50 bottles, \$15.00. Per dozen, \$4.00

Æsculap Water

Per case of 25 bottles, \$12.00. Per dozen, \$6.50.

Davis & Lawrence Co., Ltd., Montreal

SOLE AGENTS FOR CANADA.

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