

THE LONDON DRUG CO.

LONDON, ONTARIO.

J. DOUGLAS, Manager

IMPORTERS OF

Drugs and Druggists' Sundries, Fine
Chemicals, Perfumery, and all Goods
required by Chemists.

MANUFACTURERS OF

Fluid Extracts, and Fine Pharmaceuti-
cal Preparations,
Citrate of Magnesia, Etc.

We beg to intimate to the trade, and particularly to
those who are commencing business on their own account,
that we keep IN STOCK every requirement of a first-
class Chemist and Druggist.

We carry full and complete sets of

LABELLED SHELF WARE
DRAWER PULLS
SHOW BOTTLES and VASES
SCALES, WEIGHTS, Etc

and everything necessary for the executing of an opening
order on the shortest notice.

Correspondence in regard to Prices, Terms, etc.
solicited.

MERCK'S PURE PEPSINE IN SCALES

We have taken a great deal of trouble to put before
our friends and the Trade the excellent character of this
preparation. It is offered at a reasonable price, and dis-
pensing chemists should put before their Medical friends
its well-known merits. It possesses high digestive
powers, is perfectly solvent, and keeps well. We have
it in 1 lb., 1/2 lb. and 1 oz. bottles.

The London Drug Co., - Importers

LONDON, ONT.

PUT YOURSELF IN HIS PLACE.

It is always in order to talk about the
deportment of clerks towards customers,
says Geyer's Stationer. Almost every per-
son one meets has a theory on the subject
which, on investigation, will be found more
or less tinged with selfishness. Admitting
that clerks are not always as affable as they
should be, it is just as true, on the other
hand, that customers are often at fault in
manners, and too frequently excite similar
shortcomings in those who are serving them
for the time being. Still, in the world of
clerks, patience should never cease to be a
virtue, and a good salesman or saleswoman
will never show a ruffled temper even under
the most trying circumstances. Next to
affable manners a cool head is of vital im-
portance, for who likes to deal with fussy,
confused people, and when rapid work is
necessary, as at the busy season in large
retail stores, the man or woman with a rather
short supply of nerves will generally come
out ahead.

Alertness and promptness are conceded
requisites and obligingness a positive essen-
tial. But the faculty most valuable in a
salesman is that of reading character, and
if it is backed by ready adaptability and a
mind sufficiently well informed to cater
mildly to discoverable idiosyncrasies, so
much the better.

A salesman's business is, of course, to sell
goods, but it is equally his duty to make the
store a pleasant place for customers; and
above all, to make them carry away a feeling
of perfect satisfaction with the business they
have transacted. This can be done with-
out giving overweight or over-measurement,
which are nothing less than a betrayal of
trust, and as reprehensible as giving short
weight and measure, the odium of which
must, in the nature of things, fall upon the
employer.

"Put yourself in his place" is an excellent
guide to practice. A clerk who considers
what qualities and qualifications he would
like in employees were he, himself, an em-
ployer of men, and governs his conduct
accordingly, will not stray far from the right
course. An employer who can, in fancy, put
himself behind the counter and view himself
from the clerk's standpoint, will be vastly
wiser and more successful in his manage-
ment, and customers who can imagine them-
selves in the salesman's place, and can com-
prehend the thousand and one trials they
are subjected to by careless and indifferent
humanity, will, if they choose, be able to save
both themselves and the clerks an infinite
amount of wear and tear of nerve force, and
at the same time, receive vastly more satis-
factory service.

An English syndicate has subscribed \$10,-
000,000 to establish extensive iron and steel
works at Vallejo, Cal.

DRUG NOTES.

We would call the attention of druggists
to the advertisement of Major's Cement in
our advertising columns. Major's Cement
has a deservedly increasing sale, in the
United States and is now extensively sold
throughout the Dominion. Mr. Major is
now giving away to druggists a handsome
thermometer 24 inches long with orders
for his goods. These cannot help of them-
selves to be quite an attraction and aid to
business, and we would advise our sub-
scribers to write A. Major, 232 William
St., New York, mentioning the CANADIAN
DRUGGIST, for prices and terms.

The Stillman Remedies Company, of 58
West 55th St., New York, have opened a
Canadian agency for the sale of their
celebrated Garfield Tea at 28 Yonge St.
Arcade, Toronto, Ont. The trade will be
supplied with free sample packages and
advertising matter by writing to D. Dens-
more & Co., 28 Yonge St. Arcade, Toronto,
and mentioning the CANADIAN DRUGGIST.

"You dirty boy" appears in our adver-
tising columns this week. The sale of
Pears' Soaps is now something enormous,
and the proprietors are spending their
thousands in bringing and keeping them
before the public. No druggist's stock is
complete without a full assortment of these
goods. J. Palmer & Son, of Montreal, are
the Canadian agents for Pears' Soaps and
carry a complete stock of them, together
with a large variety of druggist's sun-
dries, toilet goods, sponges, etc.

Smith & McGlashan's travellers are
now on the road with samples of holiday
goods in all materials and designs. An
inspection of their samples will satisfy
you as to the excellency of their goods.

We would draw the attention of the
trade to Lyman, Knox & Co.'s advertise-
ment (on the inside of cover opposite first
page) of some of their specialties. This
young and enterprising firm have made a
place for themselves in the front rank of
the trade, and we are pleased to say that
they deserve the confidence and popularity
so quickly gained.

The demand for Wilson's Fly Poison
Pads has been larger this year than ever
before. This well-known article kills flies
in large quantities, lasts a long time,
comes in a very convenient and safe form,
sells at sight, and pays the druggist a
large profit. The trade should push it in
their own interests.

A. B. Petrie, Guelph, is spending the
summer on his island in Muskoka.