

small store. If, after due consideration, the first applicant decides not to take hold of the matter, then the second applicant will be given an opportunity, where more than one application is received from one city. The advertisements which this department will write for stores will all be original. It will not consist of clippings or copies of something someone else has done. They will all be of the most approved up-to-date pattern, and will be written in the style which is best adapted to your business and to the class of trade to which you wish to cater. This is the first opportunity of this kind that has ever been presented to the general trade, and we have no doubt it will create a profound sensation among merchants, and we believe will do much toward putting any business into the way of making money rapidly. This special department of advertisement writing is now open for applications. As soon as those who apply make up their minds as to whether the service is what they would like to have or not the work will immediately begin, and there will be no delay in the service, which will take hold of your business and push it along for this season, and keep the good work going as long as you like.

There is no charge for furnishing you further information on the subject.

A Form of Substitution.

The prevalence of substitution is a theme which has been dwelt upon time and again, and, notwithstanding all that has been written and said in condemnation of this dishonest and unbusiness-like method of doing business, it will continue as long as there are dishonest and dishonorable men in trade, or, at least, until such time as laws can be put into operation which will prevent a system so fraught with danger to the general public and demoralizing to the trade. There is a form of substitution to which our attention has recently been drawn which is not, perhaps, always intentional, that is, it has been practised without, perhaps, considering whether it was a case of substitution or not. We refer to the filling of containers which have been furnished by manufacturers for the display of *their* goods with goods made by other manufacturers. For instance, the manufacturers of "Tutti-Frutti" chewing gum furnish a handsome show jar in which their goods are to be displayed; but, frequently, it has been found that

the goods of some other maker are placed in it, and the purchaser is given this article, although purporting to be "Tutti-Frutti." In the same way we have seen bottles, bearing the names of other prominent manufacturers, the contents being those of an entirely different maker. In many cases we believe these things are done thoughtlessly, and without intention to deceive the public; but we know that in many cases the object is to palm off some of these goods as "substitutes" for the goods originally contained in these packages, and thereby practising deception and fraud upon the customer, who, in dealing with the druggist, has done so in the belief that he could be trusted, but who will, sooner or later, discovering the dishonest ways of such a dealer, not only forsake him, but persuade others to do the same. Even this, one of the *milder* forms of substitution, should be avoided, not only in justice to the customer who has sufficient confidence in you to deal with you, but also as a wise business policy.

A Good Officer.

At the time when the Society of Retail Druggists selected its officers, it was felt by many that it was unfortunate that the president and secretary resided so far apart. Mr. Pepper, in preliminary work, had shown such skill and applied ability that his permanent selection was a foregone conclusion. The working out of the plans of the association have shown, however, that in this case, at least, the apparent mistake has turned out to be the very opposite.

The president, being located in the very midst of the trouble, and where wholesalers' influence can be more readily commanded, is at exactly the right spot; and the secretary, being also situated in the midst of the trouble, as it applies to the interests of the druggists in the western portion of the province, where cutting has been for a short time so disastrously carried on, is just in position to judge properly of the influences immediately surrounding him, and to determine the course which local influences impel the pursuance of. If the druggists generally appreciate as thoroughly the immensity of the work performed by Mr. Pepper as does the president, Mr. Gibbard, they will be as willing as he to concede and commend the quality of the work he is performing on their behalf. From our own knowledge of the secretary,

and from our judgment of the work which his office demands, we feel that the officer and the office have been most judiciously combined.

How Druggists Should Stand.

The druggists of the city of Toronto are to-day as one man in the desire to maintain a policy which will stem the tide of the destructive price-cutting which has been for years and is still being carried on in their midst.

The determination which they arrived at when Mr. Gibbard called them together recently to consider the course they would pursue, namely, to unitedly raise prices to the manufacturers' advertised rates on the 1st of April, shows that they are willing to fight the matter out in any way which circumstances may thereafter show the necessity of. That the contest will likely be fraught with serious consequences to some of the members of the retail trade is conceded, but short agony is possibly preferred. Even the most obtuse reasoner will not to-day assert that druggists can compete with departmental stores on a five- and ten-cent-margin, especially when the departmental store can buy in quantities and at prices on a par with the wholesaler who supplies them. Customers of Toronto druggists frequently say to them, "How is it you can't sell these things as cheaply as Simpson, Eaton, McKendry, etc.?" and the only reply which can be given which will reasonably succeed is that, if these houses were retail druggists alone, they could not do it either. If that is true, and we are sure it is, then it cannot possibly be affirmed that retail druggists can compete without finally being worsted in the contest. The plan which the drug trade has now adopted is the only one which can save its members from general ruin, and the parties to it must give it loyal support if it is to succeed.

The lessons recently taught some houses of a jobbing character in Toronto, who have had their local drug sundry trade wiped out in a few weeks, show clearly what druggists can do even without concerted action when they feel that they are being systematically betrayed. With concerted action, and applied throughout the entire province, there is no house, not even the strongest, which could stand the destructive influence which could be applied to their trade.

We suggest this to our patent medicine manufacturers, as they, under present cir-