

trade, advertise them thoroughly, i. e., in a local way, not only to create a demand, but to also keep up the demand after it is created.

It is with the idea of giving a practical hint in this direction that I present this paper. Have been preparing my own preparations for the last ten or twelve years, and, having tried various methods of advertising, after a thorough test, I have obtained the best results from methods herewith presented.

First, have a list of all your own preparations printed on one slip, using white paper, leaving considerable margin. Let the names of the preparations be in plain, full-faced type, and be careful not to have descriptions of the virtues of your wares too loud or long.

Next, get a rubber stamp in the form of a pointing hand, or any other striking design that fancy dictates. Now place the hand or mark before the preparation to which you wish to call especial attention. As the seasons change and demand varies, alter the position of the hand. Thus, in spring mark your blood purifier, liver pills, etc. In summer your diarrhoea and cholera mixtures will bear a little "hustling." In autumn your tonic, malaria remedies, face lotions, etc., will need a little toning up. In winter your good old faithful cough syrup should come in for a little booming—and so on, to suit your own ideas. Wrap one of these circulars with each and every package leaving your shop, excepting, of course, medicines prescribed by physicians; but where compelled to sell a patent medicine, wrap in two of these circulars "for good luck."

I have always found this simple, yet cheap, method very effective. People will have their attention attracted to any particular preparation at once, without necessitating the reading of the entire list, then, their curiosity aroused, they will usually read the whole circular, from top to bottom. Whenever this is accomplished you generally can count on a sale of one or the other of your own medicines.

Formula Wanted.

R. T. V. asks for a formula for a toilet vinegar. The following are taken from *The Manual of Formulae*:

1—Oil of mace	2½ drs.
Oil of rosemary	2½ drs.
Oil of lavender	6 drs.
Camphor	4½ ozs.
Glacial acetic acid	2 lbs.
Mix.	
2—Oil of citron.....	1 dr.
Oil of cloves.....	1 dr.
Oil of bergamot	10 drops.
Oil of cinnamon	10 drops.
Oil of thyme	20 drops.
Oil of lavender	40 drops.
Glacial acetic acid.....	8 fl. ozs.
3—Lavender flowers (bruised)....	½ oz.
Origanum	1 oz.
Rosemary	1 oz.
Cloves (bruised).....	½ drms.
Acetic acid (90 per cent.)	30 oz.
Macerate for a week. Strain and filter.	

Drug Clerk's Column.

Where Are the Drug Clerks?

A few months ago we commenced a register of drug clerks of Canada, undertaking to insert the name of any such clerks in our column and also in a special register kept for that purpose. A number have taken advantage of our offer and sent in their names, but there are thousands who have not yet done so—probably not recognizing the direct advantage which must ensue from having their name enrolled. Employers who wish to learn of the whereabouts of former employees, clerks who wish to correspond with old-time associates, druggists in search of an assistant who has been highly recommended, College graduates desiring to communicate with class mates, may all through this medium, if the registration is made anything like as complete as it should be, be able to do so without any cost whatever. Is it not then worth your while, drug clerks, to send in your names and addresses that you may be participators in any advantage that is to be gained. The CANADIAN DRUGGIST is at your service, it is published in the druggists and embryodrugger's interests, and whenever we can render you a service we are ready. How many names shall we have for January?

Clerks.

A clerk's position is not an easy one to fill satisfactorily, and he should strive to perform all obligations, not only to his employer, but to his customers in the best possible manner.

Intelligent and courteous clerks have made more storekeepers successful than quantity or quality of stock, location of store, or advertising.

Truthfulness is a virtue which will soon tell in a pecuniary, as well as a moral, way, for people will flock to the clerk upon whose word they can depend.

A clerk is selected not only to be a seller of goods, but to his keeping is committed the honor, dignity, and respectable standing of the house.—*Exchange.*

The City Drug Clerk.

He is well up in physic, has a recipe for phthisic, that will cure a case that's chronic in the quickest sort of style. For while he was at college he absorbed all sorts of knowledge, with a keenness and avidity that made his teachers smile.

He can tell you to a fraction, writing out the full reaction, how much maltose is converted when you brew a pint of beer.

For on substances organic, whose origin's botanic, he's a lot of information and was never known to err.

He is up in mathematics, can explain electrostatics when it comes to phar-

macognosy, he is a perfect mine of wealth.

He can analyze a water, and can tell you what you ought to do to make it fit to drink without injuring your health.

He explains the metric system with an air of sapient wisdom, he knows a little Latin on a pinch "spricht et was Deutsch."

He reads the leading journal, and his wit springs ever vernal, and when discussing politics he's never in the lurch.

He can draw you soda water with an air of freezing hauteur, that quite precludes necessity for having any ice;

Though when customers are pretty he can be very witty, and the girls unite in saying that he's everything that's nice.

Such a brainy aggregation is quite fit to rule a nation, yet he deals out pills and powders with a condescending air.

For a paltry compensation that's a shame to his vocation, and I leave it to the public, do you think that this is fair?

—*Pharmaceutical Era.*

Lady Pharmacists.

The organ of the Brussels' Pharmaceutical Society publishes an interesting article on pharmacy and ladies, whilst discussing the pros and cons of the independence of women. The only argument against women coming to the front in public positions, they say, is, that by being kept back they are driven to seek the support of a husband, thus promoting marriages. They say, with the author of *Petit Faust*, "if you can't embrace a husband, why, embrace a career." The philosophical reflections indulged in are the outcome of an interview by Champal, the Napoleon of interviewers, with the lady pharmacists, "Our sisters by Eve, and our brothers by pestle and mortar."—*B. and C. Druggist.*

Numbering Prescription Labels.

Mr. A. L. Lengfeld has adopted an ingenious method of numbering prescriptions where the medicine is liable to obliterate the figures. He uses a check perforator, or machine which punches the numbers in the label. When mixtures containing glycerin, tincture of iron, acids or silver solutions are prescribed—any one of which is liable to blur the ink—the method is one of great benefit to both the pharmacist and the patient, saving a long hunt in the prescription files, and thus facilitating business.—*Frank T. Green, in Pacific Druggist.*

The deputy of the department d'Aube (which province was unrepresented by the resignation of President Casimir Perier) who succeeds the new President of the French Republic, is a pharmacist, M. Bachimont. The French Chamber thus contains one more member of the craft.