

An assistant is not only a seller of goods, but to his keeping is committed the honor, dignity, and reputation of the house.

An assistant must not only know, in a general way, what the requirements of the different lines of business are, but must be familiar to a certain extent, with the business requirements of each particular customer.

The Purification of Drinking Water.

According to Professors Austen and Wilber, the public have readily available a method by which they can purify their drinking water in a simple, cheap, efficacious, and expeditious manner, and the material for this purpose is alum. Chemically speaking, it is a double sulphate of potash and aluminium, and in this use breaks into potassium sulphate, which remains in solution, and a basic sulphate, and this basic sulphate of aluminium—the composition of which is undetermined—precipitates as a more or less gelatinous and flocculent mass, and carries down with it the foreign matters and humus bodies; sulphuric acid set free in the formation of the basic aluminic sulphate attacks the earthy and alkaline carbonates which are always present, and form with them sulphates, setting carbonic acid free, the aluminic sulphate acting like alum. For some years an extensive use of alum has been made in the various processes of purifying water, sewage, etc., the presumption being that, aside from its effect in precipitating matter mechanically by envelopment with the precipitating basic aluminic sulphate, the alum exerts a distinct coagulative action on the alluminous substances in the water, rendering them insoluble, and thus causing their precipitation. By the addition of a minute amount of alum, water is rendered capable of complete mechanical filtration.—*Public Health Journal*.

Cheap Goods Mean Inferior Goods.

Though our characteristics and sentiments are as diverse as the professions or business enterprises which we choose to pursue, these last, scientific or commercial, are but a means to an end, mediums by which we hope to attain fortune or fame, as our ambitions direct. To each and every calling, be it what it may, there is attached a greater or lesser degree of responsibility; and that of a pharmacist is, perhaps, as responsible as any.

The ordinary tradesman, through unintentional error, can scarcely run a greater risk than the loss of a customer; but the loss of human life may easily result through carelessness or inadvertence on the part of a druggist, a catastrophe involving, in its far-reaching consequences, not only the victim of the mistake and those to whom he was dear, but also the dispenser of the drug—who must suffer either in person or in reputation, or in both. Over and above a scrupulous care and exactitude in

compounding his prescriptions, the pharmacist owes another most important duty to his patrons; viz., strict attention to the quality of his wares. Drugs being designed to assist nature, to remedy her defects, or to supply such deficiencies of the blood or framework that may be found in individual cases, it is of prime importance both to physician and patient, that they should be the purest and best that the market affords. Price in this direction should always play a secondary role in the purchase of goods that are designed for medicinal purposes; and to no business does the trite maxim, "The best is always the cheapest," apply with greater force than it does to that of pharmacy. The dishonesty of such a course, and this it is, nothing more nor less—of the pharmacist who habitually dispenses inferior drugs is quickly detected, and his punishment follows swift and sure, loss of prestige and of business. His first care, therefore, should be to purchase excellent material, remembering always that this can never be done at a figure much below the standard market value; cheap goods mean inferior goods; his next, to dispense them with minute exactitude and thereby gain the confidence as well as the dollars of his patrons.—*National Druggist*.

How Allspice Grows.

The pimento or allspice tree is cultivated in the West Indies and Jamaica. This beautiful tree usually grows to a height of about thirty feet; it has a straight trunk; much branched above, and covered with a smooth, brown bark. The leaves vary in size and shape, but are always of a dark, shining and green color. During the months of July and August the tree is in full bloom, the blossoms consisting of very fragrant, white flowers.

When a new plantation of pimento trees is to be formed, no regular sowing or planting takes place, because it is next to impossible to propagate the young plants, or to raise them from seeds in parts of the country where they are not found growing spontaneously. Usually a piece of land is selected either close to a plantation already formed, or in part of the woodland where pimento trees are growing in a native state. The chosen piece of land is then cleared of all wood except these trees, and the felled timber is allowed to remain on the ground for the purpose of protecting the very young pimento plants.

At the end of two years the land is thoroughly cleared, and only the most vigorous pimento trees and plants are left standing. The plants come to maturity in about seven years.

In favorable seasons the pimento crop is enormous, a single tree often yielding 100 or more pounds of the dried spice. The berries are picked while green, because, if left on the tree until ripe, they lose their pungent taste and are valueless. The green berries are exposed to the sun for a week or ten days, when they lose

their green color and turn a reddish brown. When perfectly dry they are put in casks and bags for exportation.

The odor and taste of the pimento berries are thought to resemble a combination of those of cinnamon, nutmeg, and cloves—hence, the familiar name "allspice."—*Philadelphia Times*.

Sound Business Resolutions.

Take your store just as it is, just as you left it last night, and start right in. No need to wait until you have made this improvement, or that alteration. Don't set some time in the future, but start now, while your mind is picturing the possibilities of a progressive store. Map yourself out a plan to work by. Think of all you ever heard or read about successful merchants, and use the part that seems the best—the part that you can apply to your business. You will find that all merchants who have been successful have become so by seeming to be honest. Be more than that. Be honest. It's hard to do, but it pays. Make your plan so broad that it will cover each detail. Put yourself in the customer's place and see how you would like to have this or that matter decided. Then make your plan so that your customer will be pleased. Protect your customer's interest just a little more than you do your own, and your plan will succeed. This don't refer to prices, although the prices must of course be right, but the hundred little details that come up in a day's business, that, if not adjusted right, will lose more customers than a week's advertising will regain. Don't make any mistake about this plan and write a book of rules—time enough to do that after you have proved yourself and settled the points that are not now clear.

See that the goods in your store are the kind that people want. Don't think they are; make sure of it. If you have any goods that are out of style, or soiled, or wrong in any way—and there always is in the best of stores—get rid of them, even at an apparent loss. It's not a real loss, it's a gain, for goods are only worth what they will sell for. All people make mistakes, especially buyers; but if you do make a mistake, admit it and certify it at once. Don't wait—it's more money loss to wait.—*Ex.*

ODE TO A PLASTER.

Press me closer, all my own;
Warms my heart for thee alone.
Every nerve responsive thrills,
Each caress my being thrills;
Rest and peace in vain I crave,
In ecstasy I live, thy slave;
Dower'd with hope, with promise blest,
Thou dost reign upon my breast;
Closer still, for I am thine;
Burns my heart, for thou art mine;
Thou the message, I the wire,
I the furnace, thou the fire;
I the servant, thou the master—
Roaring, red-hot mustard plaster.

—Bob Burdette.