

CANADIAN DRUGGIST.

DEVOTED TO THE INTERESTS OF THE GENERAL DRUG TRADE AND TO THE ADVANCEMENT OF PHARMACY.

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CANADIAN • DRUGGIST.

WILLIAM J. DYAS,

PUBLISHER.

SUBSCRIPTION, \$1 PER YEAR IN ADVANCE.

Advertising Rates on Application.

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New advertisements or changes to be addressed

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STRATHROY, ONTARIO.

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Removal Notice.

I have decided to remove the office of the "CANADIAN DRUGGIST" from Strathroy to Toronto. The next issue, (January 15th), therefore, will be from our new office in the latter place. Advertisers and Correspondents will please bear this in mind.

W. J. DYAS,

Publisher.

Words of Caution.

On the principle that "to be forewarned is to be forearmed," we think it our duty to place before the members of the drug trade some of the "schemes" which are being constantly worked on them.

First there is the man who has a special article to introduce, and is willing to give the *sole agency*, he does not attempt to create a demand for his goods, by advertising or sampling, but is willing that the druggist should do this, and will allow him, say anywhere from 10 to 25 per cent discount from the *invariable* price in order to allow sufficient to enable the druggist to advertise it himself. As a rule these articles are nearly, if not altogether worthless, and monies paid for them may be put down almost invariably as a dead loss. No druggist has either the time or money to spare to advertise another person's wares.

Secondly. We have the man with the clock or show case or somewhat similar inducement, who is willing to sacrifice these prizes in order to induce druggists to introduce their goods; and will quote them exceptional figures and *exclusive* rights, (this latter frequently to more than one in a town) together with a *promise* to advertise, and never forgetting to get cash down or notes in immediate settlement. The result is a stock of unsaleable goods, a clock or show case worth say from two to four dollars, and bills payable of one hundred dollars or more.

The third scheme we would call attention to is the travelling opticians, who are willing to locate themselves in a drug store for a period of one to three days and to fit all defective eyesight with spectacles, which they themselves furnish and are willing to allow the druggist a

small commission for the privilege. Now there are opticians and opticians, and it is to caution all druggists from having anything to do with any adventurer who is in the business merely for money making, and with very little, if any idea of the proper testing of the eyes and scientific fitting of glasses, that we utter this note of warning. Always remember that any improperly fitted spectacles and any ill-advised opinion, which may be given in your store, will be a serious detriment to your business, and the customer will hold you morally, if not legally, responsible for any errors or falsifications which may be made. If you deal in optical goods, learn to fit properly by taking a course of instruction in a reliable school of optical instruction, and you need have no recourse to employing any one and paying a commission. If you do not handle those goods, our advice is to let no one take possession of your place of business in order to advertise himself, and do you, it may so happen, an incalculable amount of injury, because you do not understand the business and are at the mercy of the "professional." If, on the contrary, you think our advice in this matter is not practical, before allowing any one to undertake any of the work described, under your auspices, make it a point to correspond with those druggists with whom such a person has been and learn from them whether they consider his work in every way satisfactory and calculated to enhance your profits in such a way that there will be no after regrets or pecuniary losses.

We believe that words of caution in these respects are at all times appropriate and never more so than at the present time and we trust that advice thus given and well meant, will not be unheeded.

A Simple Method of Advertising One's Own Remedies.

By THOMAS KNOBEL.*

Hard times, cut prices in patent medicines, as well as toilet preparations, have compelled the druggist to the final conclusion that in order to save something out of the wreck he must put up a line of his own to take the place of the more popular patents and toilet preparations. After having gotten up such a line as you think suitable and saleable with your

*Read before the Illinois Pharmaceutical Association.