

macists, more worthy of our calling. It will be better for us, for the doctor and for the public.

I have said nothing about the patent medicine part of our business. If there is a demand created for them, so long as we do not believe they are actually harmful we seem to be the natural distributing agents; but I can't see how a self-respecting druggist can push and recommend patents simply to make a sale. If he does he is guilty of counter-prescribing.

Let us swear off "kicking" about everything and try to do something for ourselves—what that something is depends on each one for himself. Above all let us have an epidemic of commonsense that will number all the druggists in the land among its victims.—*Bull. Phar.*

For the Window.

Because we buy well we sell well.
You cannot tire us out in serving you.
Goods up to date; prices down to zero.

Come back for changes or corrections.
Your satisfaction is our best reward.
What isn't right we will make right.
We make each purchase promote trade.

Time is not wasted when we please you.

Courtesy is always thrown in at our store.

Unless the customer is satisfied we are not.

Ask for what you don't see; it is probably here.

The value of these goods conquers all comparisons.

Low prices make large profit, and our benefit is your gain.

The earliest comer has the pick of the "plums" and the prices.

We urge no one to buy. Our goods are our best salesmen.

There is no test like a trial here, for we are here to please you.

Our interest in you is not gauged by the amount of money you spend.

What you say when you go home we intend to make our best advertisement.

Our customers are like the revolving shore lights—they go, but they return.

We don't claim to have the best store; but we try to make a better one possible.

If you have looked elsewhere we are sure of either your compliment or your custom.—*Printer's Ink.*

A Publisher's Announcement.

Mr. W. B. Saunders, Medical Publisher, Philadelphia, Pa., wishes to announce the final accomplishment of a step that he has long had in mind. Feeling that the growth of the business to its present large proportions has been due, not alone to his own exertions, but quite as much to the efficient co-operation of a number of his employees, he has decided to give recognition to such service by associating with himself in business, under the firm name of W. B. Saunders & Company, Mr. F. L. Hopkins, manager of the subscription department, and Mr. T. F. Dagny, manager of the publication department. These gentlemen have been connected with the establishment almost from its inception, and to their capable management of their respective departments Mr. Saunders attributes much of the success that has attended his efforts.

Mr. Saunders believes that this action will strengthen the position of the house in the eyes of the medical profession, as it will secure a permanence of organization that will ensure the perpetuation of the business. Besides this, it will obviate the disadvantages incident to a large business that rests entirely upon the shoulders of one person, by permanently attaching to the house those whose ability and experience have contributed in bringing the business to its present state of prosperity.

The subscription and publication departments will be conducted as heretofore. The Trade Book Department will be under the management of Mr. W. D. Watson, whose connection with the house has extended over the past eight years, and who has demonstrated his ability to manage that department with efficiency and success.

Extreme Cold Don't Kill Germs.

Prof. Dewar, the discoverer of argon, and the first man who liquified air and other gases, has been experimenting to discover what degree of cold would kill the microbes of typhoid, diphtheria, cholera and other diseases. A colony of them was immersed in a flask of liquid air for eighteen hours. Despite the fact that the temperature was 312 degrees below zero, the microbes thawed out after their long bath and became as lively as ever. Photogenic germs (germs produced by the action of light) became dark at that

temperature, but resumed their luminosity when thawed out. It is believed that no degree of cold that can be attained, will destroy the life of disease germs.—*Rev. Sci.*

Practical Hints on Advertising.

By CHARLES AUSTIN BATES, New York.

Have you a new article of merchandise?

Then give it a good letter of introduction to the world. This letter is advertising.

One of the best advertisements is a good salesman. A good salesman must not only understand his wares; he must also know something of human nature. He must meet all sorts of moods in all sorts of people with suavity and dignity.

If young men, young women too, appreciated the value of a personal following while they are occupying the position of clerk, there would be fewer complaints of inattention to customers, brusqueness or slipshod manners of those behind the counter. If a clerk is popular with the customers, his employer soon finds it out. A clerk who is asked for and patiently waited for, need not dun very hard for a raise in his salary.

The good clerk knows what has been said in the advertisements. He can emphasize them simply by his manner. This makes the truth told in the advertisement doubly strong. If a truth is told in a weak way, in a way that expresses a lack of confidence, it is almost as useless as if it had not been told. The statements made by an advertiser should be wholly true. Then, the desired point cannot be made too prominent.

A good ad. is suggestive. It means more than it says. When people think about ads. they are on the way to become buyers.

Even a funny advertisement, if it has a "catch" to it may be good—if people remember not only the ad. but what it talks about. The worst thing about the funny advertisement is that too often readers look upon it merely as fun.

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An advertisement that does not give information fails in its mission. If it tells only a part of the story, it leaves the reader in doubt. This is particularly the case with advertisements of rooms or apartments.

Everybody knows what a wearisome thing it is to go house-hunting. The actual face-to-face hunt is bad. The