

# Canadian Druggist

Devoted to the interests of the General Drug Trade and to the Advancement of Pharmacy.

VOL. VIII.

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No. 10

## "APENTA" THE BEST NATURAL APERIENT WATER.

Bottled at the **UJ HUNYADI**  
SPRINGS, Buda Pest, Hungary.

*Under the absolute control of the Royal  
Hungarian Chemical Institute (Ministry of  
Agriculture), Buda Pest.*

## "APENTA" THE BEST NATURAL APERIENT WATER.

"We know of no stronger or more  
favourably-constituted Natural Aperient  
Water than that yielded by the Uj Hunyadi  
Springs."

*L. Libermann*

*Royal Councillor, M.D., Professor of Chemistry,  
and Director of the Royal Hungarian State  
Chemical Institute (Ministry of Agriculture),  
Buda Pest.*

## "APENTA" THE BEST NATURAL APERIENT WATER.

By instructions from the Apollinaris Company,  
Limited, now offered to the Trade at

\$5.50 per case of 25 large glass bottles.  
\$8.00 " 50 small " "  
\$8.00 " 100 glass quarter "

SHOULD THE PRICE OF

## "APENTA"

be reduced, we guarantee to allow such reduction  
to our Buyers on their unsold stock, and, as far as  
possible, to secure a corresponding reduction to  
Retailers upon their unsold stock.

SOLE EXPORTERS:

**THE APOLLINARIS COMPANY, Ltd.,**  
LONDON.

CANADIAN SUB-AGENTS:

**WALTER R. WONHAM & SONS,**  
Montreal.

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### An Evil and its Origin.

The unsatisfactory condition of the  
drug business, with an outlook of quite  
as unassuring a nature, naturally makes  
one look for the causes which have led  
to these conditions. It is not our inten-  
tion now to dilate upon all the circum-  
stances which, in our opinion, have led  
up to the present state of affairs, but  
merely to take cognizance in this article  
of one of the causes, and that one, per-  
haps, rather frequently written upon, but  
which, it must be apparent to all, is one  
of the greatest, if not the greatest, hind-  
rances to successful business. We refer  
to the evil of "cutting" prices.

In the first place, this evil has origi-  
nated where the strongest competition  
existed. We have all been willing to  
blame, and quite justly so, the depart-  
mental stores for the general slaughter in  
prices which they indulge in; but we are  
free to admit the reprehensible practice  
*did not originate* with them.

Selling proprietary medicines at less  
than their advertised prices prevailed  
amongst members of the drug trade be-  
fore the "stores" introduced these lines  
at all, and they are only copying, but to a  
more vicious extreme, the business princi-  
ples, or, perhaps, we should say, the un-  
business-like principles, which were insti-  
tuted by men who now are getting a dose  
of their own medicine by having their  
business drawn away from them by apt  
pupils. As long as the writer has been  
in the drug business, now nearly thirty  
years, this practice of "cutting" has pre-  
vailed more or less, and as "evil com-  
munications corrupt good manners," so  
the little, petty cutting of the grasping  
man, who would seek by this manner of  
doing business to "steal" away custo-  
mers from his fellow-druggist, has grown  
to such proportions as to threaten to  
demoralize the whole trade.

One of the most potent factors in this  
establishment of unbusiness-like principles  
is no doubt due to the fact that the drug