

public generally, and the replies thereto are not included in the summary, although they constitute a large amount of correspondence.

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The text has been reported to the Executive Committee for 500 articles to this date.

GETTING A PERSPECTIVE.

In the drawings and paintings of the Middle Ages the gallant knight on horseback was depicted as directly up against the castle beyond him, whose distance in the perspective was only indicated by the relative sizes of the castle and the knight. We have somewhat similar effects in Chinese decorations. This effect is due to the fact that the artists of the Middle Ages and of China did not understand the value of perspective, nor know how to produce it.

There are engaged in the retail drug business many druggists who, like the artists of the Middle Ages, have no knowledge of the value of perspective. For in business, as in art, the perspective is of the first importance. The average retail druggist is confined to his store for so many hours in the twenty-four, is so burdened with the infinity of detail which is involved in the transaction of his business in little things that he is apt to lose his perspective and fail to catch the public point of view when it comes to selling goods, whether by word of mouth, by written letters or by printed advertisements.

The druggist can help himself toward a proper perspective of his business by sane and helpful recreation, recreation which would take him away from his business among men of other interests and preferably out of doors that his body as well as his mind may be refreshed. We do not counsel any laxity in attention to business on the part of the retailer. At best it is an exacting vocation and pharmacy a jealous mistress, but the druggist who works hard at his calling for six days a week requires for his welfare and his best development, physical, mental and commercial, a seventh day free from the cares of trade and the annoyances of business, while once a year he should have at least a fortnight of change and rest. These vacations will by no means be time wholly lost, for they will aid the druggist to that proper perspective of his business and its relation to the public which is essential to the highest commercial development and will, moreover, prolong as well as increase his usefulness as a business man.—*Am. Druggist*.