

preparation this paper was written. For convenience and in order to make the formula better known, I again repeat it:

AQUA COSMETICA KUMMERFELDI.

Kummerfeld's Lotion or Cosmetic Water.

Camphor	10 gm.
Acacia, in fine powder	20 gm.
Glycerin	50 gm.
Precipitated Sulphur	100 gm.
Rose Water	820 gm.

To make 1000 gm.

Triturate the finely powdered Camphor with the Acacia and the Precipitated Sulphur, then add the Glycerin and gradually the Rose Water, triturating constantly so as to obtain a homogeneous lotion.

Shake well before dispensing.

 THE CUT-RATE ROUTE.

Although price cutting is not confined at all to the drug trade, still the merchants who perhaps have gone the farthest in this kind of work and have given the cutter the most wide-spread advertising are the cut-rate druggists. This is doubtless because they have had the ignorance of the public upon which to trade. They have taken advantage of the fact that the druggist has long been heralded as a robber-profit man. They have been willing to admit and even claim this in order to exploit their position as the money savers of the community. Whether this attitude is a fair one, whether it is a loyal position to take or not, we are not disposed to say. But this much we think: the cut-rate route to a mercantile success is not a short cut by any means. While some cutters have succeeded, it has been largely due to the fact that they were shrewd merchants and good advertisers rather than to the mere fact that they lopped off the profits from certain lines of goods. We believe that if the case of every cutter were to be carefully analyzed we would find that had that man followed his same live publicity means and had he done as much good work in the way of displaying goods and helping to make them self-selling, and at the same time kept his prices up to the normal level of his town, he would have succeeded to a greater extent. He would have developed practically as much business, and he would have done it all on a profit-paying basis. He would not have found it necessary to pare salaries down so closely or to work so hard to sell certain lines on which his profit still existed. The cut-rate route is not the route to getting rich quick, and in most instances it has not proved the route to getting rich at all.—*The Spatula.*