

He took every ounce of benzin manufactured in Philadelphia, buying in carload lots. Upon leaving Philadelphia he sold the recipe to a friend for \$1,000.00."

DR. H. M. WHELPLEY: "Speaking of high prices reminds me that the railway hospital at St. Louis once ordered an ounce of cocaine, the purchasing agent not realizing its expensive-ness, and the bill was something over \$240.00. They kept the article rather than admit that a mistake had been made in ordering. A charity hospital would not have been able to keep it, but a railway hospital could do it, and paid the bill. At that time cocaine was selling for \$1.00 a grain."

PROF. CHARLES CASPARI, JR.: "I would like to supplement the remarks of Dr. Miller, to show what a really enterprising retail pharmacist will sometimes do. Very shortly after the introduction of cocaine hydrochloride in Europe, a Baltimore pharmacist wrote Merck & Co., Darmstadt, Germany, and asked them to send him an ounce of the salt. They were afraid to send it and cabled the price, \$435.00 an ounce. The druggist cabled back, "Send immediately." He sold the last of the ounce at twenty-five cents a grain."

THROWING AWAY GOOD MONEY.

In all professions and trades, the man striving to reach the top in his particular line, must be constantly learning more about this field, and there are two ways in which he obtains his knowledge.

The first is by the constant association with his business and all its details.

This daily routine familiarizes him with his business to such a degree that it gets to be almost second nature for him to conduct it. But all this merely acquaints him with his business as it is, and in order to keep from getting into a rut and to advance he has to resort to a second course, which is the reading and studying of books and magazines which are devoted to his particular business.

How many druggists read their journals with the idea of getting education from them? Not to just "skim" through them, but to read them thoroughly. None of us know it all, and even if we should come near that mark we need to be continually reminded, and that is one important thing that these journals do; they keep reminding you of certain weak places.

No, it is not good policy, or good judgment, to throw your trade journal on the table or under it, without even taking off the wrapper, leaving it to its fate as waste paper.

What you lightly throw away is often information that cannot be measured in subscription values.

You throw away the summarized experience of men who have specialized along certain lines of drug store success.

You throw away the opportunity to keep in touch with your fellow craftsmen.

You throw away the opportunity to follow the Association meetings, to keep in touch with the bills going through legislature, which bear on the drug trade, to get good live pointers for increasing your business, to learn of many new formulas which in themselves alone will pay over and over the cost of the magazine.

These are but suggestions of the extent of your losses. Only the man who really makes a tool of his trade journals with which to work out a larger business success can actually realize how foolish it is to throw away such an instrument when it is actually thrust into his hands.—*The Apothecary*.