IN NEW YORK DRUG STORES.

A Complete Catalogue of New York Druggists arranged alphabetically by streets and avenues and by street numbers ranging from No. 1 to 1,000 and upward. To find your own druggist here is as easy as to turn to his name in the Directory.

bules to customers, but we could consistently do it if we wanted to. We prefer to push some of our own mixtures on which we make more profit." Signs stuck into crevices of the little booth decided over by the good-looking and interesting young lady cashier of this store have the inscription: "We sell Ripans Tabules, 10 for 5 cents."

DELANCEY STREET.

Not Enough Profit.

Mr. M. Friedberg, druggist, 19 Delancey st., says, Feb. 18, '99: "We sell some Ripans Tabules, but we would make an effort to sell a good deal more if they paid better."

Customers Praise Them.

A clerk at Mr. Nicholas Kruskal's Pharmacy, 72 Delancey st., says, Feb. 18, '99: "Ripans Tabules are emphatically the best selling patent medicine we have in the store. Customers praise them highly for indigestion and dyspepsia, and one recommends it to another."

A Great Medicine.

Mr. A. Weigand, Deutsche Apotheke, 116 Delancey st., says, Feb. 18, '99: "There is no discounting the fact that Ripans Tabules are a great medicine. They please the public, and nothing sells better."

Nothing the Matter with Them.

A clerk at Dr. E. H. Riedel's Pharmacy, 144 Delancey st., says, Feb. 18, '99: "Ripans Tabules sell finely. There is nothing the matter with them."

Can't Afford to Push Them.

A. Becker, Ph. G., wholesale and retail druggist, 214 Delancey st., says, Feb. 18, '99: "Ripans Tabules are a good thing and a good seller. We can't afford to push them, however, unless the profits are greater."

Sell Lots and Lots of Them.

Mr. J. M. Halpern, Deutsche Apotheke, 250 Delancey st., says, Feb. 18, '99: "We sell lots of Ripans Tabules. They are the best selling patent medicine in the store. We sell a gross a week to a dozen when we first had them in stock."

Wont Get Rich on the Profits.

Mr. M. Heidt, Deutsche Apotheke, 287 Delancey st., says, Feb. 18, 1899: "Ripans Tabules sell all right. A Scent article always sells. We wont get rich very fast on the profits we make, though. If we depended on the profits on Ripans to pay for rent and clerk hire we would close up shop mighty quick."

Good Medicine for Poor People.

The manager of Julius Finkelstein's pharmacy, 504 Delancey st., says, Feb. 18, '99: "Ripans Tabules are great sellers. There is nothing ahead of them. People keep us busy coming in here for 'Ripans,' 'Ripans.' It's a great thing for poor people, having so good a medicine at so cheap a price."

DIVISION STREET.

Hebrews Are Getting on to 'Em.

A clerk at Lifshutz Apotheke, 207 Division st., says, Feb. 21, 1899: "This is a Hebrew locality, and the Jews are not very much inclined toward patent medicines. They are slowly getting on to the merits of Ripans, however, and then I expect them to go to beat the band."

EAST BROADWAY.

A Great Hit.

A clerk at J. Weinstein's East Broadway Pharmacy, 75 East Broadway, says, February 17, 1899: "Ripans Tabules sell very well with us; nothing sells better. It was a great hit putting up such a concoction in so neat and attractive a way and so convenient to handle at a price within the reach of everybody."

Sells Them to Oblige His Customers.

A clerk at Liberty Pharmacy, Jacob Pick, proprietor, 77 East Broadway, says, February 17, '99: "We have to sell Ripans Tabules to oblige customers when they call for them. We are not and to sell them on account of the little profit, and don't sell any more than we possibly can help."

A Good Thing for the Public.

Mr. Leo Hirsch, Deutsche Apotheke, 163 East Broadway, says, February 17, 1899: "Ripans Tabules sell a great deal the best of any medicine. It's a good thing for the public to have so good a five-cent article on the market. My customers speak very highly of Ripans Tabules as a remedy for the various forms of dyspepsia."

It Makes Him Sad.

Mr. Bakst, of the firm of Goetzhoff & Bakst, pharmacists, 189 East Broadway and 42 Pike st., says, February 20, 1899: "We could sell more of Ripans Tabules than anything else in the store if we wanted to, but we don't push them much. Druggists can't be expected to push Ripans Tabules on the present status of profit. If a dozen of the cartons were sold to the druggists for 38 or 40 cents instead of 48 cents the trade would be favorably disposed to Ripans and would push them accordingly."

Nothing Else Sells So Well.

Mr. L. Berdy, proprietor of Berdy's Pharmacy, 220 East Broadway, says, February 16, 1899: "We sell lots of Ripans Tabules. Nothing sells so well. My customers claim that it is the best remedy for stomach and bowel disorders they can get."

Wants a Bigger Profit.

Mr. E. W. Graupner, apothecary, 258 East Broadway, says, February 17, 1899: "We don't keep Ripans, as the company have put them at so low a figure it is not worth while to sell them."

Don't Want Anything to Sell Better.

The manager of the Manhattan Pharmacy, 298 East Broadway, says, February 17, 1899: "Ripans Tabules sell well. If there was any profit in them worth mentioning druggists would like to sell them better."

Prefers to Lose the Five Cents.

Mr. N. Tausig, apothecary, 297 East Houston st., says, February 18, 1899: "I sell Ripans Tabules, but had rather lose the five cents than sell them. The competition with grocery stores and salooms cuts into the business of the legitimate druggist and degrades his calling. It's dirty treatment of the Ripan Chemical Co. to compel us to meet such competition."

Don't Care to Push the Goods.

The manager of Mr. I. Mitchell's Pharmacy, 335 East Houston st., says, February 18, 1899: "Ripans Tabules sell fairly well. We don't care to push the goods very much, there's not profit enough in them."

They Are a Good Article.

Mr. Herman Stobelin, proprietor of the Deutsche Apotheke, at 357 East Houston st., says, Feb. 18, 1899: "Ripans Tabules sell pretty well. We don't exert ourselves much, however, to sell them. The policy of putting them into grocery stores is a poor one for the druggist and I think will prove that way for The Ripans Chemical Co. Druggists generally are not pushing them."

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EAST HOUSTON STREET.

Sell the Best.

A clerk at Link Brothers' drug store, 193 East Houston st., says, February 17, 1899: "Ripans Tabules sell the best of everything for the price."

40 Per Cent Profit Not Enough.

The manager of the Manhattan Pharmacy, 245 East Houston st., says, February 17, 1899: "Ripans Tabules sell well. If there was any profit in them worth mentioning druggists would like to sell them better."

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Sell More Ripans Than Anything.

The manager of Union Pharmacy, 406 E. Houston st., says, Feb. 18, '99: "We sell more of Ripans Tabules than anything else in the way of patent medicines, and their sales are steadily improving. We would sell more, though, if there was more profit in them."

EAST 10TH STREET.

Doesn't Like Them.

Mr. M. Dlugasch, pharmacist and chemist, 341 East 10th st., says, Feb. 18, 1899: "I sell a pretty good lot of Ripans Tabules, but am sure that I wouldn't touch them if there was any way that my customers would let me out of selling them. There is no inducement to handle an article which only nets a penny when I can get up preparations of my own and double up on profits."

EAST 14TH STREET.

Nothing Holds a Candle to Them.

A clerk at James J. Skeits's Pharmacy, 359 E. 14th st., says, Feb. 20, 1899: "Ripans Tabules sell first rate, nothing else holds a candle to them. The Tabules are friends to the majority of our customers."

EAST 28TH STREET.

Price Too Small.

Mr. F. S. Quinby, Dispensing Chemist, 136 E. 28th st., says, Feb. 25, 1899: "Our sales of Ripans Tabules are large and increasing." Of the formula of Ripans Tabules, as denoted by the initial letters of their ingredients (rhubarb, ipecac, peppermint, aloes, nux vomica and soda) Mr. Quinby says: "It is a good one, I guess, as I know I can suggest a single improvement. The price of Ripans Tabules, however, is too small, as well as the druggists' profits. On that score all druggists that I know are inclined to kick."

EAST 36TH STREET.

Customers Satisfied.

Mr. F. W. Foucar, druggist, 138-140 E. 36th st., says, March 8, 1899:

"Ripans Tabules sell quite well; as well, I dare say, as any other patent medicine. Customers are apparently satisfied with Ripans."

EAST 104TH STREET.

Not Much Sought in Little Italy.

The Farmacia Italiana, Raffaele Immediato, Prop., 300½ E. 104th st., is the second pharmacy I have found in New York who does not keep Ripans Tabules; the first was a druggist named Lindeman, on Rivington street. Left directions how he might obtain them, but intercourse with him was rather unsatisfactory, owing to his very limited knowledge of English. He is right in this, at least, of upstown "Little Italy," and could doubtless dispose of big quantities of Ripans.

EIGHTH AVENUE. T1A6A

Nothing Like Them in 21 Years.

Mr. E. E. Babcock, Dispensing Pharmacist, 51 Eighth ave., says, March 17, '99: "I have been a druggist 21 years, and I don't remember ever handling anything that beat the sale of Ripans Tabules. Sales are increasing. Most of the Ripans Tabules are sold between Saturday night and Sunday morning, and I don't force matters, either, but the penny profits on Ripans are not enough." On Mr. Babcock's admission that he bought the cartons by the dozen, the interviewer showed him that by buying Ripans in 5-gross orders, a 46 per cent profit might be obtained, and the druggist said: "That isn't so bad. There's no trouble with the combination of Ripans Tabules," he continued. "Rhubarb and soda clarify the system, and peppermint and the offices of ipecac and peppermint are well known. The action of Ripans in moving the bowels properly is one of the best things about it. The artificial, nux vomica is a good nerve tonic, also, if used sparingly. It is an excellent cathartic, and the offices of ipecac and peppermint are well known. The action of Ripans in moving the bowels properly is one of the best things about it. The artificial, nux vomica is the principal thing the matter with people in nine cases out of ten. When the bowels move freely they feel first rate. It's like removing the refuse from an engine. When the engine is clogged with waste matter its efficiency is destroyed."

A Very Widespread Habit.

A clerk at Mr. Geo. N. Sym's drug store, 91-93 Eighth ave., says, March 17, '99: "Ripans Tabules sell all right, nothing better. There must be something in Ripans, as people who buy them once come in and buy them afterwards right along. The Ripans Tabule habit seems to be very widespread."

46 Per Cent Too Small a Profit.

A clerk at Mr. A. H. Russ's Apothecary, 92 Eighth ave., says, March 17, '99: "Ripans Tabules sell too well. We don't care to keep the things on account of the small profits, but we have to, though, to please customers."

It's Ripans, Ripans, All Day Long.

One of the firm of Utley Bros., 142 Eighth ave., says, March 17, '99: "We get rid of a good many Ripans Tabules, more than anything else in the patent medicine line as far as the number of sales is concerned, but of course, the money represented is not very much. My customers seem to be satisfied with Ripans, and those who express themselves report good results. It's Ripans, Ripans, give me a package of Ripans Tabules, all day long."

Sales Are Increasing.

A clerk at Mr. William T. Lins's Pharmacy, 157 Eighth ave, says, March 17, '99: "We sell 14 or 15 dozen of Ripans Tabule cartons a week on an average, and their sales are increasing. We hear once in a while a complaint about Ripans, that they are too powerful in their effects, or perhaps not strong enough, but it's impossible to please everybody. According to the prescription of Ripans the tabules ought to move the liver and set the bowels to action, and this is about all most people need."

Don't Care About Nickel Sales.

Mr. T. J. Barnaby, Druggist and Pharmacist, 193 Eighth ave., says, March 17, '99: "Ripans Tabules sell very good, they are quite a seller. I don't give more time or attention than I am obliged to, however, to nickel sales."

A Beautiful Prescription.

Mr. Chas. Regnault, Apothecary, 232 Eighth ave., says, March 17, 1899:

"Ripans Tabules sell right along. But at the rate of profits it's a case of selling them for glory by the druggist. The prescription is a beautiful one."

16 to 1.

A clerk at Chumar & Son's Opera Pharmacy, 259 Eighth ave., says, March 17, '99: "Ripans Tabules are ripping 'er up in great shape. They beat everything. Why it's something fierce the way Ripans sell. We sell a gross a week easy, and have to hustle for keeps to keep on top of the sales." Ripans Tabules have evidently beaten 16 to 1 of some other thing whom they beat by about 16 to 1. It's apparent that Ripans please customers by the way they sell." Signs conspicuously posted in this handsome and well-appointed store read: "We sell Ripans Tabules, 10 for 5 cents."

His Best Patrons Buy Them.

Mr. Thos. N. Sumner, Chemist and Druggist, 202 Eighth ave., says, March 17, '99: "We find a great demand for Ripans Tabules all the time. Ripans seem to please customers, and some of the best patrons of my store use them. From a druggist's standpoint there are several causes for complaint about Ripans. In the first place the prices to the retail trade are too high, and secondly, it takes too many sales of Ripans to make a dollar profit. The Tabules are badly damaging the sale of costlier medicines."

A Doctor His Best Customer.

The manager of the Eighth Avenue Pharmacy, 325 Eighth ave., says, March 17, '99: "I have got to make a new departure in buying Ripans Tabules. Hitherto my policy has been to buy the Tabules in gross orders, but as we sell on an average three gross a month, I am going to begin buying Tabules in gross orders and save the 26 cents on a gross. Ripans Tabules give general satisfaction to customers, although there are a few kickers who say they are not benefited by Ripans. Kickers are always to be found everywhere. A doctor living in the neighborhood whose name I cannot give, is the best customer of my best buyers of Ripans, and he buys them for his own use."

They Outsell Everything.

Mr. Bell, of the firm of Gebhard & Bell, Prescription Pharmacists, 357 Eighth ave., says, March 17, 1899:

"I think Ripans Tabules outsell everything in the patent medicine line, certainly selling better than any of the 5-cent articles. We dispose of two gross of Ripans Tabules a month very easily. We don't complain of the percentage of profit represented by Ripans, although they are relatively small in comparison with more expensive articles, when sold in gross in a satisfactory manner, and the formula seems to be a very fair one. Customers are satisfied with Ripans, if their sale is any criterion."

The Way the Clerk Runs the Store.

A clerk at Hunt & Gregorius's Pharmacy, 421 Eighth ave., says, March 16, 1899:

"Ripans sell well. They are cutting under and beating out the sale of everything else and simply ruining the drug business. There's no profit in Ripans for the druggist." The interviewer suggested to the clerk that a profit of 46 per cent awaited those who had grit enough to buy and sell Ripans Tabules to advantage, and showed the clerk just how the thing was done. Greatly taken aback, the young man of the pestle and mortar now pursued another tack. "But Ripans Tabules are gotten up by an advertising firm that doesn't amount much about medicine as the man in the moon," said the clerk. To the question if he could improve the formula or the way the Tabules were gotten up the young man owned that Ripans Tabules were a very good combination and they were put up in a neat and available form. "I don't care," said the clerk petulantly, "Ripans Tabules are bringing the drug business down to a 5-cent basis and knocking out the druggists' profits and their employes' salaries. I do everything I can to hurt the sale of Ripans and sell our own medicines. When asked whether his unfair discrimination against Ripans Tabules met the approval of Messrs. Hunt & Gregorius, the proprietors of the store, the clerk replied: "I don't know and I don't care. I am doing this thing on my personal responsibility. I aint afraid to do what I want to or say what I want to, and anything I do or say I can stand for."

They Are Certainly Death to Constipation.

Mr. F. St. John Barret, druggist, Apothecary, 472 Eighth ave., says, March 16, 1899:

"Ripans Tabules sell right along as well as anything in the store. That is very apropos, that want notice in the advertisements of Ripans, 'Wanted—A disease that Ripans Tabules will not cure.' The Tabules are certainly death on constipation and dyspepsia."

Used by Everybody in Good Society.

Takes them himself.

A clerk at Mr. Walter S. Rockey's Prescription Pharmacy, Eighth ave. and 35th st., says, March 16, '99: "Everybody with any pretensions to good society is using Ripans Tabules nowadays. I take them myself for indigestion and find 'em entirely satisfactory. I have not reason to doubt the efficacy of Ripans Tabules in any case of indigestion, biliousness or constipation." When asked for suggestions as to the improvement of the formula of Ripans, the clerk replied: "Don't try to improve the combination. It is all right as it is."

They Sell Like Hot Cakes.

Martin Arnemann, of the firm of Martin Arnemann & Co., dispensing chemists, 38th st. and Eighth ave., says, March 16, '99: "Ripans Tabules sell like hot cakes. They beat anything in the patent medicine line, and we sell any amount of them. We never hear a complaint of Ripans. We are too busy selling 'em to plague time to inquire how they satisfy. We just shove 'em over the counter as people ask for them, and don't encourage or discourage the sale of Ripans Tabules in any way." When asked for suggestions to improve Ripans Tabules, the clerk said: "Mr. Arnemann replied: "Well, that's hardly for me to say. I don't think, however, that Ripans can be improved upon."

Nothing Beats Them.

A clerk at A. C. Behrens & Co.'s Pharmacy, 637 Eighth avenue, says, March 16, '99: "Ripans Tabules sells like hot cakes. Nothing beats them on sales, sure. Our customers seem satisfied with Ripans. The only complaint I ever hear is one made occasionally that we don't sell six of the 5-cent cartons for a quarter. They reckon on the basis of the advertisement, a dozen cartons sold at all drug stores for 48 cents, I suppose. Ripans Tabules are good, a good combination. People say they cure gastritis and pneumonia, and I'll swow that they would cure corns on a feller's foot." Another clerk spoke up and said: "Bet your life Ripans would if they were taken internally."

Make Him Feel Fine as a Fiddle.

A clerk at Mr. Paul F. Metze's Pharmacy, 42d st. and Eighth ave., says, March 16, 1899:

"Ripans Tabules are rightly named. They make us fly 'em up with them every time. Ripans knock the spots off everything else as sellers. Our customers are more than pleased with them. I've been troubled with a chronic constipation and a good deal lately, and tried a good many pills and medicines without success, till about a week ago I concluded to try Ripans Tabules. The very first tabule helped me, and I now take one after each meal and feel as fine as a fiddle. They move my bowels regularly. My name is William W. Zempliner, and I am pleased to testify to the good Ripans Tabules have done me."

Tries to Injure Their Sale.

The manager of the James Pharmacy, 44th st. and Eighth ave., says, March 16, '99:

"Ripans Tabules sell too well. The profits on Ripans are insufficient, and the policy of the company in putting them into dry goods stores and groceries is very displeasing to druggists. I tell you frankly that we do everything we can to hurt Ripans Tabules and injure their sales, not from personal motives, but from a business standpoint, and if any preparation as a substitute for Ripans Tabules is put on the market we shall certainly champion that preparation, to the exclusion of Ripans from this store. Ripans Tabules are the ruination of the drug business."

Knocks Them in the Head.

Mr. Mekin, proprietor of Mekin's Pharmacy, 770 Eighth ave., says, March 16, 1899:

"Ripans Tabules sell fair. The sale of Ripans Tabules, but the profits for the drugist are not enough. For this reason I knock Ripans in the head every chance I get, and I hope they will be knocked out completely one of these days. The combination of Ripans Tabules is excellent, I guess, I can criticise it, but I don't say this to customers. If any customer makes inquiries about Ripans, I say: 'Ripans Tabules are no good. How can you expect a 5-cent article to be good?' and then I sell them some pills of my own, that I make many times the profit that I do on Ripans. I hear there is a company with $200,000 capital going to put a tablet on the market in competition with Ripans. I shall advance its interests every way I can. Speaking about profits, I make more profit on every 5-cent article I sell in this store than on Ripans Tabules. Ripans are ruining the druggists' trade. They hurt us many more dollars every day than we take in. They are ruining and destroying the sale of other goods." A curious thing, taking Mr. Mekin's remarks into consideration, is the fact that an enamelled sign on the best place on his door reads, "Ripans Tabules, 10 for 5 cents."

Mr. Medin evidently has a guessing regard for the main chance, despite his assertions to the contrary.

They Must Be Good.

A clerk at Schaaf Bros.' pharmacy, 798 Eighth ave., says, March 16, 1899: "Ripans Tabules must be good, as the same customers continue buying them right along. They sell very rapidly, better than any other patent medicine on the market, I think. Most all of my friends use Ripans." Enamelled signs on the door of this pharmacy read: "Ripans Tabules, 10 for 5 cents."

Everybody Buys Ripans.

A clerk at Mr. Geo. F. Phillips's apothecary, 838 8th ave., says, March 16, 1899: "Our experience with Ripans Tabules is that they are the best selling thing in stock, even beating out Sutter's Powders. Everybody buys Ripans and everybody seems satisfied with them." That those who read may see, Mr. Phillips has the inscription: "Ripans Tabules, 10 for 5 cents," in enamelled lettering on his door.

Butchers Ought to Handle Them.

Mr. Falkner, pharmacist, 868 Eighth ave., says, March 16, 1899: "Ripans Tabules sell right along all the time. I will make the suggestion that, as Ripans are sold in grocery stores and cafes, they ought to be sold in cigar stores and butcher shops, and when you are about it, why not give the shoemaker and blacksmith a chance. My friendship is not increasing for Ripans Tabules, but it's no use to buck against selling them to customers, as people will have Ripans."

Some Kick on General Principles.

Mr. F. B. Bracker, apothecary, 905 Eighth ave., says, March 16, 1899: "Ripans Tabules sell right along at a good business gait. That's my experience with them. They are a good remedy for the stomach and bowels, and please my customers generally. Some say Ripans Tabules are no good, but these people are few and far between, and some would kick anyway on general principles. The public as a whole seem to be satisfied."

Says the Tabules Assist Nature.

Mr. John Ihlefeld, dispensing chemist and druggist, 938 8th ave., says, March 16, 1899: "Ripans Tabules are right on deck seven days in the week. They are the best selling patent medicine. It's surprising how Ripans go. They satisfy customers in every respect so far as I can learn. The formula of Ripans Tabules is good. They assist nature in inciting the bowels to action, and they relieve the stomach."

All Right in Every Way.

A clerk at Weyer & Pitch's apothecary, 977 8th ave., says, March 16, 1899: "Nothing touches Ripans Tabules on sales in our store. They sell first rate and are all right every way."

Tried to Jolly the Interviewer.

Mr. Geety, of Geety & James, apothecaries, 113th st. and 8th ave., says, March 11, 1899: "Our sales of Ripans Tabules are not alarmingly large. We sell a few now and then. They are rather falling off on sales. Ripans Tabules have evidently had their day." The genial Mr. Geety smiled and winked knowingly at one of the clerks, after making this statement, as much as to say: "Green goods and entirely; see what a big jolly I'm giving this interviewer," and then bustled to the other end of the counter to attend to the needs of a customer, a rosy-cheeked, buxom young woman, who asked for three packages of Ripans Tabules.

Sells Them Like So Much Stove Wood.

Mr. Bancker, pharmacist, 2122 8th ave., says, March 11, '99: "Ripans Tabules are constantly in demand, but there isn't money enough in them for the druggists' time and labor. The small druggists, who are unable to afford to buy Ripans in large quantities, are obliged to pay 48 cents for a dozen cartons, and the necessary profit of only a penny a carton to be made. It isn't a fair deal for the druggist, and I'm getting so I don't care much whether people buy Ripans Tabules or not. When customers ask me if I can recommend Ripans, I say I don't know anything about Ripans; that they may be a good thing and they may not; that I sell Ripans Tabules as I would so much stove wood, and yet I know they are a mighty good thing. It's because of my small profits. See? The people are given altogether too much for their money, and they wouldn't kick a particle on ten cents for a Ripans Tabule cartons, or a cent apiece for the best medicine the old established rates on a physic." Mr. Bancker's statement as to his utter indifference to Ripans may be taken with a grain of salt, as two enamelled signs in his windows reads: "Ripans Tabules, 10 for 5 cents."

Neat, Handy and Available.

A clerk at Mr. A. T. Koertge's pharmacy, 116th st. and 8th ave., says, March 11, '99: "Ripans Tabules sell right along all the time. They are neat, handy and available, and give perfect satisfaction as near as I am able to ascertain."

Where the Shoe Pinches.

A clerk at Mr. Geoghan's Carrier's pharmacy, 2183 8th ave., says, March 11, 1899: "Ripans Tabules sell very well, as well as anything in the patent medicine line, I guess. They go all right. We don't like the policy of the company, though, in advertising that they are sold in drug stores at 48 cents a dozen, when the cost to the trade is to buy them by the dozen. This makes the shoe pinch in small drug stores that can't afford to buy in 5-gross orders. I never had occasion to use Ripans Tabules myself, but according to the formula they must be a first-class cathartic." A sign placed directly opposite the door of this store reads: "We sell Ripans Tabules, 10 for 5 cents."

Clean, Neat and Meritorious.

Mr. H. E. R. Little, pharmacist, 2225 8th ave., says, March 10, '99: "Ripans Tabules are cheap, convenient, clean, neat and meritorious in every way, and they sell very rapidly. I can see no reason why they should not be popular. My customers are satisfied with Ripans." Mr. Little turned to sell two packages of Ripans Tabules to a handsome, prepossessing looking man, with black eyes and mustache, a satin-lined overcoat, and a black hat, who, after making the purchase, said to the interviewer: "If you want a testimonial I'll give you one. My wife and I and my wife's sister, who lives in the family, all use Ripans Tabules. They benefit us so much we can't get along without them." The interviewer asked the gentleman if he had bought two packages of Ripans before I went home. Unbeknown to myself my wife bought a couple of packages, and, cautiously enough, my wife's sister, that same night, took it upon herself to buy two packages of the Tabules in the family under my nose, as I supposed, the family larder. But they went in no time. No, I prefer not to give my name, as I am in business in the same line as Ripans myself."

The Premier Selling Medicine.

Mr. J. A. Carpentier, proprietor of The People's Drug Store, 123d st. and 8th ave., says, March 10, '99: "I sell Ripans Tabules as the premier selling patent medicine in my store. The Tabules are pushing themselves right along. They please everybody, and there must be cartloads of profit for the people back of them."

As Healthy as an Indian.

A clerk at Mr. F. W. Kinsman, Jr.'s, prescription pharmacy, 1230 8th ave., says, March 10, '99: "We sell lots of Ripans Tabules. Some people say they can't live without them. The formula is a good one, and it's hard to say just wherein Ripans can be improved upon. I'm as healthy as an Indian myself, but if I ever needed the proper kind of a laxative I would have no hesitation in taking Ripans Tabules."

Good and Cheap.

Mr. B. Roubkek, pharmacist, 2343 Eighth ave., says, March 10, '99: "Ripans Tabules are a good, safe, reliable medicine, and they sell well. They are certainly sell the best of anything in their line, and they are getting in solar plexus blows to both Pills and Pills. Both were heard of a good deal a few months ago, but they are dead as doornails now. There might be fewer of the Tabules put up in one of the 5-cent cartons. People would have been just as well satisfied, as to have given them too much. Until Ripans Tabules came on the market they had to pay 5 cents for a prescribed dose in the cathartic line, anyway, and now in the 10 Tabules they are getting 10 doses for 5 cents. Of course, in any chronic disease a person has to consult a doctor, but in any ordinary case of indigestion and constipation Ripans Tabules do just what they are intended for. Taken of poverty as an excuse for one not having Ripans. As I said before, Ripans Tabules are good and cheap, and no family can afford to be without them."

A Modest Fireman.

Mr. Alexander, druggist, 128th st. and Eighth ave., says, March 10, '99: "Ripans Tabules are the best sellers, most emphatically the best sellers in my store. Heaven! They ought to sell by the way they are advertised. Ripans Tabules give thorough satisfaction, and I don't see how they can be improved upon." A Battalion Chief of the New York Fire Department, who was in conversation with Mr. Alexander when the interviewer came in, vouchsafed the interesting information that both he and his wife took Ripans Tabules, and had been helped by them very much. "Don't use my name," said the chief, "for every one will be saying that the Ripans people paid me a thousand dollars for the use of my name. Although the native modesty of the fire hero causes him to shrink from having his name in the papers, he is an enthusiast on Ripans Tabules. For the benefit of those who would like to meet the Chief and consult with him about Ripans, it may be stated that his genial face and stalwart form are so familiar to the people of the upper districts of Harlem, and he may usually be found at an great distance from the 125th street headquarters.

They Are All Right.

Mr. Geo. Oberdorfer, pharmacist, 2393 Eighth ave., says, March 10, '99: "Ripans Tabules sell like hot cakes. We dispose of a 5-gross order a month without turning a hair. Ripans give general satisfaction, and are all right."

Mum as an Oyster.

Mr. F. K. Krumholtz, druggist, 130th st. and Eighth ave., says, March 10, '99: "Ripans Tabules sell well, all right." For reasons best known to himself, Mr. Krumholtz suddenly became mum as the proverbial oyster, and nipped in the bud a flow of information which promised to become interesting.

Sales Are Bully.

Mr. Geo. H. Koch, druggist and chemist, 2482 Eighth ave., says, March 10, 1899: "We buy a couple of gross packages of Ripans Tabules every three weeks, so one may judge of the way they sell. A gross order came in last night, and there's a big hole made in it so quick. The sales are bully. Customers are satisfied. What more can be asked?"

Calls Them Alleged Testimonials.

Mr. Wilbur F. Rawlins, Pharmacist, 2536 Eighth ave., says, March 10, 1899:

"Ripans Tabules have created such a demand for themselves that I can't help selling them whether we want to or not. I don't think I care to talk any more on the subject, as I see the Ripans people are putting alleged testimonials of druggists in the papers. I do all I want to sell Ripans Tabules without having my name used to advertise them."

Says the Other Fellow Lied.

Mr. Eugene Becker, Druggist, 1388th st. and Eighth ave., says, March 10, '99: "Ripans Tabules sell fairly well. Now, don't go and put an ad. in Sunday's papers saying that I sold a gross a day, as the — — man did. There wasn't a word of truth in it. I told him we average about 'a dozen a week. Ripans Tabules sell well, but not a bottle a month, and he had it that I said that his medicine was the best seller in the store and a whole lot more lies besides."

The Lead in the Race.

A clerk at Mr. F. A. Gettel's West Side Pharmacy, 2631 Eighth ave., says, March 9, 1899: "Our sales of Ripans Tabules are something remarkable. They hold a commanding lead in the race. I am hale and hearty and never have occasion to use any medicine, but it's surprising to know how many of my friends take Ripans Tabules for indigestion, constipation and the like. It's a commonest thing for them to treat each other on Ripans Tabules than cigars or drinks, and they are more acceptable, in my estimation. I never have to recommend Ripans to people because they come in and buy the Tabules without recommendation."

Thinks It a Bad Policy.

Mr. Ernest Molwitz, Apothecary, 2707 Eighth ave., says, March 9, 1899:

"Ripans Tabules sell very well. In discussing Ripans I will say that the policy of putting the goods into grocery stores is a bad one for the druggists and in the end I think it will prove injurious to the company. Druggists are very much opposed to it, as it has a tendency to degrade their calling, by putting their profession on a level with that of the grocer, and will knife Ripans every chance they can get. Ripans are evidently satisfactory to my customers. Personally I don't like nux vomica as an ingredient, as it is a very powerful cathartic, and gives undue stimulation to the digestive organs."

It's Something Fierce.

Mr. McCreery, Pharmacist, 2754 Eighth ave., says, March 9, 1899:

"Ripans Tabules are big sellers. The profits on single sales of the 5-cent cartons are not so bad, but when people come in here and want six cartons for 24 cents, it's something fierce. I never sell them for that price, though. Ripans Tabules are as good a thing as there is going as a mild cathartic and stomach medicine. On the whole, considering the way Ripans Tabules are advertised, they are a good thing for the druggists, as the advertisements send people to the drug stores instead of the doctors, and when they are here we sell them many other things as well as Ripans."

ELDRIDGE ST.

The People Like Them.

Mr. R. Heinzeling, Pharmacist, 152 Eldridge st., says, Feb. 18th, 1899: "Ripans Tabules are something that is rare; a good cheap article. The people like them. Nothing sells better."

ELEVENTH AVENUE.

Thy Are All Right.

Mr. Steck, manager of Martin's Pharmacy, 480 Eleventh ave., says, March 21, '99: "Ripans Tabules sell right along, as well as anything in the store. Our customers are satisfied with Ripans, and they are all right." Signs in enamelled letters on the door of this store read: "Ripans Tabules, 10 for 5 cents."

They Are the Boss Sellers.

Mr. Arno C. Weissleder, West Shore Pharmacy, 555 Eleventh ave., says, March 21, '99: "Ripans Tabules sell like hot cakes. It may be the cheapness in price of Ripans or their meritorious qualities, or both combined, but Ripans Tabules are the boss sellers of patent medicines. The 5-cent racket on a standard, reliable medicine is in itself quite an inducement for people to buy it, as it teaches their pocketts very lightly. No, I never used Ripans Tabules myself; my stomach and bowels are always in good condition, but a big percentage of my customers use Ripans, and state that Tabules fill the bill every time."

Need No Druggist's Recommendation.

A clerk at Mr. J. I. Martin's Pharmacy, 589 Eleventh ave., says, March 21, '99: "We can report good sales of Ripans Tabules. They sell all the time and hold their own with anything. Ripans seem to please the people who use them. Customers don't generally make remarks about Ripans Tabules one way or the other. They must satisfy by the way they sell. Lots of times mothers not having time to come round themselves send their children in with orders on a slip of paper for Ripans Tabules. They are so well acquainted with Ripans that they are sure of what they want, and never even ask us for a recommendation. I take Ripans Tabules myself when my bowels don't work properly, and the Tabules assert themselves every time."

Nicest Things to Sell in Medicine.

Mr. Charles Motschenbacher, Pharmacist, 629 Eleventh ave., says, March 21, '99: "Ripans Tabules sell like thunder. I want some signs, all the advertising matter I can get, to put in my window to advertise Ripans. The packets are the prettiest things to sell in the medicine line. It's no trouble at all to sell them. And then, when you do sell them over the counter and take in the nickels; that's all. We have no fuss or wrangling with customers about prices, as with most other patent medicines. Customers know just what Ripans Tabules are; they know the price; they know that Ripans fill the bill, and are satisfied. We sell Ripans with more profit than the majority of patent medicines, and there's no chance to cut the price." When Mr. Motschenbacher gets the advertising material, he will be decidedly in the thing with a full hand, for enamelled signs on his store door read: "Ripans Tabules, 10 for 5 cents."

Says the Profits Are Very Fair.

Mr. Chas. R. Siemann, Graduate in Pharmacy, 738 11th ave., says, March 21, '99: "I find Ripans Tabules the best selling patent medicine in stock. I buy Ripans in 5-gross lots to take the advantage in profits, which are very fair for a 5-cent article. Ripans Tabules are very well got up. Of course, a Tabule wont save a man that's dying, but it's a very good thing for people on indigestion and bowels. I have just one objection to Ripans, I don't think they ought to be sold in dry goods and grocery stores. Grocers are entirely ignorant of the care of medicated articles like Ripans, and are liable to treat them as they would a cheese. This would rob the Tabules of their pungent and volatile qualities, thus losing their strength, and soon give them a bad name to customers. On general principles I don't like to sell a medicine that brings me on a level with the grocery and dry goods man. Druggists have money, and it is only a question of time when they will put a bill through the Legislature prohibiting the sale of patent medicines in groceries and dry goods stores."

FIFTH AVENUE.

Sell Lots of Them.