

that concerns medical men, and has important bearings on the practice of medicine. Pharmacy is undergoing considerable change, but in the midst of the healthy development there is a growth which, in excessive production and the tendency to invade all surrounding interests, is verily of the nature of a cancer. It is destroying the professional spirit in pharmacy. By means savoring of chicanery and advertisements, emulating in a refined manner the example of quacks, it is deceiving the public, and it has the effrontery to solicit the aid of medical men by asking them to be the touting agents for its goods.—*Pharmaceutical Journal*.

How to Succeed though a Druggist.*

By S. C. PARSONS, SAVANNAH, GA.

The depression in business for the past two years has brought many a heretofore prosperous "old line" druggist face to face with a stern problem, that of stationary or decreasing sales, owing to the growing competition of the numerous department stores and the increasing tendency of physicians to furnish their own medicines.

It is clear that we cannot largely increase the sales of present lines without offering special inducements to meet those of our competitors, for we have pushed those lines to the best of our ability. To make no change is to court commercial death, for the laws of business, like the laws of nature, are without mercy and without remorse.

In nearly every city the retail druggists are protesting bitterly against the cutters and department stores, which advertise and sell well-known staples at prices which would mean starvation for the smaller dealers.

Of course, it is undeniably hard that these merchants should see their trade thus drawn away and profits dwindling day by day, but they might just as well try to keep back the ocean's tide with a broom as to try to remedy the evil by passing resolutions.

NEW CUSTOMS.

The duty of every druggist is to try and be in touch with the peculiarities of his own people; it is well enough to desire to adopt the customs of France, Germany, England, or China, if you live there; but if you desire to succeed, you must go with the current instead of against it. Readjust your business, add new departments, select goods whose retail merits are the first consideration, become headquarters for all goods in your line, save money by buying in quantities whatever can be disposed of inside a reasonable length of time, so that the last article will not be less desirable when sold than the first; increase your stock so as to be ready for all demands; patronize your local jobber, but ever remember that he is human, so don't expect him to supply your shorts

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and one-twelfth of a dozen the same as those buying in larger quantities.

In your chemical department purchase the best, for it is none too good. Don't be too anxious to get in on the ground floor with some inferior extracts, or try to educate the physicians about the National Formulary, for seeming unwillingness on our part to furnish proprietary articles simply increases the tendency for them to furnish their own medicines.

PROMPT PROFITS.

We do not forget those who supplied us with ready sellers, as a prompt profit makes them popular, for such wares bring the people in. What a world of mercantile success in those words, "bring the people in;" they contain the secret of every successful business. Personal popularity, handsome store, advantageous location, and competent clerks will accomplish a great deal, but, if you have ever dreamed of making a success of your business, there is nothing that equals printers' ink to "bring them in."

The world moves and you must move with it. Don't always wait until the demand has been created before you lay in your supply, as your progressive neighbor has anticipated the same, and caught the customers for the first calls. So if you want to succeed, you are obliged to take chances and not lapse into a sort of a machine and simply sell what's called for, until your stock gradually dwindles to one-twelfth of a dozen or none; for your customers will slowly drift away from you to the enterprising firms.

CARRYING SMALL STOCKS.

I have had druggists tell me that they carried very small stocks of various lines, as they had so few or no calls for certain classes of goods, and yet when in Rome (Ga.) I saw a man purchasing about \$8 worth of ordinary articles that could not be obtained at home, thirty-five miles distant.

How to bring the people in should be our study. Some say have a directory, a free telephone, keep stamps, furnish lounging room, and entertain worn out politicians and the gossips of the neighborhood, as that will make you popular; and anything you do not have in stock you can order, and thereby avoid taking any risk of your money being tied up in slow or dead stock.

SPEND IN ADVERTISING.

Some say put in a full line of non-secrets or something you know all about, and if you have any surplus money spend it in advertising your own preparations, and don't waste your time in recommending anything you do not make yourself. The most economical plan I have seen in that line was to have three sizes of blank cartons and paste the different labels for the various medicines on the cartons and request all manufacturers who furnish counter wrappers, almanacs, and pamphlets, to add, "also agents for I. Blank's preparations."

Some say buy the agency for a brand of candy or proprietary medicine, and in that manner keep your name always before the public.

THE UP-TO-DATE MAN.

The hustler and up-to-date man says he has no time to make everything or to talk about anything but business, as his mind is continually occupied in studying how to please and cater to the people and keep his name constantly before the public. He believes in expending a certain amount of the gross receipts in printers' ink, for people require to be constantly reminded of your being in business, and invited to call, as you are desirous of receiving their patronage.

It is evident that as there are fewer merchants at present to the population than there were ten years ago, in consequence of goods being handled on smaller margins, the logic of the present situation is that those who were too blind to see the changing conditions of trade, or unable, or unwilling to adapt themselves to the same, have been simply crowded out.

NO MAN SO WELL KNOWN.

It is absolute folly to harbor a moment the idea that "every one knows me," or that you "control a certain trade," as we are to the public nothing more than an ordinary nine-day wonder, out of sight, soon forgotten. Therefore, if we desire business, we must constantly extend an open invitation, and unless we go from house to house and solicit patronage, which, of course, allows us no time to attend to our business, there is nothing left but to avail ourselves of printers' ink.

We must look upon advertising as a necessary expense, like rent, light, or fuel; not expect success without persistent use of printers' ink, either in counter wrappers, folders, cards, or the newspaper, which surpasses all other forms of advertising as a medium to bring them in, when we must meet them at the door and demonstrate the fact that we have the stock, things that are called for, and things that are not called for in new lines, so that we will be enabled to prove that we possess equally as much push, enterprise, and business capacity as any other honorable calling. Let us turn over a new leaf.—*American Druggist*.

Lysolum Bohemicum.

Under this name a new preparation of tar has been brought into the market by a firm in Bohemia; it is a dark brown liquid of agreeable odor, and will mix in any proportion with ordinary or distilled water. The solution is permanently clear, and of a yellow color, which darkens after a time without the liquid becoming turbid. The solution does not affect the hands, instruments, clothing, etc. To disinfect wounds a 1 to 2 per cent. solution is used; for disinfecting instruments a solution of 0.2 per cent. will be found sufficient.—*Pharm. Cent.*