

wonderful results. The barriers which state lines erect to the development of many arts and professions are felt to be more intolerable from day to day; for whatever powerful arguments may be brought forth in their favor from a political standpoint, art and science have never been subject to such restriction, and never will be. Every other profession has its powerful national association, and, in the never-resting struggle for supremacy, pharmacy, for its dual nature threatened and attacked from two sides, should not willingly yield her place. For the preservation, therefore, of our cherished profession, as well as for our own individual interest, we should become members of this association. A united class of citizens, organized in a noble cause, and following a well-defined purpose, will always gain recognition in our republic, and, if we ever expect to found a national pharmacy, it can only be done through such a union, and the American Pharmaceutical Association will be called upon to be the leader in such a movement. If she fails in her noble purpose, the fault does not lie with the members who, confiding in the justice of the cause, fight her battles, but with those who sulkily stay behind, too indifferent to have an opinion, or too timid to join in the fight.

Whosoever loves Pharmacy, let him come; whosoever hopes that his profession will have a glorious future, let him come; whosoever believes that energy and enthusiasm are nobler than dullness and indifference, let him come.

(Signed) WM. C. ALPERS,
G. W. PARISEN,
J. C. FIELD.

"Does Advertising Pay?"

The *News-Advertiser*, of Vancouver, B.C., observes with peculiar interest the prosperity which has attended the firm of McDowell & Co. From its first number until now, there has never been an issue of the *News-Advertiser* without an advertisement of H. McDowell & Co. appearing in it. Good times or bad times, summer or winter, this enterprising firm has always kept itself before the public by what is the best and most profitable method—an advertisement in the local paper. Nor has the result been unsatisfactory to the firm, as its senior member can attest. "McDowell, the druggist," has become a name and a description almost as well known as Vancouver itself. Men have come and gone, firms have sprung up and passed away, and a glance over the columns of the four-page editions of the *News-Advertiser*, of the early days of the city, affords a striking illustration of the changes which have occurred in the personnel of its business men. Of those first advertisers, Mr. McDowell is the only one who has continuously availed himself of the publicity afforded by these columns, and a perusal of the back numbers of the paper shows, from time to time, references to the steady progress and uninterrupted success which

have marked the firm's career. Few, perhaps, who in 1886 saw the miniature drug store in the little frame building (on about the same site as that occupied by the firm now) on Cordova street, in which Mr. H. McDowell (with Mr. Marks as a partner for a short time) started, would have thought that in nine years the business would have grown to what it is today, or that two handsome stores, two extensive stocks, and a large wholesale and retail business would spring from such small beginnings in so short a time. "Does advertising pay?" "Ask McDowell, the druggist."—*News-Advertiser, Vancouver.*

Window Dressing for Druggists.

In the first place the window must be clean. It is absolutely impossible to make a dingy, dirty window seem attractive, no matter how much pains or money is put on the array within.

So, if your window is not perfectly clean, make it so. Then study your stock, and right here is where so many window dressers show their lack of judgment. Instead of placing articles in the window that need pushing, they present to the public a formidable array of standard goods that have been known nearly as long as they have existed. I have yet to learn the wisdom of filling a large show window with a remedy that uses the newspaper freely; the people know that every druggist has it in stock. The newspaper is the greatest educator, but the show window is a close second.

You may know your stock perfectly and yet be unsuccessful; you must also know two other things—your public and your window.

Now for the method of display. There are nearly as many systems of window dressing as there are window dressers; but the following has the advantage of being tried, and has given excellent results:

Change your display every week; make a specialty of the goods in the newspapers as well as in the window, and you will soon be reaping a handsome profit. It is a fact that the articles advertised least give the best profit when sold; and if you wake the people to a sense of the goods' cheapness and worth, you will be the gainer.

A few pointers as to the lines to be pushed. Take, for example, brushes. They yield a fair profit and offer many opportunities to the bright window dresser.

First, print a neat placard bearing only the word "Brushes," and hang it on the glass in the centre of the window. Then group in neat designs samples of every kind of brush you carry, hair-brushes, nail and tooth.

Call attention to the brush window in your newspaper ads., and, depend upon it, you will sell brushes and have your regular custom.

Vary the specialties with a general display, but strive to have the prettiest win-

dow in town, no matter what you have in it.

Arrange your display to suit yourself. Do the work yourself if possible; but your drug business will soon require all your time and attention. Then, if you have not before, subscribe for *Printers' Ink* for \$2 a year; it will teach you more about advertising in all its moods and tenses than a man hired especially for the work could for \$2,000. More than one drug store I know of owes its success to the *Little Schoolmaster*.—*L. T. Wendock, in Printers' Ink.*

The Prescription Department.

The prescription department is by far the most important branch in any well-kept pharmacy, and it is a lamentable, but solid, fact that too little attention is given to it by our pharmacists to-day. This department should be the sanctum-sanctorum of the druggist and clerk. Law does not regulate the manner in which it should be kept, but it is the moral duty of every pharmacist to have a code of laws, be they written or unwritten, that shall properly regulate this all-important department.

Some pharmacists care no more for their prescription counter than they do for their dispensing counter, and to this state of affairs can be laid many of the serious mistakes that occur in drug stores from time to time.

I beg to offer for your serious consideration a set of rules which I have styled the Ten Commandments, and which have been found practical by many wielders of the pestle. They are not hard to live up to, but simply require a little thought.

(1) Keep the prescription scales clean, and, if they have a cover, keep them covered when not in use.

(2) Keep the bottles well filled and perfectly clean at all times.

(3) Keep everything in its proper place.

(4) After using a bottle do not leave it on the prescription counter, but return it to its proper place.

(5) See that all the bottles are properly and distinctly labelled, so as to avoid mistakes in dispensing.

(6) When compounding prescriptions behind the desk, do not try to converse with some one in the front part of the store.

(7) Keep the customers out from behind your prescription desk; it is no place for any one but the pharmacist and his clerks.

(8) Do not neglect to label all poisons, simply because you are in a hurry.

(9) When putting up prescriptions do not let your mind wander off to something else, but remember that you hold the life of a human being in your hands, and act accordingly.

(10) Lastly, remember that your profession requires you to be prudent, careful, patient, and polite, and, whether well or ill, busy or idle, always keep yourself in good humor.—*Ward B. Edwards, in The Spatula.*