

ing-stock by the puerile manner in which they have cut prices on patents. The novelty of the cut-price catch is worn off. It does not attract as it once did. It is still used by some for advertising purposes, but many are looking for a make-shift of some kind to get them out of it. Some are on their last legs and must keep at it or "go up." Some are keeping a bold face on the matter, while quietly they are working along other lines with all their force. When the time comes to drop cut-rate as a back number they will be prepared for the new order of affairs. What this new order will be I shall attempt to point out in subsequent numbers of the *Circular*.

#### THE BEST DEPARTMENTS.

At the present time there are many queries as to what are the best departments to push. One druggist writes me from Illinois that there is no money in soda, while a druggist in Cleveland, Ohio, asserts that he pays his rent, \$5,000 a year, from his soda sales alone. Another druggist in Massachusetts complains that his cigar department is not paying, while a Connecticut druggist claims to clear \$4,000 a year from cigars. A druggist in Brooklyn says that the sales in his sick-room department average \$150 per day. Yet often I hear druggists say that they cannot make money from sick-room goods. A druggist in Cincinnati has built up a large trade on such knick-knacks as are used at wedding breakfasts and afternoon teas. A druggist in Nashville, Tenn., has made a very handsome profit on his own perfumes, which he manufactures in his own laboratory. At one time he gave an exhibition in the main part of his store to demonstrate to the public how his perfumes were made. At this time he gave away small samples of the perfume to every purchaser of goods to the amount of ten cents.

If you ask me how these druggists build up a great sale on things that with you are dead stock I cannot tell you just how or why. In many cases it would not do any good to tell you, for you would say: "That does very well for him, but for me it is out of the question." That is true, too, under certain conditions. The first thing is to have a good store. Then you can afford to spend money to convince people that your store is a good one. The Brooklyn druggist, referred to above, had advertised his sick-room department solely by small circulars and pamphlets enclosed in packages, and by some space

in the annual catalogues. The circulars are the main source. But there was no half way about it. If a clerk was not careful to enclose some advertising matter in every package he was reprimanded, and if he persisted in being careless he was discharged. That is the only way discipline can be maintained. A great fault in drug stores is that they are too much of a family affair. The clerks do about as they please. You try to be strict, but you have been lax so long that it is hard to change. Then, too, you like to wait on customers as much as possible, because you like to do it and because the customers show unmistakably that they prefer to have you wait on them. However, you should wean yourself of the habit. I called on a druggist, not long ago, who owned four stores. The day before the manager of one of these stores told me that the proprietor had not been in that branch for six months. Yet I found the manager so busily engaged in filling prescriptions and selling goods that it took nearly two hours to complete a half-hour interview. Now, I will never be made to believe that those four stores are well managed. Four stores require an active, real management. Just as soon as this druggist will get out of active detail work and overlook the whole general business he will succeed much better than he does now, although at present he is called successful.

#### Mosquitoes and Malaria.

It is now practically certain that malaria is communicated through bites of infected mosquitoes which thus introduce the microbe into the human body. Experiments which have recently taken place seem to be conclusive on the point. The first experiment consisted in placing three men, two of them (Drs. Sambon and G. S. Low) being medical men attached to the School of Tropical Medicine, in a mosquito-proof hut in a malarial district in Italy. The place selected was near Ostia, and has so bad a reputation for malaria that to sleep there is considered by the inhabitants of Rome as certain to be followed by a severe attack of the fever. These three experimentalists, however, lived there for months exposing themselves to every local condition excepting the mosquitoes. They have taken no quinine. The only means of protection adopted has been to make the hut absolutely impregnable to mosquitoes by

means of fine wire gauze. As these insects only attack in the night, the men have moved about the country in the day, but they have always been indoors an hour before sunset, and they have never gone out until an hour after sunrise. In this way they have escaped mosquito-bites, and while the whole of the country side is fever-stricken they have remained untouched. Another experiment consisted in exposing a healthy man who had never suffered from malaria to the bites of mosquitoes imported from Italy. The subject of this experiment was Mr. P. T. Manson, a son of Dr. Manson. Young Manson, who is a student at Guy's Hospital, was quite well, and was not exposed to any malarial influence, but in due course, after being bitten by these mosquitoes, he contracted malarial fever. Great care was taken, however, to select mosquitoes whose bites resulted in the tertian form of malaria, the microbe of which is most susceptible to treatment with quinine.—*B. and C. Druggist*.

#### A New Gutta-Percha.

The English acting consul for Zanzibar reports the discovery of a new gutta-percha. This substance is derived from a tree which grows principally at Dunga. When tapped with a knife, a white fluid emanates, which, when placed in boiling water, coagulates into a substance which in character bears a very striking resemblance to gutta-percha. As the material cools it becomes exceedingly hard, but while soft it can be moulded into any required shape. Although it is not expected to prove equal to genuine gutta-percha, it is hoped that it will be quite suitable for some purposes for which gutta-percha is at present utilized, and will thus become a marketable article. It abounds in Zanzibar, and can be produced very cheaply.

#### India Rubber.

Upon the recommendation of the war department the agricultural department is preparing an order, setting apart as forest reserves the island of Romblon, which is north of the island of Panay; also the island of Pautai, which is one of the extreme group of the Jolo islands. Officers of the army who have been investigating the islands have found that these are the richest lands in the world for rubber trees, and it is the intention of the Washington authorities to have the trees preserved and cared for.