

## Success in Pharmacy.

BY A. BALL.

It appears appropriate just at the time when we are nearing the time of the twenty-fifth Pharmaceutical Conference to reflect upon the responsibilities of dispensing pharmacists, and to map out, as it were, the fundamental principles conducive to success in pharmacy. It is well known that most successful and substantial enterprises have what is termed a business policy: "What is successful pharmacy, and in what does it consist?" It is said "there is no limit to success;" yet, granting this, it is necessary to ensure against subsequent failure.

A good apprenticeship with an enterprising pharmacist grafts thorough business principles in the mind of the young beginner. There does not appear to be much poetry in the apprenticeship mill, and it seems extremely hard for a youngster, who has worked incessantly for eight or ten hours at wrapping seidlitz powders, grinding drugs preparatory to making tinctures, infusions, etc., and the various other duties of an apprentice, to be obliged to sit down for an hour or two reading up the British Pharmacopœia and Materia Medica. He says to himself, *cui bono?* However, it must be done—the wheel must be kept turning. He places this fact before him, cries "Excelsior," and grinds incessantly at the wheel of knowledge up to the day of his release. By careful study he should, at this time, feel himself confident that he is able to perform the responsible duties of a dispenser, and doubtless enters upon his career at this stage with the determination of eventually becoming a proprietor. He should cherish the interests of his employer as his own, to realize that in conducting his employer's business faithfully he is preparing to conduct his own with a prospect of reaching the desirable point of success.

When he starts in business on his own account he should endeavour to make it purely a drug business. If there does not seem a sufficient demand for a pharmacy let him go where there is, and take care to lay in a complete stock of drugs and saleable proprietary articles to ensure the full confidence of the profession and public in coming to his pharmacy. The relation to medical men should be professional in the strictest degree; let them know that a full stock of new and approved drugs are kept in stock, and endeavor to assure them of the careful attention their requirements will receive; that there shall be no substitution in this pharmacy; every prescription shall be dispensed strictly according to the letter. Occasionally introduce to them at an opportune moment any new and approved remedy placed upon the market, no matter if it does pay only 25 per cent. If it deserves notice he may hear of it, and should the knowledge come from another quarter it may end in the transfer of

a certain amount of patronage. The dog-in-the-manger policy is not a good one; many a successful pharmacist, like other business men, will sell an article at cost rather than lose the sale.

Manufacturing chemists and pharmacists who prepare proprietary articles on a large scale should receive a good reception, and it should be borne in mind that it is frequently impossible to prepare on a small scale in our own laboratory a preparation as perfect, or in some cases nearly approaching the elegance of those turned out from the manufacturer's laboratory; besides, there remains the fact that in good houses only those well skilled in the manufacture of pharmaceuticals are employed in the work. Never depreciate a drug because it is new. Many of the recently discovered medicines are of more approved value than their predecessors; for instance, we have cocaine, cascara, antipyrin and sulphonal, all comparatively recent discoveries, yet affirmed to be of the highest importance to the materia medica. It is only the old fogey non-progressive pharmacist who says: "Ah! this is new, therefore it is of no use."

It is a great mistake to say, in reply to an inquiry for a manufacturing chemist's proprietary article, "No, we do not keep that, but we have something of the same kind quite as useful." The customer may take it simply to oblige, but the fact of the real article not being obtainable is not lost sight of. What would become of the grocer's business should he, when asked for a good China tea dole out Ceylon? The latter is tea, but the quality may be wanting. There remains one other circumstance to be considered. In most of the large towns there are stores; these establishments did not exist in our father's time. Should the legitimate pharmacist not possess the desired article the customer will trot off there for it, and not only this special line but a good many others; therefore, on common sense lines, the stock should be kept carefully filled.

It is not often we find a rich pharmacist, but we do find the progressive ones fairly comfortable. I remember one instance recently where a friend who had kept a well known laxative lozenge in stock, protected by a special name, was persuaded by an obliging traveller to buy a pound of an imperfect copy, and put them up in boxes himself, recommending them were the correct article was asked for. An old lady who had been taking the original goods regularly was persuaded; she never wanted any more. Where she obtained the correct article was never ascertained, and the fictitious ones remain for sale now. Pharmacists should be careful to avoid a similar experience. If ordinary care is taken the physician and public are not slow to recognise the true worth and ability of a pharmacist.

The pharmacist should be extremely careful to preserve a perfect integrity in business—to hold the maxim, "To do as he would

be done by;" that is, whenever an article possessing a name of its own is inquired for, it should be sold without demur, as doubtless the demand has been created by the advertising enterprise of the maker; to substitute in any case of this kind is to depart from the straight path of honesty.—British Col. Druggist.

## Tests for Alum.

BY J. F. ELSOM.

One of the finest, easiest and most infallible tests we have found for the presence of alum in any substance, is to place a portion of the suspected specimen in a small quantity of chloroform, the alum, or any mineral matter present, will sink to the bottom, while the vegetable substances will float. In a similar way alum in bread may be detected instantly, simply by placing small pieces in a solution of logwood and carbonate of ammonium. If alum be present, even in very small quantities, the bread or other material will turn blue; then other samples may be tested in the regular way, and its quantity determined. These tests will be found a very easy as well as efficacious method of making preliminary tests, and will avoid the necessity of making thorough analysis at the start; for if a sample does not contain a given substance, all the analyses known will make the matter no more positive.—Western Druggist.

## Books, Pamphlets, etc.

The Chemists' and Druggists' Diary for 1890, is as usual replete with valuable information for the pharmacist, containing, besides the statistical information applicable to the United Kingdom; formulæ for many non-proprietary remedies; horse and cattle medicines, etc., together with articles on dentistry for druggists, counter prescribing, etc., forming altogether a very useful work in every chemist's hands.

The British Colonial Druggist comes to hand in new dress and generally improved typographical appearance. The "wearing of the green" as adopted for color of cover, makes it distinctive amongst other publications of the kind. It is one of our best exchanges.

"Better is it that thou shouldst not vow that thou shouldst vow and not pay." | Ecclesiastes.

There is no art or science that is too difficult for industry to attain to."—Clarendon.

A soft answer turneth away wrath, and a harsh answer turneth away a customer.

A clean store and tastefully arranged goods will invite trade.

Patronize the manufacturer who, to your knowledge, sells unadulterated goods.

The money least liable to take unto itself wings is that invested in life assurance.

To be prudent and saving does not mean to be niggardly.

If you have to complain of any shipment of merchandise, do so by first mail.