

New Business Methods.

The keynote of business to-day is to give as much as possible for a dollar. The keynote of all business methods under older business methods was to get as much profit out of a sale or out of dollar as possible. The differences are as wide as midday and midnight. The competition developed by modern trade and industry has brought about the condition of things which makes it wiser and more enlightened policy for the manufacturer or shop keeper to give as much as possible for one dollar, one dime, or one cent.

The greatest merchants of to-day are those who study to give their customers all they can for the money paid to render the very best service in every possible respect; not merely to take dollars over the counter, but to see that the customer on the other side of the counter is pleased and served, and is made to feel that the seller is interested not only in the transfer of an article for a given sum, but that he is actuated by a broader and deeper motive than the mere fact of making a sale.

The whole trend of modern society is in that direction. It is an evidence of our modern progress. It is a measure of it. Mere buying and selling is an incident of life. The human mind is enlarging and comprehends that there is something else in the world besides making money and doing business. This may seem somewhat moralizing, but the principal thought to be enunciated is sound, solid business. In every industry there is a strong movement towards superiority in goods rather than to a competition in price. There is a tendency towards the establishment of a reputation for square dealings, which is pleasing and encouraging, no matter from what standpoint we look at it.—*Confect. Jour.*

Selecting a Name.

The failure or success of an article often depends on its name.

In selecting a name, care must be exercised; think it over; consult someone about it; think how it will look in print; and whether or not it will wear.

It is not a very easy task to pick a suitable name; avoid such names as Eureka, Champion, and the like; they have been done to death because of overwork.

A name, to be successful, must be short, easily pronounced, and easy to remember; avoid, if possible, a name with the letters "u" and "n" in it; it is so easy for a printer to get those letters transposed.

Try, if you can, to get a word of not more than three syllables; a name of 12 letters is large enough.

Popularize a name by using it as much as possible; get it on all of your stationery, and give it a prominent place in your advertising.

It is surprising, but nevertheless true, that a good name will help the sale of an article; a bad name will kill a good article very quickly.

After all, there is everything in a name.
—*Advisor.*

No Money in It.

When the weather is hot there may be some excuse for a man's getting impatient—but there's no money in it. When trifling annoyances accumulate, and when a stranger comes in and inconsiderately demands all sorts of accommodations, you have a right to protest vigorously—but there's no money in it. When business is dull and the bills are coming in discouragingly fast, you have a right to grumble—but there's no money in it. When things go wrong and people are unreasonable and the boy breaks more than he is worth, you can look sour and storm around—but there's no money in it. But Puck says that the man who laughs at his troubles will after a time have nothing to laugh at.—*The Spatula.*

Novel Uses for the Telephone.

Indianapolis telephone subscribers have made arrangements with the central office to have their telephone bell act as an alarm clock. Orders have been left there for the purpose, and the manager has a regular schedule of calls from 4.30 to 7.30 a.m. Persons who wish to take early trains out of town leave orders with the manager, and there is no danger of missing their trains. It has also frequently happened that a subscriber has left word to be called at one-hour or two-hour intervals during the night where he has had to take medicine, and much worry has been saved thereby.

Chloreton is a name given to solid acetone-chloroform $(CH_3)_2C(OH).CCl_3$.

The Highest Pharmacy in Europe.

A pharmacy at St. Moritz, Switzerland, which is kept by an Englishman, is very high. The town is situated at a point 6,087 feet above the level of the sea. Every European language is spoken at St. Moritz, while the natives employ the Romanische, which is a kind of Russian salad of Italian, German, French and Spanish. It is remarked that at St. Moritz water boils at 90° F, and so rapidly cools again. Snow may fall there at any season of the year.—*Chem. and Drug.*

Valuation of Insect Powder.

The value of insect powder has been found through experiments of Doward (*Rev. Int.*) to be proportional to its content of ether-soluble constituents. A good powder contains five to nine per cent. of ether-soluble substances. These may be determined by macerating two gm. of the sample in a tightly-stoppered bottle with 56 Cc. of ether, with frequent shaking during two hours, then removing twenty-five Cc. of the clear ethereal solution, evaporating to dryness and weighing the residue. Similar results were obtained by Duran, who regards 5.25 per cent. of ethereal oil and soft resin, obtained by evaporating the ether solution, as a minimum requirement. It is also demanded that the extract be free from chlorophyll. The degree of fineness of the powder has also considerable influence on its effect.
—*Apoth. Ztg.*

Do Everything Well.

Be content with doing one thing at a time. Do that thing well. Try to do it better than it was ever done before by yourself or anyone else. Apply this rule to advertising, window and department trimming, etc. Advertise well, display well. Catch the eye. Convince the mind. Sell the goods.

Treat Them Well.

When a customer gets the worth of his money he patronizes you again. He is likely to speak well of you; at least he will not speak ill. But if he gets the worst of the transaction, or, more properly speaking, if he does not get the worth of his money, he becomes aggressive, and turns other possible customers from you.