

ments to facilitate his business, he should also make the exterior speak of the merit, taste and stock which he has to dispose of, and there is no way that he can do this with more intelligence, taste, profit, than by a judicious round of display in his store windows.

Pharmacy of the present day seems to have different classes of followers—those who follow it with a professional love and regard, and whose ambition is to create and maintain a reputation for that sterling worth and integrity which is developed in making dispensing pharmacy the chief feature of their business, and whose minor key is the necessity of providing their patrons with the leading necessities in the branch of druggists' sundries, while the other class make the promiscuous sale of all other goods predominant over those of medicine.

Both of these classes can and do need to attract to their stores their own patrons, as also to attract their patronage, and to this end the eye is appealed to by the method of window ornamentation.

There are stores in our own and other cities which have their store windows severely plain, depending rather on reputation and an established business, which holds its own against competitors. In these perhaps the window once seen is ever afterward the same, or it may be that occasionally there will be a slight change in the articles or arrangement; it may be some apparatus, chemicals or crude drugs. Others, while just as jealous of their reputations and proud of their business, are more awake to the fact that the public appreciate the taste displayed and the innovations which the rush of the present period demand, make frequent changes and place attractive articles of vertu, a large quantity of some special article of merchandise, medicinal, or otherwise, and follow this at brief intervals with other equally interesting stocks.

There is a third variety of window dressing that is becoming common—too common—it is that of covering the glass of the windows with tawdry signs of cheap merchandise, of prepared medicines, or within the windows articles of doubtful merit, objectionable goods, or show cards of theatres, or popular actors or attractions. This last mentioned feature may be the weakness of good nature, but is in very bad taste even if it be indulged in by some very prominent stores. We call to mind some examples of these several styles of window attractions. A prominent druggist had one of his windows devoted to a series of chemical and pharmaceutical productions, and at different times the operations of distillation, sublimation, percolation, dialysis, and other operations were conducted to the entertainment of the passer-by and his own pecuniary advantage. It is not necessary that it should be of the character of the Dairy Kitchen, which so frequently attracts the gaping crowd, but it may have the merit of utility and novelty, and why should not this plan be made available by many pharmacists to their pecuniary advantage.

Not long ago one of the leading Broadway pharmacies, which enjoys a most excellent reputation, had a window handsomely dressed with an excellent variety of toilet soap, and this proved an attractive feature. So there may be found others who display a quantity of

some special crude drug or a combination of several, and this is sure to receive more than the ephemeral pleasant comment of the passer-by.

The last phase of window ornamentation that we will allude to is what may be called the degrading tendency of competition—when placards herald ridiculously low prices, and the shop and its windows lose the integrity of what should be the boast of modern pharmacy, the place where reliable medicines are faithfully compounded, and it becomes the junk shop, where everything that is cheap and nasty is peddled out as promiscuous merchandise.

Can we not awake our readers to the fact that attractive window ornamentation is a factor in progressing and maintaining a wholesome and popular business?—*Pharmaceutical Record.*

[We invite our readers to discuss this question in our columns, as the matter of window decoration may not only prove an attractive but also an excellent paying advertisement to the retailer.—*ED. CANADIAN DRUGGIST.*]

### The Preservation of Syrups.

BY H. HELBIG, F. C. S.

To ensure the permanence of some syrups in good condition is a considerably more difficult task than preparing them even by the most complex process. Preparations of this class which contain vegetable extractive matters exhibit a proneness to ferment, which the utmost ingenuity of the pharmacist is often powerless to frustrate. As soon as he wants to use one of them he finds the bottle filled with a frothy, pungent-smelling and tasting liquid, which agrees, in its physical properties, with nothing in the Pharmacopœia, to omit all consideration of its medicinal virtues. Under such conditions the preparation has to be boiled or strained before it is fit for dispensing, or more often it is thrown away.

How many pharmacists are there who, in the course of their experience, have not more than once found the shelves of the warehouse or storehouse flooded with some sticky, half-curded liquid, the source of which was that stone or glass jar in the corner, which, shattered and neckless, tell a melancholy tale of the sad results of alcoholic-fermentation?

Within the last few years efforts have been made to avoid such catastrophes by the very heroic measure of banishing syrups altogether from stock, and filling their place with concentrated liquors, from which by simple admixture with syrupus simplex in certain proportions any syrup can be prepared as wanted. This is a plan—certainly most effective and convenient—which does not however commend itself to all, especially to those who stigmatize such processes as "unpharmaceutical" and "inconsistent with the traditions of true pharmacy;" further there are some syrups for which it is almost impossible to prepare a corresponding concentrated "liquor."

The trouble often is partly brought about by the fact that for a few days there may be a run upon a certain kind of syrup, which may not for a long time be wanted again. The partially empty vessel stands therefore more or less securely stoppered for weeks, or even months, until when it is required again the contents are found to have undergone such changes as render them almost unrecognizable.

In my own experience, especially in Germany, where the use of the concentrated liquors is not allowed, or at least not practised, this difficulty with the stock of syrups has been always conspicuous, and particularly during the summer months, the greatest attention has to be daily paid to the condition of syrupus papaveris, marubii, mori, rosæ gallicæ, &c.

A great number of methods have been proposed for obviating this inconvenience, many of which are open to serious objection. That which I have found most useful has the merit of in no way affecting the composition of the preparation.

The syrups must be stocked in very small vessels; for some kinds bottles of 2 ounce capacity will be quite large enough, and as a rule 4 ounces should not be exceeded. They must be, of course, clean, and perfectly dry before filling with the liquid still hot, which is prepared by the ordinary pharmacopœial method. Each bottle is filled right up to the top of the neck, leaving no space even for the insertion of a cork. Instead of this the syrup is fastened up in the manner described under.

A number of discs of thick, felty, filtering paper are cut, having a slightly larger diameter than the outer margin of the top of the bottles. One of these discs is then laid on the top of each bottle, and pressed down at the edges. Of course, it becomes at once saturated with the syrup.

On cooling, the volume of the syrup naturally contracts somewhat, and as a consequence the disc of paper tends to be sucked in. As, however, the aqueous portion of the hot syrup quickly evaporates from the surface of the filtering paper, a crust of crystalline sugar is left behind which is entirely impervious on the one side to air and on the other to the syrup.

The latter having been introduced after a more or less prolonged boiling into a clean and dry bottle, we have a sterilised saccharine liquid in a bottle sealed up from the action of air or the germs floating in it. Thus fermentation is prevented, and the only changes which can occur in the preparation will be entirely internal and such as can only be affected by modifying the nature or proportions of the ingredients. When the syrup is wanted for use the cap is readily removed with a knife.

This method of preserving syrups from fermentation is practical and practicable for all; it is effective, and does not entail the use of expensive apparatus or complicated manipulation.—*British and Col. Druggist.*

Soap and water are cheap, but soil on goods is expensive.

Goods conveniently located save time, money and temper in showing.

Work can always be found in a store without double-million microscope.

Master the whole business and the way to fortune has been mapped out.

Every line of goods embodies a history and a science worth years of study to understand.

No young man can possibly have mistaken his calling who finds in it what the world wants done.

The Retail Merchants' Association of Albany have changed their name to the Business Men's Association.

One thing in particular should be impressed upon clerks—the necessity of careful attention to small customers.