

had no experience in drug assaying and simply followed directions, which speaks well for the method.

Date of Assay	Amount Worked On	Gms. Alkaloid per 100 Ccs.	Remarks
February 21, 1911.....	10 Ccs.	2.58 2.52	
March 29, 1911.....	5 Ccs.	3.23 3.17	Work interrupted. Probably absorbed ammonia upon standing for some time.
April 10, 1911.....	5 Ccs.	2.77 2.69	L. P. Griesmer assayed.
May 25, 1911.....	5 Ccs.	2.60 2.02	Deposit in bottle. Inexplicably bad.
May 31, 1911.....	5 Ccs.	2.41 2.35	
June 1, 1911.....	10 Ccs.	2.23 2.31	

Laboratory of Prof. Charles H. LaWall.

THE QUALITY OF SERVICE.

"No druggist can make headway selling disinfectants if the odor of his soda fountain is like that of a fish market on Sunday. No druggist can pose as an authority on razors, shaving soap or bay rum who has three days' scraggly growth of whiskers on his chin. Toilet preparations will not be bought from a man in a dirty collar and soiled hands. To sell an article a man must seem to be an authority on it, and to be an authority he must show some evidence of having used the article he is selling.

"All these things are simply branches of that one item of *service*. I would rather have a clean, polite clerk who couldn't tell moth balls from menthol after he smelled them, than a dirty, grouchy graduate from the best pharmaceutical college in Christendom! You can teach a man pharmacy, but you can no more teach politeness and cleanliness to a man than you can teach a razor-back hog to be a Berkshire! It's got to be born in the man and the hog! Pick your clerks with this in mind, and then every morning when you open your pill parlor ask yourself the question, 'What can I do today to better the *service* of this store?' and then keep right on repeating it after each customer, like a schoolboy adding the word 'Excelsior' after each verse of Longfellow's poem by that name. Make this the chorus of your song, make it the aim of your life, and you will as surely succeed in business as the sun shines.

"Ready-made success can be handed to no man! He's got to make it for himself, and the one item of *service* will go further toward it than any other. To win without it is about as easy as it is for a canary bird to teach a rattlesnake to turn handsprings!"—*Roe Fulkerson in So. Pharm. Journal.*