

## PAYING MORE THAN WAGES.

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The final action in selling—the contact between clerk and customer—involves the most troublesome problem in retail merchandising. All the knowledge and skill, money and energy which have gone into the assembling and arrangement of stocks, into window display, advertising and the countless details of store service count for nothing unless the sales-person sums these up and expresses them in courteous, intelligent and interested service to the buyer.

How to make sure of that interest and applied intelligence—how to get the clerk to look at each customer and try to treat each customer as the proprietor himself would, is the crowning task in retailing.

Every means that has been utilized to arouse interest, to awaken desire, to impel action, be it advertising, window display, store environment, or any of the many other factors, are all for one purpose—to bring the customer face to face with the clerk. But if that clerk is not in hearty accord with the store and its interests, if that clerk is indifferent to the store's success, what is the probable result? Approximately forty per cent. of possible sales are lost and at least fifteen per cent. of the sales that are culminated never have a "comeback," that is, the customer is not so impressed or gratified by the treatment and service received that he or she goes back to the store to buy a second time or a whole series of second times.

One way of solving the problem—according to the judgment and experience of hundreds of successful merchants—is profit-sharing.

Profit-sharing with employees not only seems to have solved this problem, but has been found to be triple-actioned in its accomplishments. In addition to its primary purpose and success in affiliating employees with a store, profit-sharing has been demonstrated to be a very influential advertising factor and of equal merit in inducing patronage.

The profit-sharing system can be divided into three classes, those who share profits based on individual sales, on department sales and on the general sales of the entire store. No doubt the largest results are obtained by the latter, however, it is doubtful that the average druggist could be induced to go into it to this extent in the beginning. Coöperation among druggists is so successful and the several National Coöperative Druggist enterprises, namely: The United Drug Company (Rexall), The American Druggists' Syndicate, and Tampa-Cuba Cigar Company,—have grown so extensively that very few progressive druggists are without the fold of at least one of these beneficial enterprises, some "live wires" have all three of these agencies, and it is on the goods manufactured and sold by these enterprises in which the druggist is financially interested and on which he himself "*shares profits*" that he has been successful in sharing profits with his clerks,—the percentage paid clerks on these department sales ranges from  $2\frac{1}{2}$  to 5%,—on entire store sales usually 1%. This dividend is paid on cash sales only.

I am convinced by the results that I have been shown and have personally observed that profit-sharing is the quickest, the most economical, the surest and most effective method of converting the indifferent, thoughtless employee to a keenly interested, active co-partner in the business.

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#### A NEW ANTIDOTE FOR CORROSIVE SUBLIMATE POISONING.

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With the publicity attending a fatal case of corrosive sublimate poisoning of a Southern banker a few months ago and as usually obtains, following the detailed description of such events in the daily press, a marked increase in the use of that poison for suicidal purposes, the thought must have occurred to many, how best to divert the public attention from this poison and what is an effective antidote.

It is not for us to discuss the *surgical* methods used in a few cases *after* the poison has entered the circulation, but what can be done at the outset in the way of mechanical relief by means of the stomach pump and emesis, the administration of albumen and mucilages or oils to retard the absorption in the stomach and intestines.

These general points will all occur to the good practitioner but he wants something else on which he can rely as an antidote. Studying over these matters, about a year ago, an idea came to me that by using one of the general alkaloidal reagents in reverse manner, we could solve the problem.

Obviously whatever was tried, should be safe in itself, and not make a bad matter worse, and also the employment of medicines beneficial in themselves, even if they failed in attaining the special object desired.

With such limitations I settled on the well-known *Mayers' Reagent* which as you all know, is a solution of *Mercuric Potassium Iodide* a general precipitant of the alkaloids. Selecting *Quinine* as the alkaloid to harness, I considered if we could administer the requisite potassium iodide and quinine in solution, after emptying the stomach, we could fill out *Mayers'* formula and the result would be (*Mercuric Chloride—Potassium Iodide—Quinine Salt*) insoluble in the acid gastric juice, and, as will be shown later, insoluble in the dilute alkaline intestinal liquids as certainly as we can tell from bottle reactions. While all my work was done in *Grammes*, the results, excepting *Mayers'* formula itself are given in *Grains*—the more popular term.

*Mayers' reagent N1—20* is

Mercuric Chloride .....	6.775 grammes
Potassium Iodide .....	25.000 grammes
Distilled water to make 1 Litre.	

(You will notice the  $HgCl_2$  to KI is about 1 to 3.75)

1 cc. *Mayers' reagent N1—20* = .006775 Mercuric Chloride, .025 Potassium Iodide, and precipitates (approx) .0056 Quinine, gravimetric factor for alkaloid (average, *Lyons*) .311.