

An inventory is often looked upon as a troublesome thing which must be done once a year, but every inventory is really a valuable instrument in successful retail selling and can be used to excellent advantage, if carefully studied. An inventory should be carefully extended, and profitable, quick-selling items indicated with a plus check; the slow-selling, unprofitable items indicated by a minus check; and merchandise in the store arranged so that the profitable, moving items are prominent, and the slow goods otherwise. Clerks and sales people should be taken into the dealer's confidence so they know what he is planning. And to repeat, make it interesting for them.

The up-to-date retailer knows his competitor, and knows what he is doing. The "old fogey" refuses to "get acquainted with that competitor down the street." If competitors would meet on common ground they would find all to be about the average kind of fellows, honest, of clean ideals, and generally willing to meet halfway. It does not take neighborhoods long to take advantage of retailers' petty enmities. In our efforts to get druggists to take their rightful profits, we are generally successful in getting druggists to bring their price up by calling back and forth in certain districts, and in this work we repeatedly find dealers being buncoed by their customers. A woman will ask Brown the price of an item, and on being told it is 45 cents will say "I can get it at Smith's for 40." Time after time we see Brown fall for the deception, and sometimes go Smith one better. If Brown and Smith were friendly they would "stand pat."

We often hear of elderly maiden ladies telling mothers how to bring up their children, and such advice is taken generally as theory or "busy-ness." While I am not a retailer, what I have said here is not theory. I have endeavored to present a few simple observations which, if followed out, should pay in real cash. Oftentimes, looking from the outside in you can see more clearly than when your vision is dulled by a too close observance of your own little business, and its problems.

I'd like to close with a strong plea to you who are retail dealers. Put your clerks on an equable salary, plus extra commissions on certain items you desire pushed. Get acquainted with your competitor. Get out and see what is going on about you. Join every national pharmaceutical organization, as well as state, county and local; if there is no local organization, organize one even if it is made up of only one or two competitors and yourself.

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### PLAIN FOOLISHNESS IS CREDULITY'S TRUE BADGE.

BY EDWARD SWALLOW.

"O, what men dare do! what men may do! what men daily do! not knowing what they do!" Shakespeare, had he been alive in these days when we are flying through the air, listening in to radio discourses, operas, sermons, advertisements broadcasted hundreds of miles away; when we are counting atoms just like so many peas in a pod; when we buy our music by the yard or mile, according to the length of our pocket-books, and sit around hearing a nice-looking machine produce the masterpieces of artists who earn money by the wagon-load for singing a few songs; in these wonder-working times William Shakespeare would still

have written the above lines as human nature is still of the same brand as he knew it in his day.

Pharmacists in business sometimes wonder where all the prescription trade has gone to. Are the chain stores getting it? The fellow (brother pharmacist) on the next corner? No! Well! Where the Samuel Hill HAS it gone to? Echo answers, Where?

My friends of the once beloved pestle and mortar, have you ever considered the gentle Chiropractor, the Natureopath, the Mind-healer, the Science Healer, and a large number of other brands of healers who "cure" every kind of disease known to humanity, always providing humanity can pay for it? Hundreds of thousands of persons take this "cure" or that "cure" daily, some twice a day, but the process does not help the drug trade so you can notice it, because, these different "cures" have no more use for drugs and medicines than Volstead has for a Manhattan cocktail. It's sad but true nevertheless, that the more these cults and 'isms and medicineless healers prosper, the more the average druggist will be looking for something to sell to take the place of those prescriptions which the regular medicine man would have written had he had the chance. While we are not foolish enough to believe the honest-to-goodness doctor cures every time, we do know that it is pretty good business for us in any case. We stand to win, cure or otherwise, that being about the only real privilege attached to retail pharmacy nowadays from the strictly professional standpoint. But with these new-thought-chiropractor-mind-healing-'isms and cults we don't get a look at an honest dollar from a patient. They take good care of that. To illustrate: We know a family who are so fed up with all these new fangdangled "cures" that we can safely assert they would rather die than even buy a 2-cent stamp at a drug store; the smell of the alarm clocks, walking dolls, candy, and "other goods" would give them a fractured skull or dandruff of the scalp from over-excitement. The father of this drugless family is a follower of chiropractic, his wife believes in osteopathy, and the three grown-up children, being brought up in this atmosphere, have naturally come to pin their faith upon "mind-healers." A few weeks ago the whole family went down with influenza and the father, after being "adjusted" by his pet chiro', insisted upon all his family undergoing adjustment. As the chiro' charged separately for each patient the osteo' and mind-healer called in by the rest of the family kicked like mules because they had to charge up their fees. They explained that the new ways of curing were so sure that they never gave credit to any one. Also seeing that no medicines were required in their treatments patients were expected to pay cash.

Verily "those who know least imagine most," dare most, and in connection with these "cure for cash" near-professors of the art of healing, *Charge the Most!*

Now it is easy to see how this kind of foolishness affects the law-ridden-beauty-parloured-chainstored-cutpriced-Volstead-bossed modern profession of pharmacy which is forced, by the stern necessity in the matter of survival, to run their stores along department store lines and allow these latter to say at what prices they shall sell the very goods introduced in all innocence by the most ancient and noble members who went to college for the sole purpose of getting an expensive tail attached to their names in the shape of a Ph.G. These same operations showing "what men may do!" and "what men daily do!" but, we cannot say "not knowing what they do!" as the colleges are still overflowing with students who "hope

for the best" and, in the main, are preparing *to do their best* under all circumstances. Far better is it to have learnt, and lost! than never to have learnt at all!

It is humbly suggested to all pharmacists, old, young, employers or employees, ethical or unethical, that these numerous drugless cults, 'isms, and, in fact every pretension to the art of curing disease by unscientific methods based purely upon ideas of the quickest way to relieve suffering humanity, not of its ills, but of its hard-earned cash, all this kind of thing affects the prosperity of the retail drug trade as much as it does the regular medical profession. This latter has awakened to the fact that the business end of *their* profession (which is not a charitable institution, naturally enough) is seriously affected by the immense amount of business, pure and simple, being done with those who are foolish enough to trust their lives and health in the grasping hands of any kind of pretender or unscientific faddist that can afford to advertise, knowing well that "what men dare to do!" in the way of exploiting human folly and ignorance still brings much profit—seeing that even in these days there seems to be, more than ever before, a greater number of persons who will, when sick, part with their money "not knowing what they do!"

Going below the surface of the mere money-making part of our calling we know now if never before that medicine has at last become a definite science. The boys and girls nowadays are learning in the colleges of pharmacy scientific facts for the purpose of applying the same in the cure of disease and keeping up with the progress made in medicine by the medical profession at large. Anything that affects the reputation and prosperity of the medical profession must of necessity affect the profession of pharmacy in the same relation. When the regular doctor stops functioning as such, he writes no prescriptions and the pharmacist is at once also brought to a stand-still. One only needs to read the medical journals of this country to understand how much these irregular methods of healing, well advertised as they are, have alarmed the whole medical fraternity, not only in connection with their material prosperity, but in regard to the public welfare and health which suffer by reason of so many persons being foolish and ignorant enough to turn true science to gross falsehood and unscientific methods of healing.

This article is not written merely for the sake of "word painting" or "wind jamming," but in the earnest desire to suggest to the whole profession of pharmacy in America the advisability, the necessity, the wisdom, of lining up with the medical profession in its fight against unscientific forms of healing generally, and showing by every help possible their confidence in the one particular science which makes the profession a reality. If we believe in a thing, study it scientifically from all angles, have confidence in its benefits to our fellow men, gain a livelihood by its practice, surely we should on every occasion back it up with all our force and strength when its integrity, its honesty of purpose or its efficiency is imperilled and the whole science of medicine advertised to the world by more or less mercenary persons as worthless, out-of-date and useless.

Just the same as the timbers of a wooden bridge were once part of a forest, so is the profession of pharmacy part and parcel of the profession of medicine. We have to defend that bridge with intelligence and vigor! For our own sake, and that truth may prevail!