

empty package and it costs you nothing. You are the sole judge of your own satisfaction. With there is no long waiting for results because it is scientifically prepared to act directly on the Kidneys as a diuretic. For that reason most people report a remarkable improvement within the first 48 hours, and complete satisfaction within 8 days. costs only 3¢ a dose at druggists and as the guarantee protects you completely, you should not take chances with cheap, inferior or irritating drugs or delay. Telephone your druggist for guaranteed (Pronounced) to-day.

Three other items of general interest found in the reprint of the century-old paper are copied here.

Brandy and water, and cigars—a fast trotting horse, a pocket book with bank notes, gaining and late hours—are the rocks on which are shipwrecked many bright hopes and alluring prospects—the fond anticipations of parents, and the realization of anxiously desired blessings.—MAJOR NOAH.

A well-known toper fell into a fever, which greatly increased his thirst; when the physicians were deliberating on the means of removing both, the patient gravely begged that they would confine themselves to the office and task of removing the fever, leaving to himself the care of the thirst.

The Congressional news up to this date possesses not the slightest interest—Congress seems determined to fritter away its time, instead of rendering it profitable to the nation—shame on such tardy legislation.

Now ask yourself, as I did, what difference does a century make?

THE FINDINGS OF A DRUG CLERK ACTING IN THE GUISE OF THE INQUIRING REPORTER.*

BY GEORGE A. STALL.

It is most interesting to learn the opinions of the public in the various walks of life, regardless of color, creed, race, age or profession, of the present-day drug store as compared with the apothecary shop of yesteryears.

Looking through the memorandum of answers to questions asked, mention will be made only of a few of the more interesting ones.

Question: What is your opinion of the drug store of to-day as compared with the drug store of the days gone by?

Answer: Why, the drug store to-day is no drug store at all; it is a general merchandise store, more like a department store.

Question: Do you have the same confidence in the present-day general drug store as you had in the drug store of yesterday, when the drug store was purely a drug store?

Answer: No; in the first place, in the olden days one could go to the apothecary shop and talk with the doctor (druggist) and rely on what he advised; he was a distinguished gentleman and knew what he was talking about. To-day, one hardly feels that way, because for the most part, the customer is met by a young fellow, full of pep, raring to go, full of ideas, who knows it all. He is inexperienced and not capable, his mind is too full of merchandising to concentrate on pharmacy. He does not have the dignity of the pharmacist of the past; one does not feel one can trust him.

* Section on Commercial Interests, A. P. H. A., Dallas meeting, 1936.

One man gave me this story: He walked into one of the stores, which is looked upon to-day as a drug store, and asked for 100 two-grain quinine pills. The clerk, one of the commercialistic variety, waited on him. He went behind the counter, looked through several drawers in the open-to-view of the customer prescription counter, came back and told the customer he was sorry they did not have the two-grain quinine pills, but that the only thing they had was two-grain sulfate of quinine pills.—Do not censure the clerk, but yourself! In hiring your clerks, try to get experienced ones, and even if it costs you a few dollars more per week it will be worth it.

While traveling through the Southwest, recently, a visit was made to a chain store for the purpose of purchasing a package of cigarettes and learning what was to be learned. A lady patron wished to purchase 100 of a certain brand of Aspirin Tablets. The clerk produced them, but instead of wrapping them wrapped 100 other aspirin tablets. When he handed the package to the customer, she politely asked: "Why did you not give me the tablets I asked for?" "Well," replied the clerk, "I gave you our brand; they are just as good, and you surely don't want to pay the difference in price for the special brand." The lady told him she wanted the brand asked for, and if there was any reason why he could not sell them to her she would go elsewhere. Following the controversy, the manager of the shop walked over and reprimanded the clerk for not having hidden from view the package of the special brand while he wrapped the package. Splendid work on the part of the manager, but what can one expect? Having finished his purchase, the inquiring reporter left the shop.

The next one approached happened to be a society editor of a local paper. Between assignments he had joined the usual crowd of professional loafers engaged in watching the progress of a building construction. Rather an interesting fellow. While his work was usually among women folks, talking at luncheons, teas, doings of bridge clubs, etc., he at least had a good idea regarding drug stores. His answer to the question asked is summarized: "The shoemaker should stick to the last. Herr Von Hitler is right in the respect that the stove man should sell stoves, the grocery man sell groceries, etc. He went quite deeply into the subject about 1¢ sales, etc."

Now it would not have been fair not to interview a few drug store proprietors. Here is what one pharmacist told me. To begin, let me say—his store, while not a chain, was one which had all the appearances of one. The question I asked was: "What is the greatest problem you are confronted with to-day?" His answer was: "I don't know, I have trouble with all of them." However, as an after-thought, he said: "I guess my greatest problem is getting the people to bring their prescriptions to me after their physicians have instructed them to do so." I told him I would tell him just what was the trouble and exactly what to do to remedy the condition, if he promised me he would not throw me through the door. I asked him to step over to the main entrance, and I would show him his trouble. "My friend, perhaps you are so accustomed to your surroundings you cannot see things the way I do, but look over there to the lunch department; it is the first thing that greets the eye upon coming into the place. Do you honestly think if you, yourself, came in here to have a prescription compounded for your sick parent, wife or child, you would have it filled in this drug store? Personally, I would not.

I am quite sure if the appearance of your shop impresses me that way it is fairly possible others are affected likewise. I do not mean to criticize your lunch department, but if it were hidden from view of those in need of medical supplies, I am sure the medical supply and prescription departments would both be better off."

Another independent druggist of the mediocre type appeared to be very weary, worn and tired. He sauntered out from behind the counter at my approach. He was lean and long, needed a shave, although it was about 10:30 A.M., and was chewing on the stump of a cigar. "Well, what do you want?" I apologized for having disturbed him, made a small purchase and asked him: "How is business?" He answered, "Rotten," and he said it with a capital "R." I asked him what seemed to be his chief difficulty. To this he answered: "It's the competitive stores; they are hurting every one." I ventured a suggestion, asked him "if he ever tried hurting these stores?" He seemed surprised to think I had any idea that he could.—"Now here is my plan; first of all keep your store as neat as a pin; get rid of all those Gee Gaw cardboard signs; pile those magazines up in the corner, decorate the show-cases attractively, and then before I tell you the most important thing, I want to ask a question. 'Have you ever noticed the appearance of the competitive store clerks?' They are always young men just out of college, and they always wear those washable coats. Well now, 'you spruce up yourself, shave each morning and wear your regular street coat, the one which matches your trousers, retain a dignified appearance, and for heaven's sake take that stump of a cigar out of your mouth.' I could see he was about to boil over; I didn't blame him, you and I would also. The little reprimand may do some good; as a matter of fact I am going back sometime later to find out."

The next pharmacist I interviewed told me "his greatest problem was that he had to carry too varied a line of stock, trying to keep pace with each line." To make his long story short, he was never finished, but began each day where he left off on the previous one. Very foolish man; my suggestion to him was to get rid of some of the more irrelevant side-lines and cut down on some of his problems. I told him in plain words: "Don't try to sell everything. You cannot, because each and every other druggist is trying to do the same thing."

In closing, I would like to leave a thought with you, and that is: "Every man to his own activity." A piano tuner is not an electrician, nor is a pharmacist a merchant.

SELLING OF MEDICAMENTS IN FRANCE.

A French enactment of recent date relating to the hawking of medicaments and pharmaceutical products (*Bulletin de Pharmacie du Sud-Est*, 10, 1936) has a much wider application than its title suggests. It prohibits not only hawking, but also the sale of medicaments outside the pharmacy and of medicinal plants outside the pharmacy or herbalist's shop. There are three distinct provisions in the Act. *First*, the sale to the public of phylactic proper-

ties in any public place, in private houses or in any shops other than pharmacies, is strictly forbidden. *Second*, the sale of medicinal plants, mixed or simple, in any of the places mentioned, or in herbalists' shops, is prohibited. *Third*, it is illegal for pharmacists or herbalists to canvass the public for orders, either by representatives or agents or through order offices of a commercial character; to trade by such means; or to maintain regular and organized services to deliver goods ordered by such means.—(From *Chemist and Druggist*, 23/1/37.)