

The writer's ideas will probably be regarded by many as radical, but he thinks that in the very near future it will become necessary to compel the pharmacist to have the proper chemical apparatus essential to carrying out the tests and assays mentioned above, just as it is now compulsory by law in certain states, that every pharmacy possess a U. S. P. and N. F. When this time arrives and the pharmacists perform the necessary work, we will hear much less about saturated solutions being deficient in strength, and many other cases now quoted, showing or trying to show the offending pharmacist as a law breaker and offender, in many cases unknowingly, will disappear.

COLUMBIA UNIVERSITY COLLEGE OF PHARMACY, August 15, 1913.

#### DISCUSSION.

Otto Raubenheimer said it seemed a pity that, after a pharmacist had received his training in a college, and in chemical and analytical work, he should forget all about it, and should not any more handle burettes or pipettes, but devote himself to the commercial end of the business. How much more profitable it was to devote a little time in the store to the professional study of the business, and do a little analytical work, especially as, when once commenced, he would come to like it. Another object, after the wholesaler once came to know that the pharmacist kept track of him, he would send him the best he had. He would not advise anyone to keep his chemical apparatus in the back of the store, but it should be kept in front.

F. W. Nitardy, of Denver, said his experience had been that, whereas the jobbers did not at first carry such things as U. S. P. alcohol, turpentine and linseed oil, they were now obtainable, as the result of shipping back a few things not of standard quality.

---

#### SELLING AN ANTISEPTIC.

Every household ought to have a harmless antiseptic on hand for emergency use, and every druggist ought to have the same on sale as a leader and business builder. In this day of wide information, everybody knows about germs, and a great many people believe in being prepared. These people will buy your antiseptic without any urging on your part. All you have to do is to put the stuff on display. Other people may be easily educated into keeping an antiseptic constantly on hand. If they don't know, teach them. You are doing them a good turn and building business for yourself.

#### A POUND OF PREVENTION MAY BE WORTH A TON OF CURE.

Such is the sign one enterprising druggist has posted over a pyramid of pound bottles containing a harmless and popular antiseptic. His reading matter explains how an antiseptic applied in time renders a cut or wound aseptic, hastens the process of healing, may prevent lockjaw, and so on. This simple arrangement increased his sales over 500 percent. This is the way to build business. Help the community, and at the same time build business for yourself.—W. S. Adkins in *The National Druggist*.