

A Sad Death.

A sad closing of a prominent career was that of W. C. Tole, of Bowmanville, who died on March 23rd from a dose of poison, supposedly taken in mistake for a tonic. The circumstances are reported as follows:—About half-past six deceased left the store with his father, but went back for the purpose of getting some soap from the cellar. Mr. Tole, sr., on finding that his son did not return, followed him to the cellar and found him standing in a dazed condition. Before he could reach him the young man fell down, and expired in a few minutes.

Deceased had been in poor health for several days, and kept a bottle of stimulant in the store. It is supposed that while on his way to the cellar he picked up the bottle of poison by mistake and drank some of it. He started in business about a year ago and was very successful.

The young man had decided to take a week's holiday in company with his mother, and intended arranging for someone to look after the business during his absence.

An Evening in the Lecture Room.

On Thursday evening, April 4th, the students of the O. C. P. enjoyed a rare treat in listening to papers read by Messrs. Joseph Helfman, special representative of Park, Davis & Co., Detroit, and P. Saunders, of Toronto. The papers presented were entitled respectively, "The Relationship of Physician and Pharmacist," and "Sponges." Both papers were by practical every-day, business men and contained sound practical suggestions and information.

In opening Mr. Helfman remarked that his paper might appropriately be entitled a "paper on the most practical means of making use of the expensive education of a pharmacist in rendering his service most valuable to his employer and increasing his personal income." The pharmacist he characterized as an "Amphibian," at home in the sea of professional pharmacy, or on the dry land of commercial competition," as much of a professional man as a physician or lawyer, and as much a business man as any merchant in the land. The question is how best to turn the dual equipment to profit? The various avenues open were enumerated, but his message was principally to the ordinary town or city druggist. The essentials of a thorough business man were outlined, together with proper systems of conducting a business and bearing toward customers and patrons.

Judicious advertising came in for strong commendation, and incidentally correct book-keeping and a cash register were included in the list of perquisites. Credits and collections were mentioned.

Salesmanship was introduced with the admonition that "a good pharmacist could not afford to be a poor salesman." "To secure business is more difficult than to retain it." "Some men have a perfect genius for failure."

Changed conditions introduced the subject of the relationship of physician and pharmacist. In the good old times the doctor's business went to the drug store and his prescription followed it. Now the influence of the physician supply house had alienated his trade and the prescription has ceased.

Mr. Helfman strongly urged the pharmacists to go out after this trade—to spoil their despoils by again capturing it. He instanced the large number of pharmacists who had succeeded in doing so, and outlined a course to be pursued in the undertaking, incidentally remarking that "There is more money in selling the goods of standard makes than in manufacturing your own." "Good business abilities are better than good manufacturing ability."

"Keep up to date in new remedies and read as many medical journals as are available."

As an aid to securing the dispensing doctor's trade "be satisfied with small profits, buy jobber's quantities, get special discounts and secure the influence of the manufacturer's representative."

The professional side of pharmacy offers an advantage in securing the physician's confidence and business, and affords the right opportunity of turning college education to material advantage. Urinalyses and microscopy should be done for the physician by the pharmacist. "Analysis as a side line is better than milk shakes or tooth brushes."

"The only absolutely correct means of diagnosis in many diseases is with the microscope and the pharmacist should know how to use it."

This class of work begets the proper kind of intimacy between the physician and pharmacist, and tends to elevate the position of the latter.

Instances were given by Mr. Helfman of pharmacists who had increased the volume of their trade many thousands in the year by analysing for the physicians.

Another method of securing the confidence of physicians, and one for which the pharmacist's education fitted him, was to read papers before medical associations on topics with which the pharmacists alone were familiar and qualified to speak with authority. Mr. Helfman here gave a list of such subjects, and followed with an appeal to the students to read only the best literature and all they could secure of that class.

The discourse closed by reading extracts from letters of successful pharmacists who had taken the course indicated with most satisfying results, their businesses having increased many hundred per cent. since adopting it.