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Devoted to the interests of the General Drug Trade and to the Advancement of Pharmacy.

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ADULTERATED OIL OF ROSE. - According to reports from authentic sources, the proportion of pure oil of rose which reaches European markets is very small. Adulteration with oil of ros geranium continues to be of frequent occurrence.

What Will the Result Be?

The activity manifested by the provisional executive appointed at the late meeting of druggists in Toronto has aroused in quite a number of pessimistic druggists the feeling that there may possibly be something in this thing after all, and several of them, we understand, are seriously contemplating throwing in their conservative influence to make the thing go. The conservative druggist is the man who always asks, "What will the result be? and who always stands aside until he sees the result coming, when he steps in as a deliverer and absorbs personally as much credit as possible for what is achieved. There are a number of such druggists who will read this article; their selfishness is the dominating trait in their nature; they hate to part with a dollar to aid anything projected for the general benefit of the trade for fear that some specific individual should get a portion of it, or that an executive committee should squander it unnecessarily. Such men are always the ones to cry out for others to save them. They are void of sufficient hope to enable them to encourage anything, yet are possibly more to be pitied than blamed for the inherent disposition which possesses them. Assuming, however, that the question as to the probable result is of very considerable interest to every druggist, whether a persimist or an optimist, we have given it some attention, and feel no hesitation in stating that we have arrived at the conclusion that there is both a possibility and a probability of winning. The retail drug trade is in earnest this time. The members of it are fully alive to the fact that if the present effort fails the business of the retail druggist is bound to s a still lower than it has been, as each failure makes matters worse. The conditions bound to prevail in future are either going to be based upon the principle of mutual support or are going to be established upon the theory of the "survival of the fittest."

The latter condition would be the natural sequence of letting th'ags drift, and is a condition which cannot prevail as long as druggists are in earnest about the movement now on foot. That they are in earnest we do not doubt, and that they will remain so we earnestly hope. The druggists can win if they will do so. They are cemented together by mutual ties of business interest. They have all emanated from one school of training. Their cohesion is natural for just such reasons, and those who deliberately antagonize the entire body are in serious danger of feeling the influence which can be unitedly wielded by eight hundred and fifty druggists. Opposition binds them together, and as there is likely to be some of that for considerable time to come, we can entertain fair hopes of continuous and prolonged effort. That they intend to win, we believe; that they can win we also believe; and that they will evolve a condition of reputable maintenance for the drug trade of Ontario we have every reason to expect.

Study This Out.

On Dec. 3rd, immediately preceding the meeting of druggists to be held in Toronto the following day, there appeared in the Mail-Empire, in the Globe, the News, and Star, the form of advertisement given below. Reading, apparently, as a news item gathered by the reporters for the respective papers, it would at first blush seem to be directed by the firm of McKendry & Co. for business purposes, and in such a manner as to place them in competitive opposition to the retail drug trade in selling goods manufactured by Messrs. Edmanson & Bates; while, at the same time, the firm of Edmanson & Bates would appear to be over-zealous in acting on behalf of the retail and wholesale drug trade.

First impressions are not always lasting, however, for in this case circumstances appear to divert them. The item was doubtless paid for, as it appeared in