

Canadian Druggist

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

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The Dispenser of To-Day.

The peculiar conditions which affect the medical prescriber have similarly affected the compounder. The dispenser of to-day has comparatively little expert compounding to perform. The Pharmacopœia is to him merely a reference work rather than a guide for his daily labors.

The large manufacturing houses control primarily the prescriber and he in turn the compounder. It is doubtful if one half of the articles prescribed by the physician at the present time are of pharmacopœial origin.

The druggist becomes of necessity a vendor of other people's compounds rather than a compounder of his own. When pills, powders, plasters, suppositories, extracts, elixirs, syrups, wines, etc., are prescribed, the addition of designating initials at once limits his operation to a supply of the specific. When he actually prepares one of these products at the present time, he in the same period doubtlessly supplies twenty or more compounded by others.

The operating field for the dispenser has become so restricted and the need for trained experience so limited, that but little inducement is offered him for his services.

The demand for elegance in pharmacy catered to by competing manufacturing houses has revolutionized the character of medical supplies.

The science of pharmacy still exists, but the application of it is a thing of the past so far as the modern dispenser is concerned. When he does qualify he becomes rusty through lack of practice and soon loses interest in the pursuit of a profession which no amount of patient cultivation can raise to an inspiring position.

"Business Tips" on page 69 will interest you.

Rules for Drug Clerks.

The druggist who loves order and system and who desires to maintain it in the conduct of his business, will do well to establish rules for the guidance of his employes.

The average young man who apprentices himself to the drug business has had no knowledge of any kind of business or of the principles which should actuate it. He is of an age when lessons are easily learned and impressions are firmly formed.

The cultivation of systematic business habits will be no more irksome to him than the reverse. This training is as essential to his success in the future as to his preceptor in the present.

The rules which he habitually obeys for his master will to a large extent be the same which he will enforce in later years. The habits, principles and characteristics of the youth are bound to be those of the man. It should be the object of every druggist to so conscientiously perform his duty to his employes that their future may be alike creditable to both.

Constancy and labor governed by well-selected rules will accomplish all that the intelligence of the operator will allow.

Drug Journals as Advertising Mediums.

The average trade journal is the most valuable medium for the advertiser known. It is specific. It reaches each customer he wishes to influence and when properly used creates a distinct channel of communication. Of the vast class of trade journals now in existence, none are so valuable to the advertiser as those of a professional character, such as medical, pharmaceutical and dental. These all reach classes who read and digest the contents of their respective papers, because in it they find live, up-to-