

or is aroused by the "night bell" to serve his patients. He cannot, like the "stores," close at six o'clock and let the public suffer for want of the required medicine. He must be open and attend to all requirements, no matter how trifling, and he must in a number of cases give credit to those from whom in all probability he will never receive a cent.

These things should be borne in mind by the physician as well as the general public and due allowance should be made where in some cases the charge for medicine appears higher than if procured from those whose "drug department" is merely an advertisement for their general business.

While speaking thus of physicians we do not wish to be understood as speaking of all, nor even of a majority of those in the city, for we believe the practice is confined to the very few, but even to those few and to the public at large we would appeal for a more considerate appreciation of the attention and care given by druggists, and a recognition of the fact that druggists are not general dealers in any sense of the word, but are as much specialists as the physicians themselves.

How Will You Reply?

The circular issued as a referendum by the Council of the College is one which will naturally demand the individual consideration of every druggist in Ontario. The circular must not be construed as a general one which gives information without seeking a return. On the page headed "This is for You to Say," three questions are asked which each druggist is interested in answering in one form or another. On the other page, headed "Proposed Platform," sufficient data is given to enable the readers to understand the preliminary thought of the Committee. The Committee have wisely called it a proposed platform because it is one which they will be only too pleased to amend, providing the amendment would serve better the design they have in view—the advancement of the interests of every druggist who looks to the College for protection, and who contributes a fee to secure it. In a period of twelve years these fees have erected, equipped, and established one of the best colleges of pharmacy on the continent. For the time being this part of Council's work is complete, and with timely and thoughtful energy the Coun-

cil has mapped out a line of action solely in the interests of the retailer, to sustain which they ask for the sanction of each druggist as to the necessary expenditure. The circular does not state to whom replies are to be sent, but letters addressed to the chairman, J. M. Hargreaves, Paisley, will doubtless receive the consideration they deserve. Our advice to each druggist is to answer the questions asked, and, if so disposed, to enlarge on the suggestions already made. Do not leave it to your fellow druggist to do all the replying. Act with the rest, and secure any advantages which can be obtained by united effort along these or any other lines. The Committee has expressed its willingness to do the work. Send on your thanks and moral support. If the work will be well done, both will be fully deserved.

Business Helps.

It has been said, and the statement is borne out by the experience of many retailers, that it is a very unwise policy to multiply the number of "side lines" which are brought before the notice of the trade, until the stock is so varied that the real "side line" is the drug stock itself. No business man who has any idea of what a drug business should be, will so forget the mainstay of the business as to make a mere accessory of the sale of drugs proper and the dispensing of medicines. While, however, the main object and ambition of the retail druggist should be the faithful and diligent pursuit of his special line, there is no reason why he should not with every justification add to his stock such other lines of goods as will prove useful adjuncts to his main business, and at the same time be decided helps in a financial way.

The difficulty of course lies principally in the selection of lines. Many a business can with propriety, and every chance of making money, add some special line of goods which in another store or in a different locality would not only appear ridiculous, but would also entail a loss. The druggist must exercise judgment, tact and foresight in making selections, considering the class of customers at present patronizing them, those also whom he would wish to attract, and studying out the tastes and requirements of those people in the locality from which he is likely to secure his trade. Many a man has found out to his regret that his tastes and those of his customers do not

always agree, and very frequently it is a hopeless and a losing task to endeavor to educate them to his ideas.

The side lines mentioned in our last issue are amongst those which would commend themselves to almost any community, although there are localities in which either one or the other or perhaps neither of them would be found to be desirable business helps. It should therefore be borne in mind that in recommending our readers to try the lines suggested in these columns we do it with the hope that some of them, and perhaps several, will be found profitable and helpful in a business way, so that everyone may profit from some of the suggestions given.

OPTICAL GOODS.

We believe that no other line has grown so rapidly into favor with retail druggists as that of optical goods, including as it does the varied assortment of spectacles, eyeglasses, opera glasses, microscopes, and the other articles carried by the wholesale dealers in these goods such as thermometers, barometers, telescopes, etc. From the time we first commenced in these columns the special department of "optics," the interest taken in this line has surprised us, and quite naturally pleased those who cater to this trade. The one necessary condition towards making this branch of the business a success is a thorough knowledge of the science of optics. The old-fashioned way of fitting spectacles and "testing" the eyesight, which was all the merest guesswork, is now obsolete, and a man to make a success of a venture in these goods must have a thorough knowledge of it, obtained at some optical school or institute where special instruction is given. Without this knowledge we would certainly not advise anyone to touch them—but with this knowledge gained the chance of making money out of this branch is excellent, provided of course that judgment is used in making purchases and as in every other line due regard had for the class of customers.

Pharmacy in South Africa.

Just as we are going to press, we are in receipt of the first instalment of a series of letters promised us by a special correspondent in Cape Colony, in reference to pharmacy and trade matters in South Africa. We will have to defer publication until next issue.