

adopted by men who stultify their fame for the sake of gain, then the sooner we ask for the severing of the legislative enactments which compel a training for a less selfish and more humane purpose the better. If we believe that any form of pharmaceutical legislation is desirable, and that such a form should establish for us the basis of a professional training, then it is perfectly clear that it is our duty to maintain the principles it enunciates whether it possesses all the self-protective powers we desire or not. We are either to emulate our *confères* in other parts of the world or we are to be a law unto ourselves. If we are to keep in view the efforts of the leaders in pharmaceutical thought, then it is our duty to train ourselves and our apprentices to a point which will give us the right to claim professionalism and a remuneration for our services beyond the mere commercial value of the products in which we deal.

Starting on the first rung of the ladder, we should insist upon those who seek admission to our ranks being possessed of a good preliminary education, such as will assure creditable progress when they undertake their pharmaceutical studies and a college course. Having done this, we have created a surety that such training as we may seek, personally, to inculcate, will be intelligently appreciated, and that we can the more readily blend in them the professional and commercial features of our calling. It is quite true that the professional aspect of our business does not hold out sufficient inducements to stimulate much scientific research. We must work to live, yet it is our privilege to compete with votaries of other professions who have also to work to live, and our observation shows us that professional and scientific abilities are duly recognized and fairly well remunerated.

Accepting the foregoing as a groundwork upon which to build, a consideration of how it can be blended with commercial effort to win for us a satisfactory livelihood and a position of influence will be appropriate.

In all effort in life some feature of advertising is necessary to ensure success. With the druggist, the quiet and unobtrusive style is the one which will wear best and give best returns. In starting in business the first aim is to inspire in the minds of medical men and the public the idea of trained capability. The impression desired can be attained by some or all of the following means: By the completeness and arrangement of stock; by the display of certificates of professional qualification; by the promptness with which all orders are filled; by the judicious and thoughtful attention paid to physicians who may be induced to enter your establishment; by the kindness and courtesy shown to your customers, whether young or old, rich or poor, big or little, black or white; by close personal attention to business, and the manifestation of a personal interest in the wants of

your patrons; by paying particular attention to the demands of children, and showing them favors. They are the connecting link between the home and the drug store. Kindness shown them is sure to win the parents. By the maintenance of strict decorum in the conduct of your business; by speaking favorably of all medical men, whether patrons or not, as you know not what changes or circumstances may cause them to become such; by an unobtrusive yet noticeable display of pharmaceutical books, journals, prescription files, etc.; by bringing to the front as much as possible everything which can enhance your reputation from a professional standpoint; by discarding advertising matter which will be apt to antagonize medical men; by sampling neighboring resident physicians with new products which are advertised in their medical journals; by carefully calculating the kind of goods which yield a good profit, and cultivating a trade in them, and by removing from your display shelves all goods which will not yield a greater percentage of profit than is needed to pay the expenses of running your business.

Conditions of trade have changed and are changing, but they have not yet created circumstances with which the training and ability of clear-sighted and energetic druggists cannot cope. The successful druggist of the future will not ride on the top of speculative patent medicine advertisements, but upon the fame which his personality and ability can create.

A Druggist's Alliance.

The "Druggists' Alliance of America" is the latest organization in the trade. It has been promoted in New York city by a travelling druggist—sundry man, and has already secured a large membership amongst the druggists of that city. Evidently the framers of the prospectus, which we give below, have not the faith in the strict accuracy of the members of the profession which we feel that there should be amongst qualified pharmacists. On "this side of the line" at least "accidental mistakes or errors" are not so frequent as to require a fund to be raised to defend the transgressor. The objects of the alliance are as follows:

(1) To create and maintain a fund by a *pro rata* assessment upon all its members, and from such fund to reimburse any member of said alliance for any direct monetary loss, up to a certain sum and under such conditions as may be hereafter agreed upon, that such member may sustain by reason of any accidental mistake or error, actual or alleged, made in the compounding of any prescription, or in putting up and selling any article for medicinal use, while said member, or his registered clerks, are pursuing their business as dispensing chemists.

(2) To employ counsel when called on,

to defend its members in any suit for damages that may result by reason of such accidental mistake or error, actual or alleged; and to protect and succor its members in all ways possible against attacks and accusations that may be made upon them by reason of such accidental mistake or error made in the course of their business as dispensing druggists.

(3) To encourage and foster closer social and business relations between the Dispensing Druggists of America, and to encourage and maintain the highest standard of professional pharmacy.

(4) To discourage the compounding of prescriptions, and the sale of articles for medicinal use, poisons, etc., in other than legitimate drug stores.

(5) To keep a list of reliable registered clerks seeking positions—such list to be at all times at the disposal of members, free of charge.

(6) And such other aims and objects that may be deemed beneficial to the members of this association, and receiving the approval of a majority of the members thereof.

O.C.P. Examination.

The forty-third semi-annual examination of the Ontario College of Pharmacy will be held in the College building, Toronto, on Monday, May 3rd, and following days.

Intending candidates must send in their names, with the examination fee of ten dollars, not later than Monday, 19th April; also furnish written evidence of having served the full term of four years with a regularly qualified pharmaceutical chemist. Form of application may be obtained from the Registrar.

Drug Clerks' Association.

The Association of Retail Drug Assistants of Toronto have been making very satisfactory progress in the work of uniting members of the profession, and have added recently a bureau of enquiry. This department is designed to facilitate, to a great extent, the obtaining of competent men for positions required. The idea is to have the druggists in Toronto in direct communication with their clerks in the city, so that whenever a suitable chance is offered a suitable man may be obtained. Every drug clerk in Toronto should avail himself of this opportunity, so that he may know the workings of the trade in every respect. The association is meeting with gratifying success, and it is hoped by the officers and present members that the membership will be increased during the present month. Any information regarding the society may be obtained from the secretary, George A. Ross, 411½ Parliament street, Toronto.

MILDIOL.—A disinfecting liquid with a creosote base and mineral oil admixture