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Patience in Business.

It has been said that patience is a virtue, and few need it more than the druggist, who goes through life's round of routine duties without much to encourage him or to make the virtue easy of accomplishment. It is hard for him to maintain an equable disposition under the grind of long hours and petty trade demands; yet do it he must if he wants to meet with any measure of success whatever.

The public forget that his hours are long, that his sales are apt to be small and that were the total receipts all his, it would take him a long time to become rich. They recognize him as occupying a position allied to science on the one hand and trained to apply it in the public welfare on the other. His position as a public servant has become so pronounced that it is needless for him to do else than make the best of it. His motto can well be "Patience and Perseverance." The little irksome calls made upon him for postage stamps, telephone, directory, etc., had better be attended to with a smiling face than a frown. Such demands will be made and they must be obeyed, and happy is the man who can render the service in such a way that more profitable trade can be drawn by it.

Confidence.

The druggist who aspires to build up a permanent business must ever bear in mind that the confidence of his customers is the factor he must strive after. He, himself, will be willing to pay more for a product manufactured by a house in which he has confidence than he will for similar goods manufactured by a house in which he has not, so his customers may be depended upon to do the same thing.

The man who will be conscientious with himself in the performance of his duties will also be conscientious with his customers and will ultimately receive the recognition he deserves.

The public are ever critical. They are seeking their own interests and usually find them. They are so anxious to deal with a druggist in whom they have confidence as they are to place their well being in the care of a physician in whose skill they have faith.

Low prices and inferior goods may secure some trade but they never inspire confidence. The customer who will buy inferior goods at low prices will never be a steady patron of any one place, but the one who wants good goods at fair prices will remain as a permanent supporter of the dealer who always meets his demands.

An unskilful physician has never yet built up a reputation by charging low prices, but the skilful one can demand what he deserves and always get it. Confidence is the key note to it all.

"Medical Supply Houses."

In another place in this issue will be found a letter from one of the firm of the Stevens & Sons Co., Limited, in reference to an editorial under the above caption in our last issue.

Our correspondent is quite right in his assumption that our remarks had no reference to any business conducted as that of this firm. What we referred to was the supply house who endeavors to secure the trade of the physician which properly belongs to the retail druggist.

We have now several houses in Canada who make a business of supplying in any and all quantities any requirements of the physician, whether for his own dispensing or, in fact, to sell again to his patient. It was to this that we referred particularly, not so much to blame the house who lends itself to this kind of business as the retail druggist who permits the physician of his locality to become regular customers of the "supply house," and which is due in most cases to the indifference or want of business tact which characterizes so many in the trade.