

CANADIAN DRUGGIST.

DEVOTED TO THE INTERESTS OF THE GENERAL DRUG TRADE AND TO THE ADVANCEMENT OF PHARMACY.

Vol. 3. { PUBLISHING HOUSE, STRATHROY, ONT. }

APRIL, 1891.

{ 6 WELLINGTON ST. WEST, TORONTO, ONT. } No. 4.

CANADIAN DRUGGIST.

WILLIAM J. DYAS, - Editor and Publisher.

SUBSCRIPTION, \$1 PER YEAR, IN ADVANCE.
Advertising Rates on Application.

The Canadian Druggist is issued on the 15th of each month, and all matter for insertion should reach us by the 5th of the month.
All cheques or drafts to be made payable to the editor.
New advertisements or changes to be addressed

CANADIAN DRUGGIST,
TORONTO OFFICE, STRATHROY, ONTARIO.
6 Wellington St. West.

SPECIAL REMINDERS.

We issue on the 15th of each month, therefore, Correspondence should reach us by the 7th.
New Advertisements should reach us by the 7th.
Changes of Advertisements should reach us by the 5th.

The Position of the Drug Trade.

THE keen competition which exists in mercantile affairs and its trying results are perhaps nowhere more realized than in the drug business of to-day. In Great Britain the "stores," as they are termed, meaning principally the places of business of co-operative associations, and of minor tradesmen, have not only "cut" largely into the trade in proprietary medicines and toilet goods, but also are dealing largely in drugs proper, such as are usually sold over the counter as household remedies. In the United States not only is this traffic in "patents" more largely indulged in, but numerous other lines which in the good old days druggists alone were wont to handle, and which afforded reasonable profits, notably perfumery, toilet goods, manufactures of rubber, brushes, combs, and innumerable other goods are handled by the leading dry goods houses in the larger towns and cities, and sold by them at greatly reduced prices, in many cases lower than the retail druggist can purchase them for. With us in Canada the same abuse has crept in and in some places is severely felt.

No wonder then that the exclamation is frequently heard, "What is to become of the drug trade?" a query much easier to propound than to answer, but a few suggestions as to helps in this problem may not be amiss. In the first place druggists must place their confidence in the fact that they have a profession that en-

titles them to the public confidence provided it is not abused, that no matter what trade in the lines mentioned may be taken from them by the dry goods or other merchant, still they, as educated, intelligent masters of the art of pharmacy, possessing also a knowledge of its allied sciences, must and always will command from the general public a generous support, if from no other reason than that the druggist alone is commensurate with the task of the preparation and dispensing of medicines and the testing and proving the purity and accuracy of what he sells, and the tradesman can never wrest this power from him. Again, druggists must put away many of the prejudices which some of them hold in regard to the way of doing business. It is right that the first consideration must be pharmacy in all its details, but very few doing business to-day can get a proper return for years of careful study, assiduous attention to the rudiments as well as the higher branches of pharmaceutical education, and their knowledge of drugs and chemicals, without the addition of some branches of business which combine with theirs. There is no denying the fact that the pharmacist who can afford to confine his business *exclusively* to the dispensing and sale of drugs and chemicals is a *rara avis* and the question is, what shall we sell? into what lines shall we branch out? that, while upholding the dignity of the profession, we may obtain in some measure a return not only for our talents but our time. In this matter we would suggest the carrying in stock of some outside lines which might prove not only profitable but easily handled, and if any of our readers are not dealing in those we mention, let him consider whether his trade would not warrant the addition of some at least of these. Amongst others which might be enumerated—homeopathic remedies, not only specifics, which in reality, come under the heading of patent medicines, but all remedies of this school, profits on which are large and the study of them most interesting. Optical goods which prove to be one of the best additions to a druggist's stock, although care must be taken to keep the selection complete, without overstocking. Artists materials have also proved in the hands of some to be very remunerative, and a means of encouraging a taste for the fine arts. Fancy goods in leather, plush, etc., have proved themselves excellent sellers and quite in keeping with the druggist's tasty display.

Fancy stationery and stationer's sundries, including gold pencils, pens, etc., are also suitable goods, as well as smoker's sundries, pipes, etc.

Still another point we would urge, is the preparation and pushing the sale of one's own specialties principally in the way of household remedies and family necessaries. Why should not every druggist, for instance, prepare his own baking powders, furniture polishes, stove varnishes and goods of this description which are now for the most part handled by grocers, but which the druggist would have no difficulty in selling if he has the confidence of his customers. In these as well as in the ordinary lines of household remedies, such as cough syrups, etc., the druggist may command his own price, if he has an article of merit. Other lines might also be taken to advantage, such as medical and surgical instruments and appliances, preparations for microscopic work, photographer's supplies, etc.

Conservatism is well enough in its way but we frequently have too much of it in business, and we must plan out new ideas and bestir ourselves to get our share, at least, of the outside lines that may with propriety be incorporated with a general drug stock.

The Future of Pharmacy.

ON the eve of the publication of the addendum to the B. P., which will take official cognizance of what is already well known, it is very interesting to find that pharmacists have recently been receiving rather a large share of advice from several members of our profession. Some of it has been directly addressed to them, and some has been in the form of criticism of the ready reception so eagerly afforded to new drugs. The character of the advice seems to be conflicting and perplexing, and yet, although detached sentences appear to show a difference of opinion, we believe that on careful investigation the divergence will be found to be much less than even the speakers themselves would suspect. In all the three addresses we propose noticing here, vigorous onslaught is made upon new remedies, one, because they are often secret and so partake of quackery; another, because the rage for new drugs is absolutely fatal to accuracy of observation and precision in treatment; and the third, because no sooner is a new drug placed upon the market than everybody rushes to try it. Mr. Lawson Tait's