

Canadian Druggist

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

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Progress in Price-Cutting.

The rapidity with which the evil of price-cutting has spread throughout the western portion of Ontario has startled the drug trade, both wholesale and retail, and steps to stem the tide of destruction are now being taken. The retailer who has subjected himself to it has already learned that his own action is his worst enemy, and the wholesaler fears possible conjunctions for buying purposes, which will jeopardize his own trade. It is now felt that some united action must be taken to stop, if possible, a system which has worked such havoc in the drug trade in the neighboring Republic, and which, if persisted in here, would speedily wipe out of existence the majority of our retail drug stores. Those who have recently realized what the practice means are the ones who are most active in seeking to bring about associate and concerted action, while those who have not yet been meddled with are, as usual, tardy in manifesting an interest which would strengthen, and is needed to strengthen, the hands of their confrères. If for no other reason than the hope of prospective safety, every druggist should lend a hand in this matter. Don't build yourself up with the false hope that your customers will stand by you; merely recollect that life is made up of business bargaining; that every dollar you receive is only given you for a bargain equivalent, and that your customer will readily relinquish it to your opponent if he is known to give more for it. Your neighboring druggist is more anxious to see you get good living prices than is the best customer you have got, so to him it is your duty to turn, and with him your duty to join, when prices are at stake.

Don't be misled into the belief that nothing can come of any attempt to maintain prices. It certainly can't come if you and others are unwilling and won't help. Recollect that even a united determination on the part of druggists themselves will at once abate 90 per cent. of

the evil, and that this is a step at once possible and reasonable. This being accomplished, the other 10 per cent. can then be attended to with deliberation and care.

What, in our opinion, is wanted first is association and definite organization, supported essentially by most liberal contributions for defensive purposes. Don't falter about the last, as it is better for each to put up twenty-five dollars, or more if needed, for fighting purposes, than to give away that amount monthly in the losing game of price-cutting. When organization and funds are at disposal select an active executive and submit yourselves to their orders. The power they have will be determined exactly by your obedience to orders. For instance, should they desire to induce any proprietary medicine manufacturer to take steps to keep his remedy out of cut-rate stores; and the inducement should take the form of an order to every druggist throughout the province to absolutely refuse the sale of a single bottle until satisfactory results were attained, your compliance with the order, or your failure to comply, would determine the extent of the power conferred on your executive body. One thing is certain, that if it were possible to get every druggist in the province to yield such obedience, as in such a case would be needed, and in cases of similar import, the difficulty would very speedily terminate, as the fear of such influence being exercised in any direction decided upon by the executive would stimulate an activity in many quarters for self-preservation not now dreamed of. Whatever plan, if any, you may have, at least throw in your influence and unite for associate organization, and then steadfastly support the plan of operation decided upon for general protection of the trade. You have rights; defend them.

The thread of silk spun by the common silkworm is only the fifteen hundredth part of an inch in thickness.