

gists who enjoyed an extensive patronage from customers who they were sure would stick to them under any circumstances have been surprised and chagrined to find that public fealty is a fickle thing, and that a few cents difference in price would cause its withdrawal. Scores of these same druggists have been obliged to sever their connection with a business which speedily threatened to bring them to poverty, and they are now plying avocations which impose no restrictions if they confer no privileges.

Our desire has always been in favor of the enforcement of the provisions of the Pharmacy Act, and we most heartily commend Mr. Karn for his courage in the performance of an unpleasant duty, but we trust that such prosecutions as he may see fit to institute will be against those who are neither graduates nor undergraduates of the Ontario College of Pharmacy, and who have apparently no thought of becoming either.

Deceptive Advertising.

The departmental stores are apparently not satisfied with alone seductively deceiving the general public, as they have recently had the ignorant effrontery to blare their trumpet of buffoonery in an attempt to influence members of the medical profession. The following is a copy of an advertisement published in Toronto papers during the past week. It carries on its face its character, and truly represents the degree of perverted honor which can be attained by a druggist who will demean himself by bartering his talents to aid in destroying the body which gave him professional birth.

Under the heading "No substitution here," they state: "When your physician writes his prescription for P. D. & Co.'s Phenacetine, for instance, we give you that precise make or we give you nothing." The remark suggests the idea that they are enabled to freely stock P. D. & Co.'s preparations, which is very wide of the truth, and also conveys the thought that P. D. & Co.'s Phenacetine is one of the articles they have in stock. The fact is that there is no such preparation as P. D. & Co.'s Phenacetine stamps the advertisement as being ignorant or knavish. The retail druggists of the province may at times be hard enough up for general trade and medical support, yet at no time have they stooped to so ungenerous, undignified, and dishonorable a method of inviting trade, nor do we think they will ever

require to. Medical men whose patronage would be valuable are too well posted in the products manufactured by P. D. & Co. to be taken in by such statements, and we very much err in our judgment if they will not, in future, take due precautions to see that prescriptions of theirs from which they want "exact effect" shall not be dispensed by houses of this character. This is the advertisement alluded to:

NO SUBSTITUTION HERE!

There's one word we can say for our drug department which every doctor in Canada can appreciate. We never juggle with life and health for the sake of a few cents more profit. When your physician writes his prescription for P. D. & Co.'s Phenacetine, for instance, we give you that precise make or we give you nothing. He knows the exact effect he wants to get, and we're not going to defeat his purpose for any private gain.

So we write it down for chemists and doctors and all: "We give you just what's called for in every prescription, or we don't fill the prescription." Wonder how many druggists can say this and say it truthfully?

More than this—not in prescriptions alone, but in what are called patent medicines "we give you what you ask for," whether the profit to us is big or little, or whether we think we've something "just as good" of our own or not.

In sugar and starches, in shoes and ribbons, take something you don't want if you like, but when it's a matter of health, be particular enough to get precisely what you ask for.

When Will Prices Advance?

We are in receipt of a number of enquiries from druggists throughout the province asking when the promised edict is to be issued directing the advance to the regular prices on all patent medicines which have hitherto been sold at "cut-rate" figures. These enquiries have been principally from places in the vicinity of Toronto, Hamilton, and Brantford, where the slaughter of prices goes on quite as disastrously as before the formation of the Ontario Society of Retail Druggists. There is no doubt that many druggists in the smaller towns are suffering heavy loss from the way proprietary medicines are sold in the large centres, and it does seem that something should be done to remedy the existent state of affairs.

Not only are the city druggists allowed to sell at whatever price they wish, but, notably in the cases of Hamilton and Brantford, they *advertise* the cut-rate prices, a proceeding which should not be

tolerated. If the society is to be of any benefit to the trade it certainly must be on the line of regulating prices. This is one of the objects, and the principal one, given for its organization. If it fails in this it fails in its purpose, and might as well cease.

We believe it is only necessary to call the attention of the executive of the Ontario Society of Retail Druggists to this matter to secure its action, and we trust its decision will be issued ere long—a decision in keeping with the aim and object of the purpose for which it was brought into existence, and for which the druggists of this province have willingly contributed of their means.

An Optical Association.

As noted in our issue last month, a meeting was held in Toronto during the second week of the Industrial Exhibition for the purpose of forming an association of opticians for Canada. This is a step in the direction indicated in our columns recently, leading to the recognition of opticians as a distinct profession, and protecting the public from the danger of allowing people who are in ignorance of the principles of optics to fit glasses or to tamper with the eyesight in any way whatever. We cordially endorse the movement, and will be glad to see the aims of the association brought to a successful issue.

There is no doubt that the druggist is more capable of doing this work thoroughly and efficiently than perhaps any other class of men outside the physician. His higher education, and his partial knowledge of anatomy and therapeutics, all tend to point him out as admirably adapted for the work, and to those druggists who have not taken a course of instruction in this work we would suggest its consideration as an accessory in business and an instructive and pleasing study.

The time will certainly come when the optician will be recognized in the same way as the physician or dentist, and the same safeguards will be placed around his calling.

The association, as will be seen by the report given elsewhere, is now organized, and those desiring to become members should write the secretary. Already a nice membership has been secured and the prospects are good for a strong society.

Thymol camphor is obtained by heating together equal parts of thymol and camphor.