

Canadian Druggist

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

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Engaging Clerks and Apprentices.

Few tasks which the average druggist undertakes worry him more than the engaging of assistants. Apart from the uncertainty under which he labors as to respective merits of applicants, some of his customers are sure to have sons or relatives whom they wish to place under his tutelage, and, however lacking they may be in the elements which he considers necessary to produce an ultimately capable clerk, he has yet to consider the influence brought to bear upon him, and to frame the best excuse possible to avoid giving offence.

The usual difficulty experienced in the selection of clerks lies in the difficulty to secure those who have had an experience which will fit them for the kind of trade to be found in stores in other localities where the business done is entirely different to what they have been accustomed.

The pecuniary consideration between employer and employee is always a matter of mutual arrangement, and cannot well be made the subject of discussion in a trade journal, but the qualities a good clerk should possess are an entirely different affair, and are peculiarly adapted for consideration by a theorist, as the writer in such cases is bound to be.

We have our ideal of a drug clerk, and for the edification of our readers furnish it herewith. He should be well educated, so as to imbibe the more readily the knowledge which he will have to acquire in order to become an expert and intelligent pharmacist. He should be gentlemanly, so as to win the respect of the best class of your customers. He should be kindly and affable, so as to win the liking of those whom he is daily called upon to serve.

He should be patient, so as to endure quietly the various thoughtless impositions to which the druggist is subjected.

He should be politic, so as to handle

with skill the various natures with which he comes in contact.

He should be prompt in attention, civil and courteous in service, kind and attentive to poor and to old people, and treat all children so nicely that they will not only want to go there again, but speak so favorably of the store that their parents may through them be induced to become permanent customers.

The clerk or apprentice who will follow along the lines here suggested will be invaluable to his employer, and gain a reputation for himself that will assure him profitable positions at any time he may be open for engagement.

Commercial Travellers.

The travelling salesman is a necessity in the present age of commercial dealing, and as long as competition continues he is bound to remain as the securing and controlling factor of the trade of the house he represents. The buyer must consider him if he is going to consider the house he travels for, as, apart from the good opinion he may have of the house, his trade is bound to be largely secured and held by the personality of its representative. Good houses cannot afford to do with poor travellers and poor houses must of necessity have the best men that can be secured. The salesman should, and usually does, honorably represent his house, as he in fact is the house so far as his individual customer is concerned. In the drug trade of the country will be found some of the brightest and most gentlemanly travellers on the road. They well represent the dignity of their respective houses; treat their opponents with courteous fairness, and are often more highly thought of by their customers than the heads of their houses. They are the medium through which an intelligent conception of the condition of trade in general, and its difficulties, are conveyed from one druggist to another, and it is