

more to be regretted because in select pharmaceutical circles no attention is paid to the matter—indeed, trading generally and business habits are deprecated. "Yours is not a trade," says the idealist, "it is a profession." Thus the professional ideal becomes to many men fresh from the examination hall the expression of "all that is good and true in the craft," and, instead of devoting the year or two after their qualification to smartening themselves up commercially they indulge in insatiable aspirations after higher things."

We notice that the "Philadelphia College of Pharmacy" has recently added to its curriculum a course of commercial training. This is to be optional with the students. Our readers will remember that we urged some time ago that this should be taken up in our colleges of pharmacy in Canada, but it has remained for the Philadelphia college to take the initiative.

In a recent issue of the "Alumni Report" of that college, Prof. Remington says:

"One may acquire an excellent knowledge of forms used in wholesale-business transactions, or in the shipping or banking departments, but retail-transactions seem to have been regarded as too simple and beneath notice, and yet thousands of pharmacists who have been well equipped in the technical knowledge of their profession are bemoaning their fate as unsuccessful men today because they have been careless in their accounts or have made some serious blunder in handling drafts, endorsing notes, making leases, buying stores, etc., or failed to connect in some business-transaction because of the lack of knowledge of some of the simplest principles. It is hoped that a large number of the students of the college will take this course, which is open to all, and spare a portion of their time in learning how to capture not only the nimble nickle, but the slower dollar. Of what value will their scientific or professional training avail if they have not sufficient business-ability to turn this information to practical account and keep their stores alive by furnishing the wherewithal to earn their daily bread?"

Reciprocity.

Under this heading the *Chemist and Druggist* (Sept. 23), speaking of the proposition for reciprocity in diplomas between the Australasian colonies says:

"The August number of the *C.D.A.*, as a further contribution to this subject, gives the opinions it has obtained from the leaders of pharmacy on this question. A series of questions was sent to each member of the Pharmacy Boards of Australasia, the replies to which show that the majority are in favor of accepting at once as a basis for reciprocity, the registers of each colony. The chief stumbling-block is the acceptance of those persons registered in New South Wales on the strength of having been in the business for a twelvemonth. A number of years' experience, averaging eight years, is suggested by various writers as the best way of meeting these cases. In regard to the continuation of the present separate examinations, the majority are in favor of a simultaneous examination conducted at different centres, but the minority in favor of the present system contains some very weighty names. The indications from a summary of the replies seem to show that any reasonable scheme would be accepted, and the *C.D.A.* suggests tentatively an Australasian modified examination for men registered but not examined."

It will thus be seen that elsewhere in "the empire," there is a movement toward bringing different provinces (as they will be provinces as soon as the proposed Federation is completed) into closer touch in pharmaceutical matters.

Percentages to Physicians.

The practice of giving percentages to physicians on their prescriptions is one which is much easier to condemn than to defend.

The giver and the taker may deal fairly with one another according to the arrangement they make, but the fact that they do so will not right the wrong which the habit is apt to inflict on the patient.

In asking for a percentage the physician lowers himself in the estimation of the druggist, if not in his own. The druggist who offers it is similarly affected. When the doctor demands it he has lost to a considerable extent the interest he should have in his patients and the quality of drugs they should be supplied with, as he is well aware that if the druggist agrees to give it and pay it out of his own pocket, substitutes or inexpensive drugs are apt to be compounded, and that if the superior quality is used the patient will likely pay extra to cover the amount of the commission. In any case the patient is almost sure to suffer either medicinally

or commercially. The deal, in whatever way it may be viewed, savors somewhat of a combination of professionals to do up non-professionals. The code of honor which should animate professional men is not exemplified in such arrangements, and no surprise need be expressed if their ultimate reputation gets to be in line with their conduct. Wrong actions do not produce right results, and we cannot feel that the asking for commissions will make the physician more faithful in the performance of his duties, or the giving of them make the druggist more conscientious in his compounding. Our past knowledge of the results of the practice make us unhesitatingly condemn it, and we do not believe that any future knowledge will make us change our mind.

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A good trade journal carries your ad. into the business man's private office, where it finds welcome and consideration. No other medium can do this. Circulars in sealed envelopes sometimes get in—other things in disguise sometimes get in too, but everything—but the friendly trade journal—find their way out generally in a crumpled crushed condition.

The trade journal is a development, not an experiment. It is the evolution of the circular, the booklet and the catalogue into a full-grown, end-of-the-century periodical, taking on increased vigor and enlarged facilities at every stage. Considered as a class, it is the embodiment of progressive ideas and the exponent of what is modern and new.—*Class Advertising.*

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