

stitution is practically able to care for itself a portion of its revenue should be expended for its benefactors. Those who purpose running for the new council will soon be in the field. Their appeals for support should be based upon the needs of their constituents, and if any need is more apparent than the one here suggested the new council will have more than routine work to do.

Those who control the various district associations of the province should take up this matter, and press it to a practical conclusion.

The time is opportune, the necessity is pressing, and the goal is worth attaining. Who will make the start?

#### Medical Influence.

The gradual encroachment of members of the medical profession upon the natural preserves which should furnish new openings for our graduating pharmacists is beginning to establish a difficulty which cannot well be surmounted. It is plainly apparent that the field in Canada for medical men is also becoming narrowed, and that they are obliged to assume every position which offers an increased prospect of furnishing a livelihood. The Pharmacy Act is, of course, responsible for the present state of affairs, but how to change it cannot well be suggested. When the original Act of 1871 was introduced to the Legislature, the medical influence of that body was, as now, a menace to it, unless their fraternity was duly recognized as being worthy of special privileges. The Act was, therefore, passed on a compromise basis, and has ever since remained as a semi-medical and pharmaceutical enactment. Had the Medical Act given any reciprocal privileges to pharmacists, then the pharmaceutical body would not be so humiliated by the feeling that they existed only on sufferance. It is assuredly to be regretted that any compromise was originally arranged by the acting representatives of the pharmacists of that time. They doubtless did not foresee the future consequences of their submission, or they would have never agreed to submit.

True as the foregoing is, it is none the less true than that the druggists of to-day are apparently drifting on in a similar submissive state. Not only has the profession become a tail-ender or a trailer to that of medicine, but the college which is under our control and maintained by the

feet of druggists is fast becoming a semi-medical institution. Three out of the four members of the faculty are medical men, and the assistant to one member of the staff is also a medical man. Under such circumstances it would be unnatural to expect anything else than that medical influences would be strongly dominant, especially since the present condition has been maintained practically since the erection of the new college building. In stating these plain facts no reflection is intended upon the medical men who are acting in the capacity of instructors. Their competence cannot be gainsaid. They have given as good service to the college as could be expected from any medical men, but the principle is wrong. It would not be expected that when medical schools were in need of instructors they would search the ranks of pharmacists to secure them, nor should it be expected, in the present advanced stage of pharmaceutical training, that we should search the ranks of medical men to secure instructors to impart knowledge that some of our own graduates should be competent to give. The parallelism of medical aggression in both fields is too apparent to need much comment, but we would suggest that our council be not quite so lenient in giving away privileges that they can control, and which druggists alone should enjoy.

#### You Must Be Progressive.

Too many druggists, either through force of habit, downright stubbornness, or ignorant short-sightedness, are allowing their trade to be taken from them by competitors who are more wide awake, enterprising, and full of energy than themselves. The slow, easy-going methods, which some business men employed in years gone by, and notwithstanding which they were enabled to make comfortable livings, and in some cases competencies, have all gone, their day is closed; the time of sitting quietly by and waiting for business to come is a thing of the past, and the dilatory man, the man who believes and demands that the world owes him a living whether he strives for it or not, is being everywhere pushed to the wall. What is the secret of success in business as seen in the department store, for instance? It may be summed up in one word, "advertising." Now, we do not mean by this word the ordinarily accepted definition of the term—

this we may enlarge upon again. We mean that the druggist who wants to do business, who wants to make a living, or, if possible, more than a living, must make himself known, keep himself known, and make the public realize that he is thoroughly in existence. He must keep his name, his goods, his place of business, continuously before the purchasing public; he must not only advertise regularly and persistently through the newspapers, but he must, by his window displays, changed regularly and with as great care as the advertisement is worded. Keep in view what the season's demands show to be "taking lines." He must by courteous and attentive treatment of *all* customers make his place of business an attraction for the purchaser, and he must, by his deportment, outside as well as inside the store, endeavor to command the respect and confidence of all.

These things combined we call "advertising," and if the druggist of the future is to be successful it must, we believe, be on these very lines.

#### Which Are The Guilty Ones?

The circular issued by the officers of the O.S.R.D. to the wholesale trade was the subject of an animated discussion at the recent meeting of the Wholesale Druggists' Association.

Particular objection was taken to the postscript, and the president of the Retail society admitted that it was not founded on fact, as the drug firm who was accused of the act was not selling to the persons mentioned in the circular (Messrs. Woodward & Co.). It is particularly unfortunate that such charges should be made without proper enquiry, and we trust harmony will again prevail between the two associations.

#### An Excellent Choice.

Mr. John H. Mackenzie, president of the Council of the Ontario College of Pharmacy, has been chosen as president of the Reform Association of Toronto. We congratulate Mr. Mackenzie on his appointment to such an important position, and we also congratulate the Reform Association on securing as its president a man of such calibre, one who puts his whole energy into anything he undertakes, and who is so highly esteemed, not only by his brother pharmacists, but by all who have the pleasure of his acquaintance. We want just such men in our legislative halls, and trust before long to be able to write J. H. Mackenzie, M.P.P.