

With better times in general his rent is apt to be advanced, so as to make him feel that his extended service is largely put in to ensure the revenue of his landlord.

How many druggists have thought of these things? How many have raised their prices to withstand them? How many are prepared to make things worse for themselves by trying to go through conditions which, under such circumstances, will be worse than what they have already gone through? How many will sit down and calculate what increase in prices generally will be needed to equalize the decrease in profits? How many will have the courage needed to enable them to do what the larger dealers have done, and are daily doing, to enable them to reap more of the nimble sixpences as they are going their rounds?

The druggist who wants to thrive in the future must put aside professional sentiment and replace it with a determination to adopt a policy of cold, hard, clear-headed business methods which will place him on a par with the men who consider No. 1 first, last, and all the time. The sentiment may not be nice, but it is sound in these precarious days.

Council Criticism.

Before the next issue of THE DRUGGIST, the council of the Ontario College of Pharmacy will have met and performed such work as comes in routine before them. The simple fact that the performance of routine work has been for some years their custom has doubtless given rise to the expressions freely bandied about that recent council bodies have been either thoughtlessly or carelessly inert. The quiet criticism to which the council is being subjected is none the less deep because it is quiet, and none the less deserved because it has been slow of expression.

The council are naturally in a position to gather information regarding the condition of trade in the various parts of the province, and to find out and advise how those conditions might be improved. It is a reflection on the council to note that two men publishing drug journals in this province give more advice and encouragement to the drug trade than does the body elected to do it. In the case of the council, they are furnished with funds of the druggist to use for the advancement of their profession, while, in the case of the publishers, not one cent of

involuntary payment is made for such a purpose. There are matters of more importance to the trade than mere regulation of students, staff and college duties and the disbursement of the funds in connection with them, and it is certainly time that some action should be taken to prove that the council are alive to them.

We are not criticising the individuals who compose the council body. We know them and the capabilities of a number of them, but unless a shaking of the dry bones soon takes place, we will certainly inaugurate a campaign of departmental criticisms, which will prove interesting to our readers, if not wholesome to the parties who will be held responsible.

Being Particular.

In the drug business the habit of being particular will prove of immense value. Being particular means being conscientious, being careful, being exact, being methodical, being watchful and being honest; as the individual who is not particular is almost certain to lack some or all of these qualities. The proprietor whose training along these lines has been neglected, values them sufficiently to demand them in his employees. He realizes that his business is a particular one and that it cannot be successfully conducted on any other plan. He values sureness ahead of speed and will at all times select the applicant for employment whose references state "very reliable" rather than "very rapid."

The public are equally discriminative and the old-fashioned but reputedly reliable pharmacy will get their trade in preference to the more modern creation operated by catch-penny ideas. Being particular has never yet lost a drug clerk his place, but being careless has frequently deprived him of both his place and reputation. The world banks on a safe man, a sure man, and such an one is certain to be particular.

A movement is on foot to establish an association of "Lady Dispensers" in England. It is proposed that an organization be formed to meet alternately in London and Birmingham.

"Is it hard to propose to a girl?" asked the novice in affairs of the heart. "Sometimes it's a good deal harder not to propose," returned the man of worldly experience, thoughtfully. "It's always well to be on your guard."—*Chicago Post*.

Reflections.

The man who courts trade in an agreeably solicitous manner is more apt to get it than the one who courts it in a disagreeable, independent one.

The clerk who performs disagreeable duties with good grace is certain to win the appreciation of his master.

The druggist who treats his clerks pleasantly and kindly will be sure to see a reflection of his own actions in the manner in which the clerks treat his customers.

The smallest child that comes as a customer if kindly treated may prove a sufficiently good advertiser to secure the permanent patronage of its parents.

Pleasant civility is the most potent factor in the successful conduct of business, and the person whose nature evolves it naturally has a great advantage over the one who is obliged to manufacture it from policy.

The man who will carefully calculate the profits and losses of some feature of his business each day for a month will have learned lessons in that time that ordinary conduct of business would not teach him in years.

The man who spends his money pushing ideas rather than the results they produce for him, will be apt to find his "bank account" on the wrong side of the ledger.

The young man who loads himself with debt to get into business and become his own master, soon finds that the governor of his load is the worst boss he ever had.

Success secured by good luck rather than good management is as quickly lost by bad luck and bad management.

If the public were always willing to pay for good quality they would always be able to get it, but when they are only willing to pay the price of poor quality they are almost sure to get it.

Quality has its value in men as in goods.

Ontario College of Pharmacy.

The college classes opened last week with an attendance of 120 students, embracing a number from the Northwest Territories, Quebec, and New Brunswick.

It is customary to have a students' banquet during the session, usually in the month of February, but the class of