

CANADIAN DRUGGIST.

DEVOTED TO THE INTERESTS OF THE GENERAL DRUG TRADE AND TO THE ADVANCEMENT OF PHARMACY.

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CANADIAN DRUGGIST.

WILLIAM J. DYAS, - Editor and Publisher.

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Advertising Rates on Application.

The Canadian Druggist is issued on the 15th of each month, and all matter for insertion should reach us by the 5th of the month.

All cheques or drafts to be made payable to the editor. New advertisements or changes to be addressed

CANADIAN DRUGGIST,

TORONTO OFFICE, STRATHROY, ONTARIO.
6 Wellington St. West.

SPECIAL REMINDERS.

We issue on the 15th of each month, therefore,

Correspondence should reach us by the 7th.

New Advertisements should reach us by the 7th.

Changes of Advertisements should reach us by the 5th.

Commercial Pharmacy.

IN a previous issue we spoke of the pharmacist as a professional man, as one who was obliged to go through a course of preparation and study and finally pass an examination which in many points was of a higher standard even than that obtained by a physician, and, speaking of the Canadian Colleges especially, the requisite percentage was higher than the Medical Colleges. It was supposed by many that the fact of thus requiring such a high educational standard, not only at the commencement of the pharmaceutical course, but also on the completion of apprenticeship and collegiate instruction, as well as the extended compulsory term of service as such apprentice, would serve to deter many from engaging in the drug business, but on the contrary we find that the number of students are increasing and the tendency is towards a still further accession to the ranks. On this occasion we would speak of the occupation of the pharmacist as a commercial one, and in doing so we believe we are voicing the sentiment of the majority of the trade when we say that the tendency of young men to rush into this business is one that should, in a measure at least, be checked, and for reasons which must be apparent. In the first place how many of those who bind themselves for a course of study have any idea whatever of commercial pursuits, how many have had a sound, practical business education, or have the

most remote idea of what is required of them outside the technical works of their adopted calling? Objection may be taken to this, by saying that in any other business the same reason would hold good, but in no other line of business is the student or clerk bound by articles of apprenticeship, such as exist in the drug trade, and the very prevalent though erroneous idea seems to prevail that, once launched as a chemist and druggist, his success is assured, and what is the result,—if he has not the business training, if he implicitly places his confidence of success in the mere fact that he as a student has passed his examination, it may be with credit, he will soon find that not only pharmaceutical education but commercial ability and intelligence will be required, before he can obtain that success so ardently hoped for. Again, how many of those who embark in business on their own account do so on very slender if any capital, failing to realize that expenses commence from the first day of the opening and that the mythical profit so often spoke of by the outside world are too frequently found insufficient to even pay running expenses, much less to provide the desired competency which their night-mare pictured for them. There is no gainsaying the fact that money, yes, and we might say in some cases fortunes have been made in the drug business, but it must be borne in mind that in the majority of places, especially in the large centres, the business is overdone, the profits are ruthlessly cut into and even the prestige which the druggist once possessed is becoming a thing of the past, and it is only by the combination of a sound commercial training, a conscientious and painstaking devotion to business, together with a thorough and progressive knowledge of pharmacy that success can be assured in the drug business of to-day.

Competition in Business.

WITHOUT "the competition spirit" in the hardware trade much of the buoyant spirit would be wanting. That competition is the spice of trade is apparent, if however, sales are made with no margins, competition must be regretted, also, if profits are very small, undue strife is to be deplored, but provided there is honesty attached to business, competition is wholesome. The assumption by the buyer that wares can be bought cheaper from certain sources should not in any way embarrass the holder of substantial articles, for he

who is in possession of honest and well made goods, which have a marketable demand, need hardly fear that they can readily be disposed of at margins permitting of fair profits. Competition carried to the extent of injustice to the trader, then, is always to be regretted. If there are standard quotations, to lower them by unnatural methods is not business. The doctrine "to get there" at whatever cost, when carried to extremes, is the source of much disturbance to the business world, especially to the moral tone of the trade. If anyone sits down and thinks the matter over carefully, he will see plainly that the competition which in many cases is annoying and seemingly needless, is at the foundation of prosperity and the development of the various interests of the trade. The Bellamy school, which believes that competition should be entirely done away with and everything be administered by one vast organization, is socialistic and we believe impracticable. We do believe in giving every person a chance to develop himself and an equal opportunity to all to go to work earning a living with the least possible restriction. A person thus starting will succeed according to his merits and ability, and competition for him will be a wholesome and an effective stimulant.

Northwest Trade.

Hints to the Salesman.

One of the best salesmen says the seller should only talk enough to keep the buyer talking.

There is a maxim, "When you buy, keep one eye on the goods and the other on the seller. When you sell, keep both eyes on the buyer."

It is certainly true that salesmen of ready and fluent speech, good talkers, are often surpassed by those who say little.

One of the happiest forms of speech for a salesman, as it is for any person who has to convince others, is that of a short, plain and pithy illustration. It strikes home. Long winded stories are tedious, and so are hobbies.

The salesman speaks to explain, convince and persuade, and he should keep his final aim constantly in mind. He knows instantly the effect he is producing and the more favorable it is the better he can talk, because his readiness is encouraged.—*Publishers' Weekly.*

No man has yet climbed the ladder of fame on rounds of drink.