

wich-man," only for the benefit of a patent medicine manufacturer. Does he consider the sale of a few dozen of these remedies a sufficient off-set to the loss he may sustain by the estrangement of a physician who, quite naturally, does not want these brought so prominently before his patients?

We believe that if the druggist will reflect a little on these questions he will see how foolish it is for him to do anything which will destroy the confidence and business relationship which should exist between the physician and himself.

There is no objection whatever to keeping these, or any similar remedies, in stock. They are legitimate goods, and have for the present at least a demand which the druggist should be prepared to supply, but we do think it a very short-sighted policy to allow any drug store to be made the advertising medium of any concern, especially when it must inevitably be the means of lessening the prescription trade and any other indirect business which may come from the physician. The public can buy all the Munyon's Remedies they want at their retail depots, and they are advertised by the departmental stores at cut prices. Why, then, act as an advertising agent for them to your own hurt? Would it not be wiser to treat them as all others, to be sold when asked for, but not pushed offensively forward?

The Progressive Druggist.

How many druggists engaged in business devote a portion of their time to the study of pharmacy? Very few; in fact, we believe it is one of the tendencies of the times to abandon study just as soon as the college course is completed and the necessary "parchment" is obtained to entitle its holder to the designation of "chemist and druggist." There can be no greater mistake than this. Possibly no one branch of science is making more rapid strides than those of pharmacy and chemistry, and what we learn to-day has to be supplemented to-morrow by the results of research in these branches. The "progressive" pharmacist must thus be a man who is continually posted on whatever is transpiring in the pharmaceutical world, and to neglect this study or to overlook the results of the work of eminent men in these branches leaves the pharmacist in ignorance of what is most desirable for him to know. The pharmacist should be the helpmeet for

the physician, he should be able to place before him whatever is new and reliable, and to show himself so thoroughly acquainted with what is constantly happening in pharmacy as to gain and hold the confidence of the medical man.

Also with the general public. It does not take long for a discerning public to find out what kind of a man they are dealing with, and whether he is a master of his profession and thoroughly to be relied upon.

The numbers of technical books appearing from time to time furnish the material for a good deal of study and research, but it is mainly from the columns of the various pharmaceutical publications that the everyday druggist will glean somewhat at least of what is happening in his own special sphere, as it is in these, as a rule, that everything new and important in these subjects is first published.

No practical druggist should neglect to improve what knowledge he already possesses, and any such knowledge and time spent in the attainment of it will be amply repaid by the additional advantages it secures for him.

Antagonism Rampant.

We trust the druggists of the province hold more charitable views of our editorial motives than is held by our friends of *The Canadian Pharmaceutical Journal*. When we see fit to refer to the Ontario Society of Retail Druggists our remarks are picked up and reclothed so as to make them vindictively aspersive of the work of the society. We do not feel that way, and we deny the right of our contemporary to make it appear that we do. We are surely as privileged to use our columns discussing the affairs of the druggists of the provinces and their interests as is *The Canadian Pharmaceutical Journal*, which is usually filled with matters of this kind. We are not accustomed to bandying words with a writer who stoops so low as to insert billingsgate by dashes. Our personal opinion of the writer who wrote the article. "When Prices will Advance," has been always too elevated to admit of any thought that he would so far forget himself as to place such a blot on his editorial pages. We pass it over this time by expressing the hope that the error was one of hasty indiscretion rather than one of due deliberation. We have not time or space to devote to journalistic wrangling. Our readers do not want it, and we do not

want to give it to them if we can avoid it. We did not ask *The Canadian Pharmaceutical Journal* to answer the inquiries of our correspondents. We understand that a very efficient secretary such as the society possesses should be in a position to give an official answer, and we do not doubt he is aware that our columns are ever open for such communications. If answers are to be made through *The Canadian Pharmaceutical Journal*, then we would like to see the signature attached of the officer of the society answering them. Until our contemporary announces itself definitely as the recognized organ of "The Ontario Society of Retail Druggists" we think they will surely pardon us for ignoring them as the official mouth-piece.

We trust our editorial friend will allow himself to cool off next time before attempting to write us up, and we are confident he will have much less difficulty in maintaining his true position.

Of Value to all Druggists.

We believe we are only uttering an acknowledged fact when we say that the life of business is in advertising. There was a time when the merchant, manufacturer, or jobber could afford to do without this means of publicity, but in the existing conditions of business and keen competition the man who desires the patronage of the public must keep himself prominently before them. As the matter of advertising does not enter into the curriculum of our colleges of pharmacy, many druggists are at a loss at times how best to bring themselves and their business into public notice, and in order to assist them in this matter we are publishing each month a series of articles on advertising, written specially for this journal by Charles Austin Bates, one of the leading authorities in America on the subject of advertisement. writing and advertising in general.

We would advise all our readers to peruse these articles carefully; they are of great interest, and must prove of special value to the wide-awake druggist. Numbers of our subscribers have told us that they alone are worth far more than the subscription price of THE DRUGGIST; and we have no doubt that anyone who acts on his suggestions, as far as they are practicable in each person's own locality and circumstances, will reap a decided benefit from them.