

CANADIAN DRUGGIST.

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

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Needless Cutting.

The cutting of prices by druggists in small towns where the trade is necessarily confined to two or three persons is a waste of profit which good judgment should not warrant. Cutting never should exist where it has not to, for the dealer cannot give his profit to his customer and have it himself. Assuming that the original or marked price is a proper one to charge, an effort to secure that price by combination or by mutual understanding is just and right. No wrong is done the public, and the effort to keep together will induce a feeling of good will between the dealers. The public are not likely to increase the volume of your annual trade should all get down to cut prices, yet all are sure to be out the discount if they do. It rarely seems to strike the druggist that ten dollars lost monthly by cutting is equivalent to a raise of his monthly rental by a similar amount. The result is the same, but we very much doubt if the same feelings are aroused. In many country towns and villages, where cutting is carried on, we are satisfied that the practice became general without any deliberate intention on the part of the druggists to make it so. They commenced by giving a reduction to a favored few, and, almost insensibly, the few swelled in number until the custom became general. A condition of this kind does a vast amount of harm apart from the loss it entails on the cutter. The public become uncertain what they should pay, and very soon begin to doubt the quality of their supply. Tradition does not induce them to give the druggist credit for generosity in price making under any circumstances, and the natural conclusion they arrive at is that it is being taken from them in another way. The druggists themselves soon get at sixes and sevens and are equally uncertain what they should charge in order to be even with one another, as, under the circumstances, they are unlikely to consult together.

Cutting always has had a pernicious influence and is likely to continue to have it. It lessens profits, induces inferior supply, weakens public confidence and destroys harmony in trade circles. Where it has to exist, it should be modified by unanimity of action, and where it has no need to exist it should never be fostered. If it was good we would sanction it, but as it is bad we must condemn it.

Associations.

The peculiar conditions of trade and social customs in all highly civilized countries have induced a tendency to associate methods of effort, which is very marked at the present time in our own land. The individual of any prominence to-day who is not connected with some form of an association is a rare exception; in fact, in a strict sense, it would be practically an impossibility to find such a case, as all gradations of educational training are part of associate work, and parts which lay the foundation for future development in other branches. The need for Associations is the lever which calls them into being and action. They serve purposes in special ways which cannot be otherwise done, and wield an influence in accordance with their character and in proportion to their membership and the commanding influence of their executive head. From the day laborer to the prime minister all grades of society are governed by the sectional association which pertains to their line of toil or sphere in life, and in proportion to the support they give will they be likely to derive benefit from it. Associations are like men—if strong they make way for themselves, if weak they make way for others and become subservient to them. If none existed none would be needed, but when some exist their aggressive power calls others into being to oppose their monopolistic tendency. Operated for humanitarian purposes they are a benefit to all classes of the community, but directed for the interests of a limited number they are bound to clash with others. That they have a right to exist when their objects are law abiding no one can deny, and under present circumstances of life the necessity for their existence is as imperative as is the need for the branches of toil which they represent.

Things to Note.

That no business detail is too small to be unimportant.

That a clean and well kept store is a big advertisement.

That quality is a grand wearer.

That it rarely pays to enter into a business which you do not thoroughly understand.

That it never pays to take advantage of a customer's ignorance.