

# CANADIAN DRUGGIST.

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

VOL. 2. { PUBLISHING HOUSE,  
STRATHROY, ONT. }

DECEMBER, 1890.

{ 8 WELLINGTON ST. WEST,  
TORONTO, ONT. } No. 12.

## CANADIAN DRUGGIST.

WILLIAM J. DYAS, - Editor and Publisher.

SUBSCRIPTION, \$1 PER YEAR, IN ADVANCE.  
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.  
8 Wellington St. West.

Pharmaceutical Association of  
Hamilton.

The regular meeting of the above association was held in their rooms on the 14th inst., P. C. Blaicher, President, in the chair. The Secretary and Treasurer handed in their annual reports showing a very satisfactory condition of the membership and finances. The following officers were elected for the ensuing year: President, A. Vincent; 1st Vice-President, W. C. Niblett; 2nd Vice-President, J. W. Gerrie; Secretary, J. W. Sutherland; Treasurer, R. Brierly; Auditors, Messrs. Zimmerman and Howell.

After disposing of the routine business of the evening the committee on entertainments very kindly invited all to accompany them to supper. The invitation being accepted, the brethren accordingly adjourned to "Newport's," where he had prepared a sumptuous repast in his usual good style, which did credit to the caterer, and a most enjoyable evening was spent by everyone present. Speeches were made by the President, Vice-President, and several of the members; stories were told, songs sung, toasts drunk, and it was not until the "wee' our" that the crowd dispersed.

### A Good Offer.

We would call the attention of our readers to the advertisement of *The Cosmopolitan* appearing in this issue, and the clubbing rates at which we are offering this choice magazine and the *CANADIAN DRUGGIST* for 1891. By subscribing now the superb Xmas number of the magazine will be included.

Science is knowledge; art is skill in using that knowledge.

### Window Dressing.

It is very gratifying and highly commendable to observe that more increased interest is being taken in the matter of the tasteful decorations and proper arrangement of goods in store windows than formerly. There was a time, when even in our cities and large towns, little or no attention was given to this important matter, and although the store itself might be admirably arranged in all its details, and everything made as attractive as possible, yet the windows, which, with a little taste and not very much labor, might prove an attractive and paying advertisement were very frequently neglected.

In these days of push and keen competition, when a merchant's success depends a great deal on appearance and display of goods, it is well that the tasteful arrangement of the window should receive careful attention and any effort put forth by the merchant to improve its general appearance will, it may be assured, meet with the approval and increased trade of the customers. Many suggestions might be made in regard to this question of window dressing, but as there are differences in localities, various classes of customers, diversity of goods kept in stock, etc., it would be a difficult matter to give expression to the many devices that might be suggested, suffice it for the present to call our readers' attention to the desirability of seeing that the store windows are *always clean and bright*, that a moderate display of suitable goods are placed in them and *changed frequently*, that an *overcrowding* confuses the spectator, and that goods should be so placed as to command the best view from varying directions. Care should be taken in the selection of goods for display, neither gilt nor plated goods should be used unless changed every day. Mirrors should not be exposed to the strong light, and the rays of the sun very soon affect the odors as well as destroying the labels of perfumery, etc. Attention should also be given to the varying seasons, and goods particularly suitable for each season be shown. This matter is one that requires a little study, and experience will soon prove that the more care devoted to this work, the larger will be the returns from the labor.

When you select styles or grades of goods for stock, look through the eye and pocket of your customers.

### The Relations Between the Medical and Pharmaceutical Professions.

BY THOMAS F. WOOD.

We assume that it is of importance that the medical and pharmaceutical professions should be on better relations with each other, since it is obvious that the tendency of the druggist is to be purely a merchant in drugs and sundries, and of the doctor to ignore pharmacy entirely. The knowledge which the doctor, whose career began fifty years ago, had of the appearance and properties of drugs and of pharmaceutical processes in common use, put him within easy access of the profounder knowledge of drugs which he administered, and this part of his education every one recognizes as an advantage above that of his competitor, who, in the absence of such knowledge, bases his beliefs upon the advertising matter so diligently placed within the reach of every one.

As already intimated, the druggist is becoming a merchant in sundries, having more or less special knowledge of the pharmaceutical processes necessary to compound a prescription, but standing several removes from the crude drug, inasmuch as the fluid extracts and powders, etc., come to him ready prepared by the wholesale manufacturer, he assuming no responsibility as to the genuineness of the original source of it, being satisfied entirely with the skill and the integrity of the manufacturer.

The reason of this is that to the drug business, as to the medical practice, there are two ways of approach, one by the commercial door, the other upon the basis of educational preparation. The druggist whose idea is solely that of a livelihood and a higher degree of pecuniary emolument in his occupation, must pay as much attention to the profit on plush boxes, cigars and confectionery, as he does upon the recognition of a genuine specimen of Turkey rhubarb or the freshness of a sample of ergot. The doctor, too, whose ambition is to make at once a financial success, will be forward to make such use of the clap-net of display in his office and his equipage as will dazzle the eye of the multitude, his library at the same time being but a lean collection of showy shelf-keepers, or the more sagacious use of dummies, such as Dr. Billings recognized in the office of a practitioner he visited,