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Substitution.

From a paper by ADDISON-DIMMITT, read before the Kentucky Pharm. Association.

This word is derived from the Latin word *substitutum*, meaning putting under; or, in the sense we use the word, replacing a given thing with something less valuable, either in its effects or cost.

In pharmacy it is a practice that should be condemned by all druggists, and I think it is by all honorable and just members of our profession. Understand me, I refer to dishonest substitution, for in a case of emergency it may become necessary, or when it is impossible to find the article prescribed, and with the consent of the physician it is permissible. This kind of substitution we may call legitimate.

Let us view the evil results or effects of substitution from the standpoint of all parties concerned, the patient, physician, manufacturer, and druggist, and show, if possible, that it is detrimental to the interests of all.

The Patient.—The effects of substitution on the patient is the most vital point we have to consider, as it may be a matter of life or death to him.

If it be substitution in a prescription, see what might be the effect. If at a critical period in the disease, when life hangs by a thread, and the medicine does not have the expected effect, death is the result: or in ordinary cases, if the patient does not feel any beneficial effects, he becomes disheartened, loses confidence both in physician and medicine (and, as we all know, without faith little good can be accomplished), and the recovery is much retarded,

Then we have to consider the expense the patient has incurred. He is paying the physician for advice and the druggist for something he does not get, and the loss of time from his labor, which perhaps would not have occurred if the druggist had not substituted.

The Physician.—The physician informs himself on the therapeutic value of a drug, chemical, or proprietary preparation, as it may be, by reading in the different journals or circular matter the opinions of others on the effects and benefits to be derived by the use of this particular remedy. He prescribes it in the first case he may have where its use is indicated, and awaits results with interest.

The prescription has been taken to an unprincipled druggist who substitutes; the effect is not what has been claimed for it; he naturally thinks it the fault of the remedy, and condemns it at once, or if he has used the preparation before and was positive of the results, he knows it was the fault of the druggist, and places the stigma where it justly belongs, and perhaps for the misdeed of this one druggist the entire profession is condemned.

So you see by this illustration that a physician's skill, efforts, and intelligence are all wasted by the effect of substitution, and possibly the loss of a very remunerative practice, as that often depends upon the success of the remedies he prescribes.

The Manufacturer. The manufacturers of chemicals, pharmaceutical or proprietary preparations employ chemists at a large salary, who are thoroughly educated in the special line of goods their respective houses manufacture. They devote their entire time and attention to perfecting old formulas or developing new and improved ideas.

After doing this the manufacturer goes to great expense in getting the goods before the public, or medical profession, as it may be desired; then, if the article be one of merit, it will soon meet with the success it deserves.

How does substitution affect them? First, if it be a chemical or pharmaceutical preparation, the physician is the one to whom it is presented. He gives it a trial. Substitution is practised; the effect is not what was claimed for it. The physician condemns it at once, discourages its use by his brother physicians, and loses confidence in any other preparation this house may put on the market. If this should occur in several instances, he

loses faith in all progressive ideas, and dr's back to calomel and rhubarb that were taught him probably twenty-five years ago. So the manufacturer has not only lost the sale of the preparation, but a friend in the physician.

The classes of manufacturers that suffer most by substitution are those making proprietary or patent preparations. They have to contend with the line of remedies of like nature that the retail druggist prepares and substitutes for their goods; or, if it should be an unscrupulous druggist, he might sell an imitation prepared to imitate, as near as possible, the popular remedy of the day without laying himself liable under the law. The full intent is to deceive the public and take advantage of the demand, created by advertising, for the remedy imitated,

Do you not think, brother druggist, that the manufacturers are rightfully and justly entitled to the profits derived from the sale of an article they have originated, and for which they have created a demand? If this profit be taken from them, there is not the same incentive to continue in the march of progression; for you know that the pecuniary advantage derived thereby is the motive power, and I am afraid we would find very few, if any, who are philanthropic enough to work for glory alone.

The Druggist.—This paper, as I originally stated, only applies to those druggists who substitute, having no compensation as to the medicinal effect, their own reputation or that of the profession they do so little credit. In our business, I believe, and am glad to say, that this class of men is decidedly in the minority.

The incentive for substitution by druggists, as we all know, is a *greater profit*.

Let us all look at it from a strictly financial standpoint, aside from the moral view of the question, and see if it is more profitable or not.

Suppose a druggist buys only the very cheapest, represented by an inferior class of goods, that is obtainable; he does not consider quality, his idea being that the public is ignorant concerning drugs. He thinks it is the cheaper prices people want, and that they will always come to him because he sells cheaper than his competitors.

Then, on the other hand, another druggist is extremely careful in the selection of his stock, watching and examining every article that comes into his store, buying only from those in whom he has