

both are practically identical, we have not hesitated to commence and to continue to advocate, on all opportune occasions, an alliance along such lines as would consolidate their influence whilst not interfering with the local control which each might find it advantageous to wield over their educational institutions. We are satisfied that the pharmacists in both provinces would welcome a consolidation of their power, and we are as fully convinced that Canadian pharmacy will never assume its true position until a union of these bodies is effected which will secure to votaries of pharmacy recognition as Canadian rather than provincial pharmacists.

Better Times.

While the experience which the druggists have derived from the past five years would not warrant an anticipation of good times, it cannot be gainsaid that business in all departments of commercial activity is better than it has been, and that the general trade of the country justifies an expectation of better times. The druggist, like every other business man, is bound to get a share of the extra cash which goes into circulation, and we hope his share may be a large one. When times are hard the customers are more discriminating and harder to deal with. They then need the bargains which they seek, and as their training induces them to regard the druggist as a merchant who never gives one, he is avoided as much as possible. When times are better, they do not mind the imaginary loss of a few pennies, and the druggist profits accordingly. The advent of more prosperous times will not make the average druggist rich, but a little relief from the tension under which he has labored will be fully appreciated. We earnestly hope that good times, now that they have come, may stay long and help the drug trade out of the rut into which it has fallen. We are convinced that the trade is prepared to make hay while the sun shines, and to put to good use what it does make.

Serving Customers.

Few things contribute more to create a favorable impression upon the customer than the manner in which he is served. The proprietor or clerk who has learned or appreciates the value of the art of politeness will be sure to reap a return from which it cannot be derived from any other source. Prompt and at-

tentive service is the first duty of the clerk. Promptitude is not enough alone. It merely constitutes an act, but the attention constitutes a manner. Not an unnecessary moment should be lost in waiting upon the customer. The presence of more than can be attended to promptly simply throws more responsibility upon the attendant whose duty then is to notice each customer by passing a word of recognition until such time as they can be served. The attendant who understands human nature can do as much with head as his hands, although in such circumstances both should be actively employed. The customer who is recognized by a word of greeting will be generous enough to wait his turn. The recognition binds him and the unwritten law of civility will prevent him leaving. It is generally too late to notice him when he is making for the door by saying, "Is there anything I can do for you? I will be with you in a moment." He naturally feels that your interests and not his are what impel the remark and is influenced accordingly. The serving successfully of all customers depends upon the manner in which it is done. If each can be influenced by your manner to believe that his trade is appreciated and that you will do your utmost to please him, his patronage is certain to remain with you. Always bear in mind that the same kind of attention which you like to receive as a customer will be agreeable to others. The doing unto others as you would that they should do unto you, is excellent policy in business matters.

The Price of Tinctures.

Are tinctures dispensed and sold by the druggist at a price proportionate to their cost? We think not.

There is not a druggist in Canada of twenty years' experience who does not recollect that in his time alcohol sold for about one-half its present price, yet in all that time the charge for tinctures has remained practically unchanged. Conditions of trade have changed, and in everything over which the druggist does not exercise absolute control he has been obliged to lower his price. It is a hard rule that won't work two ways, and we are of the opinion that when the druggist is forced by the buying public to give them values they do not thank him for, he is justified in return in demanding values which he need not thank them

for. One of the special benefits which we believe could be derived from the formation of a Dominion commercial drug association would be the adjustment of questions such as this. We feel sure that if each druggist was asked to give his candid opinion as to the present price of tinctures, extracts, etc., being adequate he would unhesitatingly answer no.

In raising a question of this kind, we wish to avoid even the appearance of theoretical discussion and to have the drug trade make it a practical live issue. If no other way can be arrived at to make it so, we would suggest that some member of our College Councils should bring it forward at a semi-annual meeting, and introduce a motion fixing prices, which, upon adoption, would have the force of official sanction, and which would then, we believe, be adopted by the drug trade at large.

The Cape Colony Medical and Pharmacy Act, 1891, as Amended 1899.

Proprietary Medicines containing poison must be so labelled and the ingredients also to be indicated on the label.

We have received from the resident correspondent of the *Chemist and Druggist* at Cape Town, Cape of Good Hope, the amendments to the Pharmacy Act, which have recently been passed by the Government of Cape Colony, and which affect the sale of all patent and proprietary medicines in that Colony.

It would be seen by the clauses of the Act, which are given below, that in future all patent or proprietary medicines when containing a poison, as mentioned in the Third Schedule of the Act shall not only be labelled poison, but also shall indicate on its label the name of such poison.

It must, however, be observed that this only applies to Cape Colony and its dependencies, and not to Natal, Rhodesia, Transvaal or Orange Free State.

The Cape Government, after periodical attempts extending over many years now, has succeeded in amending the Medical and Pharmacy Act, 1891, as indicated. Mention was made in this journal at the beginning of the year that in all probability the clauses bearing for the most part on patent medicines and packed goods to the extent of carrying their formula without exception would be amended down to a simple poison regulation. This has now taken place, and the clause has been altered to read as follows:

Clause (16) "From and after a date