

We feel that we should not close this article without warning all our friends that it is just in such times of prosperity that lines of credit are not looked after as closely as they should be; such an oversight is almost sure to lead to trouble.

Study Your Business.

A great many business men win where others would lose simply because they study their business. With druggists, as with other merchants, it is necessary that they study the character of their trade, and adapt themselves to it. In fact the word adaptation frequently explains how success is attained. The city druggist cannot remove to a country village and maintain his city stock and city ways. If he does he will soon have a stock for sale at so much on the dollar. The man in each of the respective positions must conform to the requirements of his customers. He must study their wants, and be prepared to supply them. If he has a country trade he must learn the name of every farmer within a radius of ten miles. As his stock will necessarily include field seeds, cattle foods, condition powders and veterinary remedies, he needs to know which his customers can be interested in, and act accordingly. He must be ready at all times to give free advice and in order to do so to his own personal advantage, as well as to his customer, he must have a knowledge of all kinds of home and stable remedies at his finger ends. He can't afford to be too dignified, as he will find that an occasional visit paid and meal partaken of at his patron's house will be much to his advantage.

If, on the other hand, his business is in a city, he must keep his store neat clean and attractive. His stock must be up to date and his appointments such that he can influence the best medical trade. Women and children who will be his most frequent customers should be especially attended to. Children particularly have long memories for little attentions paid or favors done them, and they are apt to ask their mamma's permission to go to So-and-so's store because he is nice to me—gave me a candy, booklet, picture or some other trifle. Mammias also have good memories for those who treat their children fairly and kindly and they are sure to reward the attention shown by continued and increasing patronage. Under all circumstances of trade it is

imperatively the druggist's duty and wisest policy to cultivate trade as he notes it. It is always easier to develop the trade that is inclined to come than to determine for yourself what you will have and what you will not, and the suggestion to "study your business" is tendered solely along those lines.

Training Clerks.

No duty which the druggist has to perform is more important than that of training his clerks, and yet few are more carelessly fulfilled. The duty is not performed by asking his apprentice to keep his eyes and ears open so he may learn everything as an object lesson. The object of the apprentice should be to learn everything within his power which would enable him to serve his master to advantage and to advance his own interests, by professional education. The aim of his master should be to train him to the best of his ability, so that he may reap intelligent service and fit the young man for the profession which he has undertaken to train him for. How this can best be done may well be enquired into, and following our own experience we would suggest a plan which will on general principles adapt itself anywhere:

First. Establish the plan that, say, one-half or one day shall be at the disposal of each of your employees for study. Second. Map out personally the course of study that must be followed, adopting, if thought fit, that usually outlined in the curriculum of study adopted by your College of Pharmacy. Third. Take such personal supervision of this course that you will be able to know thoroughly the advancement being made.

If you keep a graduate, place the junior under him, and give orders that he shall take your place in instructing as far as possible, you merely quizzing from time to time, to keep in touch with their progress. If no clerk is kept, perform the duty faithfully yourself. Upon the arrival of the apprentice, take him first to your shop bottles, naming them to him in full, and explaining what occurs to you at the time. As the names are being given, get him to repeat after you so that you may note the attention paid. Drawers, lockers, shelves, etc., should be gone through in like manner, until the stock has been entirely visited. The apprentice should then be required to go through the same routine by himself, and

to note all points upon which he would like further information. He should be quizzed from time to time, and a course of reading, rather than study, be first mapped out, the reading to cover primarily the work which later he will be expected to study more closely.

He should be required to prepare and commit to memory a complete list of B.C.P. poisons, with their doses and antidotes, but paying particular attention to those officially included in the Pharmacopœia. The time allowed him for study during his first two years may well be devoted to reading, and the last two to studying. Reading, not being irksome, will lead to study, and will so familiarize the more difficult names, terms, etc., that their retention finally will be comparatively easy.

Conscientious pursuit of this plan, or any analogous one, will give big dividends to both the preceptor and his apprentice, and will establish a feeling of mutual interest which will be sure to remain long after their positions as master and clerk shall have terminated. The master will feel that he has done his duty, and the clerk, when he enters on his college course, will speedily realize the value which the regular study each day during four years has been to him. His honorable graduation is assured, and an incentive given him to treat those entrusted to his care as he has been treated.

Advancing Prices.

As an evidence of good times in general, this continent is witnessing an unusual advance in prices in nearly every line of trade. The manufacturer, being the producer, is obliged to raise his prices because both to his employees, and to the source of his supplies of raw material, he is obliged to pay more. The jobber in turn, and finally the dealer, are obliged to follow suit, and the customer, finding that his former salary will not supply his needs, is obliged to demand more pay for his services.

How is the druggist affected? A combine in glassware increases the price of his bottles. Chemicals are affected because monopolists have stopped manufacturing until the demand exhausts the supply, and creates anxiety enough to enable them to advance prices a few degrees. A meeting of the Patent Medicine Association a few months ago deprived him of a portion of his profits from the sale of such goods.