

Mr. W. E. Cowan, druggist, Deloraine, left last week for a month's visit to Ontario.

Mr. H. H. Casselman has returned to Winnipeg after a three months' visit to the east. He will take a position with Mr. C. M. Eddington.

Dr. Poole, of Roland, Man., has made arrangements for the opening of a drug store at that place.

Mr. C. M. Eddington, Market street drug store, Winnipeg, is making extensive alterations and improvements on his store, which, when completed, will be found to be as neat and commodious a drug store as may be seen in the west. A twenty-foot cement walk has recently been laid in front of the premises, which will add much to the appearance of the front store.

Mr. Charles E. Frasst, representing Messrs. Henry K. Wampole & Co., of Philadelphia and Toronto, has been travelling through the province on behalf of preparations manufactured by the firm.

Dr. R. P. Crookshinck and wife, of Rapid City, have just returned from an extensive trip to the maritime provinces.

Mr. Brent Good, of Carter's Pill fame, is expected in the province in a few days. He is travelling east over the Canadian Pacific Railway in a private coach.

A drug store will be opened at Russell, Man., in a few days.

British Columbia Notes.

Events of sufficient interest to warrant being recorded have been almost *nil* during the past month or so in this province. Considerable attention has been given to the gold mining in the Kootenays and Alberni, and some enterprising men have torn themselves away from the comforts of town life for the hardships of the more remunerative diggings.

Business has been better for months past, and a decidedly better feeling is noticeable among the people. That the druggists have faith in the continuance of the improvement is evidenced by the decided strides made along the line of store embellishment. The days of musty, dusty, mysterious drug stores are long past, and yet there are some antiquated pharmacists who still persist along the old paths. Druggist C. E. Jones has in contemplation extensive alterations, in which he will enlarge his floor space, but moving down Government street a couple of stores, and in future occupying two instead of one.

Some few druggists in Vancouver, Westminster, and Victoria, have joined the Ontario Chemists' Manufacturing Company, and have placed the goods on the market. From what we have been able to gather, the medicines so far introduced have given satisfactory results.

The council of the B.C.P.A. met in the offices of Messrs. Lanley & Co. on September 19th. The business transacted was of an unimportant routine nature, although vows were registered by

all present to secure the proper observance of the new amendments to the Pharmacy Act, and especially the sale of poisons. As the Act, as a whole, may be said to be fairly strong, those druggists who do not comply with its provisions may find themselves money out ere long.

Dr. S. A. Metherall, formerly of Victoria, has purchased the stock and business of the Vancouver Drug Company, Vancouver, for \$3,000. Mr. Mallory, formerly with C. E. Jones, of Victoria, has gone to manage the business, and it is understood he also has an interest in the business.

J. F. Rolls, late of the Vancouver Drug Company, has opened up at Three Forks.

Mr. Allen, graduate of the O.C.P., is the new clerk at Messrs. Langley & Co.'s, Victoria.

Mr. Charles Van Houten, it is reported, has acquired the proprietorship of the branch drug store which he formerly managed for E. Pimbury & Co. in Union.

Trade Journal Advertising.

By E. H. GANE, Ph.C., New York.

Those who speak lightly as to the efficacy of trade journal advertising have evidently not given the subject that consideration which it merits. We believe that the facts will bear us out in the assertion that more can be accomplished, with a given amount of expenditure, through trade journals than in any other way. By this we mean that let two articles be of equal merit—one of which is adapted to the members of some branch of a trade and the other for the public in general—and it would take, in all likelihood, three or four times as much money to secure the same reputation for and results from the latter as from the former. What can be accomplished in the shoe and leather trade is being demonstrated right along. We have in mind numerous cases where the most wonderful and satisfactory results were achieved. One house, whose business was not satisfactory, and which produced an article which is no more of a specialty than plain sole leather, calfskins or linings, decided, after much persuasion, to appropriate \$5,000 for advertising purposes during a recent year. Arrangements were made with a number of the leading trade journals for a page of space regularly. A man with original ideas carefully prepared the announcements and saw that they were inserted in a way calculated to accomplish the most good. What was the result? Well, it would be almost risky to tell, because some of the doubting Thomases may smile and shake their heads with incredulity. The plain, unvarnished truth, however, is that the expenditure brought back something like 5,000 per cent. of gain, although it was undertaken with considerable forebodings of failure. In another case an article used in connection with footwear was given such a reputation through the trade press

in the space of about four months that every retailer in the country now demands it. There are scores of other illustrations which might be cited, all of which show that the trade press offers a field which is absolutely unrivalled for the obtaining of results by the expenditure of a comparatively small amount of money. Indeed, it is questionable whether too good results are not often secured to be advantageous to the publishers of the trade journals, because those whose business so speedily develops tremendous proportions are not inapt to get the idea that the gain is attributable to some other reason than advertising. In other words, they get such an exalted opinion of their shrewdness that they consider themselves too important to longer depend upon the publicity to be secured from the trade press. The natural result in many such cases is that the period of decadence sets in. Then, unless they are shrewd enough to renew their efforts in the direction of advertising, they are very apt to forever afterward decry the value of printers' ink.—*Shoe and Leather Facts.*

Side Lines for Druggists.

2. PAINTS AND OILS.—The encroachments which have been made upon the lines which, in former years, were largely handled by the drug trade, together with the idea of many in the trade that drugs, "pure and simple," were all that should form the stock of the retail druggist, has had a tendency to divert lines of goods into other traders' hands, to the loss of the druggist. This line, of paints and oils, at one time formed a considerable part of the stock, and was a source of a good deal of revenue to a large number of druggists, and in many instances yet a goodly portion of this business is done by them. Where it is not deemed advisable to add to the stock a quantity of the heavier goods, a nice assortment of mixed paints, of high grade, together with brushes, form a desirable and lucrative addition to the drug store, and are quite in keeping with the business. Another line which may be classed with these, and for which the demand is on the increase, is:

3. ARTISTS' MATERIALS.—Tube paints, water colors, easels, palettes, a few studies, enamels, and crayons, together with other *et ceteras* in the amateur or professional artists' line, may frequently be added with advantage. An excellent way of advertising a specialty of your own make, some proprietary remedy or toilet preparation, is to have a short pamphlet enclosed in parcels of these lines, which not only summarizes the variety of artists' materials which you handle, but speaks briefly and pointedly of your preparations.

To make the eyebrows grow, the *Popular Medical Monthly* advises the use of common salt. The brows are to be rubbed with this every night before going to bed.