

date matter which touches the vital interests of their profession.

The thoroughness of survey which they make enables them to note striking and interesting advertising, and although it may not be scanned for any special purpose, the fact that these mediums have proven the best paying to the advertiser, demonstrates that the mind takes in what the eye sees and that a portion of it stays and creates the influence intended by the advertiser. The man who has something to advertise in which members of these professions are interested, and who studies to place his advertisement so that it will attract attention, has found the cheapest and most effective way of securing and influencing a clientage which can be obtained. A casual survey of any drug journal will show, not only the vast variety of advertisers but a very large percentage who will be recognized as permanent occupants of its pages. Not only will they be recognized as permanent, but they will be noted as persons who do not advertise in any other way. Their experience has satisfied them that the direct and specific medium is the best, and that the best is the cheapest.

O.C.P. Council Proceedings.

The proceedings of the recent meeting of the Council of the Ontario College of Pharmacy were not marked by any event out of the ordinary. With total college receipts of nearly \$19,000 for the six months commencing August 1st, 1899, and ending February 1st, 1900, and disbursements made up principally of bank deposits and payments on newly-purchased property at the rear of the present buildings, the College was able to present a statement showing assets of \$65,000, with liabilities of about \$5,000.

Financially, the Ontario College will soon be in a position to run itself with its interest fund.

A petition from the College class, praying that the Council would waive the examinations in practical chemistry and pharmacy until the course was extended to two years, did not meet with favor by the Education Committee, and the boys will, in consequence, earn their certificates by the performance of additional practical work. The action of the students in foregoing their usual annual dinner, and contributing, instead, one dollar each to the relief fund of the families of Canadian soldiers serving in South Africa, aroused

in the Council an emulative spirit and inspired a contribution of seventy-five dollars from that body for similar purposes.

Mr. J. M. Hargreaves' motion to enforce a more honorable performance of the apprenticeship contract did not meet with the support it deserved and the apprentice can in consequence continue to change his employer as often as he finds a chance to better himself. Possibly for the apprentice's sake it is just as well.

The subject of matriculation was again to the front, and a final attempt will be made to settle the matter by securing legislative authority to accept the certificate of the Education Department of the Province of Ontario, doubtless University Matriculation standing.

The action of the Council in selecting their President and ex-President to confer with the Pharmaceutical Association of the Province of Quebec to discuss terms for reciprocal interchange of diplomas was a compliment to the Quebec body which we hope will be appreciated. We would be glad, indeed, to see such terms arranged as would be mutually fair to the druggists of each province and which would pave the way for joint action on the part of the sister provinces. Mr. Hargreaves also succeeded in all matters pertaining to the well being of pharmacy in Canada.

The decision of the Council to register a licentiate of the Pharmaceutical Society of Great Britain is not in any sense a departure from custom, but the opening of the subject by the application of a graduate at the present time, affords an opportunity for our Council to negotiate with the British authorities for positions in the army and navy for some of our graduates, who are as worthy to dispense for the British sick soldiers as our Canadian troops are to fight with their well ones.

Mr. John Hargreaves has managed to drive the thin edge of the wedge into the Council's overcoming reticence to meddle with commercial matters, by securing the appointment of two delegates to the forthcoming meeting of N. A. R. D.

The subject of Quiz class was as usual a bone of contention, the Council being apparently in favor of the classes on account of custom, but differing considerably as to the wisdom of permitting

members of the faculty to control them outside of Council supervision. The matter apparently rests in abeyance subject to direct objections to the Council body. To the faculty it means, if no body kicks do as you like. The proceedings throughout cannot well be termed momentous, but some departures have been made which may possibly produce results later to the benefit of the trade at large.

A Gratifying Showing.

Our readers when looking over the pages of this issue of THE CANADIAN DRUGGIST cannot fail to be struck with the addition to our advertising pages, and this not as a result of any extraordinary exertion, nor under the guise of a special issue.

This very gratifying increase may be accounted for in several ways. In the first place business throughout Canada generally is in excellent shape. The public are purchasing more freely, the retailer sees additional evidence of prosperity, and buys more liberally, and the jobber and manufacturer both benefit through the existent state of affairs.

Then again the drug trade itself is, we believe, in a better position, taking it altogether, than it has been in many years. The volume of business being done is larger and money more plentiful.

Another, and by no means the smallest factor, is the acknowledged value of the pages of the CANADIAN DRUGGIST as an advertising medium. When a journal of this class, which reaches the druggists from the Atlantic to the Pacific throughout this vast Dominion, is able to produce for its advertisers such gratifying results as have been obtained from it, there is no difficulty in finding the main reason for our enlarged edition of this issue.

Tritols

Name given by Dieterich to a series of emulsions, prepared by the aid of diastatic malt extract, in which one part of extract suffices for the emulsification of three parts of oil. Thus there is a Tritol of codliver oil, a Tritol of castor oil, etc.—*Phar. Zeit.*

Every officer and soldier who goes into battle in South Africa has within the lining of his coat a small packet of dressings, which, if slightly wounded, he can use for himself to prevent blood poisoning before aid come to him.