

G. C. Briggs & Sons, Hamilton.  
 Brayley Sons & Co., Montreal, Que.  
 Dr. E. Morin & Co., Quebec, Que.  
 E. Giroux Frère, Quebec, Que.  
 W. Brunet & Co., Quebec, Que.  
 W. B. MacDonald, Ottawa.

MANUFACTURERS.

J. C. Ayer & Co., Lowell, Mass.  
 Wells, Richardson & Co., Montreal.  
 Scott & Bowne, New York.  
 R. V. Pierce, Buffalo.  
 S. G. Detchon, Toronto.  
 Warner's Safe Cure Co., Rochester.  
 Edmansson, Bates Co., Toronto.  
 J. Gustave Laviolette, Montreal.  
 The Dodds Medicine Co. (Limited), Toronto.  
 The T. A. Slocum Chemical Co. (Limited), Toronto.  
 The Woodward Medicine Co. (Celery King), Toronto.  
 D. Densmore & Co., Toronto.  
 J. A. Gibbons & Co., Toronto.  
 J. H. Sanderson, Richmond Hill.  
 The Balm Medicine Co., Toronto.  
 Radway & Co., Montreal.  
 Allan & Co., Toronto.  
 C. A. Vogeler & Co., Toronto.  
 The Ontario Chemists' Manufacturing Co., Hamilton.  
 Kobo Medicine Co., Toronto.  
 W. Bryers Barkwell, London.  
 E. Millar & Co., Dresden.  
 K. D. C., New Glasgow, N.S.  
 Toronto Pharmacal Co., Toronto.  
 Home Health Medicine Co., Toronto.  
 S. S. Ryckman Medicine Co., Hamilton.

PHARMACEUTICAL PRODUCTS.

Parke, Davis & Co., Detroit and Walkerville.  
 F. Stearns & Co., Detroit and Windsor.  
 Henry K. Wampole & Co., Toronto.

MANUFACTURER'S AGENTS.

Gilmour Bros. & Co., Montreal.  
 Representing { Johnson & Johnson,  
 The Papoid Co.,  
 Upjohn Pill and Granule Co  
 Dr. Bengue.  
 R. L. Gibson, Toronto.  
 Representing { Maltine Manufacturing Co.  
 Reed & Carnrick,  
 N.Y. Pharmacal Association  
 Arlington Chemical Co.,  
 Palisade Manufacturing Co

PERFUMERS.

Seely Manufacturing Co., Windsor.

RUBBER GOODS.

Toronto Rubber Co., Toronto.

Montreal Retail Drug Association.

A well-attended meeting of the Montreal retail druggists of Montreal was held in the college building on March 12th.

The president of the provincial association, Mr. J. Contant, occupied the chair. In an opening address he explained that the meeting had been called to hear a report of the work done by the sister society in Ontario, and also to advance the

cause in their own province. Mr. Pepper, secretary of the Ontario society, in response to a call from the chairman, gave a detailed account of the inception and progress of the society in their province, dealing with the condition of affairs which brought about its formation, its wonderful growth, and the benefits already experienced in many parts. The one point most emphasized by Mr. Pepper was that of co-operation. In this lay our only hope of securing permanent benefit, and this co-operation must be between members of the trade in all parts of the Dominion.

Mr. Gibbard followed, dealing with the subject along the same lines.

Much information as to detail work of the society was brought out in answer to questions asked by various members, all of whom seemed thoroughly interested.

The provincial executive was strengthened by the addition of the following gentlemen: Messrs. E. Roy, W. H. Griffiths, of Sherbrooke, and R. W. Williams, of Three Rivers.

On motion of Mr. H. J. Jackson, seconded by Mr. A. J. Laurance, a vote of thanks was unanimously tendered to Messrs. Gibbard and Pepper for the interest taken and the work done in the formation of the society.

After responses by those gentlemen the meeting broke up, all feeling that a profitable two hours had been spent.

Sundries.

Theodore Ricksecker, manufacturing perfumer, New York City, has made an assignment.

The Pharmacists' Cigar Company, of Detroit, Mich., has been incorporated, with a capital stock of \$25,000. The incorporators are all retail druggists, and the intention is to run it "in the interests of the druggists."

Waubausenc, Ont., wants a resident physician.

IT IS COMING TO THIS.—New York City has a drug store which is strictly a Prescription Pharmacy. No patent medicines or proprietary articles are carried in stock. Patronage of all the leading physicians is accorded this establishment, and ten clerks are kept busy compounding prescriptions. It is said the proprietor of this store cleans up a net profit of \$25,000 annually.—*Ex.*

The Radam Microbe Killer Company failed in its suite in the Assize Court at Toronto against William Radam, of New York, whom they sued for \$5,000 for alleged libel and wrongful tampering with mail. The jury returned a verdict for defendant.

In a recent advertisement of The T. Eaton Co., in one of the daily papers, the

following articles appeared amongst the list of drugs, etc., at reduced prices: Camphoreted Chalk, Borac Acid, Oil of Aniseed, Bland's Pills — and yet some people will purchase from these "thoroughly experienced druggists," as those in charge are called!

SELLING WITHOUT A LICENSE.—The *Renfrew Mercury* has the following, which may prove both interesting and of value to our readers who handle optical goods: "Prof. Chamberlain, an optician, who has occasionally visited Renfrew to do business, did not make a lengthy stay last week. Chief McDermott called on him with a summons to appear before Magistrate McDonald to answer to a charge of selling without a transient trader's license. At first the professor was highly indignant. He would sue the mayor, and chief, and town, if he were detained here. After consulting a legal gentleman, however, he cooled. He visited the chief again, and said that he had done little business this trip, and if not prosecuted would pay all costs and would give a written guarantee that he would not attempt to do business again in Renfrew without taking out a trader's license. After consultation with the magistrate, the chief agreed to this settlement. The professor paid \$2.30 costs.

Advertising Axioms.

BY J. WALTER THOMSON, OF NEW YORK.

"Virtue increases under a weight or burden," and results increase with a comprehensive expenditure of money in good advertising mediums.

"Better late than never." The golden opportunity is still open to him who would enrich himself by judiciously advertising. None other will pay.

"Mind moves matter." Therefore exercise your mind to advertise so as to stir the gray matter of the brains of the people and affect their pocketbooks.

Good goods will sell to good people constantly. Poor goods only once. Don't let people say, "After having praised their wine they sell us vinegar."

"There is no lock but a golden key will open it," except that of the people's pocketbook. First-class ads will do this with golden results. When people think they want a thing they do want it, and they get it.

To be prominent anywhere one must have marked characteristics. So it is with an advertisement in the crowded columns of newspapers and magazines; in order to produce the best result, it must be clear, definite, conspicuous, and fresh. *Is yours of this character?*

Liqueur D'Anthracite is prepared (*Nederl. Tydschr.*) by macerating at 35°C. together, shaking occasionally, 100 grams of coal tar, 200 grams of benzol, and 200 grams of 90 per cent. alcohol.