

dates at the recent Pharmaceutical Association held in Halifax:—Hugh E. Calkin, Jas. W. McPartridge, William Hines, Clifford A. Mumford, William H. Moody, Edward T. Power, Leonard Murray, John D. Tuppen.

New Brunswick Notes.

On the 19th June the N. B. Pharmaceutical Society held their annual meeting in St. John. After the meeting was over the Council met to elect officers for the ensuing year. R. E. Coupe, St. John, was elected President, M. V. Paddock, Vice-President, R. W. McCarty, Registrar, and H. J. Dick, Treasurer. Council, Winslow Tilley, St. Marys, C. H. Fairweather, Sussex, W. B. Smith, St. John, W. H. Mowatt, J. Walter Clarke, C. W. Parker, Struan Robertson, George A. Moore. In the afternoon the members of the Society were taken out to Ben Lomond on the tally ho and buck board, where, with the visiting friends, they were entertained by the St. John druggists. After partaking of a substantial repast, the usual toasts were proposed, and songs, recitations, etc., given. At about 11 p. m. the toast, "To our next Merry Meeting," was drunk, hands all round, followed by the toast of "our host and hostess," Mr. and Mrs. Richards, after which the party broke up and returned home, having spent a very pleasant day.

Messrs. Thomas Wran, P. J. Donohoe and F. A. Sharpe, all of St. John, passed the final examination held in St. John on June 12th.

Early in June the building in which Chas. W. Parker had his drug store took fire, cause unknown. His stock was much damaged by smoke and water. The building was four stories, brick. The two upper flats, occupied by a wholesale dry goods firm, were almost entirely destroyed by fire, and the roof burnt off. Mr. Parker's stock was valued at about \$5,000, insurance about \$2,500. Mr. Parker has temporarily moved his business to Prince William street. He will return again to his old stand when the repairs on the building are completed.

Pharmaceutical Examinations.

The quarterly meeting of the preliminary Board of Examiners of the Pharmaceutical Association of the Province of Quebec was held in the Montreal College of Pharmacy, 595 La Gauchetiere street, and Laval University, Quebec, on Thursday, July 5th, when thirty-six candidates presented themselves in Montreal and seven in Quebec, and of these, the following passed in order of merit, namely:—J. Vaschereau, J. O. Mathieu, A. Arcand, G. Richard, V. F. Forges, O. Robert, P. J. Taylor, A. Lord, O. Thibault, O. H. Tansley, G. P. Plamondin, T. E. Gagner, J. A. Gayer, and L. Achille Roy. The following candidates passed on all subjects but arithmetic, namely:—Percy E. Jones, and E. Jacotel, who will have to present

themselves for that subject in October next. The remainder of the candidates are referred back for further study, and will be required to take up all subjects should they again present themselves. The subjects of the examination are English and French Grammar, English and French Translation, Latin, Arithmetic, History and Geography.

The Preliminary Board of Examiners are Professors A. Leblond de Brumath and Isaac Gammell, with A. La Rue, of Quebec, as Supervisor of Examinations for Quebec City and district.

The next examination will be held on the 4th October, and candidates are required to give ten days' notice of their intention to present themselves. This rule is strictly carried out.

Notes from England.

(From our own Correspondent.)

London, June 27th, 1894.

In several letters recently I have drawn attention to the conspicuous advantages which pharmacists possess over other trades and professions in introducing specialties or proprietary preparations. I suppose there is hardly a chemist in the Dominion, any more than here, who does not possess one or more special preparations, which, by judicious advertising, might develop into a big and profitable addition to his ordinary business. Our trade journals have been placing the matter plainly before the trade, but the great difficulty which presents itself first of all is the preliminary outlay. To what extent is a man justified in sinking capital over an experiment that may involve failure and pecuniary loss? This is always the most difficult question to answer and must depend upon the view that a man takes as to success. Let it be clearly understood that to obtain a general sale of a proprietary preparation all over the country in a short space of time is a very difficult and arduous task. The number that are launched yearly and yet fail to establish themselves is a convincing proof that the struggle is greater than it used to be. Briefly, the reasons for this may be stated as follows:—1st. Wholesale and retail druggists alike have so frequently been bitten by the ephemeral career of some of these comet-like preparations that they always look askance at a new proprietary and refuse to stock them until obliged. This is an important point which should be borne in mind and which everyone can verify. 2nd. The introduction of a new remedy is daily becoming more difficult as nearly every field is occupied by some well-established *specialite* which it is almost impossible to shift. 3rd. The public require a certain assimilation-period before they are induced, no matter the advertising, to patronize an hitherto unheard of remedy.

These are the matters which naturally prevent many a druggist from running his favorite cough-mixture, corn solvent or embrocation for rheumatism, &c., as a

specialite outside his immediate connection. But although these reasons, as above detailed, are sufficient to prevent a too ambitious start, they do not seem adequate to deter any one from adopting a modest plan for extending the sale of his proprietary preparations.

The superior advantage of a chemist is in the starting-point. Around him he has a connection already accustomed to his name and relying upon his judgment in many a trivial ailment. Let him take the best of his proprietaries, and, of course, the one that penetrates a comparatively new field will, all things being equal, probably be the best. It is advisable to register a name and trade mark, for when imitations commence, these will be invaluable. A plentiful supply of the remedy should be stocked in a conspicuous part of the shop and the window occasionally filled with it. A circulation of a pamphlet or hand-bill from house to house two or three times a year, according to the season and nature of the preparation, is a cheap and effective form of advertisement. Special arrangement should be made for an occasional display in the local newspaper—in fact, take every opportunity of extending the local acquaintance of your article. The larger and more ambitious work may well come after experience has been gained in this manner.

Of all forms of advertising, newspaper advertising is the most expensive, as it is absolutely essential that the advertising should be consistently carried on. This it invariably the reason for success given by all big *specialite* proprietors, although their methods are often very different. Thus Eno continues the old prose method of advertising that was popular 20 years ago. Pears have always adopted the pictorial method. Some constantly change their illustrations and reading matter, like Guy's Tonic and Frazer's Tablets. Others, like Carter's Little Liver Pills and Owbridge's Lung Tonic, have only had one or two advertisements which they have used right through. But each and all constantly maintain their advertisements and are continually seeking new media by which to reach the masses.

One point is worth remembering by a druggist who advertises a *specialite*. Every dollar spent is indirectly spent in pushing his ordinary business as well. This is an important fact that should carry a good deal of weight.

In my letter last month, I mentioned some of the veterinary work and remedies which druggists might well develop. We have just had the annual Veterinary Congress held in the rooms of the Society of Arts, in London. The attendance was small and the exhibition of drugs and instruments in the annual museum looked meagre beside the similar affair at the medical meetings. But I was struck with the fact that specialties are evidently very largely employed by the veterinary profession as they are by the medical. Each of the wholesale druggists exhibiting had quite a number of these, and un-