

fairly representative of all parts of the Province.

Perhaps at no time since the inception of the College has the same interest been taken, and, as may be expected, fault found, rightly or wrongly as it may be, with its working and result, therefore much is expected of the present Council, and we trust that they will be found equal to the occasion.

FANCY GOODS IN THE DRUG STORE.

There is, perhaps, nothing more essential to a drug business than that the store should look pretty. Clean and evenly labelled bottles placed at uniform intervals on the shelves, nice fresh sponges regularly assorted in a basket or on a revolving wire-holder, a handsomely-framed mirror, coloured lights in the window, tooth brushes and combs laid, not in heaps, but in rows, and divided according to value in proper trays, constantly refreshed samples of patent medicines, tooth powders, etc., are all essentials which every druggist will constantly keep watch upon, but a well-burnished show-case, full of pretty fancy goods, does more to assist in making the store attractive than would be generally accredited by the druggist himself. Customers waiting for prescriptions invariably spend their time looking around. It will generally be found that the pretty fancy goods give them the greatest pleasure, and the skilful salesman should not lose his opportunity of either making a sale or preparing the ground for a future visit with that intention. The one great drawback druggists have to contend with in selling fancy goods is, that people imagine that the advance put upon all his goods is the same. To obviate this the storekeeper should take some decided action to show that his fancy goods are cheap. Perhaps the best mode is to ticket a few of the "leaders," and when talking, not to forget the impression that his customer probably has. This difficulty once set aside and a druggist should be able to work up a larger and profitable trade in gifts and useful sundries and fancy goods.

CANADIAN MEDICOS.

The annual meeting of the Dominion Medical Association was held this year at Banff, N.-W.T., on August 12 and 13, and was largely attended by physicians from all parts of Canada, as well as a goodly number from the United States. The following are the officers elect for the ensuing year :

President—Dr. James Ross, Toronto.

Vice-Presidents—For Ontario, Dr. Bruce

Smith, Seaforth; for Quebec, Dr. Lachapelle, Montreal; for Nova Scotia, Dr. Johnston, Sydney Mines; for New Brunswick, Dr. Holden, St. John's; for Prince Edward Island, Dr. McLeod, Charlottetown; for Manitoba, Dr. Spencer, Brandon; for North-West Territories, Dr. Butt, Banff; for British Columbia, Dr. Edwards, Nanaimo.

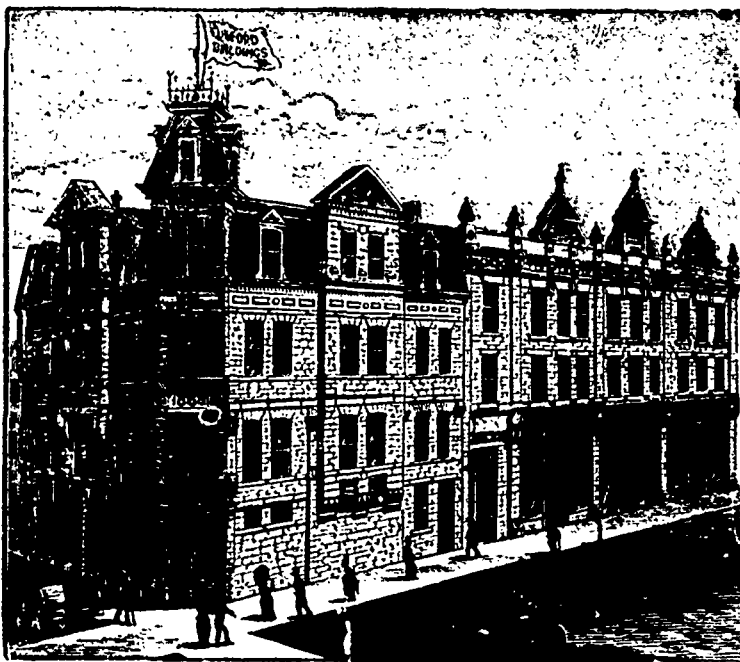
General Secretary—Dr. James Bell, Montreal.

Treasurer—Dr. W. H. B. Aikins, Toronto.

Local Secretaries—For Ontario, Dr. Farley, Belleville; for Quebec, Dr. Elder, Huntingdon; for Nova Scotia, Dr. Muir, Truro; for New Brunswick, Dr. Raymond, Sussex; for Prince Edward Island, Dr. Warburton, Charlottetown; for North-West Territories, Dr. Higginson, Winnipeg; for British Columbia, Dr. Rutledge, Moosomin.

The new block is situated on the corner of King Street and Court House Avenue, adjoining the Post Office, and has a total frontage on both sides of 175 feet. It is constructed entirely of limestone brought from the Ottawa Valley, and is elaborately trimmed with Credit Valley stone, and presents at once a handsome and imposing appearance. On the ground floor are five handsomely finished stores, the principal one being that located on the corner, and occupied by the firm with their drug business. The store is beyond question the handsomest drug store in the Dominion. The entire front of the store is of massive plate-glass, surmounted by panels of art glass in rich colours, giving a most pleasing effect.

The interior of the store has apparently been fitted up regardless of expense. The walls and ceiling were decorated by New York artists, and is known as *lin spar*, and



BUILDING OCCUPIED BY FULFORD & Co.

A PROSPEROUS DRUGGIST.

It is always a pleasure on the part of the CANADIAN DRUGGIST to note evidences of prosperity and enterprise among the trade; and it is with feelings of this nature that we present the readers of this number with a woodcut of the magnificent block recently completed by G. T. Fulford, druggist, of Brockville, together with a brief description of the same. Messrs. Fulford & Co. are well known from one end of the Dominion to the other as the manufacturers of Nasal Balm, a sterling remedy for the cure of catarrh. They are known, too, as successful and enterprising druggists, and their handsome new block gives the best evidence of their business and financial solidity.

the decorations present an effect both rich and unique. The shop fittings are of birch and curly maple, elaborately carved and finished in the natural colours, while here and there panels of costly bevelled plate-glass mirrors add to the effect. The floor is of black and white marble tile, laid in mosaic fashion. The dispensary is probably as complete as human ingenuity can make it, and fitted with elaborate appliances of the trade.

The second and third stories are fitted up for office purposes *en suite*, and admirably adapted for the purpose intended. The fourth storey is devoted to the laboratory for the manufacture of Nasal Balm, etc., and has been specially fitted up for carrying on the firm's large and increasing