

not, you are not. The 17th decides. Don't forget the day; be sure to act.

Another Free Course in Optics to Subscribers of the "Canadian Druggist."

In our issue of November we offered a free course in optics to any druggist, provided no other druggist in his town handled optical goods. The interest taken in this study, and the appreciation of the offer made, was evidenced by the number of applications received. As all could not be accommodated at that time, we have decided to make a similar offer for a class commencing March 9th. The only stipulations are that the applicant must be a druggist in business on his own account; there must be no other graduate of the Optical Institute of Canada in the town; and the applicant must be a paid subscriber to the CANADIAN DRUGGIST.

No charge whatever is made for the course of instruction, the only expense being the railway fare and board while in the city. As the number of CANADIAN DRUGGIST students in this class is limited to four, application for admission should be made at once.

The growing interest taken in the study of optics, and the fact that it is a very desirable and profitable side-line for druggists to handle, is our object in giving these free courses.

Stand by the President.

Those who know what kind of a man Mr. Gibbard, president of the Society of Druggists, is know well that, as far as it lies in his power to promote its welfare and usefulness to the trade, he will exert it. Comparatively few are aware of the enormous amount of work he has already performed, or the innumerable vexatious difficulties he has had to contend with. The latter are only limited by the number of perplexing complications arising out of an attempt to harmonize so many trade interests. Mr. Gibbard is to be congratulated on preventing any further serious outbreaks, and upon retaining the influence and support of the wholesale trade.

Whatever may be said of the intentions of patent medicine manufacturers and dealers, there is not the slightest doubt but that the members of the wholesale drug trade are unitedly desirous of standing by the retailers, notwithstanding any assertions to the contrary. They are no

more desirous of provoking a cause of complaint on the part of the retail druggists than the latter would be to give offence to his best customer. Even if they would like to secure some of the trade which large outside houses would be willing to give them, they dare not do so, as the lessons already taught some of the specialty houses, whose avarice overcame their discretion, has shown them that while in some respects the retail trade is not thoroughly banded, it is sufficiently welded together to assert its power in any special direction in that manner.

Fear of consequences may not be in theory the best band for binding with, but in practice it works much like the twenty-dollar fine for carrying firearms.

There is but little doubt that if the retail drug trade will faithfully fall into line with Mr. Gibbard to protect the interests of its members much can be accomplished. If every druggist will but do half his duty for a period of six months, the results will induce the performance of the other half and extricate the trade from its present uncertain and unsatisfactory condition.

A Help for Advertisers.

There is such an uncommon amount of common sense in the "Practical Hints on Advertising," now being published regularly in this paper, that we ask every subscriber to read and think about them. Advertising is the most important part of every business under the sun. There is no question about that. And still it is the most generally neglected. No man can do business without letting people know in some way or other that he wants their trade. He can stand on top of his store and swing his arms and yell—that is advertising—but he'd better go about it in a surer way.

There is a best way to do everything. There is a best way to advertise. No one plan will fit all cases. The business ought to fit the advertising, and the advertising fit the business.

The "Practical Hints on Advertising" in this paper are from the pen of Mr. Charles Austin Bates, of New York, a man who has had active, actual experience for many years in all the different kinds of advertising. Among advertisers generally, big and little, he is perhaps as well known as any other man in the United States.

What Mr. Bates has to say is marked by plainness and directness. He tells what he knows rather than what he thinks. He strikes right out from the shoulder, and whenever he sees a sham he hits it. His talks are thoroughly practical. It is pretty safe to say that no man who faithfully follows Mr. Bates' advice will fail to get better results from his advertising. We are going to publish these articles throughout the year.

Pharmacy Students' Association.

The students of the Ontario College of Pharmacy have settled down to work after their Christmas holidays, and have the largest class which has ever been in attendance. On January 9th an association was formed and candidates nominated for the various offices. The elections took place January 13th, and were the cause of much excitement and good-natured competition. The results are as follows: President, A. E. Cox; secretary, Robert McLeod; treasurer, J. H. Sutherland.

Wholesalers' Meeting.

The regular meeting of the Wholesale Drug and Proprietary Medicine Dealers' Association was held at the Royal Hotel, Hamilton, on Tuesday, January 14th. During the session a deputation from the Hamilton Retail Drug Association, consisting of A. Vincent, president; Messrs. R. Brierley, W. T. Arnold, W. A. Howell, John A. Barr, and G. McCullough, took the opportunity of paying a friendly visit, with the object of showing the friendliness and sympathy of their association toward the jobbers, in their endeavor to better the interests of pharmacy generally.

The Wholesale Association were most hospitably entertained by Messrs. J. Winer & Co. and Archdale, Wilson & Co.

The American Pharmaceutical Association Meeting.

A meeting of the Montreal druggists was held January 8th, to make arrangements for the meeting of the American Pharmaceutical Association, to be held in that city in August. Mr. J. H. Chapman presided. The meeting was addressed by Mr. J. E. Morrison, one of the delegates to the meeting held last year at Denver, Colorado. It was resolved to form a general committee which would be subdivided into finance, reception, and amusement committees; the Pharmaceutical Society of the Province of Quebec, and the members of the Council of the Montreal College of Pharmacy; and the following will comprise the general committee: F. C. Simson, Halifax; R. Griffiths, Sherbrooke; J. E. Koy, Quebec; E. B. Shuttleworth, C. F. Heebner, J. Lowden, R. Gifford, J. H. Mackenzie,