

poison schedule. Votes of thanks were tendered to the president, the retiring council, and the press, after which the scrutineers reported the following gentlemen to have received the highest number of votes, and, therefore, duly elected as members of the new council, namely: R. W. Williams, Three Rivers; J. Emile Roy, Quebec; Alex. Manson, C. J. Covernton, A. D. Mann, and C. E. Scarff, Montreal; these, with Messrs. Jos. Constant, Henry R. Gray, David Watson, S. Lachance, W. H. Chapman, and W. A. Dyer, will compose the council of the association for the year 1895-1896. A vote of thanks having been tendered to the scrutineers, the meeting closed.

#### COUNCIL MEETING.

The first meeting of the new council of the Pharmaceutical Association of the Province of Quebec was held on Tuesday, July 2nd, at the College of Pharmacy, Montreal, when the following officers were elected for the current year, namely:

President, R. W. Williams, Three Rivers; first vice-president, W. H. Chapman, Montreal; second vice-president, S. Lachance, Montreal; treasurer, Alex. Manson, Montreal; board of examiners for the major and minor examinations, S. Lachance, W. H. Chapman, J. R. Parkin, Montreal, R. W. Williams, Three Rivers, A. E. DuBerger, Waterloo. Preliminary board of examiners, Prof. A. Leblond de Brumath, and Prof. Isaac Gammell, with J. Emile Roy, Quebec, supervisor of examinations for the city and district of Quebec. Auditors, L. A. Bernard and R. H. Bryson, Montreal.

E. Muir, secretary-registrar, was delegated to represent the association at the coming meeting of the American Pharmaceutical Association, which meets in Denver, Colorado, on the 14th of August next.

A resolution was adopted, endorsing the recommendation of the annual meeting, that this association invite the American Pharmaceutical Association to hold its annual meeting of 1896 in the city of Montreal.

The council then adjourned to meet on the first Tuesday in September.

#### Filtering Turbid Liquids.

Rolf, in the *Pharmaceutische Post*, recommends that turbid liquids, which cannot be cleared by the ordinary processes of filtration, the use of gelatin, talc, albumin, etc., be filtered through the residue of tinctures, as, for instance, tinctura cinchonæ composita, or tinctura anara. The idea, while not novel, is in many instances, as in the filtration of liqueurs of similar aroma, quite practical. The *Pharmaceutische Centralhalle*, in commenting on it, suggests the use of pure cellulose in tablets, previously exhausted, of course, with alcohol.

#### A Druggist's Advice on Advertising.

Why advertising among retail druggists is not more general has been a puzzling question to many people. Perhaps no business offers better opportunities for advertising than that of the retail druggist. The writer has spent almost all his business life as clerk and manager in drug stores, and his experience has convinced him that advertising wisely and judiciously will increase the business of any store. Naturally, it must be done a little differently from the way it can be done in almost any business. You have the dignity of your profession to look after, and a too commercial aspect to the advertising of a drug store will hamper its success to some extent. While it is not advisable to constantly advertise bargains, there is no objection to impressing on the minds of people that no one can sell drugs of absolute purity cheaper than you can. There's your chance—purity. That little word contains the germ of more good drug advertising ideas than any other. The public is ignorant of medicine; it has an idea that medicine is a great mystery, solved only by the few, and looks eagerly for instruction. This makes it easy for a convincing ad writer to make people believe they are taking a risk if they take anybody else's drugs than his. Not that I believe it is necessary or wise to humbug people; I mean a skilful ad writer can so impress the people with the fact that his drugs are pure, that their minds will instantly revert to his store when pure drugs are in question, and they will feel a disinclination to patronize other drug stores.

Impressing this fact of the purity of your drugs on the public's mind is best done by short and terse newspaper talks. Suppose you take rochelle salts as subject for one day. You could give a short account of its origin, its preparation, and its uses. Then might follow a short description of how it is possible to adulterate it, and the danger of taking any but the purest—such as yours. Of course this is given simply as an example, as rochelle salts might ordinarily be considered too small a thing to advertise. The idea, of course, is to make people understand that each and every drug sold at your store is better than can be found elsewhere.

Another way of impressing the public that your store is worthy of patronage, is to advertise the fact that you do not "substitute." Substituting other drugs for those called for in prescriptions is a crying evil in the drug trade, which has been greatly agitated. If you succeed in convincing people that you do no substitution, you have opened the door to their confidence and trade.

A word as to dead stock—which is bound to accumulate in every drug store. Among such stock the principal articles are patent medicines, the manufacturers of which have stopped advertising in your locality. Now, what objection is there to your advertising these things yourself?

Look at the labels, get an idea of what the remedies are good for, and with your knowledge of advertising, gleaned from *Printers' Ink*, advertise them. The manufacturers' previous advertising will pave the way for yours.

In these days of acute competition, every druggist must advertise more or less, and to get the full advantage from it he must do it properly. How many of us know that space in the local paper, where, month after month, appears the old story about "Peter Pills, Druggist and Chemist. Full Line of Patent Medicines and Toilet Articles"? It makes no impression because there is nothing in it to impress the mind. The public does not want a bare fact; it wants details, prices, information. In these days we take our pills sugar-coated; we want facts in the same way. But the druggist may be a bright business man, and yet be entirely incapable of writing an ad. What is the remedy? Let us see. When a druggist wants to make a specialty of perfumery, for instance, what does he do? He buys the books on perfumery, and reads what other men who have made it a specialty say about it, and profits thereby. And that is exactly the thing he must do in regard to getting up knowledge of advertising—buy the book that gives you this knowledge. *Printers' Ink* is a text-book on the subject of advertising. It contains the advice and opinions of men who have made the advertising business their specialty, just as you have made the drug business your specialty. Two dollars a year spent for *Printers' Ink* will give one more points and ideas on how to advertise than any other paper published.—E. W. Mitchell, in *Printers' Ink*.

#### Agar-Agar in Glycerin Suppositories.

Lomuller uses agar-agar (*Gelidium corneum*) instead of gelatin, to make glycerin suppositories. It produces a more transparent mass which does not stick to the mould, does not clot, and gives a more elegant article when finished. The method employed is as follows: Take ten parts of agar-agar in small pieces, and 200 parts of water, heat until a soft paste is formed, then add, with constant stirring, 200 parts of glycerin.—*L'Union Pharmaceut.*—*Pharmaceutical Journal*.

A PRESCRIPTION appeared in the *Medical Gleaner*, written by Dr. W. C. Cooper, the constituents of which were as follows:

R. Tetrahydrobetanaphtholamine.  
Sodium Thioparatoilindinesulphonate.  
Orthosulphamidobenzoic anhydride.  
Amidoacetoparaphenetidine aa, 5i.

M. Sig.: A tablespoonful every hour.

This was prescribed for a disease which the doctor calls Typhomalaripneumophthisicotrychinotetanoatationephriticopleenitis.—*Pharmaceutical Journal of Australasia*.