

A NOVA SCOTIA SUCCESS STORY

MINARD'S LINIMENT

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*Levi Minard (Canada
East 1938, NS Archives)*

An interesting piece of Nova Scotia's pharmacy history is linked to the pain relief product Minard's Liniment. Druggist Levi Minard created the liniment in the 1860s in Milton,

Queen's County. The locals found it so effective they called

it "white lightening", and to enable increased production, Minard used available space in the Milton Methodist Church. Minard was always interested in learning and in 1868 he moved to Cincinnati to study Eclectic Medicine. Dr. Minard returned to Nova Scotia the following year and set up medical practices in West Hants. He continued to make liniment and had a manufacturing shop attached to his home in Brooklyn.

In the 1870s Minard sold the secret formula and the rights to manufacture his liniment to

W.J. Nelson, an ambitious Nova Scotian merchant and manufacturer of several medicinal products. Nelson moved the manufacture of the liniment to Bridgewater. He actively advertised Minard's liniment in newspapers across the Maritimes and Newfoundland and successfully registered a Canadian trademark for the product.

Nelson believed manufacturing opportunities were better south of the border and in 1885, he relocated his operations to Boston and sold the rights to manufacture Minard's Liniment in Canada and Newfoundland. Yarmouth pharmacist Charles Richards and his partner Capt. Augustus Cann bought the rights under the name C.C. Richards & Company and began manufacturing Minard's Liniment in their drugstore on Hawthorne Street. With Minard's Liniment already popular in the Maritimes and Newfoundland, Richards & Co promoted Minard's Liniment westward and soon it was known from coast to coast.

Twenty years after moving to Yarmouth the great success of the liniment led to the formation of the joint stock company Minard's Liniment Company Limited. Pharmacist Lindsay Gardner joined with Richards and Cann and helped with the company's expansion. By 1916, Minard's Liniment was being manufactured in Yarmouth in a large three-storey structure and a factory was also opened in St. John's Newfoundland. There are stories that colds in Yarmouth were few and far between because of the strong smell of ammonia coming from the Minard's plant!

Beecham Canada Ltd. began buying Minard's Liniment stock in the late 1950s and by 1960 assumed full ownership.

Minard's Liniment continued to be manufactured in Yarmouth until

1967, an amazing run of 82 years. Today, 160 years

since it was first created by a Nova Scotian pharmacist, Minard's is manufactured by Stella Pharmaceutical Canada Inc. in Oshawa, Ontario.



*Beware Imitations, 1908
(Canadian Druggist)*