

About Cough Drops!

Should Druggists handle those lines every Confectioner and Grocer sells?

Should Druggists drive the trade to the Confectioners by limiting their line to the nauseous and old brands that the public are tired of?

Why not carry and push the sale of

Honey and Horehound Cough Drops

when they sell well, and are sold only to the Drug Trade?

Mr. J. S. Armitage, Paris, Ont., writes:
"Send another pail of those Honey and Horehound Cough Drops at once. I sold the first pail in only ten days."

It will pay you to use our five and ten-cent sizes of folding cartons to encourage the sale of Cough Drops; and advertise your Cough Syrup on the back of them.

LAWSON & JONES

LONDON, CANADA.

Have You

Somerville's Pepsin Gum?

It is the Gum the others are selling.

It is admitted to be the best Pepsin Gum made in Canada.

Our Carving Set Premium Packages are having a great sale.

C. R. SOMERVILLE

LONDON, ONT.

STEARNS' Cascara Aromatic

(THE ORIGINAL)

Is a fluid extract, not a cordial, syrup, or other dilute preparation, of prime and selected two-year-old bark, which is of full strength, yet sweet in taste, the bitter principle being entirely masked. It is the only liquid preparation of Cascara, of concentrated dose, applicable to cases of delicate women and children, to whom the intense bitterness of the ordinary fluid extract is nauseating to a prohibitory degree. It is powerful and yet gentle in effect, and, in addition, does not gripe. This, next to its taste, is its most valuable property.



It is most important that STEARNS' should always be specified when Cascara Aromatic is ordered, as preparations similar in name, but otherwise entirely different from ours, are on the market. Our preparation is neither trade-marked nor patented, and our name used in its connection is our only protection, as well as yours.

Stearns' Cascara Aromatic is not bitter and does not gripe, which important characteristics distinguish it from all other fluid extracts of Cascara Sagrada.

"Imitation is the sincerest form of flattery," and the number of imitations an article may have is one of the best proofs of its excellence, as poor and unsuccessful things are never imitated. After a long period of experimental work, we placed upon the market in 1889 (six years ago) the first palatable

fluid extract of Cascara Sagrada ever devised. This was prepared by a special process, original with us, by which the bitter principle was eliminated from the product without injuring its therapeutic value whatsoever. Furthermore, by making use of two-year-old bark only, our Fluid Extract possessed none of the griping properties that the ordinary bitter Fluid Extract did. This preparation was called "STEARNS' CASCARA AROMATIC," which title was first used by us, there being no other preparation of Cascara on the market under that name. Other houses, as well as ourselves, had offered Cordials, Elixirs, and Syrups of Cascara, which, however, did not fill the bill, all being dilute preparations, the largeness of dose being objectionable, to say nothing of the excess of alcohol that cordials and elixirs contain, and the cloying sweetness of syrups, which derange the stomach. Stearns' Cascara Aromatic filled a long-felt want for a concentrated liquid preparation of Cascara of full strength, each minim representing one grain of prime two-year-old bark.

To conclude: Had not Stearns' Cascara Aromatic been successful, there would have been no reason for other Cascara Aromatics, and this important drug would not have been so widely used as it is to-day. It was owing to our discovery of an original method of preparing it that Cascara is so popular with the profession as a tonic laxative, and we feel warranted in believing that the profession, who are interested in true advancements of pharmacy, will appreciate our position, and give honor to whom honor is due, by specifying invariably Stearns' when Cascara Aromatic is prescribed. Stearns' Cascara Aromatic is the only full-strength fluid Extract of Cascara Sagrada which is not bitter and which does not gripe.

Sold by all jobbing houses at \$1.20 per lb., in single pound lots; in 5 lb. bottles, at \$1.10 per lb., or it may be ordered direct from

FREDERICK STEARNS & CO.

Manufacturing Pharmacists,
WINDSOR, ONT.

DETROIT, Mich.

LONDON, Eng.

NEW YORK CITY.