

Canadian Druggist

Devoted to the interests of the General Drug Trade and to the Advancement of Pharmacy.

VOL. X.

TORONTO, APRIL, 1898.

No. 4

"APENTA"

THE BEST NATURAL APERIENT WATER.

Bottled at the Springs, Buda Pest, Hungary.

"APENTA"
THE BEST NATURAL APERIENT WATER.

"We know of no stronger or more favorably-constituted Natural Aperient Water."

L. Lieberman

Royal Councillor, M.D., Professor of Chemistry,
and Director of the Royal Hungarian State
Chemical Institute (Ministry of Agriculture),
Buda Pest.

"APENTA"
THE BEST NATURAL APERIENT WATER.

PRICES TO RETAILERS:

\$5.50 per case of 25 large glass bottles.
\$8.50 " 50 small " "
\$8.50 " 100 glass quarter "

"APENTA"

SEE that the Labels bear the well-known
RED DIAMOND MARK of the

SOLE EXPORTERS:
THE APOLLINARIS COMPANY, Ltd.,
LONDON.

CANADIAN SUB-AGENTS:
WALTER R. WONHAM & SONS,
Montreal.

Canadian Druggist

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CAJUPUT OIL IN CROUPOUS PNEUMONIA.—Sinha (Therap. Gaz.) has treated eighteen cases of croupous pneumonia with great success with oil of cajuput. The oil is given in the form of an emulsion in doses of five minims.

Window Advertising.

The matter of window dressing has become an important feature in all lines of business. At one time the dry goods dealer, haberdasher or clothier were almost the only merchants who gave particular attention to this all-important form of advertising, and the chemist and druggist contented himself mainly with the colored show bottles or handsome jars which always have been the acknowledged sign of the "apothecary shop." With the advance in public taste, however, and the desire to "catch the eye" of the people, window dressing has now become quite an art with the modern druggist, and it goes without saying that it is one of the most profitable forms of advertising adopted by the drug trade.

The bright, showy window, neatly but not too profusely decorated with goods which are in general demand, so placed as to attract attention, and to stimulate the desire of the public to possess them, has now become a leading feature not only of the city drug store but also of those in smaller places. With some of the trade, however, this excellent form of advertising is still neglected. We have seen some windows in which a promiscuous assortment of patent medicines, toilet articles, sponges, etc., were so inartistically and crowdedly thrown into the window that the first impression of the passer-by would naturally be, that is if it even would draw the attention of any one, that he was passing a junk shop or a "clearing sale" of job lots of all manner and kinds of goods. A druggist should carefully consider what impression is made upon the public by his wares and notably by his display of them. If in passing the store window the glass is shining, the contents are clean and tastily arranged, and the general appearance one of neatness and care, is it not natural to suppose that the interior is kept in the same neat, methodical order, that the preparations made there are to be relied upon as being made with the same