

All Wide-Awake Druggists Handle

# Dr. Jim <sup>5c.</sup> Little Governor <sup>5c.</sup>

For Sale by  
all Jobbers

and Cecil Rhodes <sup>10c.</sup>

Cigars  
as Leaders

By far the best advertised brands at present before the public

**The Canadian Cigar Co., MANUFACTURERS Toronto, Ont.**

his own interests that he will refuse to aid advertisers in every way. He is certainly as much interested as they are. I know from experience that local advertisers appreciate any help that is given them, and, if the publisher can show them that he is interested in making their advertising profitable, it will go a long way toward the continuance and increase of business. If the publisher does honestly try to make the advertising in his paper pay, he will be pretty sure to succeed in doing so.

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People get tired of novelty in anything. The wise dry goods buyer is very cautious about going into what he calls "high novelties." He knows that fashion is very capricious and that tastes may change over night. Stock that was good yesterday will be practically unsaleable to-day. No ties are not novel after the "new" wears off. Gradually they become chestnuts. This is equally true of a novel line of designs for an advertising campaign. If one particular character of designs is persisted in for too long it loses its novelty and becomes a chestnut.

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I am not a stickler for brevity in advertising. I do not believe in slurring over any point for the sake of being brief. I believe in telling my whole story plainly and completely. In advocating crispness and clearness of expression I do not advocate haste, and on the other hand time is precious, and there is no need of losing it either in writing or reading advertisements. There is enough hard work in the world without making hard work of our reading. There is no use wrapping a small idea up in a great lot of words, just for the sake of making it hard to get at. If in the same length of time a man can receive two ideas instead of one, he is certainly one idea ahead.

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There are times when long sentences

and big words are necessary, but these times are few and far between. When these things are necessary, use them by all means. When they are necessary, they are necessary, and that is all there is of it. I don't object to them when this is the case; I protest only when short words and short sentences will convey ideas more quickly and more forcibly and more convincingly.

## Canada's Great Exposition.

Many new and interesting features will be offered at the Toronto Exhibition this year, which is to be held from the 29th August to the 10th September. The harvest throughout the Dominion is good, and with the return of better times and the unusually low fares now being given by the railways, many will be induced to visit this great exhibition who perhaps would not otherwise do so. The entries in all departments will be great, and the attractions offered will be of a character to draw. Among the many will be realistic representations of the present Cuban-American War, the blockade, bombardment and battles of Santiago, or Havana, firing and explosion of shells, explosion of sub-marine mines and blowing up of vessels on the lake in front of the exhibition grounds, exhibitions by Maxim and Gatling machine guns, etc., all of a specially interesting nature at the present time. The programme of attractions promises to far excel that of last year, which is saying a good deal. The exhibits will include many from Great Britain, France and the United States, whilst almost every section of the Dominion will be represented.

## WANTS, FOR SALE, ETC.

### FOR SALE.

**DRUG BUSINESS.**—Old Established; Toronto: Steady p-ying trade; rent low; residence over store. Owner has two stores; must sell one. Apply at once to W. E., care "CANADIAN DRUGGIST," Toronto.

**AN OPTICIAN OUT OF BUSINESS WILL SELL** his stock of gold, gold-filled and nickel frames, etc., at a bargain. Write or call at 11 Francis St., Toronto.

**LAWSON & JONES, LONDON, CANADA,** ARE headquarters for every line of fine Pill and Powder Boxes, Complete Containers, Labels, Prescription Blanks, Comb, Tooth Brush and Powder Envelopes. If you want to put up your own preparations send particulars. Lawson & Jones, London, Canada.

## BUSINESS CHANCES.

**DR. HAMILL, WHO CONDUCTS THE DRUGGISTS' exchange for the convenience and protection of druggists who wish to sell their stocks, wishes us to say through our columns that he has a number of cash buyers who are desirous of securing paying drug stocks, and prospective vendors consult their own interests by placing their stores in Dr. Hamill's hands.**

**BUSINESS CHANCE.**—\$6,000 CASH WILL PURCHASE the Canada trade mark for a proprietary Medicine, with all goods on hand, circulars, printed matter, plates, electros, dies, etc. Goods sell for cash to all wholesale and retail druggists in the Dominion, as staple as wheat. A large amount of money has been expended by thorough and systematic newspaper advertising and travellers on the road, thus establishing the business on a firm basis. Net yearly profits over \$2,000, and increasing. No indebtedness or liabilities of any kind or description. Is offered at one-fourth its value, as the owner is nearly seventy and wishes to retire. Any druggist can run the business in his drug store at little extra expense. Call or address Dr. W. E. HAMILL, 83 Yonge St., Toronto, Ont.

## SITUATIONS VACANT.

**SALESMEN HITTING RETAIL DRUG TRADE** wanted to push a well-introduced specialty as side line. There is money in it. Address P. O. Box 531, Hartford, Conn.

**WANTED AT ONCE—DRUGGISTS' ASSISTANT** of two or three years' experience. Must have good references. Apply stating salary expected and other particulars, P.O. Box 520, Portage la Prairie, Man.

## SITUATIONS WANTED.

**GRADUATE O. C. P., A HUSTLER, EXPERIENCED** on road, wants position by fall to represent first-class house as salesman or to do detail work with physicians. W. J. S., c/o CANADIAN DRUGGIST.

## We Solicit Your Trade

We offer a well-assorted stock of

**Drugs  
Chemicals  
Patent  
Medicines  
Perfumery  
Toilet Articles  
etc.**

CALL AND SEE US

**JAMES A. KENNEDY & SONS,**

WHOLESALE DRUGGISTS

423 Richmond St.,

LONDON, Ont.