

the crushers of oleaginous seeds, whose market has been nearly destroyed, are now trying to have a prohibitive duty imposed upon the American article. The manufacturers of soap, however, are resisting the movement, and it is probable that they will make a compromise with the local seed crushers under which the American oil will be rendered unpalatable by the admixture of some harmless substance, so that it cannot be used for food.

Imperial Granum History.

There was a time when Imperial Granum was pushed in the newspapers and magazines in a liberal manner. Prosperity, however, begot economy and the advertising was cut down until the announcements appeared only in medical papers, the argument being that the co-operation of the doctors was all that was needed to keep up the sales. But the scheme didn't work. The ads. failed to get the business through the doctors, who had other things to think about besides recommending Imperial Granum. And so it comes about that the proprietors have decided to return to general newspaper and periodical advertising. The way to create a demand for an article is to convince the public that you have a good thing to sell and that it needs it. How can this be done more effectively than through the journal which makes a daily visit to the homes of the people who have money to spend? — *Fourth Estate.*

Vaccine is in Demand.

With the recent outbreak of small-pox in various parts of Canada there is a large demand for vaccine, and all druggists should be prepared to supply this demand promptly. Messrs. Frederick Stearns and Co. are now prepared to furnish a high-grade vaccine in hermetically sealed tubes, which, with a sterilized needle and rubber ejection tube is enclosed in a small wooden block, and may be retailed at 10 cents.

The sample before us shows a most convenient package, and the additional inducement of a vaccination shield *free* with every tube is sure to interest physicians and the general public. Druggists should at once order some from their jobbers.

Attention is directed to Messrs. Archdale Wilson & Co.'s advertisement in this issue. It will pay you to read it carefully.

Murine.

This preparation which has a very large sale in the United States as a remedy for eye affections, is now introduced to the drug trade of Canada, by an adv. in this issue of THE CANADIAN DRUGGIST. As the demand for this excellent preparation cannot fail to be an active one, druggists should order a supply at once.

Use the Best Wax.

An advertisement of Messrs. Geo. Waterson & Sons, London and Edinburgh, calls attention to their celebrated "Bee" brand of sealing wax, specially adapted to chemists' requirements.

This brand of wax is a decided favorite in Great Britain on account of its excellent quality and its adaptability for use in the prescription department or offices, and we have no hesitation in recommending it to the Canadian trade. "The best is none too good."

Change in Price.

C. C. Richards & Co. wish us to notify the trade that the price of Minard's Lini-ment has been changed to \$2 per dozen and \$21 per gross, to take effect January 1st, 1900.

New Optical Company.

The trade who are interested in the optical line will be pleased to know that a new company has started business, under the name of the Dominion Optical Co., at 63 Yonge St., Toronto, and we feel confident that, with the modern machinery and appliances which they have had put in their various departments by the American Optical Co., of Southbridge, Mass., and from the fact that they have engaged the services of a foreman who has had experience with the largest prescription houses in the United States, that they will be in a position to fill stock orders and prescriptions efficiently, promptly and at a reasonable price. The business department is under the management of Mr. Henri Weichert, who is well known to the Canadian trade, having been with the Montreal Optical Co. for many years.

Wallpaper Advertising Cuts.

M. Staunton & Co., Toronto, wallpaper manufacturers, have a number of electro cuts for illustrating advertisements, with special reference to wallpaper. They will be pleased to furnish same to any of

their customers who contemplate doing some advertising during the spring season. A postal request, addressed to the firm, will receive prompt attention.

Vaccine.

The Ontario Vaccine Farm, Palmerston, advertises vaccine virus on ivory points, and glycerinated vaccine in capillary tubes. This farm has been established since 1885, and can furnish many reliable testimonials as to the purity and efficacy of virus supplied.

Kola Wine.

The attention of our readers is directed to the advertisement of Kola Wine on another page of this issue. Kola Wine is a comparatively new medicinal beverage. It is made of Kola pepsin and celery, possessing all the medicinal qualities of these three ingredients, and physicians, both in Canada and United States, endorse Kola Wine and prescribe it for indigestion, dyspepsia and all nervous troubles.

Travellers are on the road selling Kola at the present time and a healthy demand is being created in outside cities.

Kola Wine originated in the practice of an eminent American physician and is manufactured in Canada by the Kola Hygiene Company of 84 Church street, Toronto.

The population of Toronto is now 261,087, as against 244,587 in 1899 or a gain of 16,500 in twelve months.

Druggists

WILL find the *Student's Imperial Dictionary* the very best one for use in home or dispensary. It is reliable, up-to-date, and authoritative. No other dictionary can be obtained for less than three times its price which contains the latest information in all departments of study and investigation. It is the most satisfactory and most complete working dictionary yet printed.

Handsomely bound in half morocco Price, only \$4.50.

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