

Canadian Druggist

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

VOL. IX.

TORONTO, MAY, 1897.

No. 5

"APENTA"

THE BEST NATURAL APERIENT WATER.

Bottled at the Springs, Buda Pest, Hungary.

Under Eminent Scientific Control.

"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

WILLIAM J. DYAS, PUBLISHER.

Subscription \$1 per year in advance.
Advertising rates on application.

The CANADIAN DRUGGIST is issued on the 15th of each month, and all matter for insertion should reach us by the 5th of the month.

New advertisements or changes to be addressed

Canadian Druggist,
15 TORONTO STREET,
TORONTO, ONT.

EUROPEAN AGENCIES:

London, England: 145 Fleet Street, E. C.
Paris, France: 18 Rue de la Grange Bateliere

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Time to Quit.

The manufacturers of proprietary remedies who have adopted the lately improvised plan of advertising the druggists as substitutors would do well to consider carefully, at an early date, where such tactics are likely to lead them. They will be wise to determine for a surety that coercion is correct in principle, and is applicable to a body of persons whose associations, aims, and prospects are so intimately blended that what affects one injuriously, affects all. Conditions must have changed wonderfully when those who have been fostered and built up by the generous liberality of the drug trade can afford to turn around and stigmatize their former benefactors as thieves and pirates because they have chosen to discontinue the bolstering process. The druggists of Canada may be hard to arouse, but when they become so, thoroughly, we are certain that some of our proprietary friends will be taught a lesson. A single effective exhibition of their power to turn down utterly, any proprietary, would show all of these injudicious advertisers the dangerous ground upon which they are trespassing.

The druggists of Canada do not on an average make more than \$10 each, yearly, out of the sale of the article so freely advertised under the statement, "Substitution the fraud of the day," and it would not be too great a sacrifice for each to refuse to supply a single package in the future. Less than three months would suffice to teach a lesson, beside which past lessons are as nothing. This or something else equally salutary is likely to be meted out to some of the indiscreet would-be coercionists ere long, and we have no doubt their repentance, if too late, will have a monetary consideration attached which will make it none the less distasteful to them.

If they are going to quit, the time to quit is now. They would do themselves a greater kindness if they expended the