

IMPORTANT INFORMATION FOR RETAIL DRUGGISTS.

In this issue of the *Montreal Pharmaceutical Journal*, will be found the full proceedings in Court of the case in England of

"CARTER vs. CARR."

This is a case of the Carter Medicine Co. or to use a title more familiar, "The Carter's Little Liver-Pill Co." against the man named Carr, who was putting up Carr's Little Liver Pills.

It can be readily seen, that from the similarity of names, it was easy to deceive a purchaser, and substitute these for "Carter's Little Liver Pills," and this he was doing.

The Court granted a perpetual injunction—with costs.

The proprietors of the Carter's Little Liver Pills desire by this notice to reach the retail druggists of Canada, and most respectfully call their attention to the importance of this decision.

A good man may be guilty of an unlawful act simply because he is not aware that his act is unlawful, and hence we are trying to inform you that

SUBSTITUTION IS UNLAWFUL.

Do not be guilty of it.

It is nothing more than fair that we should have the business which we have made. Give us "fair play." But at the same time we wish it distinctly understood that we shall protect our rights, and in this determination, we are quite sure every fair-minded retail druggist will uphold us.

Yours very respectfully,

CARTER MEDICINE CO.
57 Murray Street,
NEW YORK.

SMALL
PILL.
—o—
SMALL
DOSE.
—o—
SMALL
PRICE.

CARTER'S

**LITTLE
LIVER
PILLS.**

**A POSITIVE CURE
FOR SICK HEADACHE.**

J. M. FORTIER'S Cigars

Are the Leading
Sellers in the Dominion!



TO GAIN AND RETAIN CUSTOM, DEALERS
SHOULD KEEP UP THEIR STOCK OF THE
CELEBRATED

“Creme de la Creme”

“Pete” “Mirosa”

La “Sonadora”



J. M. FORTIER, Dealer in High Grade Raw Leaf Tobacco,

Creme de la Creme Cigar Co.,
141 to 153 ST. MAURICE STREET, MONTREAL.

THE HEARLE M'FG' CO.



Successors to

J. G. HEARLE,
TOILET SOAP MAKERS,
84 St. Urbain Street,
MONTREAL.

WE are pleased to announce to the
Drug Trade of Canada that our
well known make of TOILET SOAPS can
now be had from all the leading whole
sale houses.