

Now, I know that the only kind of advertising that is good is the kind that sells goods. It doesn't make any difference how much comment the ad excites. If it does not bring profitable returns, it isn't as good as it ought to be. I mean this in a general way, of course. The single advertisement may frequently fail in bringing profitable returns, but if the entire advertising isn't effective something is decidedly wrong.

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An advertisement that merely gets inquiries and doesn't get business, doesn't amount to much. It is comparatively easy to construct an advertisement that will bring inquiries of some kind. This is particularly true if you have something free to offer.

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There are a great number of people in America who simply lie in wait for advertisements headed "Free." No matter what the thing is, they will send for it. There is a mild sort of excitement about it. There is a speculative element. They send six cents in stamps for something they never heard of, and then watch the post office for results. Children in the country often find much amusement in this sort of thing.

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The advertiser who measures his results by the number of inquiries he receives, rather than by the actual sale of goods, is sure to waste his money. Inquiries are all right if they come from the right sort of people. I believe that few of the right sort of people are influenced by cute advertising.

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There are more people convinced by straight talk and common sense than by humor or eccentricity. Something smart and cute may occasionally make a hit—that is, it may occasionally cause a great deal of comment, and may possibly result in some sales, but the only kind of advertising that is permanently and continuously profitable is the common sense kind that tells a plain story in a plain way. You can bet on that and you can't bet on the other kind. Common sense advertising will succeed ninety-nine times where novelty will succeed once.

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An offensive ad narrows the field of the advertiser. He loses absolutely those to whom the ad does give offence, and his constituency is reduced to the comparatively small number whom the expression happens to strike very hard.

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Perhaps those who are offended may be very foolish for taking offence, but that doesn't make the advertisement any better. It doesn't make any difference whether people are foolish or not so long as they buy the advertiser's goods.

The New System.

The following druggists have been prompt in adopting the newest and best method of encouraging a cash trade in their stores. Each cash customer receives a printed rebate check issued by the latest National Cash Register. The check is dated, the amount of the purchase printed on it, with a request like this: "Return \$5 in checks and get 25 cents in trade." The register prints a detailed list of the sales as well as giving the day's total sales. Also keeps accurate account of all charges, collections, and disbursements, and so prevents many mistakes. When may we add your name to the list?

H. F. McCarthy, Ottawa.

C. H. Couen, Toronto.

D. M. Waters, Belleville.

W. S. Detlor, Napanee.

R. S. Shilington, Ottawa.

Dickson Drug Co., Jas. Findlay, Pembroke.

John T. Wait, Arnprior.

Jos. Clark, H. H. Hough, Renfrew.

W. H. Medley, Kingston.

M. Patterson, Almonte.

W. G. Smith, Guelph.

R. B. W. Robinson, Ottawa.

Business Notices.

As the design of the CANADIAN DRUGGIST is to benefit mutually all interested in the business, we would request all parties ordering goods or making purchases of any description from houses advertising with us to mention in their letter that such advertisement was noticed in the CANADIAN DRUGGIST.

The attention of Druggists and others who may be interested in the articles advertised in this journal is called to the special consideration of the Business Notices.

Your neighbors, the butcher, the baker, the confectioner, the restaurant keeper, all buy Tanglefoot by the box. Do you sell it to them?

The Julius King Optical Co., of New York, complain of the infringement of their trade marks by imitators of their goods, and express their determination to prosecute all offenders.

James N. North, manager for James W. Tufts, Boston, with his family is taking a much needed rest in Europe. The party is now in Italy, and will visit France and Switzerland before their return home, which will be about July 1st.

Archdale Wilson & Co., of Hamilton, have entered an action against the Lyman Bros. Co., Toronto, for infringement of their Fly Pad Trade Mark, and for an injunction to restrain the Lyman Bros. Co. from imitating their fly pads, boxes, labels, and envelopes.

We would call the attention of those on the lookout for a desirable location for a drug store to the advertisement of the stand in the Masonic Temple, London.

We happen to be personally conversant with the building and the locality, and, from its topography and the advantages set forth in the advertisement, there is very little doubt that it is a good site.

Any person looking for an opening will do well to look into this one, and, as such openings are very few, it would be desirable to act promptly.

Paper Boxes etc.

The Elliott Paper Box Co., 122 Adelaide street west, Toronto, manufacture full lines of paper boxes, cartons, folding boxes, drug labels, etc., and solicit orders from the trade. Estimates will be furnished on application.

Sponges.

Messrs. Saunders & Evans, 34 Church street, Toronto, advertise in this issue a choice selection of sponges. They claim to be the only house in Canada importing sponges direct from the fisheries in the Bahamas and elsewhere, and, as they confine themselves almost entirely to this line of goods, are able to offer them at low prices. Read their advertisement.

Acetic Acid.

During the past year I have made a number of analyses of the acetic acid manufactured and sold by Peuchen & Co., 10 Bay street, Toronto, with a view to ascertaining its strength and purity. On finding present no mineral acids, no metallic adulterations, or rather impurities, and no organic matters in the least degree objectionable, all of which, coupled with the fact of having had ample opportunities of judging of its harmlessness when used medicinally, I feel in every way justified in giving this certificate vouching for its purity as a manufactured product.

A. R. PYNE, M.B.
Government Analyst.

Strongest Indorsement Ever Given any Remedy for the Cure of Complexion Blemishes.

UNITED STATES HEALTH REPORTS' OFFICIAL INDORSEMENT.

(From United States Health Reports of December 24th, 1895. Toilet Necessities.)

"Time and again have the United States Health Reports cautioned readers against complexion remedies of unknown composition, and which have been shown by thorough chemical analysis to contain ingredients which do much harm.

"The desire on the part of those suffering from physical defects of the face and form, or from the hundred and one things which mar personal appearance, to obtain relief and something that will give them equal advantage with their more fortunate sisters in the way of securing the charms which hold and attract mankind, has resulted in the market being flooded with preparations which, claiming