

## Amongst Our Advertisers.

It is not generally known that E. C. Stearns & Company, of Syracuse, N.Y., the bicycle manufacturers, have an extensive hardware business as well. They have just put out a new line of Ice Cream Freezers, and have issued a dainty book let, entitled "Novelties in Creams and Ices," which may be had free on application to the firm.

The *Canadian Medical Review* of January stated that the "Apenta" Water is used with good success in hospital and private practice in Toronto and Montreal. We are, in fact, informed that "Apenta" is in use in the leading hospitals in Canada, among them being: Montreal General Hospital, Royal Victoria Hospital, Hospital Notre Dame, Montreal; Toronto General Hospital, The Hospital for Sick Children, Grace Hospital, Toronto; County Carleton General Protestant Hospital, Sick Children's Hospital, Ottawa; London General Hospital, London; Victoria Hospital, Halifax, etc.

If you are going to handle stationery keep some fine goods in note paper, envelopes, etc. There is nothing in which the fair sex is more particular about than their correspondence, and a certain amount of good trade can be done in this line. Among the popular papers at present are the Century Linen—a cream-laid paper of medium finish and weight. Velvet Finish, a heavy, pure cream-weave, whose name is descriptive of its appearance. Roman Flax, a good, weighty, mottled paper, which comes in white and delicate tints; and Japan Linen Bond, a hard surface, thin paper, in azure cream weave. These papers can be had in all sizes of note paper and tablet, with envelopes to match, and are most attractively put up. These papers are all kept in stock by Buntin, Gillies & Co., Hamilton, Ont.

The Chas. E. Hires Co., proprietors of Hires' Root Beer, in offering an issue of \$200,000 worth of stock to the public, among other statements make the following, which are interesting from an advertising point of view:

The business of Hires' Root Beer was established in 1870. Its sale the first year it was introduced was only a few hundred packages. The second year it was 3,000, and so on upward until in the tenth year the output was nearly 400,000 packages. The last eight years have, however, witnessed still greater growth, the figures going up sometimes in jumps of 50 per cent., until the sale last year was over 3,500,000 packages, the equivalent of 17,000,000 gallons. The company has spent in advertising over \$2,000,000. It states that it has no liabilities whatever—an excellent showing in these days of business done largely upon credit.

Did you secure one of the 1897 special offers Davis' Fly Felts? If not, better write wholesaler to secure one, if not all sold. Davis' Fly Felts have been sold by druggists for the past ten years. It pays



to handle a reliable article, and Davis' Fly Felts are one of those articles that have stood the test. Its sale is large. Manufactured by Powell & Davis Co., Chatham, Ont. See adv.

### Fly Pads.

The attention of our readers is directed to Messrs. Archdale Wilson & Co.'s advertisement of "Fly Pads" on page 52a of this issue.

### Sponges.

Messrs. Lyman, Knox & Co. advise the trade this month of their choice stock of sponges, carded and baled, which they are selling at lowest prices. See travellers' samples or write for quotations.

### Boissy's Saponaceous Pills.

These pills which have such a large sale in Europe, and are now offered to the Canadian trade as a most satisfactory and well-tried proprietary, may be obtained from M. Decary, Montreal.

### Fruit Syrups, Etc.

To make a success of the soda water trade, only the best and truest flavors should be used. We can confidently recommend those advertised by J. J. McLaughlin in this issue of the *DRUGGIST*, and would advise a trial order. See advertisement.

### Trusses and Bandages.

We would call the special attention of our readers to the advertisement of the Ottawa Truss Co., which appears for the first time in this month's issue. This firm, although but a short time in existence, is already doing a very large business in trusses, surgical bandages, cottons, and surgical appliances generally.

At this season of the year special attention is directed to their stock of suspensories, so largely in demand amongst cyc-

lists. Write for catalogue, mentioning this journal.

### For the Liquor Habit.

Brown's Specific, advertised on p. 104b, of this issue, is identical with a preparation sold under a different name in the United States, and which has proved a specific for the unfortunate liquor habit. The drug may be administered without the knowledge or most remote suspicion of the recipient, and numerous remarkable cases of cure have been given us. Write for particulars, mentioning *THE CANADIAN DRUGGIST*.

### Rubber Goods.

We understand that the druggists' rubber goods of the Alpha Rubber Co. are now being largely handled by the Ottawa Truss and Surgical Mfg. Co. The three representatives of the former company are now with the latter, in addition to their other representatives. The Alpha goods are now being stocked in Montreal, Toronto, and Ottawa, from any of which places customers may be supplied.

### A Perfect Filter.

On second page of cover will be found the advertisement of the Aikenhead Hardware Co., who are sole Canadian agents for the celebrated Pasteur Filter. Since the introduction of this filter in Canada its sales have been very large, and it is spoken of in the highest terms by users. No druggist's establishment is complete without something of this kind, as pure water is an absolute necessity.

### The Still Favorite Steamers.

The Niagara Navigation Company have issued a beautiful colored engraving of their three steamers—the Chicora, the Chippawa, and the Corona—crossing the placid waters of Lake Ontario. The picture is an excellent one, and the three magnificent boats are shown off to splendid advantage, the colors flying at the bows and mastheads. The public will be glad to know that the boats are under the same courteous management as in the past year, and these most commodious lake palaces will be as popular as ever.

### A New Mineral Water.

Isham's California Waters of Life are taken from a spring in Southern California and an analysis made by well-known chemists, would indicate their use in dissolving calcareous or lime deposits. They are recommended as being particularly efficacious in rheumatism, kidney complaints, bladder troubles and gall stones, and, what may appear at first thought rather singular, in the prevention and cure of baldness. Write N. A. Morkill, 805 Dorchester street, Montreal, for pamphlets and testimonials, mentioning *THE CANADIAN DRUGGIST*.