

# Canadian Druggist

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

Vol. X.

TORONTO, MAY, 1898.

No. 5

## "APENTA"

THE BEST NATURAL APERIENT WATER.

Bottled at the Springs, Buda Pest, Hungary.

## "APENTA"

THE BEST NATURAL APERIENT WATER.

"We know of no stronger or more favorably-constituted Natural Aperient Water."

*L. Liebermann*

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 " "

## "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 B. 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,

32 COLBORNE STREET,

TORONTO, ONT.

### EUROPEAN AGENCIES:

London, England: 145 Fleet Street, E.C.  
Paris, France: 17 Rue de la Grange Bateliere

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### The Condition of the Drug Trade.

As a result of diligent enquiry amongst both the wholesale and retail branches of the drug trade, there is no doubt of the steadily increasing business in Canada and of a brighter outlook than has been apparent for some years. Not only has a feeling of confidence been inspired, but the actual results show a marked improvement. The large influx of foreign capital which has been steadily pouring into this country both in the shape of investments in mining lands and in other ventures has given a plethora of money, and we all know that where money is plenty with attendant increase in values of produce and real estate, the effect on commercial circles is very evident.

This is what we are now experiencing in this favored country, and, as one branch of the mercantile community, the drug trade is reaping its share of the prosperity.

Although the vexed question of "cut-rate" prices and competition from outside dealers is still prevalent in some of the large centres, which has tended to demoralize legitimate business, yet, in spite of these drawbacks, and probably in some measure as a result of them, the retail druggist has become more self-reliant, more aggressive, and more thoroughly a "business" man, not depending so much on the efforts of others, as is exemplified in the cases of patent medicines, whose makers have, in many cases, allowed them to be sold indiscriminately and at whatever prices the "general merchant" chose to name, but in the development of his own individuality in the manufacture of lines adapted to his trade and in the handling of others which command a good margin of profit through the watchful efforts of their manufacturers.

The aggressive policy also which has been adopted of handling lines of goods outside of the ordinary run of the druggist's stock, but which can with great