

**SUN****INSURANCE OFFICE**  
OF LONDON, ENGLAND  
The oldest purely fire office in the world.**FIRE  
ONLY****H. M. BLACKBURN**  
CANADIAN MANAGER  
TORONTO**AGENTS WANTED  
IN UNREPRESENTED  
DISTRICTS**

JUST PUBLISHED.

**NINTH EDITION.**

No. 1. 24mo., limp roan, post free for \$2.07 nett.

# THE EXTRA PHARMACOPŒIA

Revised in accordance with the "BRITISH PHARMACOPŒIA," 1893, with articles on SEROTHERAPY and ORGANTHERAPY, MEDICAL REFERENCES and a THERAPEUTIC INDEX.

**BY MARTINDALE AND WESTCOTT.**"It will be found to be replete with just that new information connected with the subject which every practitioner and Pharmacist would do well to possess."—*The Lancet*.**H. K. LEWIS, 136 GOWER STREET, LONDON, W.C., ENGLAND.**

advertise prices. The price of lenses varies according to the curve or curves that are ground on them, and the subject is too technical to explain in detail to the average layman, while to advertise "Fourteen-Karat Frameless Riding-Bow Spectacles, with sphero-cylindrical lenses," would be a waste of gunpowder.

Continuous advertising is the only form of advertising that can bring satisfactory results to the dispensing optician. He must advertise every day in the week and every week in the year. He must cause the people to associate his name with good glasses so firmly that when glasses are needed his name comes to their minds at once. It is not necessary for him to use large space—from one to three inches, single column, will be ample—but his matter must be carefully prepared and set in good, clear type. Some of the best optical advertising has been made worth less by being set in type that would be trying even upon normal eyes, and that was consequently passed over by persons with defective sight—the very persons to whom it was addressed.

As an adjunct to the newspaper advertising, a neat, plainly-printed booklet, touching upon the points previously mentioned, but going more into details, should be sent to a selected list several times a year. A folder sent to customers, telling of the advantages of an extra pair of glasses in case of accident, will produce good returns. At the "going away" season, this folder, in connection with a wooden mailing-box, with the firm name printed on the reverse side of the lid, will bring in lots of mail order repairing that might otherwise be lost. It is well for the dispensing optician to take the best care of his present customers, for their repairs and renewals form a considerable source of income, and they have it in their power to bring in a good deal of business through their recommendations.

Street car cards, in the same style as the newspaper advertising, and enlivened by attractive and appropriate cuts, will be found an effective form of supplementary advertising.

While it is impossible, from the very nature of the advertising, to trace direct returns from it, I can safely say, after an experience covering several years in this line of work, that the advertising conducted along the lines suggested will prove a profitable investment. The subject has not been given the attention it deserves, either by the opticians or by advertisement writers, and there is a rich harvest awaiting the man who will till the field thoroughly and intelligently.—*Printer's Ink*.

### Valuable Advice.

Advertising pays. All druggists realize the advertising value of brilliance in shop adornment. Trade converges to the store fitted with fixtures which are most attractive and bright. Mirrors and bevelled plate, bottle-filled shelves, show cases, and glass-doored cupboards, in fact the whole interior pharmacy paraphernalia, is designed with set purpose to produce a radiantly attractive effect. It is at night time, when gas or electric light is turned on, that all these fixtures are seen at their best. During day time, when nine-tenths of the business is done, all the expense attached to these objects goes for naught, for the store looks dingy and mean compared with its appearance at night. In addition to giving a satisfactory working daylight evenly throughout the shop, Luxfer Prism transoms, fitted over the plate-glass window, send in just the quality of light which gives to the interior the brilliance it otherwise lacks. The rich and glittering reflections from every object are given back, while the mirrors and glass show cases shine out their best welcome to the entering or

waiting purchaser. Druggists all over the country have found, in addition, that the improved window material is economical in lengthening out the day. Send to the Luxfer Prism Co., Toronto, for a descriptive booklet.

### WANTS, FOR SALE, ETC.

#### SITUATIONS WANTED.

SITUATION WANTED—BY GRADUATE, O.C.P., as Manager or Assistant; with Canadian and American wholesale and retail experience. All references, etc. Address, J.D.T., Phm.B., 973 Trumbull Ave., Detroit, Mich.

## We Solicit Your Trade

We offer a well-assorted stock of

**Drugs  
Chemicals  
Patent  
Medicines  
Perfumery  
Toilet Articles  
etc.**

CALL AND SEE US

**JAMES A. KENNEDY & CO.,**WHOLESALE DRUGGISTS  
423 Richmond St., LONDON, Ont.