

Amongst Our Advertisers.

Druggist wrapping paper in white (rolls or sheets) and blue and "Sea Island" twine are specialties with Buntin, Gillies & Co., Hamilton.

The Lyman Brothers & Co., Ltd., Toronto, inform us that they have placed in stock Cook's Cotton Root Compound, No. 2, which so far has not been in the market.

The Mascotte playing card, manufactured by the Consolidated Card Co., New York, is one of the best medium-priced cards on the market. The finest linen stock is used in their manufacture, and the high-finished enamelled face prevents peeling and splitting. They can be obtained from Buntin, Gillies & Co., Hamilton, at \$2 per dozen.

Messrs. Evans & Sons, Ltd., Montreal and Toronto, are introducing a new line of throat pastiles. They are called Anti-septic Pastiles, and are made from the formulæ of Dr. Bark, of the Liverpool Throat Hospital. They are of agreeable flavor, neatly put up in tin boxes, and, we believe, are very efficacious. Other specialties of this house, this month, are Syr. Hemophosphites (Evans) and Margerison's Milk of Lettuce Soap, a very superior article, and highly perfumed.

Have you read over the list published by the Toronto Pharmacal Co.?

Have you estimated how much it would pay you to purchase from them?

Have you noticed that many of their preparations are test products?

Are you aware that they have sent out enormous quantities of Emulsion of Cod Liver Oil; Beef, Iron and Wine, Compound Syrup of Hypophosphites, Compound Syrup of White Pine, and Compound Syrup of White Pine and Tar, Fluid Magnesia, and the various staple pharmaceuticals on their list, and that in not a single instance has a bottle been returned as unsatisfactory, or a complaint made as to the quality?

Are you not aware that druggists are very critical as to quality of the articles they buy, and that they would have complained had they had just cause?

This firm asks for no favors they are not entitled to. They believe that your preference in buying should be given to Canadian houses, quality and prices being equal.

They are anxious to have you give them a trial, as they feel satisfied they can supply your wants, and do for you what you are anxious to do for yourself—make money.

P.S.—Don't forget that they are putting up a five and ten cent package of Sweet Fly Poison Discs, upon which your own name may be placed. The package is very attractive.—Advt.

Tanglefoot.

The large output of 1896, favorable contrasts made, improved facilities, and the anticipation of a still greater output for 1897, enable us to announce another reduction in the price of Tanglefoot, which we trust will prove acceptable to our retailer friends.

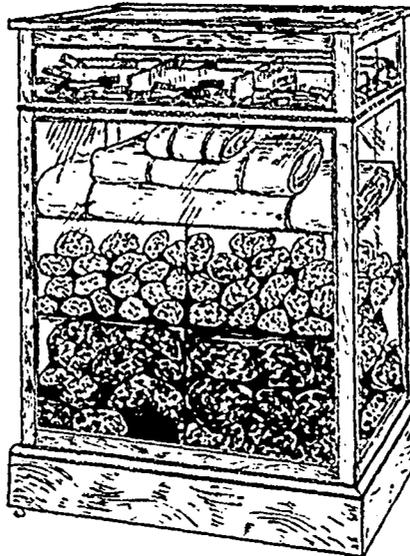
The prices in Canada will be:

Less than one case... 45 cents per box
One to five cases... \$3.80 per case.
Five cases and over... \$3.60 " "

To bring our output to the expected dimensions we are going to ask you to try to sell Tanglefoot by the box as much as possible, for a customer who buys a box uses it about five times as freely as one who buys it by the sheet.

Crescent Sponge Case.

This case is made of oak, finished all around and fitted with castors; 44 inches high, 32½ inches long, and 22 inches wide, two hinge doors at back and wire



shelves; top has door to raise, with lock and key, and is supported by stay-joint; all double strength glass. It is also made with bevel plate top. Write for prices to The Lyman Bros. & Co., Ltd., Toronto.

What's in a Name?

Well, there is a good deal; at least so think the Dodds Medicine Company, of this city, who have just launched their Dodds' Dyspeptic Tablets. They inform us that after the insertion of one advertisement in a Toronto daily paper they have had a remarkably large number of orders from all over the country. Dodds' Kidney Pills have evidently given such satisfaction that any preparation of Dodds' will sell. Read that talk with the trade on inside of back cover.

Catalogues Received.

The Fletcher Manufacturing Co., Toronto. Catalogue of soda water fountains, cylinders, generators, tumbler washers,

etc. Some handsome new designs are shown this year. If you contemplate putting in a fountain, drop this firm a card for catalogue. See advertisement in this issue.

Massey-Harris Co. Ltd., have issued a neat catalogue of their "Silver Ribbon" bicycles. As this firm, with several others, is advertising to the drug trade through our columns, they deserve special attention from our readers.

The "White" bicycle, manufactured by the White Sewing Machine Co., of Cleveland, Ohio, is another "druggist's" wheel. Their catalogue is certainly "a thing of beauty," and the wheel they make is just such another beauty.

The Acme Cycle Company, of Elkhart, Indiana, manufacturers of the Path Racer, the Belle Model, Full Roadster and Racer, as well as the Combination Tandem, have a catalogue which is unique in design and beautifully gotten up. They, also, are after the drug trade, through our columns.

The "Racycle" is well known to expert cyclists as a thoroughly up-to-date wheel, with all the latest improvements. It is a great favorite, and our readers will do well to get their catalogue if thinking of purchasing.

Magazines.

A SEQUEL TO "THE PRISONER OF ZENDA"—A NEW NOVEL BY ANTHONY HOPE.—Anthony Hope is just finishing a sequel to "The Prisoner of Zenda." It is a novel of the same high, romantic kind as "The Prisoner of Zenda" itself, bearing the title of "The Constable of Zenda," and carries the attractive personages of the earlier story through a new series of strange and moving incidents. The exclusive right of serial publication in America has been secured by *McClure's Magazine*, and the publication of it will begin in that magazine in the course of a few months.

FRANK LESLIE'S POPULAR MONTHLY FOR MARCH.—The widespread interest in the inaugural ceremonies at Washington gives timeliness and value to the article entitled "Ninety-seven Years in the White House," which forms the leading feature of *Frank Leslie's Popular Monthly* for March. There are many other interesting and important articles in this number, and some clever stories and poems. "Vassar College" is described in a splendidly written paper by Blanche A. Jones; Frederick A. Ober writes of "Some Natives of North Africa," which include the Arabs, Berbers, Touaregs and Moors; "A Thousand Miles Up the Amazon" is entertainingly described by Clarence B. Riker; Commissioner Blechenden tells of life in India; the city of St. Louis comes in for an appreciative paper by Charles Thomas Logan; and there is some illustrated stage gossip, a young folks' department, talks about new books, and many other things.—*Frank Leslie's Publishing House, New York.*