

HOLIDAY GOODS

Celluloid Dressing Cases
Fans and Necktie Boxes
Bronze Ornaments and Clocks
Fancy Mirrors and Frames

We show a large variety of above lines

Only New Goods and the Latest Styles

Kindly inspect our samples, and compare our prices.

Nerlich & Co., Importers, 35 Front St. W. Toronto

\$20,000 IN GOLD \$20,000

For Retail Druggists

BALTIMORE, December 1st, 1896.

To the Retail Druggist in the U.S.A. or Canada selling the greatest quantity of Bromo-Seltzer during the year 1897 at one store ONLY, subject to the conditions named, we will give a cash prize of \$500 in gold.

To the retail druggist selling the next greatest quantity, \$500.

To the 5 retail druggists selling the next greatest quantity, \$250 each.

To the 25 retail druggists selling the next greatest quantity, \$100 each.

To the 30 retail druggists selling the next greatest quantity, \$50 each.

To the 200 retail druggists selling the next greatest quantity, \$25 each.

To the 625 retail druggists selling the next greatest quantity, \$10 each.

To the 500 retail druggists selling the next greatest quantity, \$5 each.

Total, 1,387 prizes — \$20,000.

Requirements and Conditions.

1. No druggist is eligible for competition who sells Bromo-Seltzer for less than 10 cts. small (or 3 bottles for 25 cts.) 25 cts. medium, 40 cts. large, 75 cts. half-pound.

2. Druggists entering this competition will be required to send us on the last day of December, 1897, all of their bills or invoices from their wholesale druggists or jobbers, showing the quantity of Bromo-Seltzer purchased during the year 1897. These bills or invoices must be accompanied by a statement sworn to before a notary public certifying that the bills sent us represent goods sold only at retail, and at prices not less than stipulated above. As soon as prizes have been awarded, the bills will be returned to the respective druggists.

3. Positively no account of sales will be accepted in this competition unless it reaches us prior to January 11, 1898.

4. Druggists having more than one store will be allowed to compete for as many prizes as they may have stores, but under no circumstances can such druggists return all of their bills as representing the sales of one store; neither can druggists pool their sales for a prize. Names of the successful competitors will be published in the leading drug journals February 1, 1898. Prizes will be distributed Feb. 15, 1898.

We sincerely trust that retailers will appreciate our efforts in placing every safeguard possible around this competition, and we believe that the above method will insure fair play to all.

Emerson Drug Co., = Baltimore, Md.