

Business for 1895

SHOULD start off with a boom, and we are fully prepared to aid you in making it a profitable year, if you will but invest a portion of your business capital in the best line of Non-secret Preparations that are manufactured. We are pioneers in the trade, having been the originators of the **Non-secret Idea**; and though our prices are, in some instances, a trifle higher than those of competing houses, the quality of our products will well warrant the slight advance. We strive to manufacture the best preparations that can be made, our motto being

"NOT THE CHEAPEST, BUT THE BEST."

Our lines of SARSAPARILLAS, COUGH SYRUPS, WORM MEDICINES, LINIMENTS, SALVES, and other popular household remedies are very attractive and saleable. They are made of pure materials, are of excellent formulæ, are finished with handsome and artistic wrappers, and yield a **liberal profit** of from **100 per cent. to 400 per cent.** The great points in their favor are that they are true to the formulæ printed on the labels. The goods bear your address (you know what you are selling), and your trade on them, once established, will prove permanent and profitable.

Our Non-secret Catalogue for 1895 is carefully compiled and handsomely illustrated. A careful perusal will repay you well, for we show you our formulæ, what the goods cost, what they sell for, and the exact margin of profit to be made on each preparation.

Send for a copy of our Catalogue for 1895, or fill out the attached coupon, and mail to

CUT THIS OUT AND MAIL TO

**FREDERICK STEARNS & CO.,
WINDSOR, ONT.**

Kindly mail me a copy of your new Catalogue for 1895, as advertised in the CANADIAN DRUGGIST.

FREDERICK STEARNS & CO.,

MANUFACTURING PHARMACISTS.

WINDSOR, ONT.

LONDON, ENG. NEW YORK CITY. DETROIT, MICH.