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OF LONDON, ENGLAND
The oldest purely fire office in the world.

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ONLY**

H. M. BLACKBURN
CANADIAN MANAGER
TORONTO

**AGENTS WANTED
IN UNREPRESENTED
DISTRICTS**

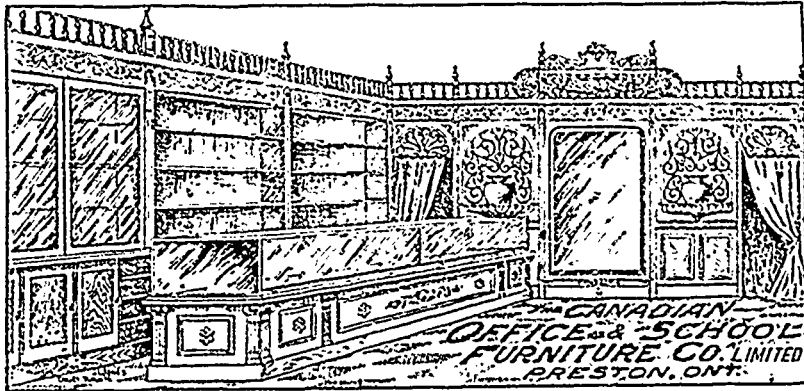
Labatt's Indian Pale Ale

Is an excellent nutrient tonic. Physicians desiring to prescribe will hardly find anything superior to this. — *Health Journal*.

"We find that the Ale uniformly well agreed with the patients, that it stimulated the appetite, and thereby increased nutrition. The taste likewise was always highly spoken of. In nervous women, we found that a glass at bedtime acted as a very effective and harmless hypnotic." — *Superintendent of large United States Hospital*.

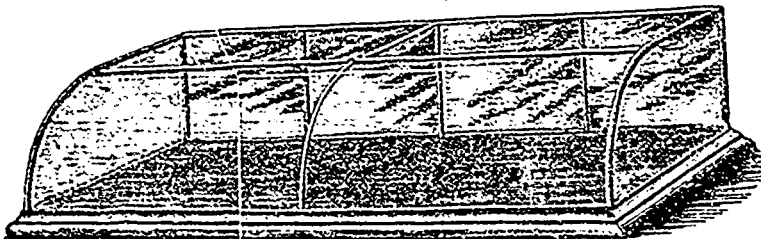
ORDER IT FROM YOUR MERCHANT
AND SEE THAT YOU GET IT.

JOHN LABATT,
Brewer, LONDON.



DOMINION SHOW CASE CO'Y

13 LOUISA STREET, TORONTO



MANUFACTURERS OF
SHOW CASES, WALL CASES, JEWELERS', CONFECTIONERS',
AND DRUGGISTS' FITTINGS
GRILL WORK, FANCY CABINET WORK, BRITISH PLATE MIRRORS,
BENT AND BEVELLED GLASS



Extract Fluid Ounce Capacity.

Decorated Tin Cans
and Boxes

FOR SALE BY ALL WHOLESALE DRUGGISTS
AND DRUGGISTS' SUNDRYMEN.

WE would be very glad
to supply the Drug
Trade and Medical Profession
with our Catalogue of Fine

Pharmaceutical Specialties....

Our Standard Fluid Extracts
will compare with products of
any other Laboratory on the
continent.

THE

**Martin, Boyle &
Wynn Co.**

Wholesale Druggists, Winnipeg, Man.

All Wholesale Druggists keep in stock and will supply
retail druggists with

Wood's Phosphodine, Retail \$1.

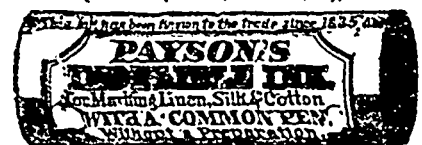
Cook's Cotton Root Compound, No. 1, Retail \$1.

Cook's Cotton Root Compound, No. 2, Retail \$3.

Many retail druggists sell dozens of these goods while others only sell a few boxes. The reason for these variations in sales are that one orders from his jobber in not less quantity than one dozen Wood's Phosphodine, one dozen Cook's Cotton Root Compound No. 1, and a half dozen Cook's Cotton Root Compound No. 2, and places the dozen cartons on his show case where they can be seen and examined by customers. The other orders a few boxes and hides them in a drawer behind his counter where they cannot be seen, or what is still worse, waits until a customer asks for the goods and then orders a box or two; thus one druggist sells many dozens, the other a few boxes or none at all. These goods all afford a liberal profit to the retailer, and are liberally advertised in nearly all papers from Cape Breton to British Columbia. No retail druggist can make a mistake in ordering from his jobber at least one dozen each of these goods and placing them on his show case where they can be seen. Druggists who have only purchased a few boxes and placed them in a drawer behind their counter will, by purchasing in quantity and placing where they can be seen, be surprised how quickly they will be sold. *There is only one way to sell well, and that is to keep a supply.*

THE OLDEST - THE BEST

Received Medal and Diploma at Province of
Quebec Exposition, Montreal, 1897.



Trade supplied by all leading Drug Houses in the
Dominion.