

Canadian Druggist

Devoted to the interests of the General Drug Trade and to the Advancement of Pharmacy.

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New advertisements or changes to be addressed

Canadian Druggist,

11½ RICHMOND ST. WEST,
TORONTO, ONT.

EUROPEAN AGENCIES:

ENGLAND: Aldermay House, 63 Watling Street,
London, E. C.

FRANCE: 5 Rue de la Bourse, Paris.

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Of Special Importance.

We have just recently been able to make arrangements with one of the most successful advertisement writers in the country to open and conduct for us a special advertisement-writing bureau, and we shall try to explain to you something about the working of this department, but would ask you, if you are interested, to write for further particulars, and giving us, as far as possible, a full description of your business, just what you have been doing in the past, and what you would like to do in the future, thus furnishing us, in confidence, sufficient information about your business to enable us to form some general idea as to what is the most practical way of promoting its interests. Our special advertising bureau will take your store into consideration, and will write you a letter giving you full information as to what plans we would think advisable to use in advertising you, and stating to you just what the cost would be if we take control of the writing and suggesting of the various advertisements which you might need.

The charges in each case will be exceedingly moderate, considering the value of the service which you will get. Anyway, write for further particulars. It will cost you nothing if you do not care for it after investigating.

Our bureau can do this only by having a large number of houses to work for. This will give you expert service and expert advice equal to any that is had by the largest houses in the United States who employ a special expert to look after their individual business. We propose, through this department, to put the small merchant, or the merchant doing a medium business (who is not in a position to employ an expert for his exclusive use), in the same position to advertise intelligently and profitably as is done by the larger houses in New York, Chicago, and a few other large cities who have heretofore been alone able to do this high-class work.

We propose in this department to do any kind of advertising work which you may wish done, whether you be a retailer in a small country store or a large wholesaler in a big city.

We propose in each case to first make a conscientious study of your business and its needs, and to then advise you as to just what are the best methods to increase your business, and as to about what expenditure of money will be necessary to carry out the plans.

We have no special features to which we wish to cater, and if we find on investigation that advertising by circulars is likely to be more profitable to you than advertising in newspapers we shall be free to say so, and also tell you when your advertising expenditures are too large just as quickly as to tell you when they are too small. Having intelligently discussed with you what it is proper to do to push your business, the department then proposes, for a small price, which will be within the reach of your business means, to take charge of your advertising to any extent that you may desire, to do the whole business, originating and getting up special sales, and the advertising matter that is necessary to conduct them, down to simply writing such occasional advertisements as you may desire, bringing out the points which you may yourself suggest.

We want the department to be an intelligent help to every one who feels like taking hold of it. Only one store in a city, however, can join this league, as it would not do for us to be pushing the business and the advertising of more than one store in any one locality. We want therefore, to receive immediate application from the best stores all over the country. Those who feel that they would like to improve their business and make it grow more rapidly than it has been doing will, without doubt, communicate with us. The first store from each town which applies will have the refusal of the service, no matter whether it be a large or