

BUSINESS NOTICES.

As the design of the CANADIAN DRUGGIST is to benefit mutually all interested in the business, we would request all parties ordering goods or making purchases of any description from houses advertising with us to mention in their letter that such advertisement was noticed in the CANADIAN DRUGGIST.

We would call the attention of the trade to the full-page advt. of the Owen Electric Belt and Appliance Co. A special discount is offered to the trade.

Read the half-page advt. of Dean, Foster Co. who offer glassware, etc., at remarkably low figures. The well-known reliability of this house should secure a large share of Canadian trade.

Gibbons' Tooth-Ache Gum advertised elsewhere in this issue, although but a short time on the market, has become a leading line in this class of remedies. It may be had of all wholesale druggists.

St. Jacob's Oil, the old favorite, comes to the front again in new premises in Toronto. The Canadian branch is now under the management of Mr. E. A. Wilson, who is determined to still further increase the output of this deservedly highly esteemed preparation.

The Wm. Radam Microbe Killer Co., whose Canadian agency is at 120 King-st. West, Toronto, report very extensive sales throughout Canada. The futile efforts of some trade journals to discountenance this remedy have only brought it into still greater prominence. Druggists wishing the agency should write to the above address.

Adams' Bo-Kay Gum is the latest thing in chewing gums. It is put up in a very artistic box, and is delightfully flavored with cachou. It yields a good profit and is a splendid seller. Their new flavors in Tutti Frutti, viz.: blood orange, banana, and cachou, are sure to have a big run. The name of Adams & Sons on any goods is a guarantee that the goods are the best.

Among the new advertisements this month is that of the Robert M. Green Co. of Philadelphia. This firm manufactures the soda water apparatus bearing the name of "Green," which carries with it among numerous friends and acquaintances the reputation of square dealing and courteous treatment. Their goods are very popular among our neighbors on the other side of the border, and prospective purchasers should send for a copy of their illustrated catalogue and make the comparison requested on page 28.

A reputation for truthfulness is indispensable to permanent, satisfying success.

The annual aggregate number of letters transmitted through the postoffices of the world may be estimated at 8,000,000,000, and of newspapers 5,000,000,000.

A concern has been floated in Rio de Janeiro called, the "Nacional Distillacao e Perfumarias" company with a capital of \$700,000, for the preparation of perfumes, vinegar, soda waters, writing-ink, &c.

Window Dressing.

In considering the subject of window dressing, the merchant or the clerk who has this particular branch of the business in charge, should bear in mind what he hopes to accomplish by it. Says an authority on this subject:

"He aims to set forth a fair sample of the goods to be found within. They must be so displayed as to prove an attraction to the people on the street, most of whom are intent upon going somewhere else than to his store. Their attention must be diverted from their original purpose sufficiently to excite in them the desire of possession. To do this the goods displayed must be of such a character as will appeal with force to the purchaser at the time he is looking at them. In a word, the window must be dressed with seasonable goods.

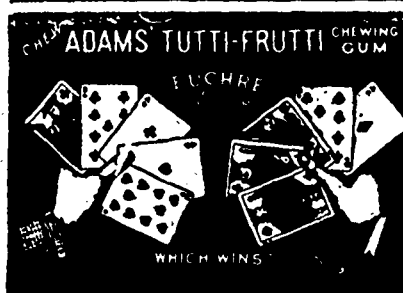
"Seasonableness is not the only requisite to window dressing. It is quite unnecessary to go to much trouble to decorate a window with common goods which are so well known that they will attract no attention from the passer-by. His attention must be secured first by some feature with which he is unfamiliar. Second, his attention having been attracted, his curiosity must be gratified, and he must not be allowed to go away disappointed.

"That it pays to award particular at-

tention to window dressing seems to be the opinion of every merchant who has systematically tried it. When one goes by a store in which the windows are filled with shop-worn goods which have been seen there since Adam was a child, to speak figuratively, and in which the glass is dirty and lined with cobwebs, a feeling of disgust is hard to repress. It is difficult to see how people of refined taste can continue to trade in such a place. We believe if such a Rip Van Winkle storekeeper should awake, wash off his windows and make a good display, his trade would increase at once.

"Those who have tried the efficacy of window dressing as a means of drawing trade are enthusiastic in its praise. We consider the storekeeper's window his cheapest advertisement. In a newspaper he can but describe his goods and give his reasons why they are bargains. In his window he can display the goods themselves with or without prices as he deems best. Is not the dealer's window his sign of cleanliness, thrift, taste and enterprise? Is he not rated in the public estimation according to his indicator? And what is his indicator? To the public gaze what can it be but his window? The window stands there gazing out on the particular spot wherever located. It stands there, no matter where its owner may be, continually enticing the public to the spot."

—*Newsman.*

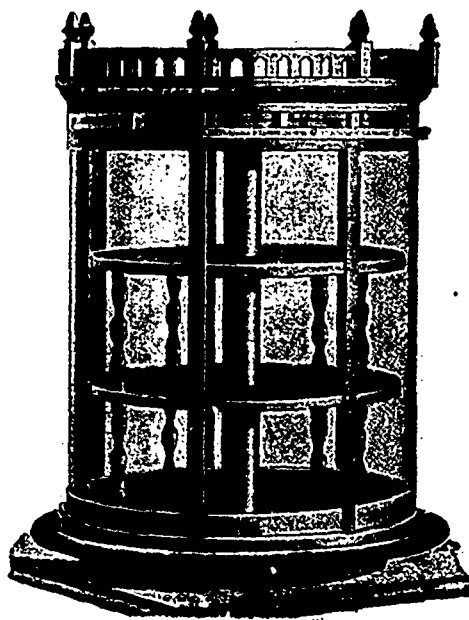


ADAMS & SONS TUTTI-FRUTTI CHEWING GUM.

It is the fastest 5 cent selling article the Drug Trade handles to-day.

SEND TO ADAMS & SONS, 23 CHURCH-ST., TORONTO, ONT.
For beautiful advertising matter.

Goddard's Revolving Book and Show Case.



Patented May 14, 1889, and other Patents applied for.

It is round, 42 inches high, 31 inches in diameter. The bent glass are double strength French, 12x28 inches. The inside revolves by the ring at bottom upon anti-friction, cone-shaped rollers.

It turns as easily when filled as empty, no oil required. The frame holding the glass is stationary.

ELEGANTLY FINISHED IN Antique Oak Veneering.

Price \$28.00.

For Physicians, Dentists, Oculists, Confectioners, Jewelers, Filing Case, &c., they are arranged to suit.

SEND FOR CIRCULAR.

CURTIS GODDARD, ALLIANCE, OHIO.