

About Cough Drops!

Should Druggists handle those lines every Confectioner and Grocer sells?

Should Druggists drive the trade to the Confectioners by limiting their line to the nauseous and old brands that the public are tired of?

Why not carry and push the sale of

Honey and Horehound Cough Drops

when they sell well, and are sold only to the Drug Trade?

Mr. J. S. Armitage, Paris, Ont., writes:
"Send another pail of those Honey and Horehound Cough Drops at once. I sold the first pail in only ten days."

It will pay you to use our five and ten-cent sizes of folding cartons to encourage the sale of Cough Drops; and advertise your Cough Syrup on the back of them.

LAWSON & JONES

LONDON, CANADA

Have You

Somerville's Pepsin Gum?

It is the Gum the others are selling.

It is admitted to be the best Pepsin Gum made in Canada.

Our Carving Set Premium Packages are having a great sale.

C. R. SOMERVILLE

LONDON, ONT.

STEARNS' Wine of Cod Liver Oil

WITH PEPTONATE OF IRON



Is made by combining the active constituents found in Cod Liver Oil with a fine quality of dry wine, in which a proper proportion of peptonate of iron has been previously dissolved. It possesses the alterative properties of the oil combined with the tonic virtues of iron, and is free from the objectionable features of either. The alterative properties of Cod Liver Oil do not reside in its fat, but belong to certain peculiar principles associated therewith found in the oil as well as in the fresh liver.

The United States Dispensary, in referring to Cod Liver Oil, says: "Some consider it merely a nutritive agent, having the advantage over other oleaginous substances of a readier entrance into the system, and more easy assimilation. But we cannot agree with this opinion. The probability appears to us to be that in consequence of some peculiar principle or principles it contains [italics ours] it exercises a stimulant and alterative influence on the processes of assimilation and nutrition, thereby aiding in the production of healthy tissue."

The peculiar principles spoken of in the Dispensary were discovered finally by Messrs. Gautier and Mourgues (*Journal de Pharmacie*, March, 1890), who found in the oil certain active constituents which, after testing thoroughly on animals, they believe to be the substances which account for the peculiar tonic action of Cod Liver Oil, which distinguishes it from all other oils and fats. Bouillot (Abstract of Thesis read at the French Academie des Sciences, Nov. 15th, 1892) has confirmed these researches and demonstrated the presence of these organic bodies in the fresh liver of the cod in much larger quantities. The secret of the value of Cod Liver Oil is therefore due to the presence of certain principles found in the fresh liver of the cod, which have been taken up by the oil.

Stearns' Wine of Cod Liver Oil is an original and elegant preparation which contains the alkaloids and other active principles to be found in one-fourth its volume of pure Cod Liver Oil, as well as four grains of peptonate of iron to each fluid ounce. The wine, being entirely free from the oily or fatty matter of Cod Liver Oil, is pleasant to the taste, and therefore valuable whenever Cod Liver Oil and Iron are indicated.

NOTE.—It is most important that **STEARNS'** be always specified when Wine of Cod Liver Oil with Peptonate of Iron is desired, for the use of our name is the only means of insuring protection to the patient, the physician, or ourselves.

Stearns' Wine of Cod Liver Oil with Peptonate of Iron received a special award for excellence at the World's Columbian Exposition.

Sold in full 16 oz. bottles at \$8.00 per dozen by all jobbers, or may be ordered from

FREDERICK STEARNS & CO.

Manufacturing Pharmacists,

WINDSOR, ONT.

DETROIT, Mich.

LONDON, Eng.

NEW YORK CITY.