

INTERESTING NEWS.....
MOST PRACTICAL INFORMATION.

H. M. Whelpley, Ph. G., M. D.,
EDITOR.

C. F. G. Meyer
PUBLISHER.

Meyer Brothers Druggist

To New Subscribers.

Two Publications at the Price of One.

The MEYER BROTHERS DRUGGIST will be sent one year to any new subscriber with either one of the following publications at the price named:—

Birds.....	\$1.50
Spatula.....	1.00
Recreation.....	1.00
Show Window.....	
Etdorpha, by J. U. Lloyd.....	2.00
Universal Poison Register.....	1.00
Journal of Applied Microscopy.....	1.00
Pharmacognosy Notes, by O. A. Wall.....	1.50
The Right Side of the Car, by J. U. Lloyd.....	1.00
The Prescription (Third Edition), by O. A. Wall.....	1.50
Therapeutic Terms (Second Edition), by H. M. Whelpley.....	1.50
Chemical Lecture Notes (Fourth Edition), by H. M. Whelpley.....	1.50

Address MEYER BROTHERS DRUGGIST, 316 Clark Avenue, St. Louis, Mo., U. S. A.

BEST PRICE LIST.....
MONEY MAKING ADVERTISEMENTS.

"Short Talks on Advertising"

224 pages, 123 illustrations; sent postpaid on receipt of price. Paper binding, lithographed cover, 25 cents. Cloth and gold, gold top, uncut edges, \$1.00.

CHARLES AUSTIN BATES,
Vanderbilt Building
New York

"Mr. Bates' Masterpiece. It is interestingly and readably written—more readable than one would believe possible on so hackneyed a subject as advertising—and it is illustrated by pictures intended to lend a humorous turn to many of the sentences in the text. For those who want a general idea of advertising principles, the book will be found valuable, and even the readers to whom its subject is more than familiar will find it an interesting companion for a leisure hour. It is full of apothegms, every one of which rings with a true note."—Geo. P. Rowell.

- "Excellent Work."—*Buffalo Evening News.*
- "Interesting and Profitable."—*Baltimore Herald.*
- "Lively and Sensible."—*Philadelphia Evening Telegram.*
- "Handsome and Clever."—*New York Press.*
- "Should be read twice."—*Cleveland World.*
- "Should be on the desk of every advertiser."—*Cleveland Press.*
- "Best thing we have seen."—*Buffalo Express.*
- "Most practical and helpful."—*Minneapolis Journal.*
- "Every advertiser may read with profit."—*St. Louis Post-Dispatch.*
- "Mr. Bates has rendered a service to all progressive business men."—*Philadelphia Record.*
- "Most interesting of all instructive books."—*Buffalo Times.*
- "Full of ideas of value."—*Cleveland Leader.*
- "Nothing humdrum or commonplace."—*Buffalo Commercial.*
- "Full of snappy, commonsense hints."—*Boston Advertiser.*
- "Striking and readable."—*Baltimore American.*
- "Cannot fail to prove interesting."—*Pittsburg Press.*
- "Should be in the hands of every business man."—*Philadelphia Ledger.*



"ROUGH ON RATS"

THE GREATEST INSECT AND BUG DESTROYER ON EARTH



SOLD ALL AROUND THE WORLD.

Is used by all civilized nations, and is the most extensively advertised and has the largest sale of any article of its kind on the face of the globe.

CLEARs OUT

- Rats, Mice, Ants,
- Hen Lice, Sparrows,
- Skunks, Squirrels,
- Weasels, Jack Rabbits,
- Moles, Gophers, etc.



CLEANs OUT

- Flies, Water Bugs,
- Roaches, Beetles,
- Insects, Chipmunks,
- Moths, Potato Bugs,
- Gophers, etc.

Gone where the Woodbine Twineth.

"Rough on Rats" pays the retailer 100 per cent., and is the most extensively advertised article in the world. It is now "the" staple with the trade and public in United States, Canada, Mexico, Central and South America, Great Britain, France, Germany, Africa, Australia, India, East and West Indies, etc., etc. Sells the world around.

No loss by breakage or evaporation. Will keep a thousand years in any climate. Always does the work.
Lowest prices of its kind. Pays better than any other.

LOOK OUT FOR
IMITATIONS.



SEND FOR

Advertising Books,
Chronos, Music, Etc.



E. S. WELLS, CHEMIST, 710-712 Grand St. JERSEY CITY, N.J. U.S.A.