

Old Reliable.

In looking over the shelves of the thousand drug stores in the Dominion of Canada and considering the large number of patent medicines now on the market it is surprising to note that few of these thousands of remedies have been on the market for a great period of time.

Ransom's Hive Syrup and Tolu and Trask's Magnetic Ointment are among the oldest standard reliable articles. The druggist can recommend them, and in doing so may rest assured that his customers will get value received for their money.

For cases of croup there is something in Ransom's Hive Syrup and Tolu that makes it a certainty and the druggists that recommend it will find that their customers will rely on their judgment thereafter.

Optical Goods.

A special feature of note in connection with the greatly increased use of spectacles in the present day is the very large proportion of gold-filled goods that are being used as compared with former years. The reason for this is two-fold. The public have discovered that low carat gold spectacles are a poor investment, and that a good filled article is superior for wear and appearance to a cheap gold one.

Messrs. Cohen Bros., manufacturing opticians, who are experts in the manufacture of gold and gold filled spectacles, state that since putting their gold-filled goods on the market the demand for 8K. goods has practically ceased, as the wearing qualities of the former are in the proportion of three to one as compared with the latter.

Druggist opticians would do well to make a note of this fact.

A Great Discovery.

"In pursuance of the well-known policy which governs the editorial columns of *The Western Trade Journal*, representatives of the editorial corps have recently concluded an examination of the great "Ah-Wa-Go," nature's own remedy and cure for diseases of the blood, liver, and kidneys, and find that it belongs to a class of preparations which have accomplished magnificent results in the way of restoring health and giving back to suffering humanity freedom from disease."
—Exchange.

Drug Businesses Wanted.

Dr. Hamill has three parties who wish to purchase really good paying drug stores in some village or town, and as they have each ready cash from \$1,500 to \$3,000 each, any one who wishes to sell can do so quickly and privately if their business is at all inviting by writing the doctor full information.

The Large "O."

W. T. Owbridge, Hull, England, manufacturer of the celebrated Owbridge's Lung Tonic, and other specialties, calls the attention of the trade in our columns this month to the fact that the Druggists' Corporation of Canada, Limited, Toronto, are sole agents for his preparations.

The Lung Tonic has a surprisingly large sale in England and on the continent and the proprietor intends advertising it extensively in Canada. When you see that large "O," you will know that it stands for Owbridge.

Ah-Wa-Go.

Attention is called to the advertisement of the F. E. Karn Co.'s celebrated remedy, Ah-Wa-Go, which appears on another page of this issue. Their remedy, though but two years before the public, has already an established reputation for its curative powers. Ah-Wa-Go is sold under a guarantee to cure or the customer's money is refunded, so that druggists are protected in the offer of a refund and the company state their intention of living up to their offer. Druggists should write them for illustrated booklet and prices.

The Montreal Optical Company has issued a new prescription book for opticians, which is one of the simplest and most complete offered anywhere. The company will be pleased to mail it "gratis" to those intimating their desire for one.

We would call attention to the advertisement of Messrs Elliott & Co. on page 50A of this issue. The specialties advertised there are of undoubted value and like all goods bearing the trade mark of this firm, "E," are of acknowledged excellence of manufacture and purity of ingredients.

Drop Lawson & Jones a card re Calendars. See Ad.

Magazines.**Here is Success for You.**

"Inside figures" are always interesting, and the following are certainly some striking ones about *The Ladies' Home Journal*. During 1897, 8,183,113 copies of this magazine were printed and so thoroughly sold that the latter-year issues are entirely out of print. It consumes 3,434,362 pounds of paper in a year, and absorbs 30,902 pounds of ink. It runs 28 presses. The advertising columns contained \$498,325 worth of advertising during the last year. The editors received 9,700 manuscripts and less than one per cent. were accepted. The magazine employs 22 staff editors. 24,648 letters have been received and answered in the year by the editors of the correspondence columns. The *Journal* has over 15,000 active, working agents on the road getting subscriptions. It has educated 442 girls free of charge under its free educational plan. In a single day it has received as high as 18,000 subscriptions. 300,000 copies of the *Journal* are sold each month on the news stands alone—125,000 people subscribe for it by the year.

The propagation and cultivation of fish by the Government is interestingly and instructively described by Joanna R. Nicholls Kyle in *Frank Leslie's Popular Monthly* for March. The article has the felicitous title, "Aquatic Proteges of Government," and is profusely illustrated. The same magazine contains an important paper on "The Congregationalists," setting forth the history and growth of that denomination in this country, by Rev. A. E. Dunning. This also is accompanied by many fine illustrations. Helen Bradford describes the life and people of Christiania. The city of New Orleans furnishes the subject for a long and superbly illustrated article by Charles Thomas Logan, who calls that city the "quaint and unique Metropolis of the South-West." Another elaborately pictured article is one on Harvard University by L. W. Sheldon. A new serial story, the scene of which is laid in Revolutionary times, begins in this number. It is called "Marie Tremaine," and is by Francis Swann Williams. There are a number of clever short stories, some good poems, and an attractive young folk's department.—Frank Leslie's Publishing House, New York.