

One Sure Thing.

No medicine will cure in every case, but Wilson's Fly Pads will kill always and everywhere.

A reliable article is sure to be appreciated, hence the fact that the sale of Wilson's Fly Pads is always increasing.

Business Increasing.

Francis W. Kahle is having a very busy time of it and reports a very general increase in business throughout the country. Trask's Magnetic Ointment and Ransom's Hive Syrup and Tolu are the specialties.

Walker's Liquid Extract of Malt.

Elsewhere in this issue will be found an advertisement of "Walker's Liquid Extract of Malt," a preparation which is having an immense sale and at a price which makes it very popular.

There is no doubt that the nutritive properties of a good well prepared extract of malt are most efficacious, and assist digestion very materially. The preparation named is made by the Walkerville Brewing Co., of Walkerville, Ont., and is guaranteed to contain less than five per cent. of alcohol, and an analysis shows that it is a pure extract of malt and hops.

The sale of this preparation has hitherto been effected merely through its advertising itself, that is, one bottle sold has been the means of selling dozens. The popular price of the article makes it a very desirable line, and we do not wonder that the output has increased so rapidly. See advertisement.

Trusses, Etc.

Attention is directed to the advertisement of Mr. Vincent Wood in another column. Two of the special lines manufactured in his establishment are there brought to the notice of the Canadian drug trade. The immense output of goods in the special lines of trusses, supporters, bandages, suspensories, etc., which emanate from this house is of itself a sufficient guarantee as to the reliability and saleable quality of the goods. Chemists everywhere know the name as a guarantee, and we feel that we are not in the least astray in advising Canadian druggists to put in a stock of these standard "British" lines.

Books and Magazines.

The *Coming Age* is the title of a new magazine published by The Coming Age Company of Boston, Mass., and the Midland Publishing Company of St. Louis, Mo. B. O. Flower is the editor, and his name is sufficient to indicate that the contents will be of a character very much above that of the majority of monthlies. As editor of the *Arena* Mr. Flower became a favorite with all lovers of good literature. The number now before us is an excellent one, and the April issue will include, amongst other valuable articles, a paper by John Uri Lloyd entitled, "Do Physicians and Pharmacists Live on the Misfortunes of Humanity?" a subject which he is specially capable of dealing with. Pharmacists who have read "Etidiorpha" and other writings from the pen of Mr. Lloyd will eagerly look for the forthcoming number of this new magazine. Published at \$2.00 per annum, or 20 cents a number.

The "Cosmopolitan."

The recent success of the British arms over the Mahdists in the Soudan demonstrates that even fanaticism cannot stand against drill and discipline. But, in earlier days, it is easy to understand why the Arabs swept all before them. An ingenious tenet of Mohammed taught his followers that the hour and minute and second of death were fully ordained. Therefore the believing soldier's self-regardless fighting was for a while invincible. Confucius, Zoroaster, Buddha, Brahma, Mohammed—each of these great religious thinkers now has his followers beneath the far-flung flag of the United States. It is, consequently, the highest political wisdom to understand what each of our new wards believes. The February number of the *Cosmopolitan* will contain the first chapter of "The Founding of an Empire," by John Brishen Walker. The first part gives a bird's-eye view of Mohammed and his religion.

Marion Crawford on "Rome."

"The Romance of Rome," by F. Marion Crawford, will be among the prime literary and artistic attractions of *Frank Leslie's Popular Monthly* for April. Mr. Crawford was born in Rome, has been steeped from childhood in the romance and legendary lore of the Eternal City, and writes of her with the enthusiasm of a lover as well as the erudition of a student. His paper is illustrated with some beautiful views of Rome, and a fine portrait of Pope Leo XIII.

The Results Were Extraordinary.

WAPPELLA, N.W.T., Feb. 13, '97.
The Lawrence-Williams Company, Cleveland, O.:

I keep your "Gombault's Caustic Balsam" in stock. I have sold it for the last three years. I have been in the drug business in Ontario and this country, but it is not known to the majority. I sold a bottle which I saw used under my own supervision which gave most universal satisfaction. The results were extraordinary. I sell it here at \$1.50 per bottle. I am quite a horseman and would be pleased to use any pictures of the noted racers of the day, to our mutual benefit.

J. A. MACDONALD.

Ozone.

This remedy, which is now having an extensive sale in many parts, is one of those which eventually must take a front place amongst proprietary medicines. Its owners feel that they have in it an article of undoubted merit. They intend advertising it very largely and pushing its sale throughout the whole of the Dominion.

There is no doubt that an immediate demand will be created for this preparation, and druggists will do well to be able to meet that demand when called on.

See advertisement in another place in this issue.

Hofbrau.

There is now scarcely any difference of opinion as to the medicinal value of extract of malt, especially in cases of malnutrition and during convalescence.

The principal point to be observed by the druggist is that the preparation he sells is one which is produced from the best obtainable malt and choice hops, with the least possible percentage of alcohol, that he can confidently recommend to his physicians and customers. Price also must enter into the question, as with many it means the consumption of a considerable quantity.

In Hofbrau, Messrs. Reinhardt & Co. claim to have an ideal liquid extract of malt, which combines in concentrated form all the nutritive, digestive and tonic properties.

Look at their full-page advertisement, and see what they offer you. The preparation will be certain to have a very large sale, and the price is such as will commend itself to the trade.