


The strongest testimony of the excellence of Ayer's Cherry Pectoral rests in the fact that physicians have freely prescribed it during the past sixty years

As you know, physicians are never prejudiced in favor of Proprietary Medicines. To have them endorse a remedy is the most positive kind of proof that it must have unusual virtues.

One reason why we have this favor of the Medical Profession is because there is no secret about Ayer's Cherry Pectoral.

Time and time again we have published the formula in the principal Medical Journals of this country and Europe, and have mailed it to nearly every practising physician in the United States. So it follows that when your physician orders Ayer's Cherry Pectoral for your cough he knows precisely what he is giving you.
To say that Ayer's Cherry Pectoral will cure every disease of the throat, bronchial tubes, and lungs, without a


## THE DOSE

 Ayer's Cherry Pectoral

single failure, would simply be stating an untruth. Even the most skilful physician would make no such claim

We would that we could prepare an infallible remedy, one that should never fail under any circumstances. But that is beyond our ark, and we only promise to give the best that the medical intelligence of our times can devise and modern skill prepare.
Vividly alive to the responsibility of making such a remedy, we are determined none shall be disappointed through our neglect. We promise you that every bottle of Ayer's Cherry Pectoral shall be the very best that can possibly be made.
Do not undervalue the services of a skilful physician. No Proprietary Medicine can take the place of the family doctor. Therefore we say: Con sult your physician freely about your case and ask him what he thinks about your taking Ayer's Cherry Pec toral for your cough. If he says take it, then take it. If he says do not take



