

Open Publicity The Best Guaranty of Merit.

"TAKING TIME BY THE FORELOCK."

All observing people must have noticed a growing sentiment in this country in favor of using only put-up foods and medicines of known composition.

Recognizing this growing disposition on the part of the public generally, and satisfied that the fullest publicity can only add to the well-earned reputation of his proprietary medicines, Dr. R. V. Pierce, of Buffalo, N. Y., has taken time by the forelock, as it were, and is publishing broadcast, and on each bottle wrapper, a full and complete list of all the ingredients entering into his medicines.

This bold and outspoken movement on the part of Dr. Pierce, has by showing exactly what his well-known medicines are composed of, completely disarmed all harping critics who have heretofore unjustly attacked them.

They stand alone. This striking departure of Dr. Pierce from the usual course pursued by the manufacturers of proprietary medicines, at once takes his medicines out of the class generally known as "patent" or secret medicines.

WHAT DR. PIERCE'S GOLDEN MEDICAL DISCOVERY IS MADE OF.

OF KNOWN COMPOSITION. Standing out in bold relief, all alone, and as a conspicuous example of open, frank and honest dealing with the sick and afflicted, are Dr. Pierce's Favorite Prescription for weak, debilitated, nervous, "run-down," pain-racked women, and Dr. Pierce's Golden Medical Discovery, the famous remedy for weak stomach, indigestion, or dyspepsia, torpid liver, or biliousness, all catarrhal affections whether of the stomach, bowels, kidneys, bladder, nasal passages, throat, bronchia, or other mucous passages, also as an effective remedy for all diseases arising from thin, watery or impure blood, as scrofulous and skin affections.

THE BADGE OF HONESTY. Each bottle of the above medicines bears upon its wrapper a badge of honesty in the full list of ingredients composing it—printed in plain English.

WHOSE SAY-IS BEST? With other medicines the afflicted have only their makers' word for their efficacy. With Dr. Pierce's medicines they have the disinterested endorsement of scores of eminent medical practitioners and medical writers of wide renown.

ALL RIGHTS PROTECTED. The exact working formula for making Dr. Pierce's medicines without the use of a drop of alcohol and preserving them unimpaired in any climate for any length of time, cost Dr. Pierce and his assistant chemists and pharmacists a tedious course of study and experiments, extending over several years.

SAFE AND RELIABLE. A consideration of first importance in deciding what medicine to take for the cure of any lingering or chronic ailment is as to its harmlessness or inability to do injury to the system.

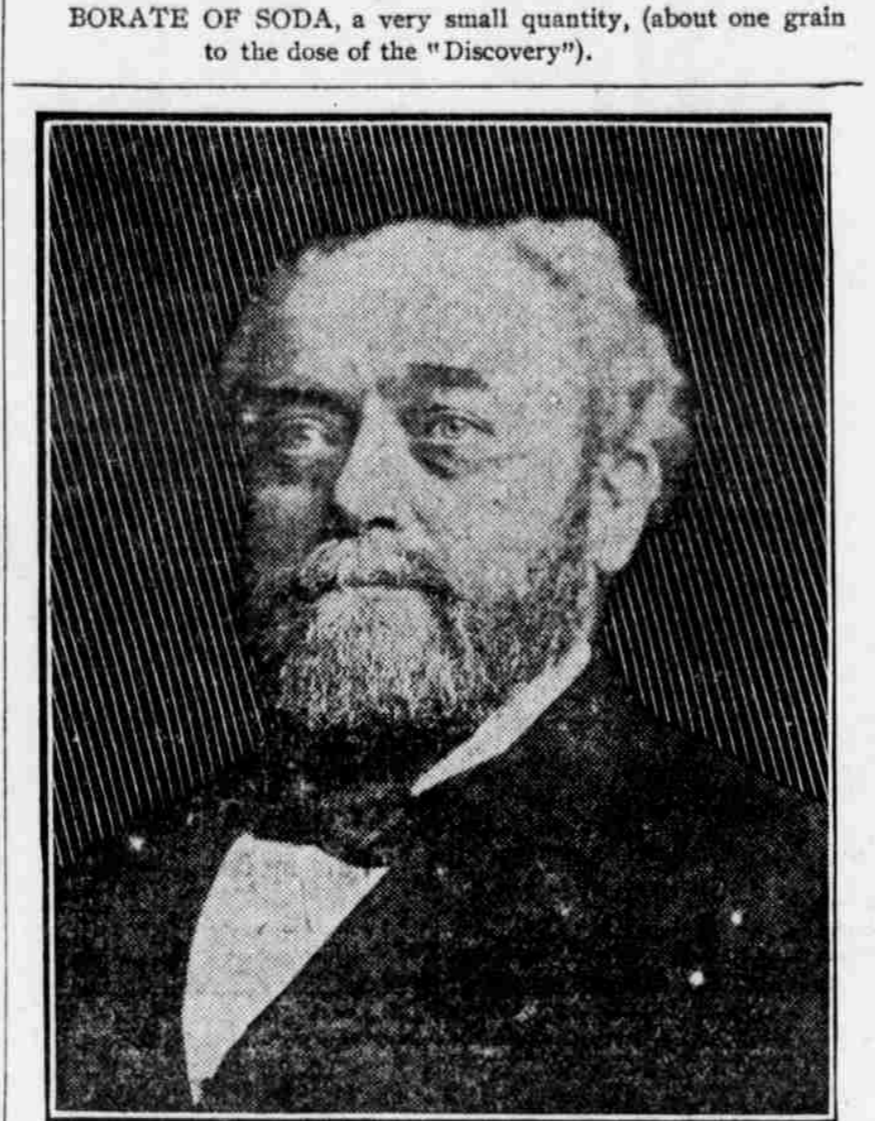
NATURE'S LAWS. In most diseases of long standing, known as chronic diseases, no matter how good the treatment in order to be effective and produce a permanent cure, medicine must be perseveringly used for a considerable period of time.

DO NOT BE DECEIVED. It is an insult to your intelligence for a dealer to attempt to palm off upon you a substitute for one of our world-famous medicines.

OURS NOT A GIFT ENTERPRISE. We send no free, give away, or "trial" bottles for experimental work.

WHAT DR. PIERCE'S GOLDEN MEDICAL DISCOVERY IS MADE OF. ITS INGREDIENTS ARE:

- GOLDEN SEAL ROOT (Hydrastis Canadensis),
- QUEEN'S ROOT (Stillingia Sylvatica),
- STONE ROOT (Collinsonia Canadensis),
- BLACK CHERRYBARK (Prunus Virginiana),
- BLOODROOT (Sanguinaria Canadensis),
- MANDRAKE ROOT (Podophyllum Peltatum),
- CHEMICALLY PURE GLYCERINE,
- PURE WATER,
- BORATE OF SODA, a very small quantity, (about one grain to the dose of the "Discovery").



Dr. R. V. Pierce's Discovery.

WORDS OF PRAISE FOR INGREDIENTS OF DR. PIERCE'S GOLDEN MEDICAL DISCOVERY.

GOLDEN SEAL ROOT (Hydrastis Canadensis). Nearly forty years ago, Dr. Pierce discovered that chemically pure glycerine of proper strength is a better solvent and preservative of the active medicinal principles residing in most of our indigenous or native medicinal plants than is alcohol. As its use is entirely unobjectionable, while alcohol is well known when used even in small portions, for a protracted period, to do lasting injury to the human system, especially in the case of delicate women and children, he decided to use chemically pure glycerine instead of the usually employed alcohol in the preparation of his medicines.

WHAT DR. PIERCE'S FAVORITE PRESCRIPTION IS MADE OF.

- GOLDEN SEAL ROOT (Hydrastis Canadensis),
- LADY'S SLIPPER ROOT (Cypripedium Pubescens),
- BLACK COHOSH ROOT (Cimicifuga Racemosa),
- UNICORN ROOT (Helonias Dioica),
- BLUE COHOSH ROOT (Caulophyllum Thalicoides),
- CHEMICALLY PURE GLYCERINE,
- PURE WATER,
- BENZOATE OF SODA (about one-fifth grain only to the teaspoonful of "Prescription"),
- BICARBONATE OF POTASH (about one-fourth grain to the teaspoonful).

BLACK CHERRYBARK (Prunus Virginiana). Prof. ROBERTS BARTHOLOW, M. D., says: "Wild Cherrybark is an excellent stomachic tonic; it has long been held in great esteem in domestic practice as a remedy in catarrhal states of the bronchial mucous membrane and in phthisis (consumption)."

QUEEN'S ROOT (Stillingia Sylvatica). Prof. JOHN KING, M. D., says: "An alternative (blood purifier) unsurpassed by few if any other of the known alteratives; most successful in skin and scrofulous affections. Beneficial in bronchial affections—permanently cures bronchitis—relieves irritations—an important cough remedy—coughs of years' standing being cured. Aids in blood-making and nutrition, and may be taken without harm for long periods."

MANDRAKE ROOT (Podophyllum Peltatum). "Certain, sure cathartic; leaves bowels in improved condition. A gentle stimulant tonic; improves the appetite. Particularly valuable in dyspepsia, gastric and intestinal catarrh. Beneficial in some affections of bladder."

BLOODROOT (Sanguinaria Canadensis). "Stimulates digestive organs, increases action of heart and arteries—stimulant and tonic. Very valuable as a cough remedy—acts as a sedative—further valuable as an alterative."

STONE ROOT (Collinsonia Canadensis). "Alternative, tonic, stimulant. Valuable in laryngitis—'ministers' sore throat.' In diseases of stomach and intestines—improves appetite, promotes flow of gastric juice; tonic effect upon organs involved. A good remedy in indigestion, dyspepsia, chronic gastritis, increasing the secretion from kidneys and skin."

BLUE COHOSH ROOT (Caulophyllum Thalicoides). THE AMERICA DISPENSARY says: "Blue Cohosh is used by Indian squaws, they employ a decoction of the root for two or three weeks previous to labor to facilitate child-birth."

UNICORN ROOT (Helonias Dioica). The American Dispensary says: "Helonias (Unicorn root)—through its tonic and alterative influence—acts equally well in amenorrhea (suppressed menstruation) and in menorrhagia (profuse menstruation). It is especially called for in cases of amenorrhea which are accompanied by general debility and/or accumulation of the digestive organs, as it increases the appetite and promotes digestion and assimilation.

WORDS OF PRAISE FROM EMINENT MEDICAL WRITERS. Prof. JOHN M. SCUDDER, M. D., in his treatise entitled "Specific Medications," says: "Collinsonia (Stone root) is a specific in 'ministers' sore throat (chronic laryngitis). He continues: 'It proves beneficial in other cases of chronic laryngitis, in chronic bronchitis and phthisis (consumption), allaying irritation and checking cough. It also exerts a favorable influence upon the digestive processes, improving the appetite, facilitating digestion and acting as a general tonic. It passes off through the kidneys and exerts a tonic influence upon the entire extent of the urinary tract. I regard it as one of the most direct and valuable agents of the Materia Medica and one that will give satisfaction to whoever employs it.'"

WORDS OF PRAISE FOR INGREDIENTS OF DR. PIERCE'S FAVORITE PRESCRIPTION.

GOLDEN SEAL ROOT (Hydrastis Canadensis). Prof. JOHN M. SCUDDER, M. D., says: "It stimulates the digestive processes, and increases the assimilation of food. By these means the blood is enriched. The consequent improvement on the nervous and glandular systems are natural results." He continues: "In relation to its general effects on the system, there is such general unanimity of opinion. It is universally regarded as the tonic useful in all debilitated states."

LADY'S SLIPPER ROOT (Cypripedium Pubescens). Prof. JOHN M. SCUDDER, M. D., says: "It stimulates the digestive processes, and increases the assimilation of food. By these means the blood is enriched. The consequent improvement on the nervous and glandular systems are natural results." He continues: "In relation to its general effects on the system, there is such general unanimity of opinion. It is universally regarded as the tonic useful in all debilitated states."

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CHEMICALLY PURE GLYCERINE. Prof. JOHN M. SCUDDER, M. D., says: "It stimulates the digestive processes, and increases the assimilation of food. By these means the blood is enriched. The consequent improvement on the nervous and glandular systems are natural results." He continues: "In relation to its general effects on the system, there is such general unanimity of opinion. It is universally regarded as the tonic useful in all debilitated states."

PURE WATER. Prof. JOHN M. SCUDDER, M. D., says: "It stimulates the digestive processes, and increases the assimilation of food. By these means the blood is enriched. The consequent improvement on the nervous and glandular systems are natural results." He continues: "In relation to its general effects on the system, there is such general unanimity of opinion. It is universally regarded as the tonic useful in all debilitated states."

BENZOATE OF SODA. Prof. JOHN M. SCUDDER, M. D., says: "It stimulates the digestive processes, and increases the assimilation of food. By these means the blood is enriched. The consequent improvement on the nervous and glandular systems are natural results." He continues: "In relation to its general effects on the system, there is such general unanimity of opinion. It is universally regarded as the tonic useful in all debilitated states."

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