

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. It is but natural that one should have some interest in the composition of that which he is expected to swallow, whether it be food, drink or medicine. This sentiment has resulted in the introduction in the Legislatures of many of the United States, as also in the Congress of the United States, of bills providing for the publication of formula or ingredients on wrappers and labels of medicines and foods put up for general consumption.

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, "Golden Medical Discovery," the popular liver invigorator, stomach tonic, blood purifier and heart regulator; also of his "Favorite Prescription" for weak, overworked, broken-down, debilitated, nervous, invalid women.

CRITICS DISARMED.

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. A little pamphlet has been compiled, from the standard medical authorities of all the several schools of practice, showing the strongest endorsements by leading medical writers of the several ingredients which enter into Doctor Pierce's medicines and recommending these ingredients for the cure of the diseases for which Dr. Pierce's medicines are advised. A copy of this little booklet is mailed free to any one desiring to learn more concerning the valuable, native, medicinal plants which enter into the composition of Dr. Pierce's medicines. A request, by postal card or letter, addressed to Dr. R. V. Pierce, Buffalo, N. Y., will bring this little booklet by return post.

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, neither of which term is at all applicable to them, as their formula now appears on the wrapper of every bottle leaving the great laboratory at Buffalo, N. Y. It places them in a class all by themselves. Neither of them contains any alcohol, which fact alone should cause them to be classed all by themselves and as entirely harmless vegetable extracts, made and preserved by the use of glycerine and not with the usually employed strong alcohol, which works so much injury, especially in cases where treatment, even though of the best, must be continued for considerable periods of time, in order to make the cure permanent.

Many years ago, Dr. Pierce found that chemically pure glycerine of proper strength, was far better than alcohol both for extracting and preserving the medicinal principles residing in our indigenous, or native, medicinal plants, such as he employs exclusively in manufacturing his medicines. Some of these medicinal roots have, since Dr. Pierce first commenced to use them, advanced so in price, that they may be cultivated with great profit by our farmers. This is especially true of Golden Seal root, which enters into both the Doctor's "Golden Medical Discovery" and his "Favorite Prescription." It now brings upward of \$1.25 a pound, although formerly selling at from 15 to 20 cents a pound. Many tons of this most valuable root are annually consumed in Doctor Pierce's Laboratory.

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. "Better suffer the ill we have than fly to those we know not of."

So many "Cheap-John" give-away, "free trial bottle" medicines, made up of cheap ingredients of doubtful and often harmful character, are being offered to the afflicted, under the most extravagant statements as to their marvelous curative properties, that it behooves those in need of safe and reliable medical treatment to consider carefully what they take in the way of medicine, otherwise, lasting injury instead of relief and cure is quite likely to follow.

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. Hence, the great importance of employing such medicine as will act in harmony with Nature's laws, and which will be eliminated or cast out of the human system when it has done its curative work, through the natural excretory—the lungs, skin, kidneys and bowels, or in just the same way as food, or that portion of it which is not assimilated and made a part of the body, is cast out as refuse.

Hence, it is, that vegetable medicines, those made up from the roots of medicinal plants, set more in harmony with Nature's laws than do mineral medicines; they do their work by aiding and encouraging the natural functions of the several organs of the body and then pass out of the system through the natural excretory channels, leaving no harmful effects behind. This is not true of medicines made up with a large percentage of alcohol or containing strong, irritating or corrosive and poisonous minerals. The injurious effects of even small portions of alcohol, long continued, are pretty well known even to the non-

professional public. Alcoholic medicines should therefore be avoided in all chronic diseases as likely to do great and lasting injury to the system.

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. This frank and open publicity places these medicines in a class all by themselves. They cannot be classed as patent or secret medicines for they are neither—being of known composition.

Dr. Pierce feels that he can afford to take the afflicted into his full confidence and lay all the ingredients of his medicines freely before them because these ingredients are such as are endorsed and most strongly praised by scores of the most eminent medical writers of all the several schools of practice, as cures for the diseases for which these medicines are recommended. Therefore, the afflicted do not have to rely alone upon Dr. Pierce's recommendation as to the curative value of his medicines for certain easily recognized diseases as is the case with all other medicines put up for like purposes.

WHOSE SAY-SO 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. These numerous unqualified endorsements, from men whose writings are regarded as authorities in each of the several schools of medicine, are the more valuable because they were written without any knowledge on the part of the several writers that they were extolling the curative virtues of ingredients that go to make up Dr. Pierce's world-famed medicines. Doctor Pierce's Family Medicines, therefore, STAND ALONE in respect to being the only ones professionally endorsed as remedies, or cures, for the several diseases for which they are recommended. A glance at the published ingredients will show that no narcotics or other harmful agents are employed; that no alcohol enters into their composition; that they are made of the roots of indigenous, or native, medicinal plants; that, instead of alcohol, chemically pure glycerine, of proper strength is used, both for extracting and preserving the medicinal principles residing in the several roots employed.

In favor of Dr. Pierce's medicines is the frank, confident, open, honest statement of their full composition, giving every ingredient in plain English, without fear of successful criticism and with confidence that the good sense of the afflicted will lead them to appreciate this honorable manner of confiding to them what they are taking into their stomachs when making use of these medicines.

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. With the use of chemically pure glycerine of just the right strength, and with laboratory apparatus and appliances specially invented and designed to carry on the delicate processes employed, Dr. Pierce finally found that all the medicinal principles residing in the several native, medicinal roots could be more perfectly extracted and better preserved from fermentation than had alcohol been employed. Besides the glycerine, of itself, possesses the property of greatly enhancing the efficacy of the several medicinal agents employed, whereas alcohol is well known to be objectionable in any medicine to be employed in chronic or lingering diseases, where, at best, treatment must be continued over a considerable period of time in order to make the cure complete and permanent.

The exact proportion of the several ingredients used in these medicines, as well as the working formula and peculiar processes, apparatus and appliances employed in their manufacture, are withheld from publicity that Doctor Pierce's proprietary rights may not be infringed and trespassed upon by unprincipled imitators and those who may be piratically inclined.

DO NOT BE DECEIVED.

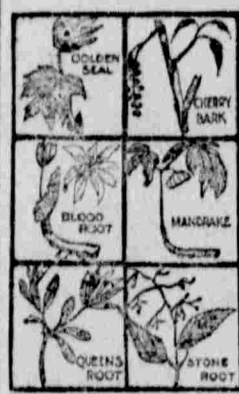
It is an insult to your intelligence for a dealer to attempt to palm off upon you a substitute for one of our world-famed medicines. You know what you want. It is his business to meet that want. When he urges some substitute he is thinking of the larger profit he'll make—not of your welfare. Dr. Pierce's Golden Medical Discovery as also his "Favorite Prescription" afford dealers fair profit, and purchasers should turn their backs on any dealer who offers them such treatment.

OURS NOT A GIFT ENTERPRISE.

We send no free, give-away, or "trial" bottles for experimental work. Our medicines have a well-established value, can be had at all medicine stores at reasonable prices, are of known composition and well attested curative potency. You don't expect, under headings of Golden Seal root, Queen's root, Black Cherrybark, Bloodroot, Stone root and Mandrake root, in the following columns and you will find that these ingredients are recommended as remedies for indigestion or dyspepsia.

WHAT DR. PIERCE'S GOLDEN MEDICAL DISCOVERY

IS MADE OF. ITS INGREDIENTS ARE:



The above illustration represents the several native medicinal plants which enter into Dr. Pierce's Golden Medical Discovery.

GOLDEN SEAL ROOT

(Hydrastis Canadensis),

QUEEN'S ROOT

(Stillingia Sylvatica),

STONE ROOT

(Collinsonia Canadensis),

BLACK CHERRYBARK

(Prunus Virginiana),

BLOODROOT

(Sanguinaria Canadensis),

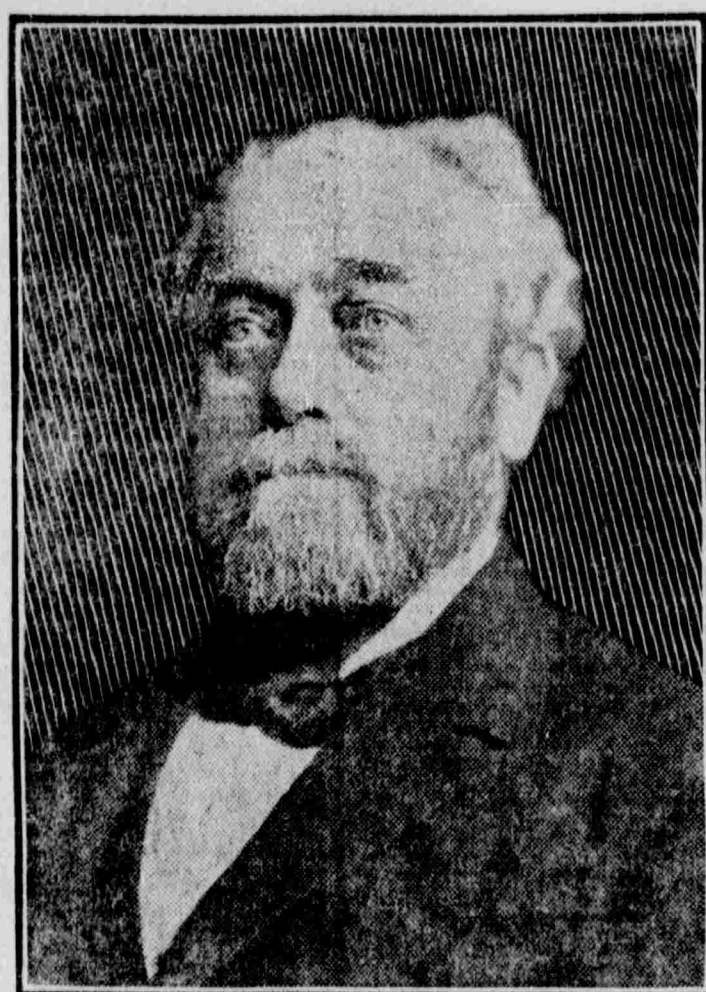
MANDRAKE ROOT

(Podophyllum Peltatum),

CHEMICALLY PURE GLYCERINE,

PURE WATER,

BORATE OF SODA, a very small quantity, (about one grain to the dose of the "Discovery").



Your truly
Dr. R. V. Pierce, M.D.

DR. PIERCE'S DISCOVERY.

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. He found that the glycerine, besides being entirely harmless, possesses intrinsic medicinal properties of great value. Its nutritive properties, Dr. Pierce believes, far surpass those of cod-liver oil, entitling it to favorable consideration in all cases of incipient consumption, especially when it is combined with the active medicinal principles extracted from Black Cherrybark, Queen's root, Stone root, Golden Seal root and Bloodroot, as in "Golden Medical Discovery." Besides its superior nutritive properties, glycerine is a very valuable demulcent and thereby greatly enhances the remedial action of all the foregoing roots in the cure of severe coughs, bronchitis, throat, laryngeal and other kindred affections of the air-passages and lungs. In all "wasting diseases," where there is loss of flesh and gradual "running down" of the system, the glycerine certainly plays an important part in lessening the breaking down and wasting of tissue, and in promoting assimilation and increase of bodily weight. It is, in Dr. Pierce's estimation, a powerful reconstructive agent in all cases of impaired vitality and especially valuable when associated and combined with such superior alteratives and tonics as in "Golden Medical Discovery." Its wonderful solvent properties also play an important part in the cure of gall stones and dry constipation. Glycerine is also one of the very best antiferments and as such counteracts the excessive fermentation of foods in the stomach, present in most cases of indigestion or dyspepsia. Thus the pain, belching of noxious gas, bloating and other disagreeable symptoms are overcome and the Stone root, Golden Seal root, Bloodroot and other ingredients of "Golden Medical Discovery" are greatly assisted in their action in completing a cure. As will be seen from the writings of Dr. Bartholow, King, Scudder, Coe, Ellingwood and other high authorities, these agents can confidently be depended upon for the most positive, curative action in all atonic, or weak, states of the stomach, accompanied with distressing indigestion or dyspepsia. Read from the writings of the authorities quoted, under headings of Golden Seal root, Queen's root, Black Cherrybark, Bloodroot, Stone root and Mandrake root, in the following columns and you will find that these ingredients are recommended as remedies for indigestion or dyspepsia.

WORDS OF PRAISE

FOR INGREDIENTS OF

DR. PIERCE'S GOLDEN MEDICAL DISCOVERY.

From Eminent Medical Writers.

GOLDEN SEAL ROOT

(Hydrastis Canadensis).

Dr. ROBERTS BARTHOLOW, Jefferson Medical College of Philadelphia, a recognized authority on *Materia Medica* and Therapeutics, says of Hydrastis (Golden Seal): "Very useful as a stomachic tonic (stomach tonic) and in atonic dyspepsia. Cures gastric catarrh (catarrh of stomach) and heartburns accompanying same. In catarrh of the gall duct and jaundice, it is of special utility. Constipation, dependent upon different deficient secretions may be overcome by the remedy. Chronic catarrh of the intestines, even if it has proceeded to ulceration, is remarkably benefited by Hydrastis. It may be given as a remedy for intermittent, chronic and malarial poisoning, and enlarged spleen of malarial origin. It lessens the secretion of albumin in chronic Bright's disease, diminishes mucus in catarrh of the bladder."

The foregoing is certainly a wonderfully strong endorsement of one of Dr. Pierce's chief ingredients used in "Golden Medical Discovery," and also in his "Favorite Prescription."

From "Organic Medicines," by GROVER COE, M. D., of New York, we extract the following: "Hydrastis (Golden Seal) exercises an especial influence over mucous surfaces. Its action in this respect is so manifest that the indications for its employment cannot be mistaken. Upon the liver it acts with equal certainty and efficacy. As a cholagogue (liver invigorator), it has few equals. In affections of the spleen, and abdominal viscera generally, it is an efficient and reliable remedy, also in scrofula, glandular diseases generally, cutaneous eruptions, indigestion, debility, diarrhoea, constipation, piles and all morbid and critical discharges."

Dr. COE continues: "Hydrastis (Golden Seal), is also of inestimable value in the treatment of chronic derangements of the liver. It seems to exercise an especial influence over the hepatic (liver) structure generally, resolving (dissolving) biliary deposits, removing obstructions, promoting secretion, and giving tone to the various functions. It is eminently cholagogue (liver accelerator), and may be relied upon for the relief of hepatic (liver) torpor."

"In many derangements of the urinary apparatus we have found the Hydrastis to answer an admirable purpose. In chronic inflammation of the bladder, we deem it one of the most reliable agents of cure. As a tonic in the convalescing stages of fevers, pneumonia, dysentery, and other acute diseases, the Hydrastis is peculiarly appropriate. It promotes digestion and assimilation, obviates constipation, and gives tone to the depurating (cleansing) functions generally."

Dr. COE continues: "We would here add that our experience has demonstrated the Hydrastis to be a valuable remedy in bronchitis, laryngitis, and other affections of the respiratory organs."

Prof. HOBART A. HARE, M. D., University of Pennsylvania, says of Golden Seal: "Of service in chronic catarrh of the stomach and bowels following abuse of alcohol; a tonic after malarial fever. Has a distinct anti-malarial influence. Good in all catarrhal conditions, as uterine catarrh, leucorrhoea, etc. Is a curative agent in chronic dyspepsia."

Prof. LAURENCE JOHNSON, M. D., Medical Department of University of City of New York, says of Golden Seal: "Has been used as a substitute for quinine in treatment of intermittents (fevers), and to convalescence from acute diseases. Exerts a specially tonic influence upon mucous surfaces and upon the gall bladder."

REMARKS. After reading the foregoing extracts who can doubt the great efficacy, in a long list of diseases, of "Golden Medical Discovery" one of the principle ingredients of which is Golden Seal (Hydrastis). In studying the adaptability of "Golden Medical Discovery" to the cure of diseases of the different organs of the body, we may safely rely upon it to produce all and more than all the good results to be experienced from the use of Golden Seal root or its combined, active medicinal principles, since it is rich in all these, and besides their action is greatly enhanced by their combination with glycerine as well as with other most valuable medicinal agents.

BLACK CHERRYBARK

(Prunus Virginiana).

Prof. ROBERTS BARTHOLOW, M. D., says: "Wild Cherrybark is an excellent stomach 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)." "The sirup is much used as an ingredient in cough mixtures."

QUEEN'S ROOT

(Stillingia Sylvatica).

Prof. JOHN KING, M. D., says: "An alterative (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 raw cathartics; 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).

"Alterative 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."

The foregoing four, several extracts are taken from the *American Dispensary*, by Professors KING and SCUDDER.

Prof. Wm. F. Faine, M. D., late of Philadelphia, author of *Pain's Epitome of Medicine*, reports the cure of bad cases of valvular disease of the heart from the use of the active, medicinal principles extracted from Stone root. Dr. Pierce has had success from prescribing his "Golden Medical Discovery" in such cases.

Prof. JOHN M. SCUDDER, M. D., in his treatise entitled "Specific Medication," 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."

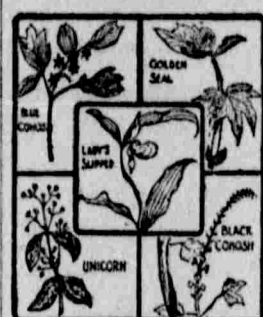
The above are strong endorsements of one of the most valuable ingredients contained in "Golden Medical Discovery," viz.: Collinsonia, or Stone root. Its virtues, however, are not over-extended, as we can attest from our experience and observation in watching the beneficial action of the "Discovery" in heart affections, laryngitis, bronchitis, incipient consumption and other ailments noted above.

It will be seen from the foregoing that "Golden Medical Discovery" has a large range of applications, being a superior remedy not only in all stomach, liver and bowel troubles, but also for bronchitis, throat, and lung troubles accompanied by obstinate cough; also for kidney and bladder affections, valvular disease of the heart and all catarrhal affections, no matter whether affecting the mucous membranes lining the nasal passages, or those of the stomach, bowels, or of the pelvic organs of women.

WHAT

Dr. Pierce's Favorite Prescription

IS MADE OF. ITS INGREDIENTS ARE:



The above illustration represents the several native medicinal plants which enter into Dr. Pierce's Favorite Prescription.

GOLDEN SEAL ROOT

(Hydrastis Canadensis),

LADY'S SLIPPER

(Cypripedium Pubescens),

BLACK COHOSH ROOT

(Cimicifuga Racemosa),

UNICORN ROOT

(Helonias Dioica),

BLUE COHOSH ROOT

(Caulophyllum Thalictrifolius),

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).

The active medicinal principles of the several ingredients, or native, American roots employed, are extracted from each ingredient by the use of chemically pure glycerine of proper strength and with the aid of special apparatus and appliances devised and built especially for carrying on the delicate and exact processes employed. These processes cost Dr. Pierce and his assistant chemists and pharmacists much study and a long series of tedious experiments, extending over a period of several years, and finally resulted in a most perfect pharmaceutical compound—now known as Dr. Pierce's Favorite Prescription.

WORDS OF PRAISE

FOR INGREDIENTS OF

DR. PIERCE'S FAVORITE PRESCRIPTION.

From well recognized authorities of all Schools of Medicine.

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 no medicine in use about which there is such general unanimity of opinion. It is universally regarded as the tonic useful in all debilitated states."

Prof. ELLINGWOOD, M. D., of Bennett College, Chicago, says of Golden Seal: "In its therapeutic (remedial) influence its widest range of action is upon the stomach, in functional disorders of that organ, where the entire apparatus, including the liver is stagnant and inoperative. It is a most superior remedy in catarrhal gastritis (inflammation of the stomach), chronic constipation, general debility, in convalescence from protracted fevers, in prostrating night sweats. It is an important remedy in disorders peculiar to women. In all catarrhal conditions, especially if there be muscular relaxation and general enfeeblement, it is useful."

Prof. ROBERTS BARTHOLOW, M. D., of Jefferson Medical College, says of Golden Seal: "Valuable in uterine hemorrhage (flooding), menorrhagia (profuse menstruation), and congestive dysmenorrhoea (painful menstruation). Locally good in leucorrhoea, ulceration and erosion of the cervix (neck of uterus), unhealthy and sloughing sores and old ulcers of the leg."

From the foregoing extracts it will be seen that Golden Seal root is a very efficient curative agent in most of the weaknesses and ailments affecting the organs peculiarly feminine. But there are several other unsurpassed remedial agents for the cure of woman's maladies grow growing in the forests of this blessed land of ours, and these Dr. Pierce knew to be of such great efficacy as to make it advisable to combine them in just the right proportions, with the Golden Seal root, in making up the compound known as his "Favorite Prescription." Thus, he believes he has produced the most happy combination of the most valuable remedial agencies known to modern medical science for the cure of woman's peculiar weaknesses and maladies. He feels that the professional endorsement of those most eminent in the several schools of practice, will be found to amply justify him in the use of this strong language.

BLUE COHOSH ROOT

(Caulophyllum Thalictrifolius).

The AMERICAN 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."

Prof. JOHN KING, M. D., says: "Blue Cohosh has enjoyed a well-merited reputation, for when used by delicate women, or those who experience prolonged and painful labors, for several weeks previous to confinement, it gives tone and vigor to all the parts engaged in the accomplishment, facilitating its progress, and relieving much suffering." Prof. HALE testifies that Blue Cohosh acts as an anti-abortive by relieving the irritation upon which the trouble depends." Dr. KING says: "It has been employed to relieve irritation of the reproductive organs dependent on congestion. It controls chronic inflammatory states of the organs and gives tone in cases of debility. In the sexual disorders of the female it is indicated by tenderness and pain in the uterus. In debilitated patients, it has been very successfully used in cases of hysteria to overcome the attack, and to relieve ovarian pain, or irritation when accompanying that disorder. Chronic ovarialgia, leucorrhoea, amenorrhoea (suppressed menstruation) and dysmenorrhoea (painful menstruation), are conditions in which it has been most successfully employed. It has an established reputation as a remedy for rheumatism of the uterus, with nervous excitement, for uterine cramps attending menstruation, and for menorrhagia (profuse menstruation)."

If the above symptoms are present, no invalid woman can do better than take Dr. Pierce's Favorite Prescription, one of the leading and predominating ingredients of which is Unicorn root, or Helonias.

Of Black Cohosh root and Lady's Slipper root there is equally strong endorsement, sent forth by the highest medical authorities of Buffalo, N. Y., which will be sent FREE to any one requesting a copy of the same, by postal card or letter. Ask for the little book of extracts compiled by Dr. Pierce.

UNICORN ROOT

(Helonias Dioica).

The American Dispensary (prepared by Professors KING and SCUDDER), says: "Helonias, or Unicorn root, has been found very beneficial in dyspepsia, loss of appetite, and for the removal of worms. It is more especially applicable in indigestion, dyspepsia and mal-assimilation, where the trouble is reflex from, or associated with, wrongs of the female reproductive apparatus. Such digestive disturbances as depend upon uterine and ovarian irritation, or upon lack of uterine activity, in chlorotic anemia (thin, or watery poor blood), are benefited by it. It is valuable in atony (weakness) of the generative organs." Prof. KING says, "have found this plant to possess a decidedly beneficial influence in cases of sexual lassitude in both sexes, the result of excesses, especially in those instances where there are symptoms of gastric (stomach) derangement with impaired memory, mental apathy, or indifference, and an enfeebled condition of the general system, with weakness or dull pain in the renal, or lumbo-sacral (small of the back) region. In diseases of the reproductive organs of females, and especially of the uterus, it is one of our most valuable agents, acting as a uterine tonic, and gradually removing abnormal conditions, while at the same time it imparts tone and vigor to the reproductive organs. Hence, it is much used in leucorrhoea, amenorrhoea, dysmenorrhoea and to remove the tendency to repeated and successive miscarriages. A particular phase removed by it is the irritability and despondency that often attends uterine troubles. In painful menstruation it has been found especially adapted to those cases in which there is pelvic fullness, a sensation as if the pelvic organs were distended with blood, and the aching, bearing-down organs feel as if they would fall out of the body. Its action here is very decided. It is considered useful by some for the relief of the vomiting of pregnancy. Helonias is a decided tonic to the urinary tract."

Dr. JOHN FYFE, Editor of the Department of Therapeutics in THE ELECTRIC REVIEW says of Unicorn root (Helonias Dioica) one of the chief ingredients of Dr. Pierce's Favorite Prescription:

"A remedy which invariably acts as a uterine invigorator and always favors a condition which makes for normal activity of the entire reproductive system, cannot fail to be of great usefulness and of the utmost importance to the general practitioner of medicine. In Helonias we have a medicament which more fully answers the above purposes than any other drug with which I am acquainted. In the treatment of diseases peculiar to women it is seldom that a case is seen which does not present some indication for this remedial agent."

He continues: "Helonias (Unicorn root)—though a tonic and alterative—influences equally well in amenorrhoea (suppressed menstruation) and in menorrhagia (flooding or profuse menstruation). It is especially called for in cases of atony (weakness) of the generative organs and a tendency to miscarriage its tonic influence upon the sexual system will aid much in bringing about a normal condition of the structures involved. In sterility and impotence its curative power is unmistakable, and within a reasonable time it will restore to healthful activity all cases not dependent upon organic wrongs, and in leucorrhoea and in defective menstruation it is a frequently needed remedy."

The following are among the leading indications for Helonias: "Pain or aching in the back, with leucorrhoea, atonic (weak) conditions of the reproductive organs of women, mental depression and irritability, associated with chronic diseases of the reproductive organs of women; constant sensation of heat in the region of the kidneys; menorrhagia (flooding), due to a weakened condition of the reproductive system; amenorrhoea, (suppressed menstruation), arising from or accompanying an abnormal condition of the digestive organs and an anemic (thin blood) habit; dragging sensations in the extreme lower part of the abdomen."

If the above symptoms are present, no invalid woman can do better than take Dr. Pierce's Favorite Prescription, one of the leading and predominating ingredients of which is Unicorn root, or Helonias. Of Black Cohosh root and Lady's Slipper root there is equally strong endorsement, sent forth by the highest medical authorities of Buffalo, N. Y., which will be sent FREE to any one requesting a copy of the same, by postal card or letter. Ask for the little book of extracts compiled by Dr. Pierce.