An Out-Spoken Letter To The Public.

TO WHOM THIS MAY CONCERN:

It has been well said that better than great riches is an established reputation for honesty and square dealing. In the long run no man ever loses anything by open, frank dealing-by taking his customers into his full con-fidence. That is the way I felt when I decided to take those who may be benefited by the use of my well-known medicines "Golden Medical Discovery" and "Favorite Prescription" which are to be found in every drug store of the land, into my full confidence and tell them just what ingredients enter into the composition of these well-known medicines. I recall that in the practice of my chosen profession, I have often noticed that very many of my patients have wanted to know what I had prescribed for them to take. It's but natural that one should have some interest in the composition of that which he is expected

to swallow. It is not unreasonable that we should have some regard for what we take into our stomachs, whether it be food, drink or medicine.

A BADGE OF HONESTY ON EACH BOTTLE.

Reasoning along the above line and having nothing to conceal from the thousands who take my family medicines, and thinking that the great majority of my patients would probably like to know what they are taking, I am now printing on the wrapper of each bottle of my medicines the ingredients of which it is composed. I feel that I can afford to take my patients into my full confidence, for my remedies contain nothing but such ingredients as have been approved and endorsed by the most eminent medical authorities -- men who have stood Sincerely, at the very head of the medical profession in this country. (SEE ENDORSEMENTS BELOW.)



This medicine is a superior remedy for the cure of all severe, chronic, or lingering Coughs, Bronchitis, Laryngitis, Weak Lungs, Bleeding from Lunge, public speakers' Sore Throat, Hoarseness and Suppression or Loss of Voice. It does not nauseate, or debilitate the stomach or system, as other cough medicines do, but, on the contrary, improves digestion, strengthens the stomach, builds up solid flesh when reduced below a healthy standard by disease, and invigorates and cleannes the whole system. As a remedy for Torpor of the Liver (generally termed "Liver Complaint" or "Biliousness"), and for habitual Constipation of the Bowels, it has no equal. For loss of Appetite. Indigestion and Dyspepsis, and for General or Nervous Debility or Prostration, in either sex, it is a very superior medicine. As an alterative, or blood purifier, this medicine is far superior to any preparation of sarsaparilla, iodide of potassium, or any other medicine now offered for general sale. It is, therefore, very valuable in all forms of Scrofulous and other Blood Diseases; also for all Skin Diseases, Eruptions, Pimples, Rashes, and Blotches. Boils, Ulcers, Sores, and Swellings, arising from Impure Blood, are cured by the use of a few bottles of this com-pound. Unlike other Alteratives or blood-cleansing medicines, it does not debilitate, but strength-ens the system. THIS IS A VERY CONCEN-TRATED, VEGETABLE EXTRACT. The dose is small and pleasant to the taste. FULL DIREC. TIONS FOR ITS USE will be found in the pamphlet which is wrapped around each bottle.

MANUFACTURED AT THE CHEMICAL LABORATORY OF WORLD'S DISPENSARY MEDICAL ASSOCIATION, Propriet

Endorsed by Leading Medical Writers.

THE sick don't have to take Dr. Pierce's word and over again, by leading medical writers. (See tain permanent results, extracts below from several standard authors). Inasmuch as the people place confidence in Dr. Pierce and his medicines, there is nothing to fear from taking the public into his full confidence and frankly giving them the formula for his medicines, thus reciprocating the confidence reposed in him. His patients may now know exactly what they are swallowing when they take these medicines. The ingredients are printed, in plain English, on the wrapper of each bottle that leaves the great laboratory at Buffalo, N. Y. This is a very unusual thing for a manufacturer of proprietary medicines to do. In fact, Dr. Pierce stands quite alone in this respect.

Truth is Mighty.

SO many false formulas and malicious statements concerning his medicines have been published through the connivance of jealous competitors and disgruntled doctors, that he is determined to completely disarm his assailants by a full and frank statement of their composition. He acts upon the belief that "Truth is mighty and must prevail," while fraud is a bubble that must soon burst.

Medicines of Known Composition.

F suffering from an obstinate malady which would one naturally prefer to take, a medicine of known composition, every ingredient of which has the endorsement of the most eminent medical practitioners and writers, or one which, for aught you may know, may be made up of very inefficient and even harmful agents? Is it not best to insist upon knowing what one is taking, as is every one's right, whether being prescribed for by the family physician or making use of a proprietary remedy? We think so, especially in view of the very disparaging articles concerning various advertised remedies with which the drug and medical journals have been filled for months past. Dr. Pierce courts the severest criticism of the medical profession as to the value of his published formula, confident that he will receive fair treatment from all fair-minded, well qualified brethern of the medical profession who cannot be blamed for not endorsing medicines of the composition of which they and the people are kept in ignorance.

No Alcohol Used.

DR. PIERCE never believed it necessary or advis-able to use alcohol in the preparation of either his "Pavorite Prescription" for weak women, or his "Golden Medical Discovery," the well-known alterative tonic, which is so largely used as a remedy for indigestion, torpid liver, bad blood and kindred Iments. Over forty years ago, he discovered that

alcoholic ones so generally prescribed by physicians and put out by proprietary or "patent medicine " manufacturers, as being more efficient and entirely makes a non-alcoholic glyceric extract, working free from the serious objection of making incbriates when used in lingering after a process which cost him and his collaborating alone as to the efficacy of his medicines, for every or chronic cases, where a somewhat protracted use of medicine is necessary, ingredient contained in them has been extolled, over no matter how good or well adapted to the case it may be, in order to ob-





glycerine medicinal extracts will, in the not distant future, largely replace combined in just the right proportions, from which, with proper apparatus and appliances, Dr. Pierce chemists and pharmacists a long time study and a tedious and painstaking course of experiments, before he was able to produce, in satisfactory perfection, the two leading medicines which bear his name and which are generally acknowledged to be elegant pharmaceutical compounds.

A Weak, Ailing Woman

OR an invalided man, don't need to take Doctor Pierce's word alone as to the remedial virtues of his medicines. To any one writing Dr. Pierce at Buffalo, N. Y., care of Invalids' Hotel, he will take great pleasure in mailing a little book of extracts made up from the standard medical books of the day, giving the most trustworthy endorsement of the several ingredients used in making his medicines. No words of ours could possibly extol these virtues to exceed the language used in these numerous references.

On account of lack of space, we can only print, below on this page, a few brief extracts from standard writers on Materia Medica, to show that the ingredients of which Dr. Pierce's Golden Medical Discovery and Dr. Pierce's Favorite Prescription are composed, are to-day acknowledged by all schools of medicine, to be the most valuable remedial agents known for the several diseases for which we recommend these medicines. Forty years ago, when Dr. Pierce began the use of these several ingredients in his daily practice many of them were little known to medical practitioners in general. As an indication how some of them have grown in use and professional favor since that time, we note that Golden Seal root, which could then be bought in the open market at from fifteen to twenty five cents a pound, is to-day worth upwards of one dollar and fifty cents a pound. Lady's Slipper root ("American Valerian ") has also advanced greatly in professional favor, and is to-day prescribed by the most advanced physicians to such an extent as to have caused its market value to quadruple.

We point to these significant facts as confirmatory of Dr. Pierce's good judgement in selecting the component ingredients, of which he makes his now wide-renowned remedies.

Read What Others Say

of the ingredients of Dr. Pierce's medicines in the columns below and you must be convinced of their exceptional value and curative potency. The authorities quoted are standard in their several schools of medicine as any well-read physician will recognize. World's Dispensary Medical Association, World's Dispensary and Iuvalids' Hotel, Buffalo, N. Y.

Ours Not a Gift Enterprise. W E send no free, give away, or "trial" bottles for experimental work. Our medicines have a well established value, can be had at all medicine periment with your case when you employ them for



FULL DIRECTIONS



chemically pure glycerine is a far better solvent of most of the active principles residing in our native than an alcoholic one, and that the glycerine pos-

Ask Your Family Physician

medicinal plants, when used at a proper and sus- IF a medicine scientifically prepared from just the right proportion of each stores at reasonable prices, are of known composition tained temperature, than is alcohol; and, furthermore, I of the following ingredients must not in proper doses be a splendid tonic, and well attested curative potency. You don't exhe found that a glyceric extract kept much better restorative and nervine for weak, nervous, worn-out women. If he is an honest, fair-minded man, well up in his profession, and not given to extreme jealousy, any of the easily recognized ailments for which we sessed intrinsic remedial value, being demulcent, he will answer in the affirmative. The ingredients are : Blue Cohosh root, recommend them, nutritive and an effective anti-ferment. Although Unicorn root, Golden Seal root, Black Cohosh root, Lady's Slipper root and costing somewhat more, Doctor Pierce predicts that chemically pure Glycerine of proper specific gravity. These are the ingredients,

WORLD'S DISPENSARY MEDICAL



ASSOCIATION, Proprietors, Buffalo, N. Y.

Medical Authorities Endorse and Extol the Ingredients of which Dr. Pierce's Two Leading Remedies are Composed.



FOR INGREDIENTS OF **DR. PIERCE'S GOLDEN MEDICAL DISCOVERY**

From Eminent Medical Writers.

WORDS OF PRAISE

Dr. BARTHOLOW, a recognized authority on Materia Medica and Therapeutics, says of Hydrastis (Golden Seal): "Very useful as a stomachic tonic (stomach tonic) 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 headaches accompanying same. In catarrh of the gall duct and jauudice, it is of especial utility. Constipation, dependent upon different de-ficient secretions, with hard and dry stools, may be overcome by the remedy. Chronic catarrh of the intes-tines, even if it has proceeded to ulceration, is remark-ably benefited by Hydrastis. In fasure of the anus, hemorrhage (bleeding) from the rectum, and ulceration of the rectal nuccous membrane, hydrastis produces healing. 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. It may be expected to do much good in cases of paresis and paralysis, when the lesions causing them are not of recent origin; also in paralysis suc-ceeding fevers and other acute diseases. Valuable in uterine hemorrhage, menorrhagia and congestive dys-menorrhora. Locally good in uterine and vaginal leucor-thera, alceration and crossion of the gervis, unlucelthy and chargin and crossion of the gervis, unluced

There, ulceration and crossion of the cervix, unhealthy and sloughing sores and old ulcers of the leg." The foregoing is certainly a wonderfully strong en-dorsement of one of Dr. Fierce's chief ingredients used in "Golden Medical Discovery," and also in his "Favorite Prescription

In "Golden Medicar Discovery," and also in also "Pavorite 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 sur-faces. 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 chologogue (liver invigorator), it has few equals. In affections of the spleen, and abdominal viscers generally, it is an efficient and reliable reincdy. Also in scrofula, glandular diseases generally, cutaneous eruptions, indi-gestion, debility, diarrhœa and dysentery, constipation, piles and all morbid and critical discharges." Dr. Con continues: "Hydrastis (Golden Seal), has been successfully employed in the cure of leucerthœa. It is of singular efficacy when that complaint is com-plicated with hepatic (liver) aberration (derangement). Hydrastis is also of inestimable value in the treatment of chronic derangements of the liver and portal circulation.

It is a state of the time the transfer of the may be relied upon with confidence for the relief of hepatic (liver) torpor."

"In many derangements of the urinary apparatus we have found the Hydrastis to answer an admirable pur-pose. 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 discases, particularly when a laxative

property is needed, the Hydrastis is peculiarly appropriate. It promotes digestion and assim-liation, obviates constipation, and gives tone to the deputating functions generally." Dr. COR 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 respifatory organs

After reading the foregoing extracts who can doubt the great efficacy, in a long list of dis-ases, of "Golden Medical Discovery "one of the principal ingredients of which is Golden Scal (Hydrastis)?

BLACK CHERRYBARK (Prunus Virginiana).

ROBERT BARTHOLOW 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 nuccus membrane and in Phthisis (Consumption)." "The sirup is much fised as an ingredient mucous met in cough mixtures." QUEEN'S ROOT (Stillingia).

Prof. JOHN KING, M. D., says : "An alterative unsurpassed by few if any other of the known alteratives most successful in skin and scrofulous affections. Beneficial in brenchial 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 (Podophyllum).

Certain, sure cathartic ; leaves bowels in improved condition. A gentle stimulant tonic ; improves the appe-tite. Particularly valuable in dyspepsia, gastric and intestinal catarrh. Beneficial in some affections of bladder.

BLOODROOT (Sanguinaria).

Stimulates digestive organs, increases action of heart and arteries-stimulant and ionic. Very valuable as a cough remedy-acts as a sedative-further valuable as alterativ

STONE ROOT (Collinsonia Canadensis).

Alterative, tonic, stimulant. Valuable in laryngitis-Ministers sore throat." In diseases of stomach and in-Ministers sore throat." "Ministers sore inroat." In cheases of stomach and in-testines—improves appetite, promotes flow of gastric juice; fonic effect upon organs involved. A good remedy in indigestion, dyspepsia, chronic gastritis, in-creasing the secretion from kidneys and skin. The foregoing four, several extracts are all taken from

American Dispensatory, by Professors King and

SCUDDER, Prof. WM, PAINE, M. D., of the old Philadelphia Prof. WM. PAINE, M. D., of the old Philadelphia University of Medicine and Surgery, in his work en-tiled "The Modical Properties and Uses of Concentrated Medicines," writing of Collinsonia (the active medicinal principle residing in Collinsonia Canadensis, or Stone root), says: "I, not long since, had a patient who was so much oppressed with a valvular disease of the heart that his friends were obliged to correct line medicine. He that his friends were obliged to carry him up-stairs. He, however, gradually recovered under the influence of Col-linsonin, and is now attending to his business. Heretolinsonin, and is now attending to his business. Hereto-fore physicians knew of no remedy for the removal of so distressing and so dangerous a malady. With them it was all guess-work, and it fearfully warned the afflicted that death was near at hand. Collusionin unquestion-ably affords relief in such cases, and in most instances effects a cure." He further says : "in a case of persistent ascites (dropsy), where the ordinary remedies fail to af-ford anything more than a temporary relief. Collinsonin produced a permanent cure."

Forduced a permanent d'ure." Prof. JOHN M. SCUDDER, M. D., in his treatise entitled "Specific Medication." says: "Collinsonia (stone root), is a specific in "ministers" sorte furoat' (chronic laryn-gitis)." He continues: "It proves beneficial in other cases of chronic laryngitis, in chronic bronchitis and outblist iccompution. alloging triallon and obset. cases of chronic laryngitis, in chronic brouchtils and phthisis (consumption), allaying irritation and check-ing 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 wheever emblout it." The above are strong endorsements of one of the most

valuable ingredient) contained in "Golden Medical Dis-covery," viz., Collinsonia, or stone root. Its virtues however are not over-exiclled, as we can attest from our experience and observation in watching the beneficial action of the "Discovery" in heart affections, laryngitis, ronchitis, incipient consumption and other ailments noted above.

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WORDS OF PRAISE

FOR INGREDIENTS OF

Dr. Pierce's Favorite Prescription From well recognized authorities of all Schools of Medicine.

What EDWIN M. HALE, M. D., Professor Materia Medica, at Habnemann Medical College, Chicago, says : "Among the earliest medical writers of this country was Prof. RAFINESOUE a scientific botanist and a rice.

scholar. He thus writes of Hydrastis (Golden Seal), 'Internally, it is used as a bitter tonic in disorders of the stomach, liver, etc.'" Dr. HALE continues: "HowARD, writing in 1836, says: 'It is very useful in recovery from fever, for dyspepsia, indigestion, sore eyes, ulcers, loss of appetite, etc.'" "Dr. BARTON and Dr. TULLY estimated it very highly as a burst tonic and as a distribution in disearch condu-

"Dr. BARTON and Dr. TULLY estimated it very highly as a 'pure tonic, and as an alterative in diseased conditions of the mucous membranes."
"Prof. JOHN KING, M. D., gives it a prominent place among medicinal agents; reiterates all that previous writers have said about it, and adds that it is valuable in 'chronic affections of the mucous membrane of the stomach, intestines, bladder, etc."
Dr. HALE continues: "Prof. JOHN M. SCUDDER says, 'It stimulates the digestive processes, and increases the assimilation of food. By these means the blood is ensriched, and this blood feeds the muscular system.' 'I mention the muscular system because I believe it first feels the increased power imparted by the stimulation of increased nutrition. The consequent improvement on the nervous and glandular systems are natural results.' 'In relation to its general effects on the system, there is no medicine nusc work which there is such general unanimity of opinion. It is *universally* regarded as the

unanimity of opinion. It is universally regarded as the tonic useful in all debilitated states.""

BLUE COHOSH (Caulophyllum).

Of Caulophyllum (Blue Cohosh), RAFINESQUE states Of Caulophyllum (Blue Cohosh), RAVINESQUE states that: "As a powerful emmenagogue it promotes men-struction and dropsical discharges," and that "It was employed by the Indians for *rheumatism*, dropsy, epitepsy, hysteries, inflammation of the uterus, etc." Prof. KINO first employed Blue Cohosh for its beneficial influence on abnormities of the nuccuus tissues, using it for aphthous stomatitis (sore mouth), in decoction, alone or combined with Hydrasiis (Golden Scal). Prof. SCUDDER believed that this agent exerted its influence through the hypogastric plexus (of nerves), thus affecting through the hypogastric plexus (of nerves), thus affecting

through the hypogastrie plexus (of nerves), thus affecting the circulation, nutrition and functions of the repro-ductive apparatus. The American Dispensatory says : "Blue Cohosh is emmenagogue, and its use as a partu-rifacient originated in the custom of the Indian squaws of employing a decoction of the tool for two or three weeks previous to labor to facilitate child-birth." Prof. JOHN KING, M. D., says: "As a partus prepar-ator, Blue Cohosh has enjoyed a well-merited repu-tation. 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 accouchement, facilitating its progress, and relicing much suffering." Prof. HALE testifies that women who have taken Caulophyllum previous to confinement, have overrun their time from HALF testifies that women who have taken Caulophylium previous to confinement, have over-run their time from ten to twelve days, but all had perp easy labors and made good recoveries. Blue Cohosh acts as an anti-abortive by relieving the irritation upon which the trouble depends. Kino states that for this purpose it is fully equal to viburnum. He continues, "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 de-bilitated patients, it has been very successfully used in cases of *hysteria* to overcome the attack, and to relieve organian, or manimary pain, or irritation when accom-panying that disorder. Chronic ovaralgia, uterine leucorrhow, amenorphica (suppressed mensirmation) and partying that disorder. Chronic ovaralgia, uterine leucorrhoza, amenorrhoza (suppressed mensirnation) and dysmenorrhoza (painful mensirnation), are conditions in which it has been most successfully employed. It has an established reputation as a remedy for rheumalism of the uterus, with nervous excitement, for uterine cramps attending menstruation, and for menorrhagia

UNICORN ROOT (Chamalirium).

The American Dispensatory (prepared by Professora KING and SCUDDER), says: "Melonias, 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 asso-ciated with, wrongs of the female reproductive appar-atus. Such digestive disturbances as depend upon

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(Cimiciluga Recemosa, Squawroot, Etc.)

(Cimiciluga Recemosa, Squawroot, Etc.) Frof, JOHN KING, in the American Dispensatory says: "This is a very active, powerful and useful remedy, and appears to fulfill a great number of indications, II pos-sesses an undoubted influence over the nervous system. In small doses the appetite and digestion are improved." He continues, "Upon the reproductive organs it exerts a specific influence, promoting the menstrual discharge." "Macrotys (Black Cohosh) plays a very important part in the therapeutics of Gynacology (discases of women), In the painful conditions incident to imperfect menstrua-tion, its remedial action is fully displayed. By its spe-cial affinity for the female reproductive organs, it is an efficient agent for the restoration of suppressed menses. In dysmenorrhoga (painful periods), it is surpassed by no other drug, being of greatest utility in irritative and congestive conditions of the uterus and appendages, characterized by tensive, dragging pains, resembling the pains of rheumatism. It is a good remedy for the reflex side-aches' of the unmarried woman. It ishould be re-membered in rheumatism of the uterus, and in uterine functional power in the uterus, giving rise to sterility, cimicifuga (Black Cohosh) often corrects the impaired function and cures. Reflex mammary pains during ges-tation are met by it, and in rheumatic subjects it promptly relieves such ovarian troubles as ovarialitia and neuralcimicifuga (Black Cohosh) often corrects the impaired condition and cures. Reflex mammary pains during ges-tation are met by it, and in rheumatic subjects it promptly relieves such ovarian troubles as ovaralgia and neural-gia. Its action is slow, but its effects are permanent. It has been used successfully as an antispasmodic in hys-teria, epilepsy when due to menstrual failings, periodical convulsions, nervous excitability, and many other spas-modie affections." convulsions, nervi modic affections,

"For headache, whether congestive or from cold, neuralgia, dysmenortheza, or from la grippe, it is promptly curative. As a remedy for pain, macrotys is a very prompt agent often relieving in a few hours, painful con-ditions that have existed for a long time."

LADY'S SLIPPER ROOT (Cypripodium).

LADY'S SLIPPER HOOT (Cypripodium).
Frof. JOHN M. SCUDDER says: "This root is valuable in all cases of nervous excitability or partiability unconnected with organic lesions, allaying the irritability, lessening any accompanying pain, producing a more cain, and cheerful condition of the body and mind, and convergence in the second transformer in the second sequentity favoring mental tranquility, or sleep. Hence it has been of service in hysteria, irritability, lessening any accompanying pain, producing a more cain, and cheerful condition of the body and mind, and convergence in the second second

