

# OUR SARSAPARILLAS

## MAKE GOOD RED BLOOD.

In the early spring the nostrum Sarsaparilla makers began to parade their wares by distributing almanacs and disfiguring the fences and natural scenery, in addition to furnishing the secular press with extra "Paper" in the form of advertisements and "written up" editorials.

In order to combat this, we have thought best to be on hand early with our effort to supply the retail druggists with blood remedies which are not quack medicines, but which are better formulae than the quack nostrums, and which are more attractive in style, more liberal in size, and costing (in gross lots) about one-half what the patent advertised ones do; thereby allowing the retailer from 100 to 200 per cent. profit on ours against 25 to 50 per cent. on patents. Our Sarsaparillas do not in any way imitate or simulate the patent ones, and must be sold entirely on their own merits (their formulae being known) and by personal effort.

There is no question but that the large sale of advertised secret nostrums has seriously interfered with scientific pharmacy and prevented the legitimate pharmacist from realizing the sale of his own preparations, which he has or could have put up for himself, and the large profits retailers should realize on such preparations are diverted into the pockets of secret nostrum makers. We combat this evil by a co-operative plan, whereby we act as manufacturers of ready-made prescriptions, and the retail druggists as sellers of them. We are positive these preparations of ours will commend themselves to the most critical pharmacist on account of the goodness of their formula, their excellence of style, and their cost being so reasonable and the profit on them so large. The medicines in these preparations are ranked by the medical profession as the most certain of alteratives and purgatives, having the power of removing from the blood those humors or principles which disturb its purity, directing them toward the natural excretory channels. They may be used with advantage in Chronic Affections of the Skin, Scrofula and Scrofulous Affections, Eruptive and Skin Diseases, such as St. Anthony's Fire, Erysipelas, Pimples, Pastules, Blotches, Boils, Tumors, Tetter or Salt Rheum, Scald Head, Ringworm, Ulcers and Sores, Chronic Rheumatism, Syphilitic and Mercutial Diseases, and generally for the various diseases arising from impurities of the blood. They form a powerful alternative for the renovation of the blood and for the restoration of tone and strength to the system when debilitated by disease. From an extensive list we propose to select and make mention here of but two, which are of excellent formula, and put up in liberal sizes with attractive styles of wrappers.



**COMPOUND SYRUP**  
OF  
**SARSAPARILLA**  
WITH  
**Iodide of Potassium.**

**FORMULA**—Fluid Extract of Sarsaparilla, 32; Fluid Extract of Stillingia, 24; Fluid Extract of Red Clover, 16; Fluid Extract of Yellow Dock, 16; Fluid Extract of Buckthorn, 16; Fluid Extract of Senna, 8; Fluid Extract of Licorice, 8; Syrup 360 (parts); Oil of Wintergreen, Aniso and Sassafras to flavor; Iodide of Potassium, 8 grains to each fluidounce.

**DOSE**—One teaspoonful three times a day.

**PUT UP** in 12-ounce panels in strawboard carton, with best long velvet corks. Wrap per is buff enameled paper, elegantly engraved. Uses and directions in four languages—English, French, German and Spanish.

**RETAILS** at \$1.00. Buyer's address, or our own, on both label and wrapper.

This Compound Syrup of Sarsaparilla was the first of its kind ever offered to the trade by us as a Non-Secret Preparation. It was, in fact, the first article on our original little list of Non-Secret Medicines, comprising then (1876) but a dozen items. It is put up in the original size and style, and no article we manufacture has given better satisfaction. We have sold thousands of gross of this preparation during the past sixteen years, and never had to replace a single dozen. The "original" is still as popular as ever.

**PRICES**—Per single dozen, \$5.00, giving retailer a net profit of 130 per cent. In 3-dozen lots @ \$4.50 per dozen, giving retailer a net profit of 170 per cent. In 6-dozen lots @ \$4.00 per dozen, giving retailer a net profit of 200 per cent. In gross lots @ \$3.85 per dozen, giving the retailer a net profit of 210 per cent.

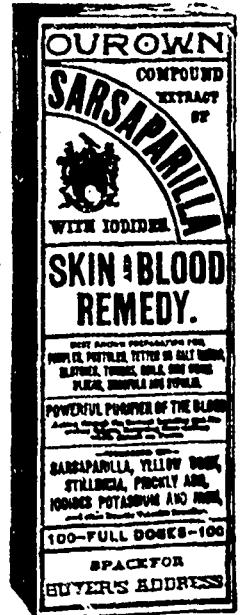
**OUR OWN**  
**COMPOUND EXTRACT**  
OF  
**SARSAPARILLA**  
With Iodides.

**FORMULA**—Fluid Extract of Sarsaparilla, 5; Fluid Extract of Yellow Dock, 5; Fluid Extract of Stillingia, 5; Fluid Extract of Mandrake, 1; Fluid Extract of Licorice Root, 1; Fluid Extract of Sassafras, 1; Syrup, 20; Diluted Alcohol, 20; Iodide of Potassium, 3.7; Iodide of Iron, 3.70; Oil of Wintergreen, 1-64.

This preparation we believe to be the best Sarsaparilla ever offered by us or anyone, non-secret or secret. It is a compound fluid extract of the best vegetable alteratives, combined and fortified by Iodide of Potassium and Iodide of Iron. We are positive no mistake will be made by a retailer selecting this preparation and making it his own. On three-dozen lots we insert the buyer's possessive title, making it Jones, Smith's or whatever the name be, instead of Our Own. It is put in 16 ounce panels, and contains over 100 full doses for one dollar, has a handsome yet quiet enameled wrapper of robin's egg blue, is the popular Sarsaparilla to-day, and cannot fail to give the best of satisfaction to retailer and consumer.

We don't recommend this preparation to be as good as the largely advertised nostrums, as we "don't have to." It is the largest in size (that is, of the concentrated teaspoonful dose preparations), the neatest of dress and unquestionably the best in formula of any Sarsaparilla on the market. The prices of secret nostrums of similar character are \$8.00 per dozen, and not less than \$90 per gross, most double the price of Our Own Compound Extract of Sarsaparilla.

**PRICES**—In single dozen lots @ \$6.00, giving the retailer a net profit of 100 per cent. In 3 dozen lots @ \$5.83 per dozen, giving the retailer a net profit of 109 per cent. In 6 dozen lots @ \$5.00 per dozen, giving the retailer a net profit of 140 per cent. In gross lots @ \$4.58 per dozen, giving the retailer a net profit of 170 per cent.



"Good Red Blood" Advertising Circulars and Sarsaparilla Pills Furnished Gratis, when Specified.

# FREDERICK STEARNS & CO.,

WINDSOR, ONT.

DETROIT, MICH.

NEW YORK CITY.