

In the Small of the Back.

You are standing before the door of 1896. If you enter rightly it means success. Don't expect the door to swing wide open for you. Doors don't open themselves. You and we must open them.

The men who went through the door of Success during the year of 1895 all say that the door was labelled PUSH.

That is the size of the problem exactly. You push—and the door does the rest.

"Push—what?"

Push your business: push old, slow methods to the wall: push the sale of the latest remedies: push them in the latest way: and so push your profits up to a good figure.

There are a dozen ways in which to push a business or a man. You can take it by the neck or the arms or the legs; but the best method is to plant your shoulder firmly in the small of its back, and then just trust in the Lord and the power of dynamics.

When you advertise and circularize, you are pushing your business by the first available means without much thought. You have caught hold of the collar or the coat-sleeve and are just shoving fitfully.

There is a better way than such old-time methods. There is a way by which you can plant your shoulder at a point in the small of the back, so that something must yield.

If you care to know the method, drop us a postal, and if you will try it on our "Frog in your Throat?" or any of our "Ten-Cent Family Medicines" we will not only give you all the help we can, but we will practically pay the expenses, so that the experiment shall be made at our risk.

If we do not speak more openly here about the method, it is because it is comparatively new and a good enough idea to keep somewhat quiet about it.

Order direct or of your jobber.

Our new book—FAMILY MEDICINES—may be had for the asking.

* Thirty articles at present; many other things are in preparation. Books too. 1 gross \$7. 3 gross \$20. 5 gross \$6.50 gross. 10 gross \$6.25 gross. 2 per cent. for cash in 10 days.

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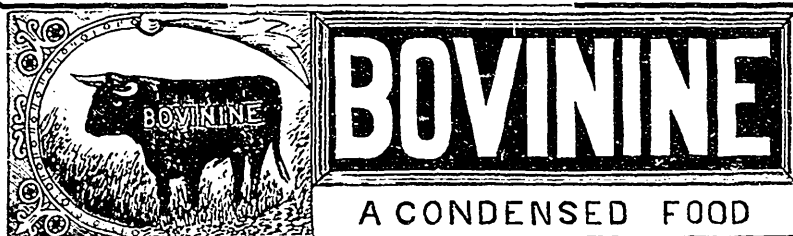
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Prescribed by more than 25,000 physicians during the present year. It will sustain and nourish babies, children, invalids and aged people when all else fails.

Creates new and vitalized blood faster than any other food preparation in the world.

For overworked and insufficiently nourished people; over-taxed professional and laboring men

Builds up the system after severe illness when recovery is slow and the appetite poor.

Nursing mothers, teething infants and puny children thrive surprisingly by its use, a change for the better being perceptible often within 24 hours.

It is the only thing that will permanently cure nervous prostration, dyspepsia, cholera infantum and excessive irritability of the stomach from any cause.

Read the remarkable testimonial from Col. Fred. Grant, regarding the prolongation of his father's life by the use of Bovinine:

"During the last four months of his sickness, the principal food of my father, Gen. Grant, was Bovinine and milk and it was the use of this incomparable food alone that enabled him to finish the second volume of his personal memoirs. October 1st, 1885. FRFD. D. GRANT."

Send for pamphlet containing testimonials from a large number of the leading physicians of the country

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