

Pill Clothes.

The good pill has a good coat. The pill coat serves two purposes; it protects the pill, enabling it to retain all its remedial value, and it disguises the taste for the palate. Some pill coats are too heavy; they will not dissolve in the stomach, and the pills they cover pass through the system as harmless as a bread pellet. Other coats are too light, and permit the speedy deterioration of the pill. After 30 years exposure, Ayer's Sugar Coated Pills have been found as effective as if just fresh from the laboratory. It's a good pill with a good coat. Ask your druggist for

Ayer's Cathartic Pills.

More pill particulars in Ayer's Curebook, 100 pages.
Sent free. J. C. Ayer Co., Lowell, Mass.

Bubbles or Medals.

"Best sarsaparillas." When you think of it how contradictory that term is. For there can be only **one** best in anything—one best sarsaparilla, as there is **one** highest mountain, one longest river, one deepest ocean. And that best sarsaparilla is——?.... There's the rub! You can measure mountain height and ocean depth, but how test sarsaparilla? You could if you were chemists. But then do **you** need to test it? The World's Fair Committee tested it,—and thoroughly. They went behind the label on the bottle. What did this sarsaparilla test result in? Every make of sarsaparilla shut out of the Fair, **except Ayer's**. So it was that Ayer's was the only sarsaparilla admitted to the World's Fair. The committee found it the best. They had no room for anything that was not the best. And as the best, Ayer's Sarsaparilla received the medal and awards due its merits. Remember the word "best" is a bubble any breath can blow; but there are pins to prick such bubbles. Those others are blowing more "best sarsaparilla" bubbles since the World's Fair pricked the old ones. True, but Ayer's Sarsaparilla has the medal. The pin that scratches the medal proves it gold. The pin that pricks the bubble proves it wind. We point to medals, not bubbles, when we say: The best sarsaparilla is Ayer's.