

LONG LIFE.

It is a generally accepted fact that, accidents excepted, human beings live for a longer or shorter period according to their ability to breathe. Pure air is the greatest of all known tonics, and idleness and indolence that keep men and women indoors when they should be enjoying the pure breeze of heaven, are the greatest enemies to health.

But it must be acknowledged that the strongest are subject to many diseases, more especially of the throat and lungs which require nature's remedies speedily to heal and cause the return to perfect health. Amongst these are COUGHS, COLDS, SORE THROAT, ASTHMA, WHOOPING COUGH, BRONCHITIS, INFLUENZA, CROUP, CONGESTION AND INFLAMMATION OF THE LUNGS, CONSUMPTION AND ALL THE ORDINARY DISEASES OF THE CHEST AND LUNGS all of which are relieved if not cured by DR. WILSON'S PULMONARY CHERRY BALSAM, a remedy superior to all others that are known.

The cause of the wonderful power of this medicine easily can be pointed out: It is composed exclusively of the purest vegetable materials, the advantage of their absolute purity being that the dose might be the smaller and that there should be no danger of the stomach being clogged by hurtful and useless material.

The chief ingredient is the extract of Wild Cherry Bark, which is the remedy wonderfully supplied by nature for diseases of the lungs and air passages. Nothing can be more instructive to the student of the wonderful ways of the Creator than the action of this very humble servant. In the first place it acts as a tonic to the stomach aiding to give it a healthy appetite, at the same time assisting it in its work of preparing the food for conversion into pure, healthy blood. Again it has a peculiar soothing, sedative influence on the heart and large blood vessels. The necessity of this is easily understood when it is remembered that any irritation in the lungs prevents the free flow of the blood through them. The heart endeavors to overcome this by increased action and thus it is felt to be beating as if it would break, and if the cause is not removed the derangement is likely to become very great. The Wild Cherry Bark is the natural soother and gradually and quietly the irritation is allayed and gradually the heart and blood vessels assume their natural and healthy condition.

But this is but a part, though an important part, of the work. While the Wild

Cherry Bark tones the stomach, assists in purifying the blood and in allaying the irritation of the heart and blood vessels, a second ingredient is performing the hardly less important work of loosening and displacing the phlegm to raise which causes so much pain and distress. This phlegm clogs the mucous lining of the air-tubes and cells and unless it is dissolved it remains in them, blocking up and after a time rotting and festering them, thus bringing on tubercular consumption. It is the presence of this tough, stringy phlegm that causes the convulsive coughing so characteristic of those with diseased lungs; but what the cough cannot displace this ingredient does, and with the most favorable results.

In addition to these invaluable agents there are others of a soothing and healing nature such as the gum resins of the White Pine and Fir of torrid climes all of whose harsh and irritating qualities have been burnt out by the direct rays of the sun, leaving a healing balsam, and one at the same time grateful to the stomach.

And besides these there is a pleasing and soothing lubricant which supplies the place of the natural mucous secretion which coats the mucous membrane in its healthy state, and keeps it soft and natural. Thus when the acrid irritating phlegm has been dissolved by other ingredients, this one supplies the place of the diseased secretions and aids materially in bringing about a healthy state of the membrane.

All these ingredients together, work one with the other, thus composing a preparation which attacks all diseases of the throat and lungs at their most easily assailable points, and all unite to make a remedy most thorough and searching in its character, widespread in its range of cures, pleasant in taste and immediate in its action.

CONSUMPTION.

This disease is the most dreaded of any on this continent. Its advances are so stealthy, its grasp so firm and unyielding, and its ravages so general—it being no respecter of persons, condition or ages—that its presence is considered one of the greatest calamities that can befall a family. It is only of late years that people have begun to learn that consumption is curable and that it is preventable. Many cases, once considered hopeless, have been cured by DR. WILSON'S PULMONARY CHERRY BALSAM, and hundreds of families, through its agency, have had cause to rejoice in the

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