

Who Created the Demand?

Perhaps you were in the drug business twenty-five years ago. If so, how much cod-liver oil did you sell? Not very much, did you? And why? Because there was no demand.

The disagreeable odor and taste of the plain oil, the disturbance of digestion this produced, and the general unsatisfactory results obtained made its sale extremely limited.

About this time we introduced our Emulsion of cod-liver oil with hypophosphites to the medical profession. Physicians saw its superior advantages at once and prescribed it extensively. And we are happy to say this has continued ever since.

Here was a preparation of cod-liver oil, practically without odor or taste, partly digested, quickly assimilated, and endorsed by the best men in the medical fraternity. Results were satisfactory. Patients recovered. And cod-liver oil began to be talked about.

We made its merits known. The sales rapidly increased.

The demand for plain cod-liver oil, home-made emulsions, ready-made emulsions, and all preparations of cod-liver oil of every kind whatsoever, is largely due to our efforts, because we have made "cod-liver oil" famous the world over.

Physicians first prescribed cod-liver oil extensively when made acquainted with our Emulsion. The public first consented to take it in the form of Scott's Emulsion. Manufacturers first thought they would engage in its production after seeing Scott's Emulsion. And, if you have a preparation of your own, you sell it to-day largely because we have made this remarkable remedy popular with both the profession and the public.

Therefore, we believe we have done something toward contributing to your success. We believe we have created a demand for goods you keep in stock.

Is it not fair then, that when a bottle of Scott's Emulsion is called for, you should give your customer Scott's Emulsion.

We will send the customer to you. Just give him what he asks for. This is all we ask.

SCOTT & BOWNE, New York.

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