

THE SECRET OUT.

THE INNER HISTORY OF A FAMOUS MEDICINE.

**Some Facts Concerning Dr. Williams' Pink Pills for Pale People—
A Remedy Now Known the World Over—The Reason Why its
Sale has been so Enormous.**

"Where do all these wonderful cures come from?" asked a representative of "The Toronto Globe" recently, having obtained permission to interview the manager of the Dr. Williams Medicine Company.

"They come variously. Some are discovered by newspaper men, others are brought to our attention by druggists, and others again are communicated to us by the patients themselves. But whichever way they come to us they are all dealt with in one way. As soon as we learn that some specially remarkable cure has been effected by the use of Dr. Williams' Pink Pills, we take steps to have the patient seen by a perfectly independent newspaper reporter, and we arrange with the best local newspaper to publish exactly what their reporter finds to be the case. We should not think it right to trade on a false statement, or even on one slightly exaggerated. Our reputation is made by the fact that the public know we are honest."

"I presume your advertisements bring you in a vast business?"

"We have a vast business. There is scarcely a habitable country on the face of the globe in which Pink Pills are not now used. Last year there was sold throughout the world the enormous total of more than two hundred million Pink Pills. But, after all, it is a mistake to believe that these vast sales are due alone to our advertising. If we had to depend only on the direct effect of our advertising we could never make a living. I suppose that the direct sales from advertising do not pay the expense of more than half of it. The trade we live on is made by what one customer tells another of the merits of Dr. Williams' Pink Pills."

"What are the diseases that Dr. Williams' Pink Pills cure?" asked the reporter. The manager reached for a small book and cut out of it the following statement, which he handed to the reporter. It will be observed that it is a cold scientific statement, with no sensationalism, no exaggeration, no adjectives:—

Poor and Watery Blood,
Anemia,
Chlorosis or Green Sickness,
Dizziness,
Palpitation of the Heart,
Nervous Headache,
Loss of Appetite,
Indigestion and Dyspepsia,

After-Effects of La Grippe,
Eruptions and Pimples,
Sick Headache,
Pale or Sallow Complexion,
Swelling of Hands or Feet,
General Debility,
Depression of Spirits,
Insomnia or Loss of Sleep,

General Muscular Weakness,
Shortness of Breath on Slight Exertion,
Spinal Troubles,
Partial Paralysis,
Locomotor Ataxia,
Chronic or Acute Rheumatism,
Sciatica,
Chronic Liver Complaint,
Neuralgia,
Chronic Erysipelas,
Kidney Troubles,
Catarrh of the Stomach,
Nervous Fits,
St. Vitus' Dance,
Consumption of Bowels and Lungs,

Swelled Glands,
Scrofula,
Fever Sores,
Rickets,
Recovery from Acute Diseases, such as
Fever, etc.
All Female Weakness,
Tardy or Irregular Periods,
Leucorrhœa,
Suppression of the Menses,
Loss of Vital Forces,
Loss of Memory,
Ringing in the Ears,
Hysteria, &c.

"But how can one medicine cure all these things?" asked the reporter.

"Ah, that is where the secret of our success resides—though we make no secret of it, for that matter. Everything is fair and above board. We have a thing that is not like any other medicine. Dr. Williams' Pink Pills go to the very base of the disease, and cure the causes of it. The disease itself, no matter what it is, begins to disappear the moment the cause is touched. It has then nothing to live on. Pink Pills, to begin with, give strength, purity and richness to the blood, and thus root out the whole host of diseases which depend on poor or vitiated blood—diseases such as anæmia, scrofula, rheumatism, and so on. Then the remarkable property of the formula discovered by Dr. Williams comes into play. Other medicines that purify the system weaken it in doing so. Dr. Williams' Pink Pills strengthen, and only strengthen. They are thus specially adapted for women at a critical period, and they are at the same time such a splendid nerve and spinal tonic that they give nerve power to even the most nervous, and do away with symptoms that look like approaching old age. Thus are cured such things as locomotor ataxia and paralysis, diseases which the Royal College of Physicians and Surgeons think incurable, not to speak of neuralgia, headache, dizziness, indigestion, and premature old age in men and women alike."

"One question more. Are Dr. Williams' Pink Pills expensive?"

"Expensive to make? Yes, as compared with other pills that have nothing out of the way in them. But they are not expensive to buy, considering their prompt and unmistakable effect. A box costs 50 cents, and we send six boxes by mail post paid for \$2.50. This amounts to giving one box in free."

"Oh, then you sell the pills by post?"

"Certainly. But they can be got just as well at shops; only if bought at the shops you must be careful to see that the full name, 'Dr. Williams' Pink Pills for Pale People,' is printed on the wrapper. If it isn't there the shopkeeper is trying to swindle you with a worthless thing. Any tradesman who tries that is seeking to deceive you for his own profit. The same may be said of the pretence of some dealers that they have 'the same as' Dr. Williams' Pink Pills for Pale People. No one else can make

*Suggest
Sole
Sincerity*

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H. Lawless
sc/LP