

Cut the Gordian Knot.

Just now the pharmaceutical profession of this country is agitated over the question as to how best to check the cut-rate evil in the patent medicine line. One meeting after the other is held to devise means for stemming the tide, one plan after the other is formulated, but one plan after the other proves a failure long before it is even half matured. And yet every retail dealer has the remedy in his own hands, if only he will apply the same.

The remedy is heroic and yet not painful. Cut the Gordian Knot. **DISPENSE YOUR OWN GOODS**, and reap the profit now pocketed by wealthy corporations and inimical newspapers. Thousands are doing it, and have done so for years. Why should not every one of the 33,000 druggists in this country do so? Many, of course, would not care to undertake getting up a line of preparations, for some reason or another.

To this class of traders we can only say that their requirements are already anticipated by the widely known manufacturers of **NON-SECRET REMEDIES**, Frederick Stearns & Co., of Detroit and Windsor. This firm, who, as every one knows, originated this class of remedies, has been wonderfully encouraged by pharmacists from the start, so that from very small beginnings they have risen to first position in the ranks of the manufacturing pharmacists.

The reasons for this are not far to seek. They were the first in the field with a plan based on correct and ethical principles. Their goods are always put up in elegant style, much more handsome than the majority of patent medicines. But principally their various preparations are made after the most approved formulas, in the most perfect and scientific manner, and only from the very best and purest of drugs. Besides, these goods are never put up in imitation of any proprietary article with a view to deceive. This is the explanation of the phenomenal popularity of the **NON-SECRET REMEDIES** as sold by Messrs. Frederick Stearns & Co., and no one intent on pushing his own interests should fail to at least write them for printed matter and catalogues, not forgetting to order a specimen copy of the "New Idea," published by them.