

## CANADIAN PLUCK.

## A SUCCESSFUL CANADIAN BUSINESS EXTENDED TO ENGLAND.

Although but a Short Time in that Country the Press Pronounces the Success Phenomenal.

We have much pleasure in reproducing the following article from the Montreal Witness, relative to the success in Great Britain of a well known Canadian firm. We have done business with the firm in question for a number of years and can heartily endorse what the Witness says concerning their honorable business methods, and the care exercised in the publication of the articles appearing in the press relative to their preparation. These cases are always written up by influential newspapers in the localities in which they occur, after a full and thorough investigation that leaves no doubt of their impartiality and truthful character. We are quite certain that the confidence reposed in the firm and their preparation is not misplaced:—

"The phrase 'British pluck' has become an adage, and not without good reason, for whatever enterprise, courage or 'bull-dog tenacity' is required to sweep away or surmount opposing obstacles in order that the pinnacle of success may be reached, your true Briton never flinches, and facing all obstacles works until success has been achieved. This same 'British pluck' is a characteristic of the native born Canadian, and there are very few walks in life in which it does not bring success as the reward. This much by way of prelude to what bears every indication of being a successful venture on the part of a well-known Canadian house. When it was announced a few months ago that the Dr. Williams' Medicine Co., of Brockville, intended establishing a branch of their business in the motherland, there were not a few who were inclined to be skeptical as to the success of the venture, while some boldly predicted failure. "There would be an objection," they urged, "to taking up a colonial remedy," "their business methods differed from those prevailing in Canada;" "the field was already crowded with proprietary remedies long established, and well advertised." These and many other objections were urged as reasons why the venture was a doubtful one. But the Dr. Williams' Medicine Co. was not to be deterred by any objections that might be raised. They had unbounded confidence in the merit of Dr. Williams' Pink Pills for Pale People, and the pluck to back up their confidence with their cash. This latter is well known to Canadian newspaper men, who know that less than three years ago the company first put upon the market in the form of Pink Pills a prescription which had previously only been used in private practice, and with a skill and audacity that has not been surpassed in the annals of Canadian advertising, pushed it in the van of all competitors. Of course, the remedy had to have merit, or this could not have been done, and it was the company's sincere belief in the merit of their remedy that endowed them with the pluck to place their capital behind it. It was this same conviction that merit, skilfully advocated, will command success that induced them to venture into competition with the long-established remedies of the motherland. And we are glad to know—indeed we believe that all Canadians will be glad to learn—that short as is the time the Dr. Williams' Company has been in that field, their success has been rapid and ever increasing. As an instance of this success the 'Chemist and Druggist,' the leading drug journal of the world—and probably the most conservative—in a recent issue states that the success of Dr. Williams' Pink Pills in Great Britain has been unprecedented and phenomenal. While, no doubt, it is the advertising that has brought this remedy into such rapid prominence in England, it is the merit of the preparation that keeps it there and makes it popular with the people. There are few newspaper readers in Canada who have not read of the cures, that to say the least, border on the marvellous, brought about by the use of Dr. Williams' Pink Pills, and already we see by the English papers that the same results are being achieved there. Is it any wonder then that Pink Pills are popular wherever introduced? We have done business with this firm

for a number of years. We have found them honorable and reliable, and worthy of credence in all that they claim for their remedy.

We cannot close this article better than by giving in a condensed form the particulars of a striking cure in Nottingham, England, by the use of Dr. Williams' Pink Pills. The cure is vouched for by the Nottingham Daily Express, the leading journal of the Midland Counties.

"The picturesque suburb of Old Basford some three miles from the marketplace of Nottingham, has just been the scene of an occurrence which has excited considerable attention among the local residents, and of which rumors have reached Nottingham itself. The circumstances affect Mr. Arthur Watson, of Old Basford, formerly an employee in the bleach yard at Messrs. H. Ashwell & Co.'s hosiery factory, in New Basford, and afterwards employed at the Bestwood Coal and Iron Co.'s factory, near Nottingham. In consequence of the gossip, which has been in circulation with regard to this case, a local reporter called upon Mr. Watson, at his bright little house, situated at No. 19 Mountpleasant, Whitemoor road, Old Basford, and made inquiries as to the curious circumstances alleged. The visitor was met by Mrs. Watson, but Mr. Watson, himself immediately afterwards entered the room, looking very little like the victim of sudden paralysis. He told the story of his life's health as follows: In boyhood he was prostrated by a severe attack of rheumatic fever, which, after his slow recovery, left behind it a permanent weakness, and uncertainty of action in the heart, and he had always been debilitated and more or less feeble. On giving up his work at Messrs. Ashwell's bleach factory, he sought change of employment and undertook the work of attending to furnaces at kilns at the Bestwood Coal and Iron Co.'s Works, being at the time an out-patient at the General Hospital, Nottingham, where he was treated for weakness of the heart. The circumstances of his work at the furnaces were somewhat peculiar. Exposed on one side to the extreme heat of the furnace, he was attacked on the other by the chilling winds which proved so distressing to many people last October, and one day in that month he was suddenly prostrated by a stroke which had all the appearance of permanent paralysis, and was pronounced such by the doctors who attended him. The course of the stroke appears to have been down the entire right side. His leg was entirely powerless, and he was unable to stand. He could not lift his right arm from his side or from any position in which he was placed. His face was horribly distorted, and the organs of speech completely paralyzed, so that he was able neither to stand nor speak. His condition is described by those acquainted with him as being most pitiable. He lay in this condition for more than three months suffering intermittently considerable pain, but more afflicted by his utter helplessness than by sufferings of any other kind. His wishes were indicated by signs and feeble mummings. The distortion of his face was rendered the more apparent by the ghastly pallor of his features, and he lay in bed, anticipating nothing better than that death should eventually relieve him of his helplessness.

The Rev. Walter Cooper, Wesleyan Methodist minister, whose flock have their spiritual habitation in a substantial building in High street, Old Basford, took a pastor's interest in the case of this unfortunate man, and is acquainted with the circumstances from almost first to last. A week or two ago, Mr. Watson began to astonish all his neighbors by the sudden improvement in his appearance and capacity. He is able to walk about, and his right arm, which was perfectly incapable of motion, is now moved almost as readily as the other, though the fingers have not yet recovered their usual delicate touch. Perhaps the most striking circumstance, however, is the great improvement in the personal aspect of the man. The deformity of feature caused by the paralysis is entirely removed. His speech is restored, and his right leg, the displacement of which kept him to his bed or chair, has now recovered its function so completely that he is about to take some out-door work in Basford and Nottingham.

Questioned as to the cause of this remarkable improvement in a case universally regarded as incurable by the

medical profession, Mrs. Watson, wife of the patient, unhesitatingly attributed her husband's miraculous recovery to the use of a medicine called Dr. Williams' Pink Pills for Pale People, and brought into considerable prominence by the publication of some remarkable cures affected by their means in Canada and elsewhere. "Since I have taken Dr. Williams' Pink Pills," said Mr. Watson, "I have unquestionably been better not only than I was before the stroke of paralysis seized me, but than I have been at any time since my boyhood," a statement confirmed by Mrs. Watson, who said the appearance of her husband now was proof of the enormous improvement in his health. "The pills," she said, "seem not only to have cured the paralysis of the face and leg, but to have affected a most remarkable change in his general health."

Mr. Watson was always remarkably pallid and of a sickly appearance, but the ruddy glow of the patient's face confirmed Mrs. Watson's words. "I assure you," said she, "we can speak in the highest possible terms of Dr. Williams' Pink Pills. Nothing either at the General Hospital or from the doctors, who have attended my husband at different times, has done anything like the good which the few boxes of Dr. Williams' Pills he has taken have effected, and, under Providence, we feel he owes his life and his restoration to work and usefulness to this wonderful medicine."

Mr. Charles Leayley, Insurance agent, at Cowley street, Old Basford, has among other neighbors been deeply moved by the sufferings of Mr. Watson, and profoundly impressed by his miraculous restoration to health. The case has, in fact, been a topic of conversation in the entire neighborhood.

Attention is drawn to the circumstance that every fact in the above remarkable history is vouched for by independent evidence which it would be morally impossible to doubt. It is shown by conclusively attested evidence that Dr. Williams' Pink Pills for Pale People are not a patent medicine in the ordinary sense, but a scientific preparation, from a formula long used in regular practice. They are shown to positively and unfailingly cure all diseases arising from impoverished blood, such as pale and sallow complexion, general muscular weakness, loss of appetite, depression of spirits, anamia, green sickness, palpitation of the heart, shortness of breath, pain in the back, nervous headache, dizziness, loss of memory, early decay, all forms of female weakness, hysteria, paralysis, locomotor ataxy, rheumatism, sciatica, all diseases depending on vitiated humors in the blood causing scrofula, rickets, hip joint diseases, chronic erysipelas, catarrh, consumption of the bowels and lungs, and also invigorates the blood and system when broken down by overwork, worry, diseases. These pills are not a purgative medicine. They contain nothing that could injure the most delicate system. They act directly on the blood, supplying to the blood its life-giving qualities, by assisting it to absorb oxygen, that great supporter of all organic life. In this way the blood becoming 'built up' and being supplied with its lacking constituents, becomes rich and red, nourishes the various organs, stimulates them to activity in the performance of their functions, and thus to eliminate disease from the system.

These Pills are manufactured by the Dr. Williams' Medicine Company, of 46 Holborn Viaduct London, England, (and of Brockville, Ont., and Schenectady, N.Y.) and are sold only in boxes bearing the firm's trade mark and wrappers at 2s 9d a box, or six boxes for 13s 6d. Pamphlet free by post on application. Bear in mind that Dr. Williams' Pink Pills for Pale People are never sold in bulk, or by the dozen or hundred, and any dealer who offers substitutes in this form is trying to defraud you and should be avoided.

Dr. Williams' Pink Pills may be had of all chemists or direct by post from the Dr. Williams' Medicine Co. from the above address. The price at which these pills are sold makes a course of treatment comparatively inexpensive as compared with other remedies or medical treatment.

## MARRIED.

BOHRER—BOND.—At St. Patrick's Church, on June 28, 1898, by the Rev. Father Quinlivan, Max Bohrer, son of Prof. W. Bohrer, to Amy Florence Lucy Bond, daughter of W. P. J. Bond, both of this city. 50 2

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