

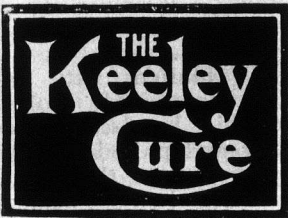
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Sobriety builds up. Inebriety pulls down. The two are antagonistic. They have nothing in common. And yet, at the very time when sobriety is at the very highest rate of premium, and drunkenness at the lowest rate of discount, we are told that social drinking is on the increase.

There is more than a note of inconsistency in a policy that finds its pleasures in undermining its possibilities.

Social drinking does not in all cases lead to drunkenness; but nearly all drunkenness begins in social drinking. The young man who begins to drink does not intend to become an inebriate. He means to be a moderate drinker. He knows of prominent business men who drink moderately, but who are respected and honored citizens. If he thinks at all, he thinks that he will be like them.

Unfortunately there are plenty of such men—men of wealth and prominence, who by their example say to the young man, "it is right and possible to drink moderately."

As has often been said in these columns, all men are not equally affected by the poison of alcohol. Many men can never be moderate drinkers. For them there is no half-way ground. They must let drink alone or they will drink to excess.

It must be remembered that the moderate drinkers who occupy high positions have reached those high positions in spite of their drinking practices, and not because of them. While they might defend those habits in themselves they would be quick to object to them in those who asked their assistance.

There is no profession or position or occupation where drinking habits are a recommendation. If they are tolerated, they are not approved. Science and industry have pronounced against them. It remains for fashion to say the final word.

There is an army of men to whom any denunciation against whiskey which did not carry healing in its message would be useless. These men were the social drinkers of a few years ago.

They have passed through the various stages of delusion that go with the drink habit. They have tried the moderate drinking experiment and found it a failure. They believed they could drink or let it alone. But they have tried times without number to let drink alone, and they have failed. They have made braver fights with their tyrant than many of those who condemn them would be capable of doing. But they failed because they were trying to conquer a physical disease with a weakened will.

The continued use of alcohol causes a diseased condition. The craving for drink is a symptom of the disease of inebriety. Disease is not cured by will power. It requires appropriate remedies.

Use every influence to prevent the young from beginning to drink. Use every argument to convince the moderate drinker of the danger of his example. But send the drunkard for medical treatment.

As a rule, other things being equal do you consider the habitual user of intoxicating beverages as good an insurance risk, as the total abstainer?

Forty-one companies sent answers to this question in the strongest and most emphatic language. Thirty-nine would not insure moderate drinkers, except under very peculiar conditions, and as a rule, they are considered very bad risks.

The greater the irritation in the throat the more distressing the cough becomes. Coughing is the effort of Nature to expel this irritating substance from the air passages. Bickie's Anti-Consumptive Syrup will heal the inflamed parts, which exude mucus, and restore them to a healthy state, the cough disappearing under the curative effects of the medicine. It is pleasant to the taste, and the price, 25 cents, is within the reach of all.

THE EASY WAY TO GET FAT

A Safe, Simple, Method Which Puts Flesh on Thin Folks, Makes Skinny Men and Scrawny Women Plump and Attractive.

50c PACKAGE FREE TO PROVE IT



Thin Folks Get the Cold Shoulder, Socially and in a Business Way

Modern scientific skill has at last been successful in devising a simple home treatment which works wonders in making undeveloped men and bony women gain flesh rapidly, even if they have been thin and scrawny for years.

This seems too good to be true, you say? Well, the test is free and surely the test will tell. You see it is this way with thin folks. Most thin persons eat enough, many eat too much, but the trouble is that they do not assimilate their food properly.

Assimilation is the process which turns food into flesh. Let any scrawny woman gain this power to properly assimilate her food and she would quickly develop a figure which will be the admiration of passersby. On the other hand, let any fat, jolly, happy-go-lucky man lose this power of assimilation, and his flesh will quickly leave him.

This marvelous new discovery, Sargol, seems to have the power of causing all kinds of thin folks to assimilate their food properly, then of course, nature takes care of the rest and they fat up to proper weight quickly. No severe diet, no dosing. When Sargol once gets the body machinery working properly, the rest is easy. Take Sargol and you may, like many others, gain five or six pounds a week steadily.

It is truly remarkable the way that Sargol gets busy putting on good, solid flesh almost from the first dose. Take the case of Harry Rumford, of East One Hundred and Thirtieth Street, New York, for instance. His report shows a gain of four pounds in less than 10 days. Or the case of Mrs. Gray of Camden, Me., who went from 132 pounds to 142 pounds in less than two weeks.

Mr. J. F. Shields of Pittsburg, who gained five pounds in the first week and fifteen pounds by the time he had taken one treatment.

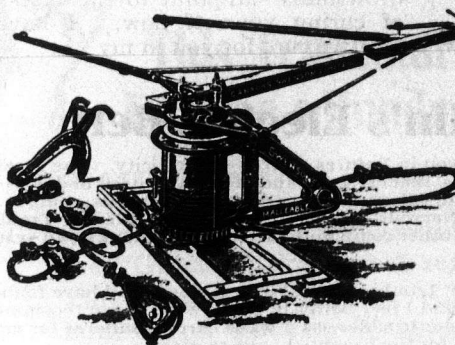
A man from Portland, Me., in sending for a second package of Sargol, happily christened this marvelous new discovery "THE THIN MAN'S FRIEND." A mighty good name, for we all know that thin, scrawny folks need friends more than fat, happy-go-lucky people do.

Thin folks are pushed to one side in this day and age. It is the well-developed ones that make the money and have the fun. Dress will not hide the skin and bones.

Arrangements have been effected whereby thin folks can make a private test of Sargol free of charge. Send your name and address to Sargol Co., 5 F Herald Building, Binghamton, N. Y. Pin this coupon to your letter and enclose ten cents to help pay distribution expenses and they will send you a full size 50 cent package in plain wrapper at once. Do it now and get your weight up where it should be before Easter.

Free Sargol Coupon

This certificate with ten cents to help pay postage and distribution expenses, entitles the holder to one 50-cent package of Sargol, the Flesh Builder. The Sargol Co., 5 F, Herald Building, Binghamton, N. Y.



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