

## Sweetness and Light.

Put a pill in the pulpit if you want practical preaching for the physical man ; then put the pill in the pillory if it does not practise what it preaches. There's a whole gospel in Ayer's Sugar Coated Pills ; a "gospel of sweetness and light." People used to value their physic, as they did their religion,—by its bitterness. The more bitter the dose the better the doctor. We've got over that. We take "sugar in ours"—gospel or physic—now-a-days. It's possible to please and to purge at the same time. There may be power in a pleasant pill. That is the gospel of

## Ayer's Cathartic Pills.

More pill particulars in Ayer's Curebook, 100 pages.  
Sent free. J. C. Ayer Co., Lowell, Mass.

## The Same Old Sarsaparilla.

That's Ayer's. The same old sarsaparilla as it was made and sold *50 years ago*. In the laboratory it is different. There modern appliances lend speed to skill and experience. But the sarsaparilla is the same old sarsaparilla that made the record—*50 years of cures*. Why don't we better it? Well, we're much in the condition of the Bishop and the raspberry: "Doubtless," he said, "God might have made a better berry. But doubtless, also, He never did." Why don't we better the sarsaparilla? We can't. We are using the *same old plant* that cured the Indians and the Spaniards. *It* has not been bettered. And since we make sarsaparilla compound out of sarsaparilla plant, we see no way of improvement. Of course, if we were making some secret chemical compound, we might.... But we're not. We're making the same old sarsaparilla to cure the same old diseases. You can tell it's the *same old sarsaparilla* because it works the *same old cures*. It's the sovereign blood purifier, and —it's Ayer's.