

A RETRACTION
From July Number "Ladies' Home Journal,"

THE May number of THE LADIES' HOME JOURNAL was published, in the article entitled "The 'Patent-Medicine' Curse," an analysis of "Doctor Pierce's Favorite Prescription," in which that preparation was represented as containing, among other ingredients, tincture of digitalis, tincture of opium and alcohol.

Immediately upon publication of the number a suit was instituted by The R. V. Pierce Medical Company, of Buffalo, New York, proprietors of the Company, in question, against the Curtis Publishing Company, based upon the claim that none of the three ingredients was contained in the medicine.

Upon the filing of the suit, we, of course, immediately looked into the published analysis. It appears that particular analysis had been made, if made at all, fully twenty-five years ago. We, thereupon, employed three leading chemists in different cities in the open market, to analyze bottles from bottles bought in the open market. These analyses, one and all, now show to us conclusively that not a single one of the ingredients mentioned by us in the analysis quoted—that is either digitalis, opium or alcohol—was contained in this Company and used. We then—the President of The R. V. Pierce Medical Company, at Buffalo, and were absolutely truthful in their claim that not one of these injurious ingredients was contained in "Doctor Pierce's Favorite Prescription," naturally, since the analysis we printed has been proved erroneous, the deductions made in connection with this preparation were unwarranted and unfounded.

Under these circumstances it is now perfectly plain to us that this magazine in making the original statement, and hereby, of our own volition, made this unequalled acknowledgment of our mistake to our readers.

The mistake was honestly made, but it was a mistake.

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