

# Sarsaparilla Sense.

Any sarsaparilla is sarsaparilla. True. So any tea is tea. So any flour is flour. But grades differ. You want the best. It's so with sarsaparilla. There are grades. You want the best. If you understood sarsaparilla as well as you do tea and flour it would be easy to determine. But you don't. How should you ?

When you are going to buy a commodity whose value you don't know, you pick out an old established house to trade with, and trust their experience and reputation. Do so when buying sarsaparilla.

Ayer's Sarsaparilla has been on the market fifty years. Your grandfather used Ayer's. It is a reputable medicine. There are many sarsaparillas. But only one Ayer's. IT CURES.

## A Cougher's Coffers

may not be so full as he wishes, but if he is wise he will neglect his coffers awhile and attend to his cough. A man's coffers may be so secure that no one can take them away from him. But a little cough has taken many a man away from his coffers. The "slight cough" is somewhat like the small pebble that lies on the mountain side, and appears utterly insignificant. A fluttering bird, perhaps, starts the pebble rolling, and the rolling pebble begets an avalanche that buries a town. Many fatal diseases begin with a slight cough. But any cough, taken in time, can be cured by the use of

## Ayer's Cherry Pectoral.

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