

No Two Ways About It

One thing is certain:—

We cannot prosper as we would like without the hearty co-operation of the retail druggist. We are here to do business, and we want all that belongs to us. But we cannot bring this about without our pulling together. For a quarter of a century we have had just this help, and we propose to continue in the same way.

Just here is a thought that we would like to bear down upon a little. To be sure it is not new—hard to find anything of that kind—yet we sometimes think possibly you forget it.

Your dry goods merchants, jewelers and shoe stores advertise freely, do they not? Yet how much do you expend in advertising each year? Almost nothing. And why? Because of two reasons:

First, physicians are constantly sending you customers with prescriptions.

Second, because manufacturers of proprietary goods are spending large sums each year to send people to your store.

Scott's Emulsion is of double value in this respect; the physician's prescription brings a customer, and persons come directly to you besides. Every one of these customers means far more business for you than the sale of the bottle of Scott's Emulsion.

In other words:

We do your advertising for you. We create the demand. We send the people to you. You do not have to advertise.

In return, we simply ask that when they call for "Scott's Emulsion" give them Scott's Emulsion, that's all. We believe you are doing just this, and we are thankful for it. We need you and you need us. No two ways about it.

**SCOTT & BOWNE, Chemists
New York**