

You are a Partner in it.

TWO or three years ago we made a new throat lozenge by putting some well-known drugs (wild cherry, liquorice, cubebs, tolu, etc.) together and compressing the mixture with sugar, named it "Frog in your Throat? 10c", the retail price a part of the name (\$7 a gross).

The jobbers wanted it before they knew it was good for anything; and we never heard of a retail druggist dropping it. Evidently the name set it going; but the lozenge itself is what keeps it going.

It is worth our while and yours to know how it succeeded so easily. May be we'll learn something from it. (1) the name was a good one; (2) the package sold it; (3) people who bought it wanted more; for (4) it tasted good and cleared the voice; (5) it led to other good things; and (6) they helped one another. There are thousands of people who do not intend to be out of Frog in your Throat. The business is well established, and you are a partner in it.

What is the consequence? There are millions of headaches every day, and "Headache Stop 10c" will stop them. About 3c a headache, no harm done, at a profit to retail druggists of 1½c a headache. No small business.

Another is "Easy Physic 10"—German liquorice powder compressed and made agreeable—\$7 a gross

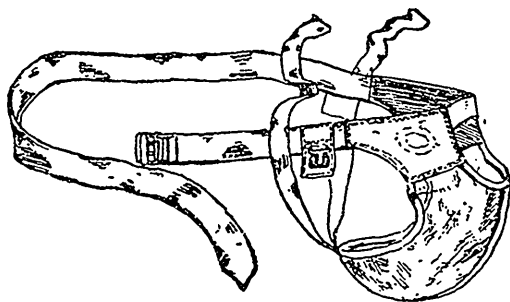
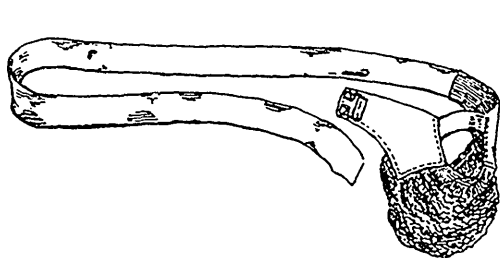
We could not make them better for any amount of money. One of the things to learn is that 5 and 10c bits of nickel and silver that people are glad to bring you are better than bars of gold that you can't get at. We practice what we preach.

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