

A Year of Profits

Profits for you and profits for ourselves.

By liberal advertising we are going to send you many new customers. This means new business for both of us. One thing you may rely upon for 1899 Scott's Emulsion will be a quick seller; it won't stay on the shelf six months at a time until the interest on money invested will equal the profits.

Quick sales for '99. Let this be the watchword. We will create the demand, we will send you the customers. All we want you to do is to keep on hand a good supply of

Scott's Emulsion

Then, when a customer comes in and asks for a bottle of SCOTT'S EMULSION, you will be ready for him; and, he will get it; we feel sure of that. Suppose, however, he comes in and asks for a good preparation of cod liver oil, the best you have, but doesn't mention the word "Scott's." What will you do? Help him a little. Say the word for him. You can't make a mistake, he knows of it but he has forgotten the name, and it will please him. There is a quick sale and a fair profit for both of us in that word "Scott's." We need your hearty co-operation in the business and you need us, too. We are sure you agree with us that it is the best preparation of cod-liver oil on the market. You can never make a loss on it because we will, as we always do, take back any bottle or bottles that may be affected by any cause whatsoever.

Remember, SCOTT'S EMULSION does not thicken in the top of the bottle so it won't pour out and doesn't get watery in the bottom so you have to shake it. It is always and invariably the same. Please bear that in mind.

SCOTT & BOWNE,

Toronto, Ont., Canada.