

**A Winter in Paris.**

MR. G. T. FULFORD'S RETURN FROM THE WORLD'S GAYEST CITY.

Mr. G. T. Fulford, who is understood to have been doing big things in Paris during the past winter and spring, introducing Dr. Williams' Pink Pills, reached home on Friday last with his family. Mr. Fulford has taken Mrs. Field's handsome residence in the east end for the summer, and was found there on the evening of his arrival by a *Recorder* reporter, and asked to give an account of himself.

"Well," he said, in reply to a question on the status of the Pink Pill business in France, "of course it isn't altogether an easy matter to introduce a foreign article into a strange market, especially where there is as much conservatism as there. But I don't think we can complain of the progress made, on the whole, and it is gratifying to report that some, at least, of the Paris doctors are open to recognize a medicine of which the intrinsic merits can be demonstrated to them. One of the best of them—at Versailles, the Paris suburb where the Emperors used to keep their court—has given favorable testimony through the press of quite wonderful cures through the use of Pink Pills in his practice; and the Religieuses, an order of Nuns like the Sisters of Charity, have also made an extensive use of Pink Pills in their charitable work, and given strong testimonials as to their good effects."

"How do you find business all round?"

"Pretty good. We have sold in the past twelve months a little over two million, three hundred and sixty thousand boxes of Pink Pills."

"That is a pretty large order, isn't it?"

"It is the best twelve months' business yet. Look for a minute at what the figures mean. If all the pills were turned out into a heap, and a person set to count them, working ten hours a day, and six days a week, the job would take—I have reckoned it—4 years, 21 days, 6 hours and 40 minutes, counting at the rate of 100 a minute. Or reckoning it another way, it means about a hundred and fifty-seven pills for each minute of the twelve months occupied in selling them. Or, if you want further statistics, it is somewhere about two pills a head for the combined adult population of Canada, Great Britain, Ireland and the United States. If the pills sold last year were made up into necklaces of fifteen inches long, there would be a necklace for every woman in Canada, and leave some considerable pills over. And very pretty necklaces they would be, if you stop to think of it," said Mr. Fulford, with an air of one who contemplates an artistic triumph in the jewelry line. The reporter stopped to think of it, while Mr. Fulford added, "I don't give these figures to glorify the business, you will understand, but to enable you to make the facts tangible to an ordinary reader."

"Does Great Britain do its share in the business?" asked the reporter.

"Yes, I think we have had a record

there. The head of a leading advertising agency in London to whom I showed my figures told me that no business of the kind had ever reached the same dimensions in England in as short a time; for though we have only been working in England two years, there are but two medicines there that have as large a sale as Pink Pills, and one of these is over thirty years old, while the other has been at work at least half that time."

"How do you account for the way Pink Pills have 'jumped' the English market then?"

"I cannot attribute it in reasonable logic to anything but the merits of the pills. For, consider, in France, which I have just been opening up, it cost in advertising somewhere between thirty-five and forty francs to sell every 3½ franc box of pills—first sales, that is. Now, it is obvious that if all our sales were first sales, that is, sales direct from the advertisers, we should be losing from six to ten dollars on every box sold. It is because the people who have used Pink Pills once use them again, and recommend them to others, that we begin to see daylight there; and the case is the same the world over."

"But your advertising has been very extensive?"

"Oh, certainly. But exactly for that reason we could never afford to do it if we had to depend on first sales alone. It is the sales on recommendation of those who use the pills that pay, and if the recommendation were not there I would be bankrupt in a very short time. All the same, the advertising is a big item, and I consider the Pink Pill business a public education department on that account alone."

The reporter wanted to know where the education came in.

"Through the press. The newspaper press is the greatest educative influence of the day. Where do you suppose the culture of Brockville would be without the *Recorder*? Now, it's not the two cents a copy that pays for all the interesting and valuable matter that is gathered from the ends of the earth in a newspaper; it is the advertisements that pay the biggest part of the bill for news and literary matter. I suppose I have spent about half a million dollars in advertising last year. How much education do you suppose that sum has paid for?"

The reporter was silent in the presence of this educative "miracle," but required further information as to the state of trade. Was everything lovely, he asked, or were there any crumpled rose-leaves in the couch?

"Can't grumble, except in one way. There's a certain amount of substitution in some retail stores, and there is a man in Manchester, England, that I have had to prosecute on the criminal charge for it."

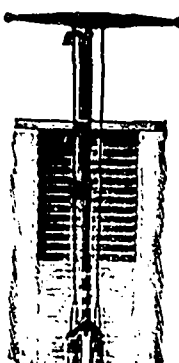
"But what do the substitutors do—do they duplicate your formula under some other name?"

"No, not a bit of it; that is the worst feature of the fraud. No retailer can possibly know what is in Pink Pills; and if he did, he couldn't prepare them in small quantities to sell at a profit. They are not common drugs, and by

no means cheap to make. I suppose I have spent anywhere from ten to twelve thousand dollars, since I first took over the trade mark, in trying if the formula could be improved, and spent a share of it for nothing."

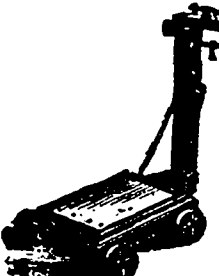
"What do you mean by 'for nothing'?"

"After I acquired the trade mark I saw that if the thing was to be made a success it was imperative that I should have the best tonic pill that could be gotten up. Consequently I obtained the advice and opinion of the most noted men in medicine in Montreal and New York—and expert advice of that sort comes high. I made the changes in my formula suggested by these medical scientists, and the favor with which the public has received the medicine, demonstrates that it is the most perfect blood builder and nerve tonic known. However, I was anxious to still further improve the formula, if that could be done, and have since spent a great deal of money with that end in view. On going to London, two years ago, to place Pink Pills, I went into it again, with the best medical men there, and, as you know, the medical expert is not too friendly to proprietary medicines; and least of all to a good one; and I don't blame them either. It isn't good for business if a man can get for fifty cents medicine that will do him more good than \$50 in doctoring. Consequently advice came high, but I obtained the best there is, not only on this continent but in London and Paris. If I were to tell you whom I consulted—but that was an honorable condition that I shouldn't divulge the names on account of professional etiquette—you would recognize them as first-rank men, men whose names are famous all the world over, and talked of by every one. When I went to Paris last winter I placed my formula and a supply of Pink Pills in the hands of one of the most noted doctors in that city for a three months' trial in his practice, with a view of getting suggestions for improvement; at the end of that time his answer was, 'leave it alone, it cannot be bettered. You now have a perfect blood and nerve medicine.' This opinion cost me 10,000 francs, but I consider it money well spent, as it determines the fact that the formula for Pink Pills is now as perfect as medical science can make it. And coming back to the question of substitutions and imitations; what I have just told you will show what a poor thing it is for a man who goes to a store for Pink Pills to let something else be pushed on to him in place of them—more especially if it is a worn out thing like Bland's pills—a formula in the French pharmacopœia, that has been a back number for years, until a few store-keepers tried to push it on the strength of Pink Pill advertising. You can take it from me that a store-keeper who tells anyone that Bland's pill (which is not a proprietary at all, anyone can make it that wants to) is in any way a substitute for Pink Pills is an ignoramus and never ought to be trusted to sell medicine at all. The same applies to a druggist equally ignorant.—*Brockville Recorder.*"



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