

# An Out-Spoken Letter To The Public.

TO WHOM THIS MAY CONCERN:

It has been well said that better than great riches is an established reputation for honesty and square dealing. In the long run no man ever loses anything by open, frank dealing--by taking his customers into his full confidence. That is the way I felt when I decided to take those who may be benefited by the use of my well-known medicines "Golden Medical Discovery" and "Favorite Prescription" which are to be found in every drug store of the land, into my full confidence and tell them just what ingredients enter into the composition of these well-known medicines. I recall that in the practice of my chosen profession, I have often noticed that very many of my patients have wanted to know what I had prescribed for them to take. It's but natural that one should have some interest in the composition of that which he is expected

to swallow. It is not unreasonable that we should have some regard for what we take into our stomachs, whether it be food, drink or medicine.

A BADGE OF HONESTY ON EACH BOTTLE.

Reasoning along the above line and having nothing to conceal from the thousands who take my family medicines, and thinking that the great majority of my patients would probably like to know what they are taking, I am now printing on the wrapper of each bottle of my medicines the ingredients of which it is composed. I feel that I can afford to take my patients into my full confidence, for my remedies contain nothing but such ingredients as have been approved and endorsed by the most eminent medical authorities--men who have stood at the very head of the medical profession in this country. (SEE ENDORSEMENTS BELOW.)

Sincerely,  
J. C. Pierce

**ALTERATIVE EXTRACT**  
OR  
**Golden Medical Discovery**

This medicine is a superior remedy for the cure of all severe, chronic, or lingering Coughs; Bronchitis, Laryngitis, Weak Lungs, Bleeding from Lungs, public speakers' Sore Throat, Hoarseness and Suppression or Loss of Voice. It does not nauseate, or debilitate the stomach or system, as other cough medicines do, but, on the contrary, improves digestion, strengthens the stomach, builds up solid flesh when reduced below a healthy standard by disease, and invigorates and cleanses the whole system. As a remedy for Torpor of the Liver (generally termed "Liver Complaint" or "Biliousness"), and for habitual Constipation of the Bowels, it has no equal. For loss of Appetite, Indigestion and Dyspepsia, and for General or Nervous Debility or Prostration, in either sex, it is a very superior medicine. As an alterative, or blood purifier, this medicine is far superior to any preparation of sarsaparilla, iodide of potassium, or any other medicine now offered for general sale. It is, therefore, very valuable in all forms of Scrofulous and other Blood Diseases; also for all Skin Diseases, Eruptions, Pimples, Rashings, and Blisters. Epsils, Ulcers, Sores, and Swellings, arising from Impure Blood, are cured by the use of a few bottles of this compound. Unlike other Alteratives or blood-cleansing medicines, it does not debilitate, but strengthens the system. THIS IS A VERY CONCENTRATED, VEGETABLE EXTRACT. The dose is small and pleasant to the taste. FULL DIRECTIONS FOR ITS USE will be found in the pamphlet which is wrapped around each bottle.

MANUFACTURED AT THE CHEMICAL LABORATORY OF  
WORLD'S DISPENSARY MEDICAL ASSOCIATION, Proprietors,  
BUFFALO, N. Y.

Fac-Simile Signature of the Discoverer.  
J. C. Pierce

### Endorsed by Leading Medical Writers.

THE sick don't have to take Dr. Pierce's word alone as to the efficacy of his medicines, for every ingredient contained in them has been extolled, over and over again, by leading medical writers. (See extracts below from several standard authors.) Inasmuch as the people place confidence in Dr. Pierce and his medicines, there is nothing to fear from taking the public into his full confidence and frankly giving them the formula for his medicines, thus reciprocating the confidence reposed in him. His patients may now know exactly what they are swallowing when they take these medicines. The ingredients are printed, in plain English, on the wrapper of each bottle that leaves the great laboratory at Buffalo, N. Y. This is a very unusual thing for a manufacturer of proprietary medicines to do. In fact, Dr. Pierce stands quite alone in this respect.

### Truth is Mighty.

SO many false formulas and malicious statements concerning his medicines have been published through the connivance of jealous competitors and disgruntled doctors, that he is determined to completely disarm his assailants by a full and frank statement of their composition. He acts upon the belief that "Truth is mighty and must prevail," while fraud is a bubble that must soon burst.

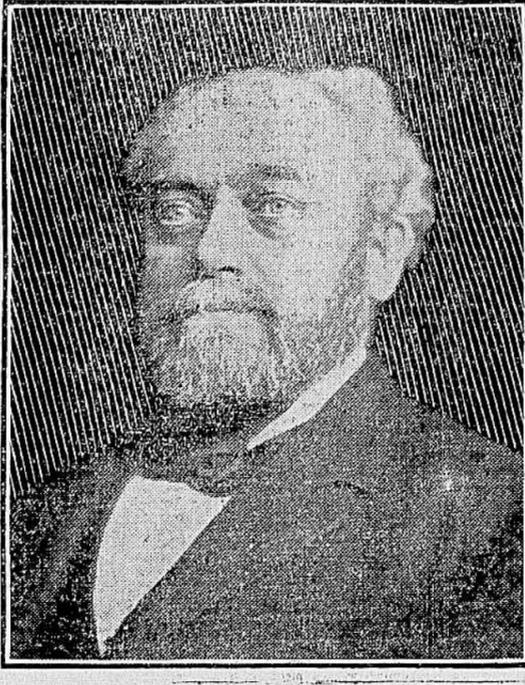
### Medicines of Known Composition.

IF suffering from an obstinate malady which would one naturally prefer to take, a medicine of known composition, every ingredient of which has the endorsement of the most eminent medical practitioners and writers, or one which, for aught you may know, may be made up of very inefficient and even harmful agents? Is it not best to *insist* upon knowing what one is taking, as is every one's right, whether being prescribed for by the family physician or making use of a proprietary remedy? We think so, especially in view of the very disparaging articles concerning various advertised remedies with which the drug and medical journals have been filled for months past. Dr. Pierce courts the severest criticism of the medical profession as to the value of his published formula, confident that he will receive fair treatment from all fair-minded, well qualified brethren of the medical profession who cannot be blamed for not endorsing medicines of the composition of which they and the people are kept in ignorance.

### No Alcohol Used.

DR. PIERCE never believed it necessary or advisable to use alcohol in the preparation of either his "Favorite Prescription" for weak women, or his "Golden Medical Discovery," the well-known alterative tonic, which is so largely used as a remedy for indigestion, torpid liver, bad blood and kindred ailments. Over forty years ago, he discovered that chemically pure glycerine is a far better solvent of most of the active principles residing in our native medicinal plants, than is alcohol; and, furthermore, he found that a glyceric extract kept much better than an alcoholic one, and that the glycerine possessed intrinsic remedial value, being demulcent, nutritive and an effective anti-ferment. Although costing somewhat more, Doctor Pierce predicts that

glycerine medicinal extracts will, in the not distant future, largely replace alcoholic ones so generally prescribed by physicians and put out by proprietary or "patent medicine" manufacturers, as being more efficient and entirely free from the serious objection of making inebriates when used in lingering or chronic cases, where, a somewhat protracted use of medicine is necessary, no matter how good or well adapted to the case it may be, in order to obtain permanent results.



Your truly  
J. C. Pierce

### Ask Your Family Physician

IF a medicine scientifically prepared from just the right proportion of each of the following ingredients must not in proper doses be a splendid tonic, restorative and nerve for weak, nervous, worn-out women. If he is an honest, fair-minded man, well up in his profession, and not given to extreme jealousy, he will answer in the affirmative. The ingredients are: Blue Cohosh root, Unicorn root, Golden Seal root, Black Cohosh root, Lady's Slipper root, and chemically pure Glycerine of proper specific gravity. These are the ingredients,

combined in just the right proportions, from which, with proper apparatus and appliances, Dr. Pierce makes a non-alcoholic glyceric extract, working after a process which cost him and his collaborating chemists and pharmacists a long time study and a tedious and painstaking course of experiments, before he was able to produce, in satisfactory perfection, the two leading medicines which bear his name and which are generally acknowledged to be elegant pharmaceutical compounds.

### A Weak, Ailing Woman

OK an invalid man, don't need to take Doctor Pierce's word alone as to the remedial virtues of his medicines. To any one writing Dr. Pierce at Buffalo, N. Y., care of Invalids' Hotel, he will take great pleasure in mailing a little book of extracts made up from the standard medical books of the day, giving the most trustworthy endorsement of the several ingredients used in making his medicines. No words of ours could possibly extol these virtues to exceed the language used in these numerous references.

On account of lack of space, we can only print, below on this page, a few brief extracts from standard writers on *Materia Medica*, to show that the ingredients of which Dr. Pierce's Golden Medical Discovery and Dr. Pierce's Favorite Prescription are composed, are to-day acknowledged by all schools of medicine, to be the most valuable remedial agents known for the several diseases for which we recommend these medicines. Forty years ago, when Dr. Pierce began the use of these several ingredients in his daily practice many of them were little known to medical practitioners in general. As an indication how some of them have grown in use and professional favor since that time, we note that Golden Seal root, which could then be bought in the open market at from fifteen to twenty-five cents a pound, is to-day worth upwards of one dollar and fifty cents a pound. Lady's Slipper root ("American Valerian") has also advanced greatly in professional favor, and is to-day prescribed by the most advanced physicians to such an extent as to have caused its market value to quadruple.

We point to these significant facts as confirmatory of Dr. Pierce's good judgment in selecting the component ingredients, of which he makes his now well-known remedies.

### Read What Others Say

of the ingredients of Dr. Pierce's medicines in the columns below and you must be convinced of their exceptional value and curative potency. The authorities quoted are standard in their several schools of medicine as any well-read physician will recognize.

World's Dispensary Medical Association, World's Dispensary and Invalids' Hotel, Buffalo, N. Y.

### Ours Not a Gift Enterprise.

WE send no free, give away, or "trial" bottles for experimental work. Our medicines have a well established value, can be had at all medicine stores at reasonable prices, are of known composition and well attested curative potency. You don't experiment with your case when you employ them for any of the easily recognized ailments for which we recommend them.

WORLD'S DISPENSARY MEDICAL ASSOCIATION, Proprietors, Buffalo, N. Y.

## Medical Authorities Endorse and Extol the Ingredients of which Dr. Pierce's Two Leading Remedies are Composed.



### WORDS OF PRAISE FOR INGREDIENTS OF DR. PIERCE'S GOLDEN MEDICAL DISCOVERY

#### From Eminent Medical Writers.

DR. BARTHOLOW, a recognized authority on *Materia Medica* and Therapeutics, says of Hydrastis (Golden Seal): "Very useful as a stomachic tonic (stomach tonic) in atonic dyspepsia. Cures gastric catarrh (catarrh of stomach) and headaches accompanying same. In catarrh of the gall duct and jaundice, it is of especial utility. Constipation independent of other different causes, secretory, with hard and dry stools, may be overcome by the remedy. Chronic catarrh of the intestines, even if it has proceeded to ulceration, is remarkably benefited by Hydrastis. In fissure of the anal hemorrhage (bleeding) from the rectum, and ulceration of the rectal mucous membrane, hydrastis produces healing. It may be given as a remedy for intermittent, chronic and malarial poisoning, and enlarged spleen, in malarial origin. It lessens the secretion of albumen in chronic Bright's disease, diminishes mucus in catarrh of the bladder. It is expected to do much good in cases of paresis and paralysis, when the lesions causing them are not of recent origin, as in paralysis succeeding fevers and other acute diseases. Valuable in uterine hemorrhage, menorrhagia and congestive dysmenorrhoea. Locally good in uterine and vaginal leucorrhoea, ulceration and erosion of the cervix, unhealthy and sloughing sores and old ulcers of the leg." "The foregoing is certainly a wonderfully strong endorsement of one of Dr. Pierce's chief ingredients used in "Golden Medical Discovery," and also in his "Favorite Prescription."

From "Organic Medicines," by GROVER COE, M. D., of New York: "We extract the following: "Hydrastis (Golden Seal) exercises an especial influence over mucous surfaces. Its action in this respect is so manifest that the indications for its employment cannot be mistaken. Upon the liver it acts with equal certainty and efficacy. As a cholagogue (liver invigorator), it has few equals. In affections of the spleen, and abdominal viscera generally, it is an efficient and reliable remedy. Also in scrofula, glandular diseases generally, cutaneous eruptions, indigestion, debility, diarrhoea and dysentery, constipation, piles and all morbid and critical discharges."

Dr. COE continues: "Hydrastis (Golden Seal), has been successfully employed in the cure of leucorrhoea. It is of singular efficacy when that complaint is complicated with hepatic (liver) aberration (derangement). Hydrastis is also of inestimable value in the treatment of chronic derangements of the liver and portal circulation. It seems to exercise an especial influence over the portal vein and hepatic (liver) structure generally, resolving (dissolving) biliary deposits, removing obstructions, promoting secretion, and giving tone to the various functions. It is eminently cholagogue (liver accelerator), and may be relied upon with confidence for the relief of hepatic torpor."

"In many derangements of the urinary apparatus we have found the Hydrastis to answer an admirable purpose. In chronic inflammation of the bladder, we deem it one of the most reliable agents of cure. As a tonic in the convalescing stages of fevers, pneumonia, dysentery, and other acute diseases, particularly when a laxative is indicated, the Hydrastis is peculiarly appropriate. It promotes digestion and assimilation, obviates constipation, and gives tone to the depraving functions generally."

Dr. COE continues: "We would here add that our experience has demonstrated the Hydrastis to be a valuable remedy in bronchitis, laryngitis, and other affections of the respiratory organs."

After reading the foregoing extracts who can doubt the great efficiency, in a long list of diseases, of "Golden Medical Discovery" one of the principal ingredients of which is Golden Seal (Hydrastis)?

### —permanently cures bronchitis—relieves irritations—an important cough remedy—coughs of years standing being cured. Aids in blood-making and nutrition, and may be taken without harm for long periods.

#### MANDRAKE (Podophyllum).

Certain, sure cathartic; leaves bowels in improved condition. A gentle stimulant tonic; improves the appetite. Particularly valuable in dyspepsia, gastric catarrh, indigestion, etc. Beneficial in some affections of bladder.

#### BLOODROOT (Sanguinaria).

Stimulates digestive organs, increases action of heart and arteries—stimulant and tonic. Very valuable as a cough remedy—acts as a sedative—further valuable as alterative.

#### STONE ROOT (Collinsonia Canadensis).

Alterative, tonic, stimulant. Valuable in laryngitis—"Ministers sore throat." In diseases of stomach and intestines—improves appetite, promotes flow of gastric juice; tonic effect upon organs involved. A good remedy in indigestion, dyspepsia, chronic gastritis, increasing the secretion from kidneys and skin.

#### BLUE COHOSH (Caulophyllum).

Of Caulophyllum (Blue Cohosh), RAPINESQUE states that: "As a powerful emmenagogue it promotes menstruation and dropsical discharges, and is that it was employed by the Indians for rheumatism, dropsy, epilepsy, hysterics, inflammation of the uterus, etc." Prof. KING first employed Blue Cohosh for its beneficial influence on abnormalities of the mucous membrane, using it alone or combined with Hydrastis (Golden Seal). Prof. SCUDDER believed that this agent exerted its influence through the hypogastric plexus (of nerves), thus affecting circulation, nutrition and secretions of the reproductive apparatus. The American Dispensary says: "Blue Cohosh is emmenagogue, and its use as a parturient originated in the custom of the Indian squaws of employing a decoction of the root for two or three weeks previous to labor to *cruciate child-birth*."

#### BLACK COHOSH (Squawroot, Etc.).

Prof. JOHN KING, in the American Dispensary says: "This is a very active, powerful and useful remedy, and appears to fulfill a great number of indications. It possesses an undoubted influence over the nervous system. In small doses the appetite and digestion are improved." "He continues: "Upon the reproductive organs it exerts a specific influence, promoting the menstrual discharge."

#### UNICORN ROOT (Cnemidilium).

The American Dispensary (prepared by Professors KING and SCUDDER), says: "Helonias, or Unicorn root, has been found very beneficial in dyspepsia, for which it is especially applicable in indigestion, dyspepsia and mal-assimilation, where the trouble is reflex from, or associated with, wrongs of the female reproductive apparatus. Such digestive disturbances as depend upon

### uterine and ovarian-irritation, or upon lack of uterine activity, in chlorotic anemia, are benefited by it. It is valuable in atony (weakness) of the generative organs."

Prof. KING says, "have found this plant to possess a decidedly beneficial influence in cases of sexual lassitude in both sexes, the result of excesses, especially in those instances where there are symptoms of gastric (stomach) derangement with impaired memory, mental apathy, or indifference, and an enfeebled condition of the general system, with weakness or dull pain in the renal, or lumbosacral ('small of the back') region. In diseases of the reproductive organs of females, and especially of the uterus (womb), it is one of our most valuable agents, acting as a uterine tonic, and gradually removing, in normal conditions, while at the same time it imparts tone and vigor to the reproductive organs. Hence, it is much used in leucorrhoea, amenorrhoea, dysmenorrhoea and to remove the tendency to repeated and successive miscarriages. A particular remedy employed by it is the irritability and despondency that often attends uterine troubles. In painful menstruation it has been found especially adapted to those cases in which there is pelvic fullness, a sensation as if the womb were being pushed downward with blood, and the aching, bearing-down organs (feels as if they would fall out of the body). Its action here is very decided. It is considered useful by some for the relief of the vomiting of pregnancy. Helonias is a decided tonic to the urinary tract."

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### WORDS OF PRAISE FOR INGREDIENTS OF DR. PIERCE'S FAVORITE PRESCRIPTION

#### From well recognized authorities of all Schools of Medicine.

What BRWIN M. HALL, M. D., Professor Materia Medica, at Hahnemann Medical College, Chicago, says: "Among the earliest medical writers of this country was Prof. 'RAPINESQUE,' a scientific botanist and a tips

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Dr. COE continues: "We would here add that our experience has demonstrated the Hydrastis to be a valuable remedy in bronchitis, laryngitis, and other affections of the respiratory organs."

After reading the foregoing extracts who can doubt the great efficiency, in a long list of diseases, of "Golden Medical Discovery" one of the principal ingredients of which is Golden Seal (Hydrastis)?

**BLACK CHERRYBARK (Prunus Virginiana).**  
ROBERT BARTHOLOW says: "Wild Cherrybark is an excellent stomachic tonic; it has long been held in great esteem in domestic practice, as a remedy in inflammation of the bronchial mucous membrane and in Phthisis (Consumption). The syrup is much used as an ingredient in cough mixtures."

**QUEEN'S ROOT (Silingia).**  
Prof. JOHN KING, M. D., says: "An alterative unsurpassed by few if any other of the known alteratives most successful in skin and scrofulous affections. Beneficial in bronchial affections

of irritability uncorrected with organic lesions, allaying the irritability, lessening any accompanying pain, producing a more calm and cheerful condition of the body and mind and consequently favoring mental tranquility, or sleep. Hence it has been of service in hysteria, chorea, nervous headaches, vertigo, and in the treatment of low fevers, epilepsy from reflex irritation, and, indeed, in all cases of morbid irritability of the nervous system, from functional derangement or reflex irritation. It will be found very efficient in the nervousness, hypochondria, or mental depression accompanying certain forms of derangement of the digestive organs, which is more generally met with among females."

The foregoing are a few brief extracts from amongst the voluminous endorsements which the several ingredients entering into Dr. Pierce's Favorite Prescription have received from the most eminent medical writers of all the different schools of medicine. After reading them can any reasonable person doubt that Dr. Pierce has selected and compounded his "Prescription" from the most valuable ingredients known to the medical profession for the cure of those chronic diseases of women for which he recommends it?