BUBBLES or MEDALS

"Best sarsaparilla." When you think of it how contradictory that term is. For there can be only one best in anything—best sarsaparilla, as there is one highest mountain, one longest river, one deepest ocean. And that best sarsaparilla is—??. There's the rub. You can measure mountain height and ocean depth, but how test sarsaparilla? You could if you were chemists. But then do you need to test it? The World's Fair Committee tested it, and thoroughly. They went behind the label on the bottle. What did this sarsaparilla test result in? Every make of sarsaparilla shut out of the Fair except Ayer's. So it was that Ayer's was the only sarsaparilla admitted to the World's Fair. The committee found it the best. They had no room for anything that was not the best. And as the best, Ayer's Sarsaparilla received the medal and awards due its merits. Remember the word "best" in a bubble any breath can blow; but there are pins to prick such bubbles. Those others are blowing more "best sarsaparilla" bubbles since the World's Fair pricked the old ones. True, but Ayer's Sarsaparilla has the medal. The pin that secures the medal proves it gold. The pin that pricks the bubble proves it wind. We point to medals not bubbles, when we say: "The best sarsaparilla is Ayer's."