## The Abbeville Press and Banner

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## To－day we want to talk to you about＂Catarrh cures＂

| During the past few months we have been publishing what some of our good friends have called＂heart－to－heart talks＂ on patent medicines． <br> That name suits us all right－＂heart－ to－heart talks＂is just what we have intended．There can＇t be anything more serious to a sick man or sick woman than his ailment and the remedies he or she takes to cure it． <br> Our talks have been＂heart－to－heart．＂ Every word we have printed has been written in absolute earnestness and sin－ cerity，and judging from what our cus－ tomers tell us，we have not been talking in vain．We are convinced that our frankness has been appreciated，and that our suggestions have been welcomed－ which naturally，encourages us to con－ tinue． <br> To－day，and perhaps for some time to come，we want to talk about that big class of remedies known generally，as <br> Broadly speaking these are the patent medicines that have been the chief tar－ gets for the attacks of the＂Ladies＇ Home Journal，＂＂Collier＇s Weekly＂and other magazines which are waging such a lively warfare against patent medicine abuses． <br> ＇As we have pointed out in previous talks，it is not our business to pass judg－ ment on the crusade of these weli－ known，highly－respected publications． The public alone must be the judge and jury．Our business，as we see it，is to carry in stock a complete line of patent medicines，and to sell those medicines at the lowest possible price． <br> We sell hundreds－yes，thousands of Gottles of so－called＂catarrh cures，＂and know nothing of their ingredients．The manufacturers advertise them，the public demands them；we order them from the manufacturers，and sell them at the low－ est price．That is absolutely as far as our knowledge goes．The manufacturer keeps his formula a secret．It may be good，or it may not－we don＇t know，and good，or it may not－we don＇t know，and we have no means of finding out． <br> Naturally，we would rather sell a rem－ |
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back up with all our reputation for hon－ esty and square－dealing．
And wouldn＇t you rather buy that kind of a remedy？Wouldn＇t you rather hold us responsible than to hold no one
responsible？We are right here，right
where you can get at us every day in the
part，will bring upon us your condem－
nation，the loss of your friendship，your patronage，your influence．Can we afford to tell you anything that you will learn
later is not absolutely true？ Are you not safer in taking our word
for the merits of an article，than you are to rely on the printed statement of a pa－ tent medicine manufacturer，whom you
never even saw and probably never will？ Common sense most emphatically tells you that we cannot afford to depart one
hair＇s breadth from the rigid truth None of us can deny that there is such a disease known as＂catarrh．＂Those
who have it，or who have had it，know who have it，or who have had it，know
that it is one of the hardest diseases to cure．
Perhiaps the worst thing about catarrh＇ is its prevalence．Almost everyone－
especially in a climate like ours－has what has made the＂catarrh cure＂busi－ ness so profitable．There are so many
thousands of cases of the disease and it is so hard to cure，that the patent medicine preparing remedies that appeal to this large class of sufferers．
One of the most serious things about catarrh is that it breaks down the sys－ tem，so that the sufferer becomes a prey
to other diseases．This fact has led the proprietors of so many＂catarrh cures＂
to advertise their remedies as a specific for almost every disease under the sun．
We have ONE catarrh cure that we are willing to say to you；＂We know
this is all right．Take it home and use it with the full assurance that if it does not cure you，you can bring it back to us
and we will promptly refund your Rercall

MUCU－TONE
How can you know whether or not you have catarrh？

| dicate its presence． you haveMucu－Tone． |
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