

The

Medical Sensation of the Age

is the Discovery of PE-RU-NA by DR. HARTMAN

Has Marvelous Power in the Cure of Catarrhal Ailments of Women, So Tens of Thousands Proclaim.

Grateful Representative Women From
Many Sections That Have Been Re-
stored to Health and Usefulness
by Peruna, Where All
Other Things Failed.

Miss Myne Barton, 221 Washington Ave., Madison, Wis., writes:
"I took Peruna for two months according to directions for cessation of the menses which had ceased on account of getting my feet wet and catching cold and which caused intense pains. It also toned up my system and made me feel much better and stronger, so that I feel in duty bound to say a good word for it. I shall cheerfully recommend it to my friends and am sure that they will all be pleased with the results, if it helps them as it did me."—Miss Myne Barton.

Dr. Hartman Was the First Doctor to Proclaim That Most Women's Diseases Were of Catarrhal Character. Now This Is Recognized by the Medical Profession the World Over.

Mrs. J. T. La Barre, 451 S. Saline St., Syracuse, N. Y., writes:
"Last Winter I was completely prostrated from neglecting a cold. Was unable to eat or sleep. Rheumatism, followed by influenza, left me nearly helpless. The doctor prescribed for me, but I did not seem to gain strength, so he advised me to go away and try a change of climate. I could afford neither the time nor the money and so decided to try Peruna for a change, as I had heard it spoken of very highly. I am pleased to say that a complete change for the better set in almost as soon as I began using it. Gradually my pains lessened, my strength increased and within three weeks I was fully restored."—Mrs. J. T. La Barre.



MRS. J. T. LABARRE,
451 S. Saline, Syracuse, N.Y.



MISS MYNE BARTON,
221 W. 4th Ave., Madison, Wis.



MISS JOSIE SCHAEZEL,
R.R. No. 1, Appleton, Wis.

MRS. CHAS. STEINECKE,
Stoughton,
Wis.

Miss Schaezel's
Condition Was
Serious.
Pe-ru-na Cured Her

MISS ELLA M. MILLER,
1407 T St., N.E., Washington, D.C.



MISS KATHRYN ALLEN,
3748 Olive St., St. Louis, Mo.

Mrs. Charles Steinecke, of Stoughton, Wis., a Popular Young Society Matron.

Mrs. Charles Steinecke, Stoughton, Wis., writes:

"My experience with Peruna has been most pleasing. By carelessly leaving a heated ball room I got thoroughly chilled and caught a heavy cold which settled on my lungs. I wore a protector, and took many remedies for cold without success. With my other troubles I had catarrh of the head. Peruna was recommended to me, and I bought a bottle and soon began to improve, and kept on taking it and it cured me from all my troubles. I am pleased to testify to its merits."—Mrs. Charles Steinecke.

A Great Manufactory.

The plant of The Peruna Drug Manufacturing Company is the largest proprietary medicine manufactory in the world. Its buildings are of the most modern and expensive kind, including within them pharmaceutical apparatus equal to any establishment of the kind in the world. Much of the chemical paraphernalia has been made expressly for the manufacture of Peruna and represents many of the latest inventions.

The plant covers a large area in the thriving City of Columbus, and many of the buildings in the point of architecture and material are the finest structures in the State of Ohio. No expense or pains have been spared to make Peruna one of the most scientific and pharmaceutical products the world has ever known.

The rapid growth of The Peruna Drug Manufacturing Company is as phenomenal in the business world as the universal popularity of their famous remedy, Peruna.

A visit to its busy laboratories, bottling and shipping rooms, constitutes one of the sights of the city. Hundreds of visitors are conducted through the establishment every month, where every thing concerning the manufacture of Peruna that can be comprehended by the nonprofessional visitor is fully explained.

A Doctor's Prescription.

Before Peruna was manufactured as a proprietary medicine, it had been prescribed by Dr. Hartman for many years. The Doctor used to practice medicine

and was probably one of the largest practitioners in the state where he belonged. Every day he found himself writing his favorite prescription for catarrh and all catarrhal ailments. With very little change this prescription was used year after year. So frequently did he have occasion to write the formula for Peruna that he could do it in the dark with his eyes shut.

People would take the prescription to the drug store, where they would procure the medicine. Unfortunately, one druggist would put up the prescription a little differently than another druggist. The color would not be the same, or possibly the taste would be a little different. One druggist would fix Peruna so that there would be a little sediment in it, while another would compound it in a way to maintain it perfectly clear.

For years Dr. Hartman used Peruna in his private practice as a regular prescription, and had no thought of manufacturing and advertising it as a proprietary medicine.

Forty Thousand Patients.

Dr. Hartman estimates that he must have prescribed Peruna for over forty thousand patients before it was advertised as a proprietary medicine. In fact, circumstances forced Dr. Hartman to manufacture the remedy himself in order to insure a standard of purity and a uniform appearance.

Peruna needed no advertising in the section where the Doctor practiced medicine. Already thousands of people knew of its good qualities. This is exactly what has happened in every other locality where Peruna has been used.

It is not like so many other remedies that pass away as soon as the first few bottles are used. The longer Peruna is used in any community, the more popular it becomes.

Pe-ru-na Actually Cures.

The reason why Peruna has become a standard catarrh remedy the world over is simply because it cures catarrh. There is no other possible explanation of it. It is simply idle talk for any one to pretend that advertising can create a popularity for a medicine equal to that of Peruna.

If Peruna did not cure catarrh, people would soon find it out. Perhaps a well-worn advertisement might sell a bottle of Peruna, even though Peruna were no good. But, after a person has bought one bottle of a useless medicine, no advertisement can induce him to buy the second bottle. If, on the other hand, he finds the medicine to be what it is recommended, then he requires no further argument or inducement.

This exactly explains why Peruna has become so popular. It cures catarrh. This is an amply sufficient reason why it should become popular. Catarrh is almost universal. Catarrh is difficult to cure. The doctors do not care to treat cases of catarrh at all. It therefore follows that when a remedy is devised that can be used by any one in the home at a moderate cost, such a remedy should inevitably become popular.

Pe-ru-na Contains No Narcotics.

There are a great many catarrh cures in the world. The most of them are local applications. Few of them are used internally. Unfortunately, a large number of these catarrh remedies, especially the ones prescribed by the doctors, contain narcotics of some sort. Cocaine, opium, whiskey, and other narcotics are used. These remedies give temporary relief. The patient thinks he is better right away. In a few weeks, however, he discovers his mistake. Not only is his catarrh no better, but he has

acquired the habit of using some narcotic. This happens in a multitude of cases. Such remedies cannot succeed. People find them out very quickly.

One reason why Peruna has found permanent use in so many homes is that it contains no narcotic of any kind. Peruna is perfectly harmless. It can be used any length of time without acquiring a drug habit. Peruna does not produce temporary results. It is permanent in its effect.

It has no bad effect upon the system and gradually eliminates catarrh by removing the cause of catarrh. There are a multitude of homes where Peruna has been used off and on for twenty years. Such a thing could not be possible if Peruna contained any drugs of a narcotic nature.

Popular for Twenty-Five Years.

Peruna has been before the public as a catarrh cure for about twenty-five years. Previous to that time it was the private prescription of Dr. Hartman. For twenty-five years Peruna has stood the test of every opposition.

Made in large quantities to supply the immense demand for it, it requires the utmost vigilance to maintain the purity and excellence of every single bottle. Sent as it is to the cold, wintry climate of the North, or the hot, torrid climate of the South, Peruna must be so prepared that neither cold nor heat can change its composition or alter its appearance. North, South, East and West, car-loads of Peruna are being rapidly conveyed to their destination by hundreds of railroads.

Not a single bottle of this vast amount contains a speck of impurity or the slightest difference in composition. The contents of every bottle are exactly alike. All these difficulties have been overcome and Peruna is furnished to over two million homes, each bottle is spotless purity and pharmaceutical integrity.

No medicine that the world has ever produced has received the unqualified endorsement of so many prominent people as Peruna. All classes praise Peruna. People of National prominence, who are busy with professional and official affairs, do not usually take time to write letters of commendation. But Peruna arouses such enthusiastic approval as to break down all precedents in this particular.

It is no wonder when one stops to think of it. Catarrh is an insidious disease. While it does not often make

one actually sick abed, it is a very annoying ailment. It hangs on, year after year. It yields neither Winter nor Summer. It becomes a drag and a drain from the vitality, a disfigurement as well as an annoyance. To be rid of such a disease after repeated failures to cure it, is sure to awaken feelings of unrestrained gratitude. No ordinary inducement would have secured the consent of senators, governors, congressmen, consuls, bishops, prominent physicians and clergymen of all creeds. Nothing but cure could avail to procure such testimonials.

Miss Josie Schaezel, R. R. No. 1, Appleton, Wis., writes:

"I contracted a severe cold which settled on my lungs in very short order, and it was not long until it developed into a serious case of catarrh. Every morning I would raise a lot of phlegm, which was very disagreeable. My digestion was poor and my lungs sore. After a few doses of Peruna, I began to mend, and felt that if I kept on taking it, it would not be long until I would be well. I was right, for in four weeks I was well again. I think Peruna is a grand medicine, and wish to add my testimony to the many others you have."—Miss Josie Schaezel.

Miss Ella M. Miller, one of Washington's society girls, writes from 1407 T St., N. E., Washington, D. C., as follows:

"With pleasure I recommend your medicine for catarrh of the head. Having taken several bottles, I find myself entirely cured. I cannot praise Peruna too highly."—ELLA M. MILLER.

Miss Kathryn Allen, 3748 Olive Street, St. Louis, Mo., writes:

"I am pleased to add my indorsement to the many you must have for your valuable remedy, for most every one whom I speak to has either taken Peruna or is satisfied that it is a splendid medicine. I took it for two months to help regain my strength after a serious illness and it certainly was a great aid. It was both food and medicine to me and in a short time I was out of bed and gained in strength and flesh daily. It certainly proved itself a friend and helper in my case, and I believe that it will do the same for all in need of a tonic."—Miss Kathryn Allen.