



THE HOME
OF SCOTT'S EMULSION

Scott & Bowne

MANUFACTURING CHEMISTS

126 WELLINGTON ST. WEST

SCOTT & BOWNE
NEW YORK, U.S.A.
TORONTO, CANADA
MEXICO CITY, MEXICO.
HAVANA, CUBA.
BUENOS AIRES, ARGENTINE.
VALPARAISO, CHILE.
CARACAS, VENEZUELA.

Toronto, Can., Sept. 21, 1906.

Messrs. J. & B. McEachen,

Douglas, Ont.

Dear Sir:-

As the season for Cod Liver Oil preparations again comes around, we beg to remind you of the necessity of putting in a sufficient supply of Scott's Emulsion to last until Spring. In the first place, you save money by buying a quantity lot, either from us direct or from your jobber; you save all freight when you buy direct from us; you avoid the possibility of delay owing to snow or ice and you avoid the possibility of the goods being damaged in transit during the extremely cold season.

Scott's Emulsion, as you know, does not spoil or separate; it is as good six months after it is made as the day it is made; it is a perfectly stable article.

In estimating your needs for the coming season, please consider the following facts:--

Scott's Emulsion is the Standard Preparation of Cod Liver Oil;
it comes clearly and cleanly within the new Pure Food Law of the

goods will sell and your profits and satisfaction will be more than

-2-

United States, a law which should, and most likely will, soon be duplicated in the Dominion. The enactment of such a law will greatly help the sale of Scott's Emulsion because many preparations, now largely consumed by people under the false impression that they contain Cod Liver Oil, will be cut out.

We have adopted a far more aggressive advertising policy than ever before. Our advertisements in the newspapers will be larger and are the strongest we have ever gotten out; they alone will cause a greatly increased demand, and besides this, we are issuing a very attractive pamphlet and will be glad to send you a liberal quantity for distribution over your counter or otherwise, and if you order a sufficient quantity of Emulsion now, we will send you a very attractive window display, either now or later in the season, when you can make best use of it.

But the foregoing are only small items in our new campaign in comparison with the street car advertising that will begin on October 1st. This is something we have never done before and it is a well-known fact that such advertising doubles the sale of any well-known Standard Preparation in three months. Every car in the Dominion will have our Ad. in it every day throughout the entire season and we want you to look for it; every time you get in a car, look for our Ad. and if you do not find it, drop us a Postcard and we will find out why it is not there. And even this is not all,- for we will, during the coming season, introduce other demand creators, as we are determined now, as never before, to push Scott's Emulsion with all the skill and energy that thirty years' experience and unlimited means have placed at our disposal.

We, therefore, ask you to double your usual Winter stock order; the goods will sell and your profits and satisfaction will be more than

doubled. Can't you order a quantity direct from us ? Write us what your sales have been; let us know how many pamphlets with your name printed on you can use and when you want the window display. Cut out a lot of the imitations and so-called Cod Liver Oil preparations that only hurt your reputation and pin your faith to the "old reliable". With just a little of your help we will make the sales of Scott's Emulsion so large that you will make far more money than you do on all the others put together and you won't have your shelves filled with, or money tied up in, a lot of slow sellers.

Again we ask you to write us and if you will give us an idea of local conditions, prevailing diseases, etc., etc., we will try to make our localized advertising apply more directly to the conditions, which will undoubtedly have a marked effect upon the demand.

Our only excuse for taking so much of your time is the firm belief that if you will give this letter your careful consideration, it will be time well spent. Our policy henceforth is to help the retailer sell Scott's Emulsion, to sell more and more of it all the time; that is the true help, that is the help that every retailer needs and that is the only help he needs.

Hoping that we may get closer together and be of more help to each other in the future than in the past, we beg to remain,

Yours faithfully,

SCOTT & BOWNE,


.....Atty.