COLD FACTS.

An ordinary thermometer is almost worthless. It is so small that you can only see it upon close examination, and this makes it not the servant of your daily needs, but a minister to your occasional curiosity.

It is of use only when you see it. How often is that? You never see it until uncomfortably reminded by your condition. Really, your own body is the thermometer you are using, and it is an expensive one to use.

You take cold when you're not thinking. The Standard Thermometer stares you in the face, and makes you think. Your coughs and colds will almost cease when you use a Dial Thermometer.

With a clock in the room, you know the time instinctively. Without meaning to look at its face, you see it constantly. What is true of time is true of temperature. You see the great needle more easily than a clock. In a week you are so familiar with its position that a variation of two degrees arrests your attention at once. You act in time. It saves a dozen colds a year. It saves fuel. It saves doctor's bills, and makes the whole family comfortable.

Half of all sickness begins with a cold. Stop the cold and the sickness is arrested. One cold stopped more than pays for the thermometer.

The thermometer costs $2.50, but, as it lasts a lifetime, it really costs only a few cents a year. The whole household enjoys it, and the health of every member of the family is the better for it.

FOR SALE BY THE TRADE EVERYWHERE. SEND FOR CATALOGUE.

STANDARD THERMOMETER COMPANY, Peabody, Mass.