

Who is the keeper of your reputation?

This is a startling question when its full significance is grasped.

The answer lies in the appended statement, made in the course of a short lecture before a body of medical practitioners:

The reputation of the physician (and, in equal measure, his income) is in the keeping of his pharmaceutical purveyor. Diagnostic skill avails nothing unless it be supported by trustworthy remedial agents.

The man who writes the prescription seldom sees the medicine dispensed. And of physicians who do their own dispensing, how many have the time, the training, the equipment, for assaying and testing their medicaments? The practitioner must rely upon the skill and honesty of the manufacturing pharmacist.

It behooves the physician, then, to consider well the source of his supplies. Let him select a house of proved reliability—a house with a reputation to sustain—a house backed by a record of performance—and let him specify the products of that house.

Is ours such a house? Let us see.

Since the establishment of our business (in 1866), we have discovered and introduced to the medical profession a long line of valuable drugs that are recognized as standard medicinal agents in every civilized country. We isolated the active principle of the suprarenal gland, giving adrenalin to the world. We were among the earliest producers of serums and vaccines, as we are now the largest. We were the pioneers in drug standardization by chemical assay, putting forth the first standardized fluid extract in 1879. We were the first to introduce physiologically tested galenicals. Today our entire line of pharmaceutical and biological preparations (fluid extracts, tinctures, elixirs, solid and powdered extracts, pills, tablets, serums, vaccines) is accurately standardized.

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SPECIFY OUR PRODUCTS. Then you will know—mark you, **KNOW**—that the agents which you are prescribing, administering or dispensing are pure, active and of uniform strength.

PARKE, DAVIS & COMPANY

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