

A World-Wide Business.

HOW PARKE, DAVIS & CO. ACHIEVED THEIR GREAT AND ENVIABLE FAME.
THEIR CANADIAN BRANCHES, WALKERVILLE AND MONTREAL.

It is no exaggeration, it is merely stating a well-known fact, to say that the house of Parke, Davis & Co. is the "foremost pharmaceutical house in all the world." Its prominent position has been attained by steady adherence to scientific methods and to the policy that *quality* and *reliability* should be synonymous with their label.

Parke, Davis & Co. have always led in the advance guard of scientific pharmacy. The improvements which they have effected in pharmaceutical preparations have done much to place the science and art of medicine on a surer and more definite basis and humanity has been correspondingly benefited. Parke, Davis & Co., for instance, was the first house to advocate the principle of standardization as applied to the preparations of drugs containing alkaloids, etc., that were capable of being chemically assayed. They were the first to place standardized preparations of such drugs upon the market, and the medical profession so warmly endorsed their action in this respect that the last revisers of the United States Pharmacopœia felt constrained to fall into line and give official recognition and approval to the principle.

Chemical standardization alone, however, does not represent the *ultima thule* of this matter. There are some drugs such as Indian cannabis, digitalis, strophanthus, squill, cantharides, ergot, etc., that cannot be satisfactorily standardized by chemic test. Parke, Davis & Co. now stand as the first advocates for the further application of the principle of standardization to these, which can only be done satisfactorily by test upon living organisms, *by physiologic test*.

It is not our intention to here picture the magnificent biological laboratory which Parke, Davis & Co. have erected to efficiently prosecute the standardization by physiologic test of the drugs above referred to. It is rather as an illustration of the progressive methods characteristic of the firm's policy, explanatory of the unqualified praise which is accorded to their products wherever they go. The medical men who use Parke, Davis & Co.'s preparations know that in them they possess the most reliable, up-to-date scientific instruments of materia medica. The keynote of the ever-increasing favor therefore which compels Parke, Davis & Co. to keep enlarging their manufacturing facilities, to multiply their branch houses and their agencies, is typified in their trade mark, "*Medicamenta Vera*."