

Scientific and Business Platform.

We respectfully invite the attention of physicians and pharmacists to a brief statement of the ethical, scientific and business principles upon which we strive to base our operations as manufacturing chemists. We shall be pleased to communicate with any member of either profession who may require further literature in amplification of any or all of these principles, and cordially invite such correspondence.

We hold that the manufacturing pharmacist who desires the patronage and values the respect of the physician, should study and conform to those principles of medical ethics which effect the production and marketing of medical preparations, therefore:

A. We strive to maintain the highest standard of quality.

Our facilities for securing cured drugs of first quality are unequalled; our processes of manufacture are the latest and best approved; and the highest degree of skill is employed at every stage. Wherever the nature of the drug will permit, the strength of every preparation is determined by repeated assays, from the acceptance of the crude material to the finishing of the product for the pharmacists, shelves. Under other conditions the product is made to conform to some physiological or other recognized test to ascertain its therapeutic efficiency.

B. We do not market any preparation protected by copyright, patent, or trade mark, or by concealed or misrepresented formula.

Please apply to us for literature fully explaining the distinction between these several classes of proprietary preparations, and demonstrating their respective objectionable features.

C. We do not so label or advertise our products as to encourage, or admit of their use by the public without the advice of the physician.

Any physician who has seen a former patient purchase for himself, and without a doctor's advice, a remedy labeled with the disease which it is designed to cure or alleviate, with full directions as to dose, etc., and which he himself had prescribed on a previous occasion, will appreciate the bearing of this principle upon his purse and reputation.

D. To the end that the product, and the art of its manufacture, may never become lost to science, every medical preparation should have a proper name, open to general scientific usage, and its formula should be published in scientific literature in such a manner that any competent pharmacist may readily prepare it.

Many articles claiming to be pharmaceuticals cannot be admitted to the Pharmacopœia, or accepted in scientific literature, for the reason that the names are claimed as private property, and their formulae, or art of manufacture, are nowhere published, but are things of trade secrecy. Our processes and formulae are open to the inspection of all properly interested persons at any seasonable time, and any pharmacist may market any of our preparations under its proper name, if only the same be not represented as of our manufacture.

E. We hold further that the manufacturing chemist should lend his superior resources to the advancement of both medical and pharmaceutical science; that he ought not to act altogether from a selfish pecuniary motive, but should have in view the general well-being of humanity, and as tending to this end, the continued progress of medicine and pharmacy.

In pursuance of this belief, we have expended large sums in therapeutic, physiological and chemical research; employed able botanists in exploring the habitats and studying the characteristics of new drugs; promoted exhaustive physiological experiments to determine their therapeutic value; made expensive tests in our laboratory to determine the most available form of preparation; and have then placed, free of cost, at the disposal of the medical profession samples of the same for clinical experimentation, until the medical value was ascertained. Where no therapeutic worth was found, the drug has been relegated to deserved oblivion; yet as the outcome of our individual efforts, the medical profession now has such valued remedies as: *Cascara sagrada*, *Grindelia robusta*, *Jaborandi*, *Coco*, *Jamaica dogwood*, *Black haw*, *Berberis aquifolium*, *Cleken*, *Pichi*, and others.

Basing our claims on the consideration of the physician and pharmacist upon the foregoing statements, an investigation of the truth of which we earnestly solicit, we remain,

Yours very truly,

PARKE, DAVIS & COMPANY.