

"The strong thing  
is the just thing"

*Carlyle*



'Tabloid' marks the work  
of Burroughs Wellcome &  
Company.

The use of the word is to  
enable the physician, chemist  
and patient to get the right  
thing with one short word, in-  
stead of the firm's long name.

If another maker apply the  
word to his product, the act is  
unlawful. 'Tabloid' is our  
trade-mark.

If a vendor disregard it, in  
dispensing or selling, the act is  
unlawful—for the same reason.

We prosecute both offenders  
rigorously, in the interest of  
physicians, chemists, patients  
and ourselves.

Please inform us of any  
instance of either offence.

BURROUGHS WELLCOME AND CO.