

SPECIFY McKESSON & ROBBINS'.

WE DESIRE TO CALL THE ATTENTION OF PHYSICIANS TO THE FOLLOWING EXPOSITION OF THE SUPERIORITY OF McKESSON & ROBBINS' GELATINE-COATED PILLS:

They are *superior* in every respect to Pills coated with sugar or other substances, and preferable to plain and uncoated pills, in that they render it possible to give obnoxious substances in a compact, tasteless and, at the same time, very soluble covering.

They are pleasing in appearance, oval in form, the taste and odor of the material are completely disguised, while they *readily dissolve* in the stomach. The present method of sugar-coating pills is very objectionable, as the pills require first to be *thoroughly dried and then coated with a compound of insoluble gums*, to prevent future discoloration of the external sugar-coating, for which reason they are frequently found to pass the intestinal canal in an almost unchanged condition. To obviate this difficulty, and place in the hands of the Physician a *reliable and efficient agent* in form *readily soluble*, and at the same time *elegantly coated*, these Pills are introduced.

These Pills are thoroughly and accurately compounded in the Laboratory of McKESSON & ROBBINS, of the best materials; are all made by hand and coated, while *soft*, with *pure gelatine*, without being subjected to any drying process, and are warranted to retain their full medicinal activity unimpaired, and to remain perfectly soluble in any climate and for any length of time.

These Pills are put up in bottles of 100 and 500 each, *neatly labeled with formula*.

They have already received the approbation of many distinguished Physicians, and have been favorably noticed in our leading Pharmaceutical Journals, and no pains will be spared in their manufacture to entitle them to merit the confidence and approval of the profession and public.

Important Facts about McKesson & Robbins' Gelatine-Coated Pills.

- Every Physician will recognize the importance of knowing the character of the house manufacturing Pharmaceutical Preparations which they prescribe, and every druggist should be as careful in filling prescriptions.

THE REPUTATION WE HAVE GAINED FOR OUR GELATINE-COATED PILLS MAY INDUCE OTHERS TO PUT UPON THE MARKET INFERIOR PREPARATIONS AND INTRODUCE THEM THROUGH OUR PREVIOUS ADVERTISEMENT. IN SUCH AN EVENT WE PROPOSE TO PROTECT OURSELVES AND THE PUBLIC, AS FAR AS POSSIBLE, AND, IN THE MEANTIME, WOULD RESPECTFULLY ASK BOTH PHYSICIANS AND DRUGGISTS TO SPECIFY McKESSON & ROBBINS' GELATINE-COATED PILLS IN ORDERING, SO THAT THERE MAY BE NO DISAPPOINTMENT IN RESULTS ON ACCOUNT OF SUBSTITUTION OF OTHERS CLAIMING SIMILAR MERITS. SEE "5TH" PARAGRAPH BELOW.

- 1st.—They are *reliable*, being made strictly in accordance with formulas, and of the best materials. If three of the ordinary Compound Cathartic Pills have been a dose, prescribe two of our Gelatine-Coated for the same result.
- 2d.—They are *soluble*; the gelatine, in the temperature of the stomach, being speedily converted into jelly, and the contents of the Pill left free to act.
- 3d.—They are *very easy to take*; patients, who have found it impossible to swallow a plain or sugar-coated pill, are surprised at the readiness with which the Gelatine-Coated Pill "goes down," on account of the oval shape and the nature of the coating.
- 4th.—The serious accidents which so often result, in mistaking sugar-coated pills on account of their external similarity, are rendered impossible with our Gelatine-Coated Pills, as, because of the transparent nature of the gelatine, the color of the pill-mass is always observable; the Quinine Pills being light colored; the Compound Cath., U. S., brown; Blue Pills, blue; Vegetable Cath., black, &c.
- 5th.—Our Pills are *oval* and, unlike others, *necessarily soft*, when coated. *Our process is the only one in which the mass can be coated when soft*, in fact, the pills must be soft in order to be coated by our machinery; the nature of some masses is to harden after being made, but all our Pills are soft when made, soluble and readily assimilable.

We desire to call particular attention to our Bi-Sulphate of Quinine Pills. They contain an additional equivalent of Sulphuric Acid, thus rendering the official Sulphate of Quinine *more soluble*; decidedly a great advantage over the ordinary Quinine Pill. [See *American Journal of Pharmacy*, XXV, 292.]

Our goods are procurable from all respectable druggists, or sent by mail upon receipt of list price, whenever it is impossible to obtain McKesson & Robbins' at your druggist's.

Yours respectfully,

McKESSON & ROBBINS, Wholesale Druggists,
91 FULTON STREET, NEW YORK.

Manufacturers of AROMATIC ELIXIRS, FLUID EXTRACTS, and all Pharmaceutical Preparations.