

Know to a Certainty!

You cannot determine the therapeutic value of a remedial agent by the sense of taste or sight or smell. One specimen of a given product may differ widely in medicinal worth from another specimen identical with it in physical appearance and bearing the selfsame name upon its label. And this variation may be due not alone to differences in the process of manufacture, but also to the fact that the active constituents of crude drugs vary from season to season and are modified by habitat, by climatic influence, by methods of collecting, curing, handling, storage.

There is a way to produce therapeutic agents of definite medicinal strength. **STANDARDIZE THEM!** *That way is our way.* We standardize our entire output of pharmaceutical and biological products, chemically or physiologically, to the utmost degree possible in the present development of chemical and pharmacological knowledge. **WE WERE PIONEERS IN STANDARDIZATION**, putting forth the first assayed preparation ("*Liquor Ergotæ Purificatus*") more than thirty years ago. We championed standardization when it was ridiculed by routine and "conservative" manufacturers throughout the length and breadth of the country. We held then, as we hold today, that "*the value of a drug or drug preparation lies in its content of active principle.*"

To place at the service of the medical profession preparations of the highest possible merit—preparations of whose quality and efficiency there shall be not a shadow of question—is the great ambition of this house.

SPECIFY PARKE, DAVIS & CO.! *Know—know to a certainty—that the agents you prescribe, administer or dispense are pure, active and of definite strength.*

PARKE, DAVIS & COMPANY

LABORATORIES: Detroit, Mich., U.S.A.; Walkerville, Ont.; Hounslow, Eng.

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