



# AS The Successful Introduction

of a really meritorious remedy is immediately followed by the unwarranted and most damaging dissatisfaction of Imitations and Substitutions, which flood the market almost beyond the physician's comprehension, it therefore behooves us to kindly and particularly request not only the specification (Gude), but the prescribing of **ORIGINAL BOTTLES** by every physician who desires to employ in his treatment

## Pepto-Mangan ("Gude")

which is the original and only true organic preparation of iron and manganese, and the source and foundation of all the exceptional and positive therapeutic merit experienced in this product.

**Imitations** with similar sounding names, but dissimilar in every other respect, **are mischievous enough**, but in nefariousness are yet unequal to substitution and the substitutor, against whom **the physician's only assurance is an original bottle.**

GUDE'S PEPTO-MANGAN has, since its introduction to the Medical Profession of the World, always proved its superiority over other blood-making compounds, and furthermore will always substantiate all the statements so highly commending its value.

As this certainty in efficacy has won for this preparation the confidence and reliance of the physician, we, to protect you, your patients and ourselves against such conscienceless methods, earnestly ask the prescribing of **original bottles** only. This request, though seemingly of little importance, will be significant in view of the astounding knowledge that 75% of the manufacturers are not only offering but selling gallons and kegs of so called "Just as Good" iron mixtures, which have not undergone and dare not undergo either the scrutiny of the physician or examination by the chemist.

### While there is only one Pepto-Mangan

which is never supplied in any form of package other than our  
... regular eleven-ounce hexagonal bottle, ...

you will readily surmise the intent of these imitation preparations which are wholly unknown to the Medical Profession, and agree with us in the importance of the above request.

Any one offering Pepto-Mangan in bulk form, either intentionally or unintentionally practises substitution; hence our solicitation for your co-operation against this harmful, unjustifiable, and inexcusable fraud.



**M. J. BREITENBACH COMPANY,**  
53 WARREN STREET NEW YORK