

A Short Talk On "KASAGRA"

(Stearns' Cascara Aromatic).

TO begin with we don't claim to have introduced Cascara Sagrada, we have never made such claims and never will. Whatever credit there is attached to the introduction of the drug itself should be given our competitors, Parke, Davis, & Co. What we do claim, always have claimed and shall continue to claim is, that seven years ago we devised the first palatable fluid extract of Cascara and introduced it under the distinctly original title of "Cascara Aromatic." It was the first of its kind and filled a long-felt want. By our original process of preparing the drug we eliminated its bitterness and griping properties. Bringing this preparation to the attention of the medical and pharmaceutical professions cost us a lot of money, from which we alone should have reaped the benefit. We regret that many of our competitors appropriated our original title "Cascara Aromatic" for their own preparations of Cascara which were by no means identical with ours, thereby doing themselves no credit and us a great injustice. When a physician prescribes Cascara Aromatic in ninety-nine times out of a hundred he means the non-griping, bitterless preparation of that name manufactured by us, which entirely through our efforts had become familiar to him. It is self-evident that had not our original preparation proven a success our title "Cascara Aromatic" would never have been appropriated by others, nor do we believe the drug itself would have enjoyed anything like its present popularity with the medical profession if we had not invented a method of preparing it in a palatable, concentrated form. Now in order to protect our patrons and ourselves against other preparations of Cascara being used instead of ours when Cascara Aromatic is called for, we have adopted the coined word "Kasagra" as a prelix to the descriptive title "Cascara Aromatic" as a commercial signature to distinguish the preparation made in our Laboratory. We trust physicians in prescribing and pharmacists in ordering will specify "Kasagra" so as to get our product. We feel justified in asking for proper credit which is our due, and feel satisfied that the spirit of justice which animates both professions will not refuse us what we surely merit, and this courtesy can be shown us in no more substantial manner than by specifying "Kasagra" whenever Stearns' Cascara Aromatic is desired.

We quote from what Prof. John Uri Lloyd (than whom no fairer man lives) wrote us in a recent letter, and would only wish that our other competitors would adopt so praiseworthy a course.

"To Frederick Stearns & Co., of Detroit, Mich. (1889), is due the credit of producing and bringing before the medical and pharmaceutical professions the first palatable fluid extract (Cascara Aromatic) of Cascara Sagrada. I consider this introduction so marked that out of credit to that house I refused to make a Cascara Aromatic, and when the house of Lloyd Bros. has orders for it, leaving the selection to us, the preparation of Frederick Stearns & Co. is invariably supplied; for to us the name of 'Cascara Aromatic' means their preparation. When the history of the preparations of this drug is written I believe full credit must be given to Frederick Stearns & Co. for that conspicuous discovery."

FREDERICK STEARNS & CO.,

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Manufacturing Pharmacists.

WINDSOR, ONT.

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