

# Don't Guess!—Know!

WHAT assurance have you, when you write a prescription for a fluid extract, tincture, elixir, pill, tablet, or other form of medicament, that the agent which you are prescribing is worthy of confidence? What guaranty have you that it is therapeutically active and of established medicinal strength? What warrant have you to expect a definite result from a definite dosage?

*These are important questions. We put them to you bluntly.*

The pharmaceutical market of to-day contains no end of substances that pose as therapeutic agents, but of whose actual worth nothing is known—a condition which must prevail so long as makers of medicines neglect or refuse to standardize their products.

The situation is startling when one contemplates it seriously. For example, a fluid extract of aconite or digitalis or a tincture of strophanthus may be quite deficient in activity; or it may be potent to the point of danger. The administration of toxic drugs of uncertain strength is fraught with serious possibilities. It may mean a sacrifice of human life. It may mean the blasting of a professional reputation.

Happily, the physician of to-day may spare himself the necessity of resorting to remedial agents of indefinite potency. The problem of a safe and rational therapy is a problem no longer. We began its solution thirty years ago, when we put forth our first standardized fluid extract. We have been helping to solve it ever since. Today our entire line of pharmaceutical and biological products is adjusted to fixed and definite standards—by chemical assay when practical, by physiological assay when the older method is inexpedient.

**WE WERE PIONEERS IN STANDARDIZATION** (both chemical and physiological). We adopted and perfected it years before it was taken up by other manufacturers—years before its necessity was recognized by the United States Pharmacopeia.

Why take chances with products of unknown potency—chances that are as needless as they are hazardous? **SPECIFY "PARKE, DAVIS & CO."** Have positive assurance that the agents which you are prescribing, administering or dispensing are therapeutically efficient and of definite medicinal strength. **Don't guess! KNOW!**

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**PARKE, DAVIS & COMPANY**