



FORMULA

With Creosote

R Olei Morrhuæ (opt.) \bar{z} vii.
 Ferri Phosphat. \bar{z} ii.
 Phosphori gr. i.
 Glycerini, etc., q.s., ad. \bar{z} xv.
 Sig.—Take as directed by attending physician.

R Olei Morrhuæ (opt.) \bar{z} vii.
 Ferri Phosphat. \bar{z} ii.
 Phosphori gr. i.
 Creosoti (Beechwood), min. cxii.
 Glycerini, etc., q.s., \bar{z} xy.

Dear Doctor,—

For a number of years FERROL has been mentioned in some of the medical journals, and has also been tried by a great many physicians, and, while the proprietors were convinced that the profession generally required such a formula properly prepared, yet they were anxious to have the positive assurance of as many of the profession as possible before expending the large amount of money necessary to place it at the universal disposal of the physicians of Canada. Without a single exception every report has been most encouraging both as to the quality of the emulsion and the formula itself, as well as the necessity for such a preparation; and being thus assured we have formed The Ferrol Company of Toronto (Limited), under the business management of Mr. F. M. Tuckett, which is composed exclusively of Medical Men and Chemists, and Ferrol will immediately be placed in every drug store in the province, for the convenience of the medical practitioner. As to the need of Ferrol there can be no doubt; as to its merits we will say nothing, being content to leave the verdict in your hands, assured in advance of your favorable opinion. But just a word as to our plans.

1. The very nature of our Association insures a business strictly in accordance with medical ethics, and we positively guarantee every physician prescribing Ferrol that his professional dignity will be zealously guarded from the slightest suspicion of prescribing a secret remedy.
2. We also guarantee that Ferrol will always be reliable and uniform, and that the best oil and other ingredients that can be obtained will be used irrespective of the cost. Ferrol will not be advertised outside of medical journals. Every physician will be supplied with prescription blanks similar to that below, not only for his convenience, but to clearly indicate to the patient that he is practically using his "own doctor's" prescription and not a patent medicine. The label which is to be attached to the bottle completely obliterates the original label, and the druggist dispenses Ferrol as an ordinary prescription pure and simple. With the guarantee that we will adhere strictly to these principles, we ask your generous support.

Your obedient servants,

THE FERROL COMPANY OF TORONTO (Limited)

We solicit correspondence from physicians who have used Ferrol.

TO BE KEPT IN A COOL PLACE

The Ferrol Company of Toronto, Limited

PHYSICIAN'S PRESCRIPTION LABEL

FOR *M*.....

Emulsio. Ferrol (Cum Creosoto). \bar{z} xv.

Sig.

No.

Date 189

M.D.
Street.

(See other side.)