

Taps, Ont., Brantford Ont

YOU have possibly been offered Empty Gelatin Capsules at prices temptingly lower than our quotations. We could materially reduce the cost of our capsules by the employment of a cheaper grade of gelatin, by paying less attention to the accuracy of our molds and to the details of manufacture; BUT IN THE END IT WOULD COST YOU MORE — and so will the capsules that are offered at less than our quotations.

The loss by breakage, through ill fitting caps, softening during warm weather, etc., will much more than make up the difference in price. Brittle capsules are exceedingly expensive to handle—oftentimes more are broken than used. Caps and bodies that do not fit perfectly are a source of great annoyance and loss, and not only loss of capsules but, in most instances, loss of drug as well. Capsules that are liable to soften during warm weather are certainly expensive at any price.

Our capsules are best, because manufactured of the finest quality of French gelatin, no disagreeable smell, no obnoxious taste, no air-holes, no discoloration. They are perfectly soluble; will quickly dissolve under the combined action of the warmth and moisture of the stomach.

They will certainly prove less expensive in the end, because, **FIRST**, there will be no waste of drug through imperfectly fitting caps. We give close attention to our molds and to the details of manufacture. **SECOND**, no loss through breakage of capsules. Our capsules are *pliable*, not brittle. Try one, and note how great a pressure is required to break it. **THIRD**, no capsules are lost through softening during warm weather. They are *so tempered* as to remain intact during the warmest season, AND THIS RESULT IS NOT ATTAINED AT THE EXPENSE OF SOLUBILITY. **FOURTH**, you run no risk of incurring the ill will of your patrons. A dissatisfied customer is far more costly than any slight difference in the price of capsules, and this is very likely to happen when caps and bodies do not fit perfectly.

We therefore very respectfully advise, be on your guard when ever a slight difference in price is urged on behalf of any manufacture. We sincerely believe you will find it to your own interest as well as ours to specify P. D. & Co., and should others be furnished, return them.



Parke, Davis & Co.,

WALKERVILLE, ONT.

Eastern Depot 378 St. Paul St., Montreal, Que.