



# NA-DRU-CO

When you see this Trade Mark on any Medicinal or Toilet Preparation you purchase, it is an assurance to you that every ingredient entering into that preparation is of the highest quality that money can procure. What is even more important, it is an assurance that these ingredients **have been compounded**, according to the best formulæ known, **by expert chemists** of long experience, in the employ of one of the largest wholesale drug firms in the world, the National Drug and Chemical Company of Canada.

As you have probably noticed, "NA-DRU-CO" is made up of the first parts of the words "National Drug Company." It is pronounced "NA-DROO-KO," with the accent on the second syllable.

### What the Laws Say

For the protection of the public the law of each province in Canada states that only thoroughly qualified men are allowed to dispense prescriptions—these men being physicians or graduates of recognized Colleges of Pharmacy.

The logical conclusion is that as the laws are made by the representatives of the people, the people want protection, and should welcome the opportunity of being able to procure in any part of Canada the NA-DRU-CO line of medicinal and toilet preparations, **compounded by expert chemists from the purest and best ingredients, and guaranteed by a firm of our standing.**

When you see the NA-DRU-CO Trade Mark you have this opportunity and the guarantee for which you are looking.

### Source of the NA-DRU-CO Formulæ

The National Drug & Chemical Company of Canada, Limited, acquired the businesses and maintains the honourable traditions of 21 of the principal wholesale Drug Houses in Canada, from Halifax to Vancouver.

All of these firms had long and successful careers, some of them fifty to one hundred years, and during their existence they had accumulated a splendid lot of formulæ which all became the property of the "National." After giving these formulæ careful study and practical tests for several years we have now brought out, based on them, the NA-DRU-CO line of about 125 medicinal and toilet preparations. All the ingredients in these preparations are the best and purest that money can buy, and they are compounded by a staff of expert chemists, each of whom ranks high in his profession.

We have such implicit confidence in NA-DRU-CO Preparations that we offer them with

### A Four-Fold Guarantee.

#### The First Guarantee

is the firm behind the NA-DRU-CO Trade Mark.

The National Drug and Chemical Company of Canada, Limited, is one of the largest wholesale drug firms in the world, having a Paid-up Capital of over Five Million Dollars. We have wholesale branches in the principal distributing centres in Canada so that you can at all times satisfy yourself that there is such a firm. We are the largest buyers of drugs and do the greater part of the wholesale drug business in Canada. We employ a staff of about nine hundred people and distribute in salaries, dividends and other expenses over One Million Dollars annual-

ly. We carry a stock distributed among our Branches of about Two Million Dollars, and in addition we own real estate and buildings which are to-day worth about Five Hundred Thousand Dollars, and other large assets.

#### The Second Guarantee

of NA-DRU-CO quality is the NA-DRU-CO Trade Mark itself.

We know that the quality of the first NA-DRU-CO preparation you buy will practically decide whether you become a regular user of NA-DRU-CO articles or not—and for that trial you may select any one of the 125 preparations. So we must make **each NA-DRU-CO article of the very highest quality or risk the reputation and sales of the whole line.**

#### The Third Guarantee

of NA-DRU-CO quality is the fact that NA-DRU-CO preparations are never, at any time or in any place, sold at cut prices.

**NA-DRU-CO preparations are so much better than the preparations whose prices are cut that discerning people prefer to pay full prices for the NA-DRU-CO goods.**

#### The Fourth Guarantee

of NA-DRU-CO quality is short and very much to the point. If after trying any article bearing the NA-DRU-CO Trade Mark you are not entirely satisfied, return it to the druggist from whom you bought it and he will hand back your money.

#### Consult Your Physician

NA-DRU-CO medicinal preparations are not intended to take the place of your physician's prescriptions—far from it. When you are ill you need the physician's skilful diagnosis and treatment, and it would be folly to depend on your own diagnosis and any household remedy.

But in emergencies when you cannot get the doctor quickly, and in many other cases, a **reliable household remedy is a real blessing.**

To put the absolute reliability of NA-DRU-CO preparations beyond doubt or question, we are prepared to furnish to your physician or your druggist, on request, a list of the ingredients in any NA-DRU-CO preparation. Ask these men, who are men of standing in your community, and in whom you place implicit confidence, all about NA-DRU-CO remedies.

If your druggist has not the particular NA-DRU-CO preparation you ask for in stock, he can get it for you within two days from our nearest wholesale branch.

*Write for the 1910 NA-DRU-CO Almanac, giving a list of NA-DRU-CO articles and prices with other useful information. Address "National Drug Co., Advertising Department, 34 St. Gabriel St., Montreal"*

## National Drug & Chemical Co. of Canada, Limited

WHOLESALE BRANCHES AT:

Halifax — St. John — Montreal — Ottawa — Kingston — Toronto — London  
Hamilton — Winnipeg — Regina — Calgary — Nelson — Vancouver — Victoria