

LET US GO FORWARD!

America is on the march. Not back to something left behind, but forward to a new and greater stability. Today the road ahead looks long and hard, but it is being faced with a spirit that will not brook defeat — a determination toughened by the discipline of four hard years.

It is significant that in the vast movement toward business recovery the goal is new, but the guiding principle is old — the time-tried code of honorable dealing.

This code goes far beyond the simple rule of "Give the buyer his money's worth." The consumer has learned that he may purchase an inferior article at a low price—get his "money's worth"—and still be cheated. By reducing price along with quality, the manufacturer remains technically honest. But by omitting to state that quality has been reduced, he betrays the public's



faith. The business of the House of Squibb has been built on the principle of responsibility to the public — on the recognition of a faith invited and a trust to be maintained—on the self-imposed obligation to manufacture only the purest, safest and most reliable medicinal preparations and home necessities that science can produce.

For seventy-five years, through good times and bad, this ideal has been upheld without compromise. Today — in a market still troubled by confusing prices and uncertain standards — the name Squibb, not only among physicians and pharmacists but among the general public, stands for purity, efficacy and reliability.

Choose well when you buy. When the products you purchase are such as affect the health and safety of your household, choose with double care.

E·R·SQUIBB & SONS

THE PRICELESS INGREDIENT

IN the City of Bagdad lived Hakeem, the Wise One, and many people went to him for counsel, which he gave freely to all, asking nothing in return.

There came to him a young man, who had spent much but got little, and said: "Tell me, Wise One, what shall I do to receive the most for that which I spend?"

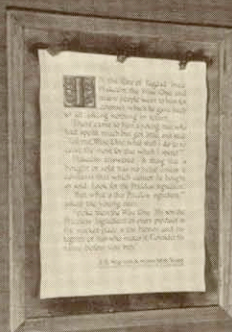
Hakeem answered: "A thing which is bought or sold has no value unless it contains that which cannot be bought or sold. Look for the Priceless Ingredient."

"But what is the Priceless Ingredient?" asked the young man.

Spoke then the Wise One: "My Son, the Priceless Ingredient of every product in the market place is the Honor and Integrity of him who makes it. Consider his name before you buy."

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THE SQUIBB LABORATORIES IN BROOKLYN



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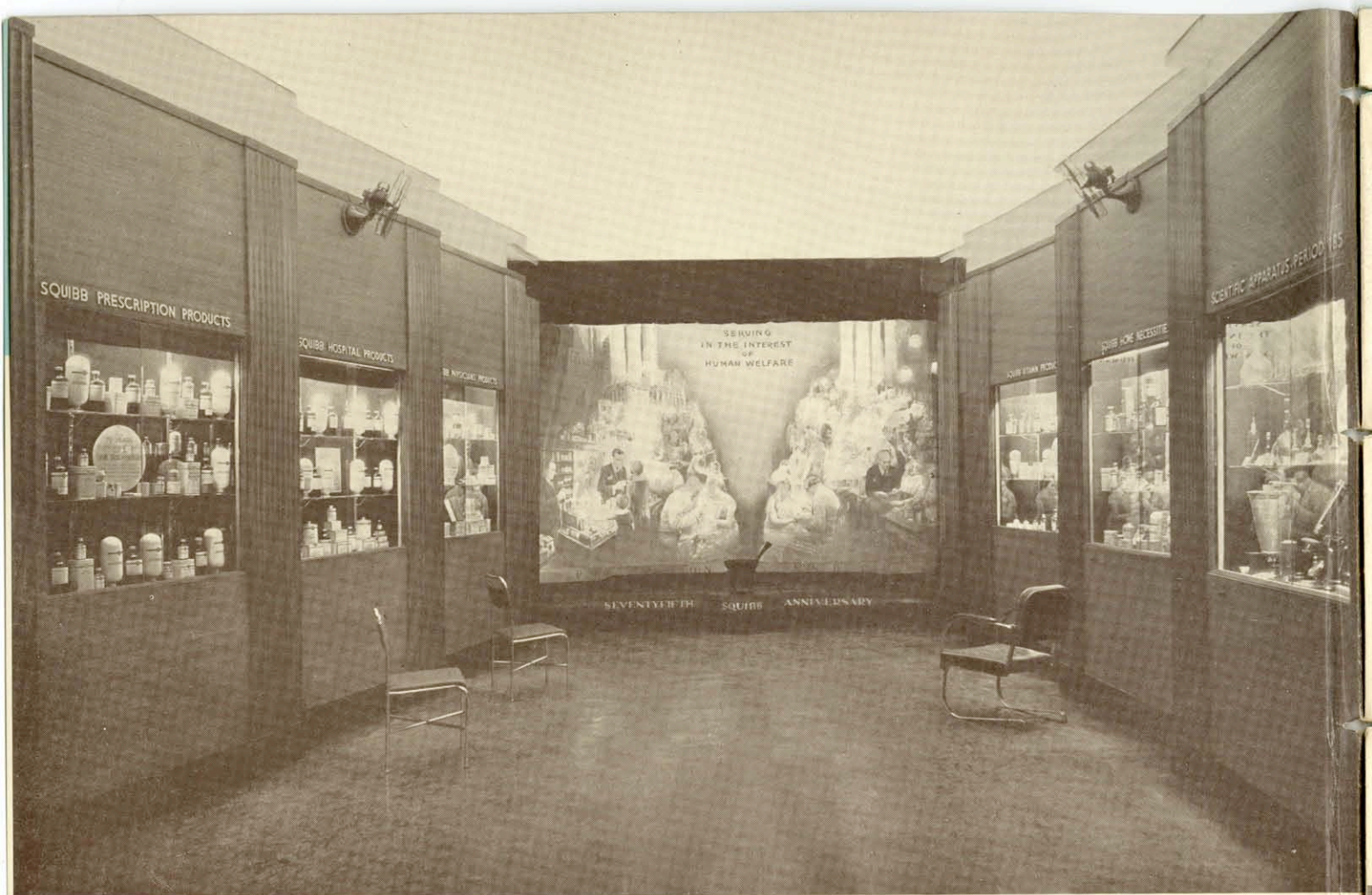
HE year 1933, which marks the 100th anniversary of Chicago's birth, is likewise a major milestone in the history of E. R. Squibb & Sons, Manufacturing Chemists to the Medical Profession since 1858.

It is fitting that among the great exhibits of A Century of Progress, the House of Squibb should portray the advance in medicine and pharmacy that has taken place in the three-quarters of a century since its founding.

The Squibb Exhibit is located at the south side of the ground floor of the Hall of Science, very near the so-called glass man. The exhibit includes two principal divisions, both of exceptional interest to the public. First is a graphic presentation of the products and methods of the House of Squibb, showing the steady development that has taken place in the manufacture of pure, uniform and dependable medicinal products. Second is a part of the largest collection of ancient pharmaceutical equipment, mortars and other objects ever brought to America.



The history of the Squibb Laboratories is closely identified with the progress of the sciences of Medicine and Pharmacy in the United States.



A changing, luminous mural depicting the agencies which serve human welfare

It was seventy-five years ago that Dr. Edward R. Squibb, then an earnest young scientist, opened a laboratory in Brooklyn, N. Y. The edifice that housed it was a small, three-story structure, close to the busy waterfront of the East River.

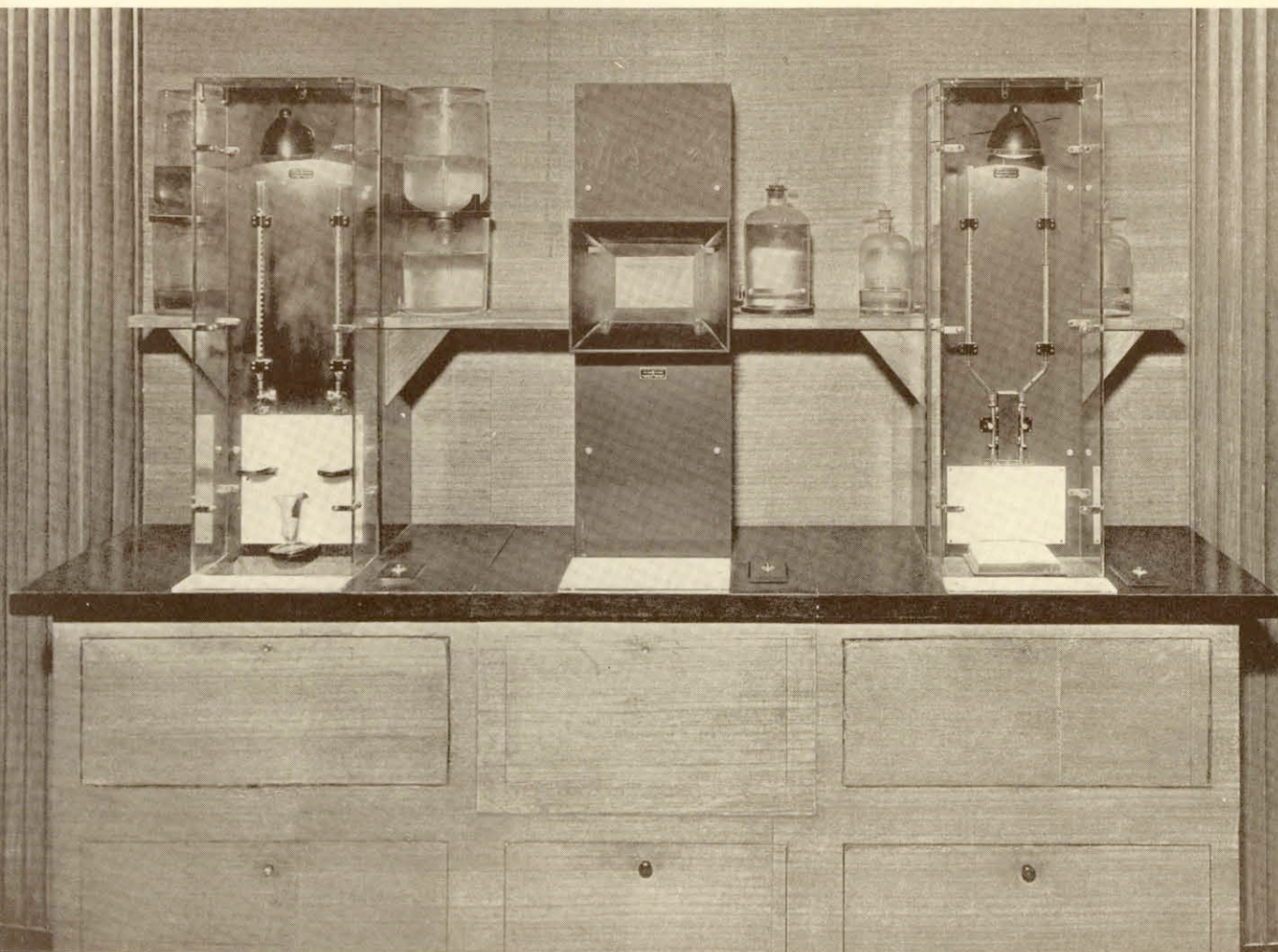
Young Dr. Squibb had few funds but many friends. He also had a broad knowledge of medicine and chemistry. Profits did not interest him, except as they furthered his scientific research. His whole effort was centered on giving the medical profession and the public the purest and most reliable products that could be made. The need was great. For generations, doctors had been hampered by a lack of quality standards in the products they prescribed. Dr. Squibb had an unshakable

faith that if he made medicinal products of the highest possible quality, he would best serve humanity.

The making of anesthetics was among his first concerns. Until his unceasing labors remedied the situation, most operations were performed without anesthesia. Today, the very thought is horrible . . . patients already racked with pain, strapped fully conscious to the operating table . . . the healing hand of the surgeon compelled to function first as a torturer.

Before the Civil War came, Dr. Squibb had already perfected a method for the production of pure and safe ether by steam. With the opening of the conflict,

Automatic demonstrations of three chemical processes — precipitation, crystallization and titration



the Federal Government called him to manufacture anesthetics for military surgery. In the years that followed, there is no way to estimate the number of lives saved, or the amount of human suffering prevented by his labors.

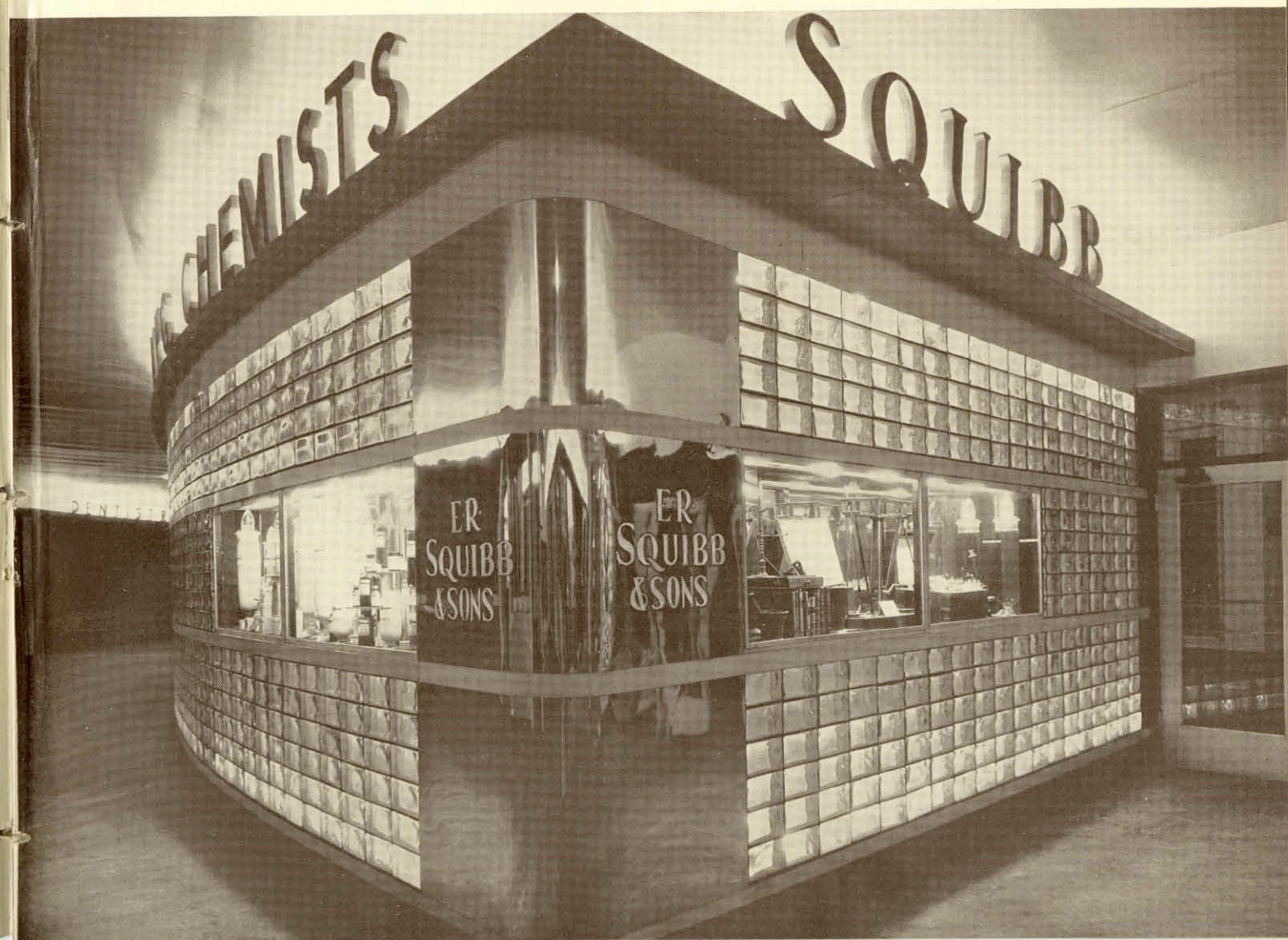
On display in the Squibb Exhibit are old diagrams and notes in Dr. Squibb's own hand, describing his original method of making ether. That method, scientifically developed and expanded, is to this day the world's highest practice. And Squibb Ether, in copper-lined containers (specially devised by E. R. Squibb & Sons, to protect the ether from decomposition), is the trusted anesthetic of hospitals throughout the United States.

Beginning with only a few specialized drugs, the business of E. R. Squibb & Sons grew slowly but steadily, adding one or two products at a time, and making them better than they had ever been made before. In the course of years other men took over the management, but they were men of the same fiber as Dr. Squibb. The ideals of the founder were kept inviolate. Not once, in seventy-five years, have Squibb standards of quality ever been lowered. Instead, with each advance in scientific knowledge, they have been pushed higher.

Today the products of E. R. Squibb & Sons cover the whole wide range of medicinal preparations for professional and home use. But each is made to meet the strictest requirements of quality that science can impose. Squibb Laboratory Control is responsible for the maintenance of these high standards. In the huge

Squibb Laboratories in Brooklyn, N. Y., and in the extensive Squibb Biological Laboratories, at New Brunswick, N. J., every product is subjected to a series of exacting tests throughout its manufacture. So rigidly is this control enforced that the purity, efficacy and uniformity of Squibb Products has become a nation-wide tradition. Physicians, pharmacists and the public recognize the Squibb label as a guarantee of reliability.

*Window display of apparatus, books and materials
used by Dr. E. R. Squibb between 1858 and 1900*



SQUIBB HOME NECESSITIES

In addition to Squibb Home Necessities, Squibb Chemicals, Pharmaceuticals, Biologicals and Professional Specialties have been the standard of quality for three-quarters of a century. Physicians, dentists, pharmacists and nurses know that highest purity and correct strength are guaranteed by the Squibb label.

SQUIBB'S STABILIZED HALIBUT-LIVER OIL WITH VIOSTEROL-250D, a highly purified, palatable oil for use where an abundance of both Vitamins A and D are required. Use as directed by physician.

SQUIBB'S TOILET LANOLIN—fragrant and pleasant in use. A natural protection against skin discomfort in all seasons of the year.

SQUIBB'S LAXATIVE SALT—an effervescent, pleasant-tasting, sodium tartrate laxative; gentle in action.

SQUIBB'S LIQUID PETROLATUM—a whole naphthene heavy Californian mineral oil of high natural viscosity. A safe and effective internal lubricant. Tasteless, odorless, non-fattening.

SQUIBB'S LIQUID PETROLATUM WITH AGAR AND PHENOLPHTHALEIN—a palatable, pleasantly flavored emulsion of Squibb's Liquid Petrolatum, fortified to give mild laxative action, when conditions demand it.

SQUIBB'S MAGNESIA WAFERS—mint-flavored, palatable; convenient to carry or use when traveling. Each wafer has a magnesia content equivalent to one teaspoonful of Squibb's Milk of Magnesia.

SQUIBB'S MILK OF MAGNESIA—an effective antacid and mild laxative. Pure; free from earthy taste.

SQUIBB'S OLIVE OIL—a 100% virgin, cold-pressed Tunisian oil, guaranteed to be free from adulteration.

SQUIBB'S ORAL PERBORATE—a pleasant tasting, flavored sodium perborate, dispensed in an attractive bottle with a novel double cap which facilitates the pouring of the powder on a toothbrush, or the measuring of a definite amount for solution in water for use as a mouth wash. Use as directed by your dentist.

SQUIBB'S POISON IVY BALM—a helpful aid in dissolving and removing ivy and oak poisons from the skin when promptly applied in accordance with directions.

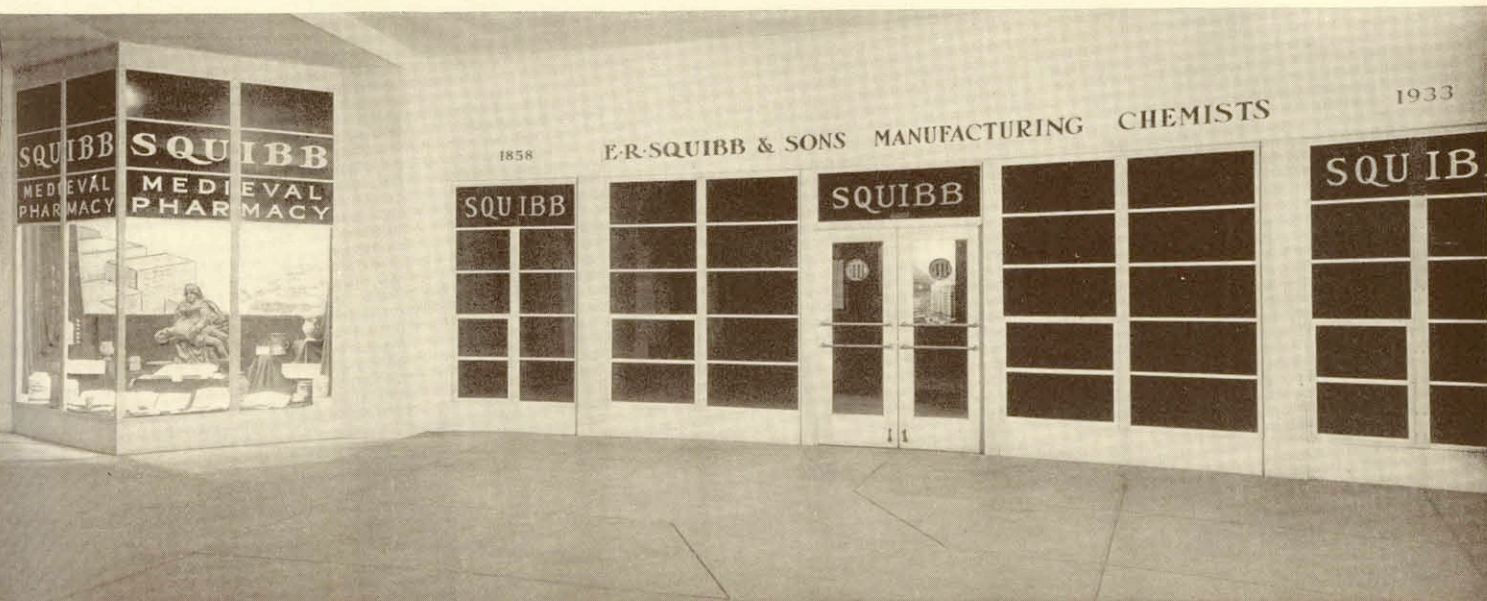
SQUIBB'S ROCHELLE SALT—an effective, mild saline cathartic. Readily soluble—easy to take.

SQUIBB'S SHAVING CREAM—for use in hot or cold, and hard or soft water. Produces a luxurious lather of exceptional beard-softening power. Leaves the skin soothed, supple and naturally comfortable.

SQUIBB'S SODIUM BICARBONATE—a highly purified product especially prepared for medicinal use. Exceptionally palatable; free from chemical and mechanical impurities.

SQUIBB'S TALCUM POWDER—made from highest quality Italian talc. Available in Violet, Carnation and Bouquet odors; also unscented.

SQUIBB'S VIOSTEROL IN OIL-250D, a highly potent solution of Vitamin D, prepared under license from the Wisconsin Alumni Research Foundation, by dissolving irradiated ergosterol in a bland, neutral vegetable oil. Especially valuable in the treatment of infants and young children showing rachitic tendencies. To be used under physician's directions.



THE SQUIBB MEDIEVAL PHARMACY COLLECTION

CONTRASTING with the portrayal of modern scientific advance, and adding immeasurably to its interest, are the displays of ancient pharmaceutical equipment which form part of the Squibb Exhibit.

The physician and the pharmacist find here many objects for study among the quaint curiosities shown, and even the lay visitor feels the spell of their antiquity.

This collection, the greatest of its kind in the world, was purchased by E. R. Squibb & Sons in old Germany. Packed and transported with infinite care, it has been brought to America. And at the request of A Century of Progress, a large part of it has been installed in the Hall of Science.

There are more than 3,000 items in the collection, gathered from all parts of Europe. The various pieces on display divide themselves into six general groups.

Largest of these is the collection of medieval pharmaceutical jars. Much of

Entrance—Squibb Medieval Pharmacy





*A section of the Medieval Pharmacy and
the entrance to the Squibb Scientific Exhibit*

the material shown is not only rare but intrinsically beautiful, dating from the earliest appearance of the tin-glazed earthenware known as majolica. Graceful in form, elaborate and colorful in decoration, many of the items of ancient shelfware are truly museum pieces.

They bear the names of remedies used by our professional forefathers in the treatment of disease—names now almost unintelligible or wholly forgotten.

Another important group in the collection includes the mortars, those indispensable adjuncts of pharmacy, recognized the world over as symbols of the calling. Graven on the sides of many of them are the dates of their casting or carving, together with sage inscriptions, appropriate to their use. One of the most impressive of the mortars is a huge bronze bowl supported by a life-sized cherub of carved wood.

After the mortars come the miscellaneous apparatus of pharmacy, such

FAUST STUDY



as scales and weights, retorts, crucibles, alembics, condensers and containers of various sorts.

There is next the library, filled with ancient parchment or beautifully tooled leather-bound books, ranging from massive folios to pocket editions. The volumes contain the weighty chemical lore of medieval days—some of it wholly legendary—most of it strange and fantastic to a modern scientific mind.

A fifth group includes curiosities, such as the ancient permits to conduct a pharmacy, couched in formal language, beautifully engrossed, and stamped with the great seal of authority. Also in this group is the votive shrine, with its crucifix and its representation of Christ as the Apothecary of the Soul. It illustrates the close link between the spiritual and the material side of the arts of healing which existed in past centuries.

A similar theme runs through the final group, a series of paintings and old prints which demonstrate the religious fervor of the old pharmacists.

Completing this fascinating display is the Faust Study, with its ancient books, antique chairs and a monastery table worn by five centuries of use, where the apothecary of the middle ages pored over his learned works by candle-light. Opposite the table is an exact reproduction of an alchemist's furnace, with hooded fireplace and old utensils.

Huge bronze mortar of several centuries ago symbolical of the apothecary's art





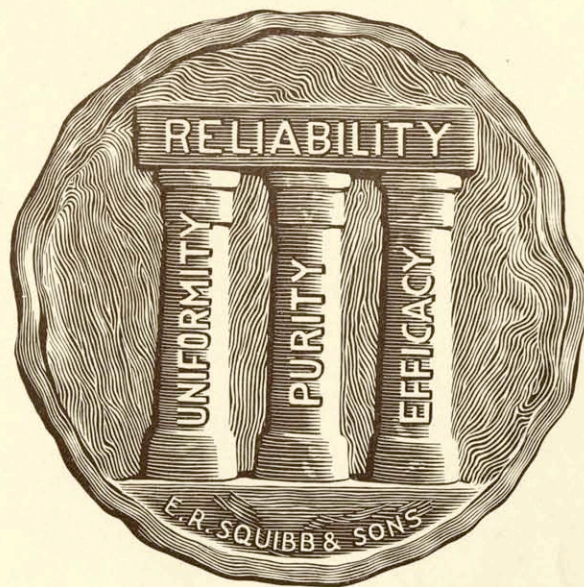
Majolicas, faïences and mortars in the Medieval Pharmacy

It is an experience to move among these venerable objects—to sense the first gropings of medical science, striving to escape from the shadows of superstition and ignorance—then to step through a doorway and turn time forward half a thousand years.

More than ever, the beholder appreciates the enormous strides civilization has taken in the span of a few centuries; the growth in knowledge and in technical skill which today makes possible the scientific contributions to human welfare made by the House of Squibb.

After the close of A Century of Progress Exposition, the Squibb Medieval Pharmacy and Collection will be permanently placed in the Squibb Building, New York, where it may be freely studied by all who are interested.





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