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1963

The Priceless Ingredient

In the City of Bagdad lived Halden, the Wise One, and every 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 what I spend?" Halden answered, "A thing that is bought or sold has no value unless it contains that which cannot be bought or sold. Look for the Priceless Ingredient." "And, what is this Priceless Ingredient?" asked the young man. Spoke then the Wise One: "My son, the Priceless Ingredient of every product is the marketplace in the hearts and integrity of men who make it. Consider this name before you buy."

E. R. SQUIBB & SONS, NEW YORK

MANUFACTURERS OF THE ORIGINAL, PATENTED, TRADE MARK PRODUCT OF PURE MATHSONIUM CHLORIDE, CHLORIDE

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