

**For prompt but short hypnosis.**

**Contributors**

Eli Lilly and Company

**Publication/Creation**

[1946?]

**Persistent URL**

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ILLUSTRATION BY ARTHUR SARNOFF

## *Equal to any emergency*

EVEN during his infrequent intervals of relaxation the physician's professional services are likely to be in demand. Young athletes require care that only a competent authority can provide. Prompt attention to a bruised knee, a sprained wrist, or a twisted ankle may prevent serious damage. And so it is that the physician often may be found in the stands at a baseball game, in the gallery at a tennis match, or on the bench at a football contest, prepared for any emergency that may arise.

The manufacturer of drugs and medicines also renders a service peculiar to him alone. During ordinary

times his task is none too difficult, but he must be prepared to meet any emergency. In times of stress, production must be increased, distribution accelerated. During the recent horrifying crisis that engulfed the world, demand for new and better biological agents, improved pharmaceuticals, and blood plasma reached an unprecedented high. Eli Lilly and Company is proud of the fact that it was able to respond to wartime demands in full measure, without imposing serious inconvenience on civilian physician, pharmacist, or patient. Remaining shortages are rapidly disappearing.

A picture of The Good Samaritan provided the inspiration that



eventually led to the founding of Eli Lilly and Company