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**Reklama produktów leczniczych oraz wyrobów medycznych dostępnych
w aptekach i drogeriach toruńskich na przykładzie ogłoszeń
prasowych z „Gazety Toruńskiej” (1867–1921)**

**Advertising of medicinal products and medical devices available
in pharmacies and drugstores in Toruń (with the use of
an example of “Gazeta Toruńska”, 1867–1921)**

SUMMARY

The purpose of this paper is to present pharmaceutical advertising and marketing in Polish newspaper “Gazeta Toruńska”. We focus on e.g. characteristics of advertisers, functions of advertising, ways of advertising, and advertising frequency of both medicinal products and medical devices. When it is possible, we also examine the physicochemical properties, form, and formulation of advertised medicaments. Our analysis covers the years 1867 to 1921.

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