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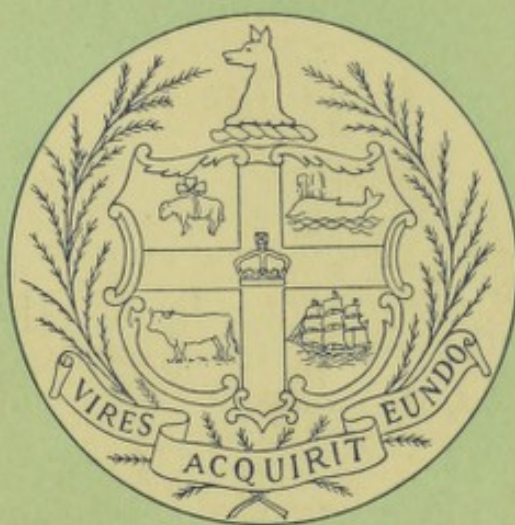
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SOUVENIR
B.M.A. MEETING
MELBOURNE
1935



ARMS OF CITY OF MELBOURNE

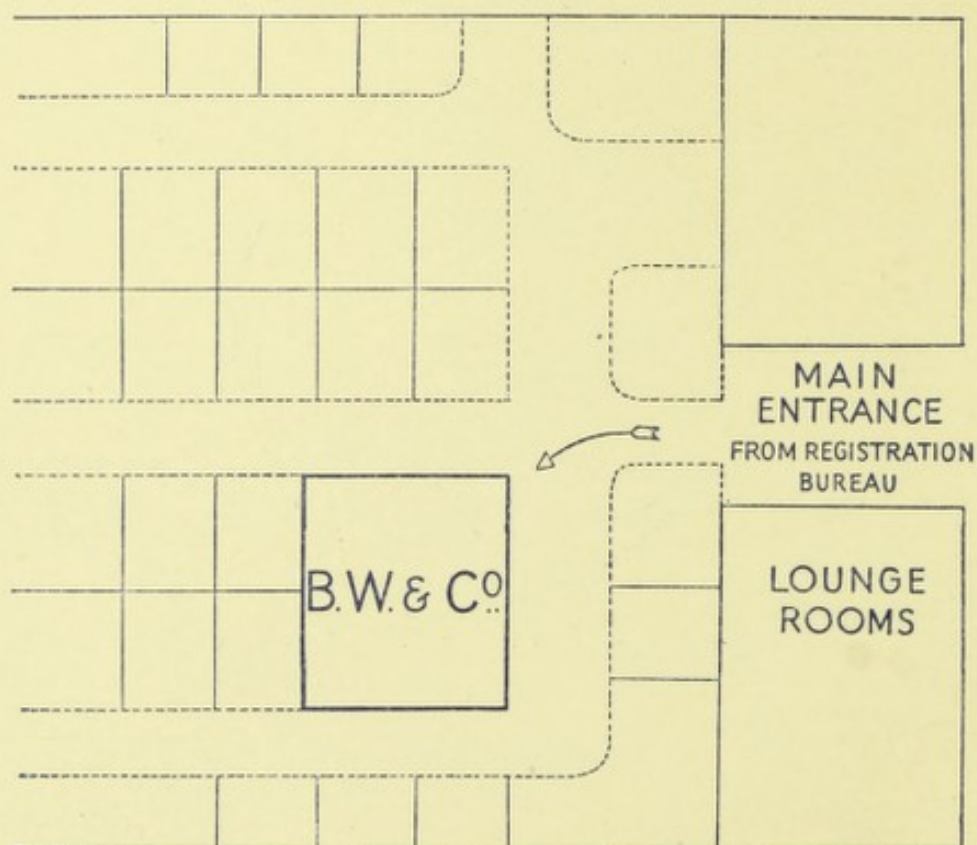
WELLCOME COLL.

/ 289

WELLCOME & CO.
(AUSTRALIA) LTD.

WELLCOME COLLECTION
1289

BRITISH MEDICAL ASSOCIATION
EXHIBITION
MELBOURNE, 1935



PLAN OF MAIN EXHIBITION HALL,
MEDICAL SCHOOL BUILDING
UNIVERSITY OF MELBOURNE
SHOWING POSITION OF EXHIBIT OF
BURROUGHS WELLCOME & CO. (AUSTRALIA) LTD.

Printed in England



22501689884

For the Medical Profession only

SOUVENIR
B.M.A.
MEETING
MELBOURNE
1935

BURROUGHS WELLCOME & CO. (AUSTRALIA) LTD.



Telephone No.—"MASCOT 815" (4 lines)

All communications to—G.P.O. Box No. "1485 DD"

SYDNEY, N.S.W.

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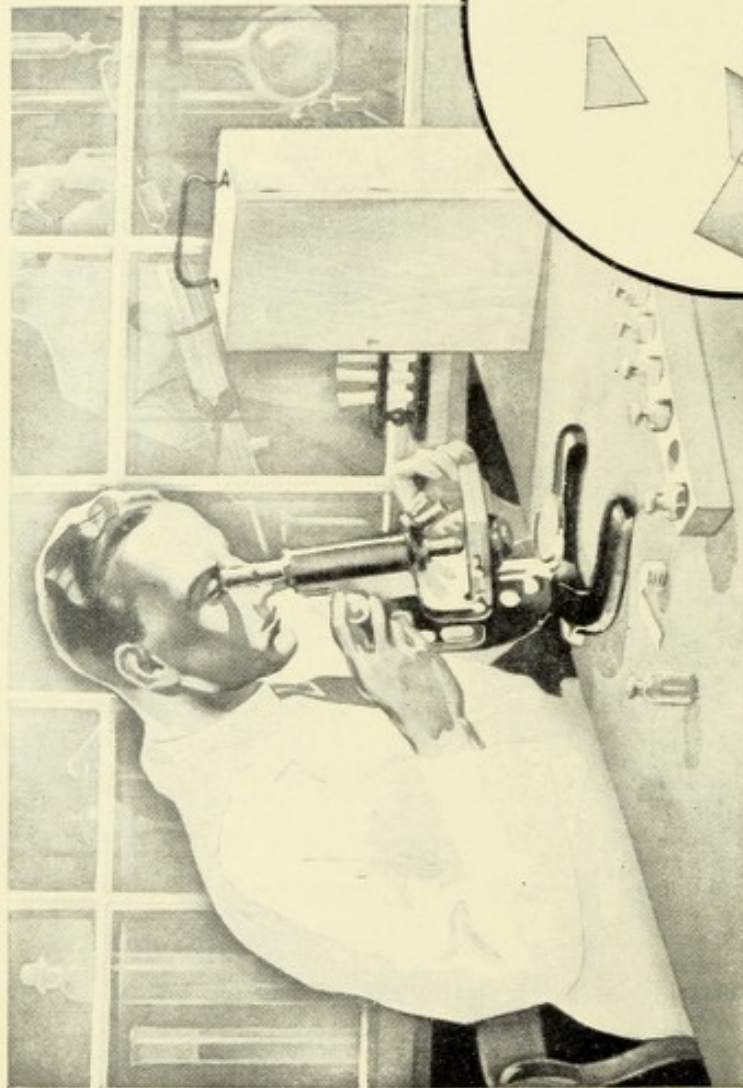
FOREWORD

IN THE application of science to medicine Burroughs Wellcome & Co. have been constantly in the forefront. In many instances have their pioneer researches yielded results which have been epoch-making in the field of medicine. In 1906, their chemists discovered ergotoxine, and in 1925 the most stable salt of this alkaloid—Ergotoxine Ethanesulphonate—was *originated* and *introduced* by Burroughs Wellcome & Co. 'Ergamine' and 'Tyramine,' organic bases from Ergot, were also isolated in their Laboratories. Following Dudley and Moir's work, reported early in 1935, Burroughs Wellcome & Co. were the first to make Ergometrine, the new ergot alkaloid, on a commercial scale and available to the medical practitioner. Preparations of all the important ergot constituents are now, therefore, available. Research work on Insulin has been constantly in progress, culminating in the production of Crystalline Insulin of 100 per cent. purity, from which 'WELLCOME' BRAND INSULIN is made. The isolation of DIGOXIN from *Digitalis lanata* was an event of outstanding importance and represents yet another link in the chain of progress which Burroughs Wellcome & Co. have forged.

This booklet is designed to present, in a concise form, a review of some of the products exhibited by Burroughs Wellcome & Co. at the British Medical Association Meeting, Melbourne. Further details may be obtained from *Wellcome's Medical Diary*.

A
triumph
of
research

DIGOXIN
(B. W. & Co.)



The enlarged photo-micrograph of a representative field of Digoxin crystals is graphic evidence of the purity and uniform chemical composition.

Observe the sharp edges of the crystals, the regular shape and absence of different forms—definite features indicating homogeneity.

DIGITALIS

DIGOXIN

(B. W. & CO.)

The outstanding digitalis discovery of the century

PIONEER research carried out at the Wellcome Chemical Works, Dartford (England), led to the discovery of DIGOXIN.

DIGOXIN, a pure, stable, crystallized glucoside, isolated from the leaves of *Digitalis lanata*, is uniformly reliable and remarkable for its rapid action.

The purity of DIGOXIN is controlled by the accurate analytical methods of the chemical laboratory. Biological testing is unnecessary.

DIGOXIN is offered to the medical profession with the advantages of authoritative clinical evidence in its favour.

DIGOXIN can be used whenever digitalis is indicated, and is equally effective when given orally or intravenously.

Preparations

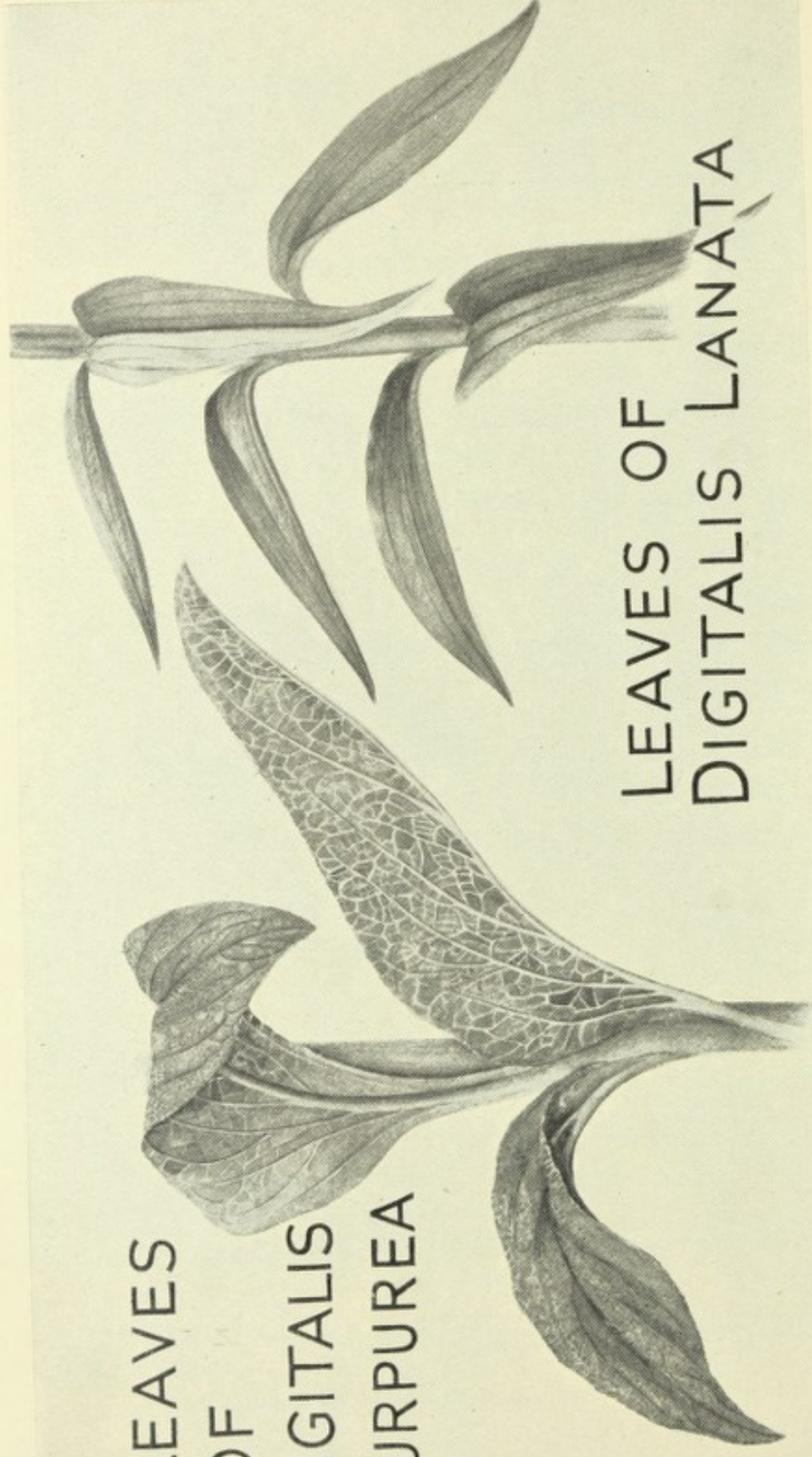
¶ TRADE MARK 'TABLOID' BRAND DIGOXIN, 0.25 mgm. [$\frac{5}{16}$ B. W. & Co.]
Bottles of 25 and 100

¶ SOLUTION OF DIGOXIN (B. W. & Co.), 0.5 mgm. in 1 c.c.
[$\frac{5}{16}$ B. W. & Co.]
Bottles of 30 c.c. (with Pipette) and 250 c.c.

¶ TRADE MARK 'HYPOLOID' BRAND DIGOXIN, 0.5 mgm. [gr. 1/130 approx.], in 1 c.c. [$\frac{5}{16}$ B. W. & Co.]
Boxes of 10 'Hypoloid' ampoules

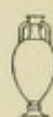
¶ Made in Australia

LEAVES
OF
DIGITALIS
PURPUREA



LEAVES OF
DIGITALIS LANATA

TRADE 'DIGINUTIN' MARK

(Physiologically Standardised)

'DIGINUTIN' is a stable solution of the total glucosides of the leaf of *Digitalis purpurea*, and presents the full therapeutic activity of this leaf. It is prepared by extracting carefully-selected leaves until the glucosides are removed. The glucosides are then freed from inert material, submitted to biological assay, and finally dissolved in 70 per cent. alcohol. The strength of 'DIGINUTIN' is adjusted so that the dosage corresponds to that of the official tincture of digitalis. It is uniformly active, reliable and equal in effect to equal doses of *fresh* tincture of digitalis.

'DIGINUTIN,' unlike tinctures of digitalis, is stable and may be prescribed to greater advantage whenever tincture of digitalis is indicated.

In order to secure, for ambulatory patients, the additional advantage of convenience in administration, 'DIGINUTIN' is also issued as a 'TABLOID' product. 'TABLOID' 'DIGINUTIN' is available in two strengths, equivalent respectively to 5 minims or 10 minims of 'DIGINUTIN.'

Preparations

☞ TRADE MARK 'DIGINUTIN'—(*For Oral Administration*)—A Stable Solution of the Total Glucosides of *Digitalis purpurea* Leaf. 1 c.c. (17 minims) corresponds to 0.1 gm. of International Standard of digitalis leaf [S.B. B. W. & Co.]

Bottles of 1 fl. oz. and 8 fl. oz.

☞ TRADE MARK 'TABLOID' BRAND 'DIGINUTIN,' TRADE MARK min. 5 [0.296 c.c.]; and min. 10 [0.592 c.c.] [S.B. B. W. & Co.]

Each strength in bottles of 25 and 100

The above preparations are Physiologically Standardised

☞ Made in Australia

INSULIN

'WELLCOME' BRAND INSULIN is made with **Crystalline Insulin**. This means that for the 'Wellcome' Brand product a standard of purity has been set which can only be met by the employ-

ment of Crystalline Insulin of 100 per cent. purity. 'WELLCOME' INSULIN conforms to the Therapeutic Substances Act (Great Britain), 1925 (1931 Regulations) and is supreme in reliability and activity. It is free from all extraneous protein matter.



Reduced facsimile

'TABLOID' BRAND HYPODERMIC INSULIN HYDROCHLORIDE is also available. Each product contains 10 International Units, and is

dissolved in 0.5 c.c. of sterile distilled water in the syringe barrel. There is thus no loss of solution and risk of contamination is obviated. 'TABLOID' HYPODERMIC products are sterile, stable and accurate in dosage, besides being conveniently portable.

'Wellcome' Brand Insulin is the first commercial product prepared with pure Crystalline Insulin.

Preparations

TRADE MARK 'WELLCOME' BRAND INSULIN [B. W. & Co.]

Rubber-capped amber-glass phials of 100 Units in 5 c.c.
 " " " " " 200 " 5 c.c.

TRADE MARK 'TABLOID' BRAND HYPODERMIC INSULIN HYDROCHLORIDE (*Sterile*). Each product presents a dose of 10 International Units [B. W. & Co.]

No. 150.—Cartons containing 10 products in ONE tube.

The only British Insulin issued as a compressed product

ERGOT AND PITUITARY

ERGOMETRINE

THE isolation of the new ergot alkaloid, Ergometrine, recently described by Dudley and Moir (*British Medical Journal*, March 16, 1935) has been followed by the commercial issue of the drug by Burroughs Wellcome & Co. within the short space of three weeks from the first announcement of the discovery.

The alkaloid used in the preparations issued by Burroughs Wellcome & Co. is of the high degree of purity associated with the firm's products.

Ergometrine is characterised by the rapidity with which it causes contraction of the uterus and is of particular value for routine administration after parturition. Ergometrine, followed by Ergotoxine Ethanesulphonate, would appear to be ideal for use during the puerperium.

Preparations

FOR ORAL ADMINISTRATION

TRADE MARK 'TABLOID' BRAND ERGOMETRINE, 0.5 mgm.

Bottles of 25 [B. W. & Co.]

TRADE MARK 'WELLCOME' BRAND SOLUTION OF ERGOMETRINE, 0.5 mgm. in 2.5 c.c. [B. W. & Co.]

Bottles of 30 c.c. (with Pipette)

FOR INTRAMUSCULAR INJECTION

TRADE MARK 'TABLOID' BRAND HYPODERMIC ERGOMETRINE, 0.25 mgm.

Tubes of 12 [B. W. & Co.]

TRADE MARK 'HYPOLOID' BRAND ERGOMETRINE, 0.25 mgm. [gr. 1/250 approx.], in 1 c.c. [B. W. & Co.]

Boxes of 10 'Hypoloid' ampoules

FOR INTRAVENOUS INJECTION

TRADE MARK 'TABLOID' BRAND HYPODERMIC ERGOMETRINE, 0.05 mgm.

Tubes of 12 [B. W. & Co.]

TRADE MARK 'HYPOLOID' BRAND ERGOMETRINE, 0.05 mgm. [gr. 1/1250 approx.], in 1 c.c. [B. W. & Co.]

Boxes of 10 'Hypoloid' ampoules

ERGOTOXINE



Ergotoxine Ethanesulphonate presents ergotoxine in a pure state. It was *originated* and *introduced* by Burroughs Wellcome & Co., and is colourless, crystalline and stable. Ergotoxine causes contraction of plain muscle, particularly uterine. It may be employed for its prolonged effect during the puerperium.

Preparations

TRADE MARK 'TABLOID' BRAND HYPODERMIC ERGOTOXINE ETHANESULPHONATE, gr. 1/100 [0.00065 gm.], 0.00025 gm., and 0.0005 gm. [B. W. & Co.]

Each strength in tubes of 12

TRADE MARK 'TABLOID' BRAND ERGOTOXINE ETHANESULPHONATE, 0.0005 gramme [gr. 1/130 approx.] [B. W. & Co.]

Bottles of 25

TRADE MARK 'WELLCOME' BRAND ERGOTOXINE ETHANESULPHONATE

Tubes of 0.1 gramme



Reduced facsimiles

TRADE 'INFUNDIN' MARK

'HYPOLOID' BRAND 'INFUNDIN' is a sterile, stable extract prepared from the carefully-separated posterior lobe of the pituitary body.

'INFUNDIN' complies with the requirements of the Therapeutic Substances Act (Great Britain), 1925 (1931 Regulations).

Two strengths are issued: 'HYPOLOID' 'INFUNDIN' (*Original Strength*), 10 International Units per c.c., identical with liquid extract of pituitary, B.P. 1932, and a weaker strength containing 5 International Units per c.c.

NOTE.—'INFUNDIN' (*Original Strength*, 10 International Units per c.c.) is always supplied unless the lower potency is specified.

By intramuscular or intravenous injection, 'INFUNDIN' (containing both pressor and oxytocic fractions) causes a contraction of smooth muscle throughout the body (by direct action on the muscle), chiefly uterus, blood vessels, bladder and intestines. The uterus is powerfully stimulated, especially during labour or the puerperium; blood-pressure is raised and maintained for a much longer period than by adrenaline, but to a less extent.



'Hypoloid'
ampoule
Actual size

It may be used in conjunction with Ergotoxine Ethanesulphonate in the emergency of post-partum hæmorrhage, for the treatment of diabetes insipidus, and in intestinal paresis.

Preparations

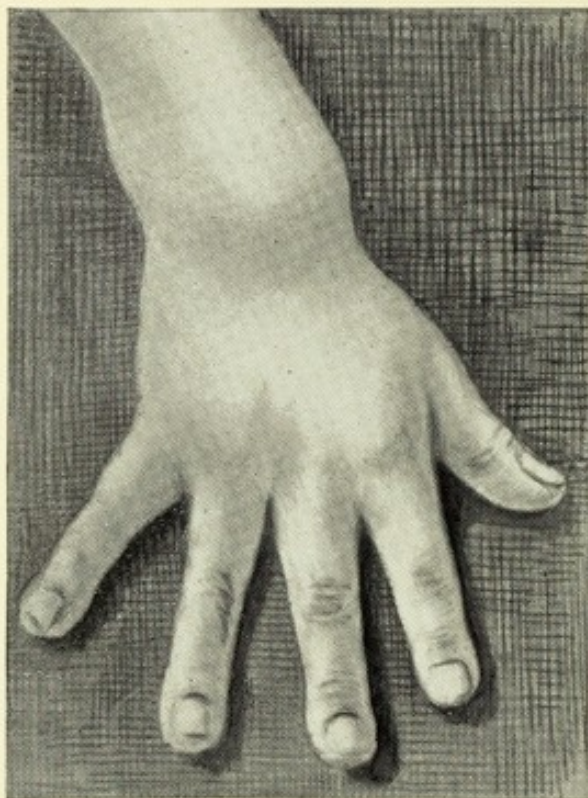
TRADE MARK 'HYPOLOID' BRAND 'INFUNDIN' TRADE MARK PITUITARY (POSTERIOR LOBE) EXTRACT (*Original Strength*, 10 International Units per c.c.), 0.5 c.c. and 1 c.c.

[SEE LIST B. W. & Co.]

TRADE MARK 'HYPOLOID' BRAND 'INFUNDIN' TRADE MARK PITUITARY (POSTERIOR LOBE) EXTRACT (5 International Units per c.c.), 0.5 c.c. and 1 c.c. [SEE LIST B. W. & Co.]

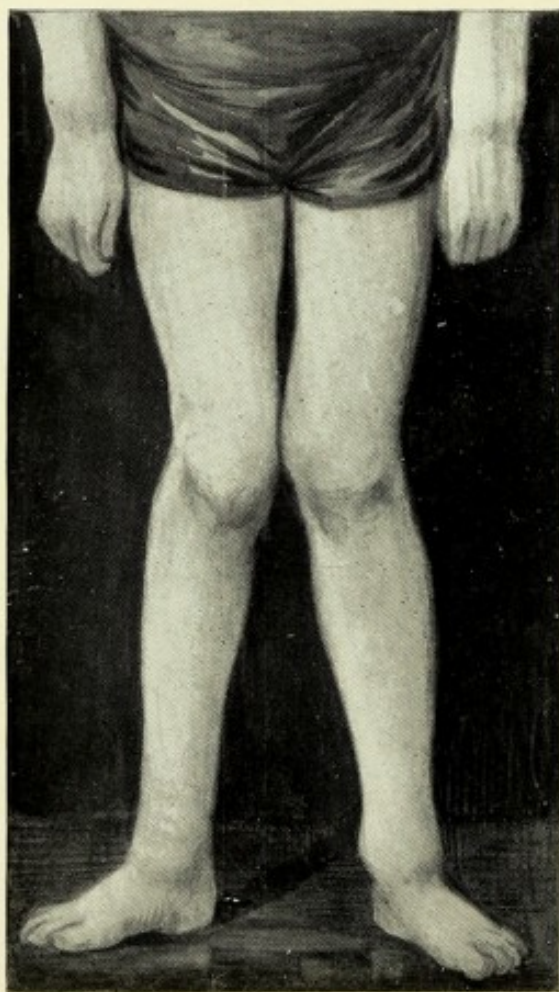
Each strength in boxes of 6 'Hypoloid' ampoules

VITAMIN D DEFICIENCY



Showing the
characteristic
shape of fingers
in rickets

Late rickets,
showing the
epiphyseal enlarge-
ments at wrists
and ankles



VITAMIN PRODUCTS

TRADE 'KEPLER' MARK

COD LIVER OIL WITH MALT EXTRACT

THE growing mass of evidence to-day in favour of natural vitamin-containing products such as cod liver oil, only serves to emphasise once again the great value of 'KEPLER' COD Liver Oil with MALT Extract, containing Vitamins A, B and D in their natural association. This preparation is a valuable dietetic adjunct for children of all ages, nursing and expectant mothers, invalids and the aged.

Vitamin concentrates have their place in medicine when intensive vitamin treatment is necessary as in advanced rickets. 'TABLOID' BRAND CALCIFEROL is prepared from the pure anti-rachitic principle and 'TABLOID' CAROTENE from the precursor of Vitamin A.

Preparations

TRADE MARK 'KEPLER' COD LIVER OIL WITH MALT EXTRACT [B. W. & Co.]
Bottles of two sizes

For full list of 'Kepler' products, see Wellcome's Medical Diary

TRADE MARK 'TABLOID' BRAND CALCIFEROL, 0.0001 gramme; and 0.00025 gramme [B. W. & Co.]

Each strength in bottles of 25 and 100

TRADE MARK 'TABLOID' BRAND CAROTENE, 0.002 gramme [gr. 1/32 approx.], sugar-coated [B. W. & Co.]

Bottles of 25

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VITAMIN A DEFICIENCY

RAT 1



RAT 2



RAT 3



RAT 4

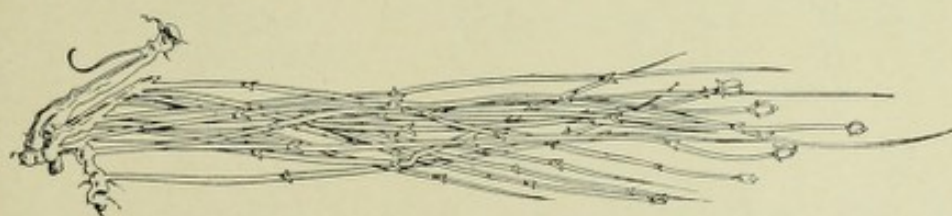


RATS 1, 2 and 3.—Fed on diet devoid of Vitamin A. Show xerophthalmia, rough coat and general lack of condition.

RAT 4.—Fed on same diet as its litter mates, Rats 1, 2 and 3, but with the daily addition of 8.3 mgm. of 'KEPLER' COD Liver Oil with MALT Extract

EPHEDRA

EPHEDRINE and *pseudo*-EPHEDRINE are alkaloids obtained from ephedra—Ma Huang. Both may be described as sympathomimetic, Ephedrine being chiefly neurotropic, and *pseudo*-Ephedrine, musculo-tropic. EPHEDRINE has an adrenaline-like action but is effective when given orally or by injection, whereas adrenaline is effective only by injection.



EPHEDRA—MA HUANG

Given by the mouth, *pseudo*-EPHEDRINE is more effective than ephedrine in lessening the frequency of attacks of asthma in childhood. Where ephedrine is not well tolerated, *pseudo*-Ephedrine may be used.

Preparations

☞ TRADE MARK 'TABLOID' BRAND *pseudo*-EPHEDRINE HYDROCHLORIDE, gr. 1/2 [0.032 gm.]; and gr. 1 [0.065 gm.] [SEE LIST] B. W. & Co.]

Each strength in bottles of 25 and 100

☞ TRADE MARK 'TABLOID' BRAND EPHEDRINE HYDROCHLORIDE, gr. 1/4 [0.016 gm.]; and gr. 1/2 [0.032 gm.] [SEE LIST] B. W. & Co.]

Gr. 1/2, tubes of 6, and bottles of 25 and 100; gr. 1/4, bottles of 25 and 100

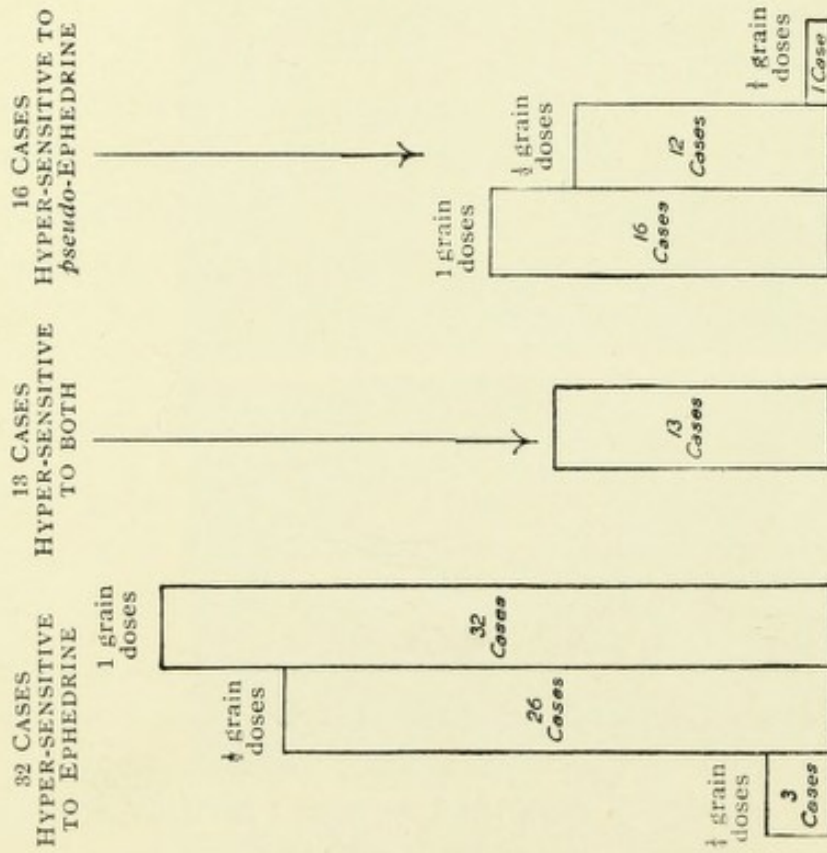
☞ TRADE MARK 'HYPOLOID' BRAND EPHEDRINE HYDROCHLORIDE, 0.03 gm. [gr. 1/2 approx.], in 1 c.c. [SEE LIST] B. W. & Co.]

Boxes of 10 'Hypoloid' ampoules

For other preparations of Ephedrine, see Wellcome's Medical Diary

☞ Made in Australia

TOXIC EFFECTS OF EPHEDRINE AND *pseudo*-EPHEDRINE



Doses required to show toxic symptoms with patient hyper-sensitive to Ephedrine

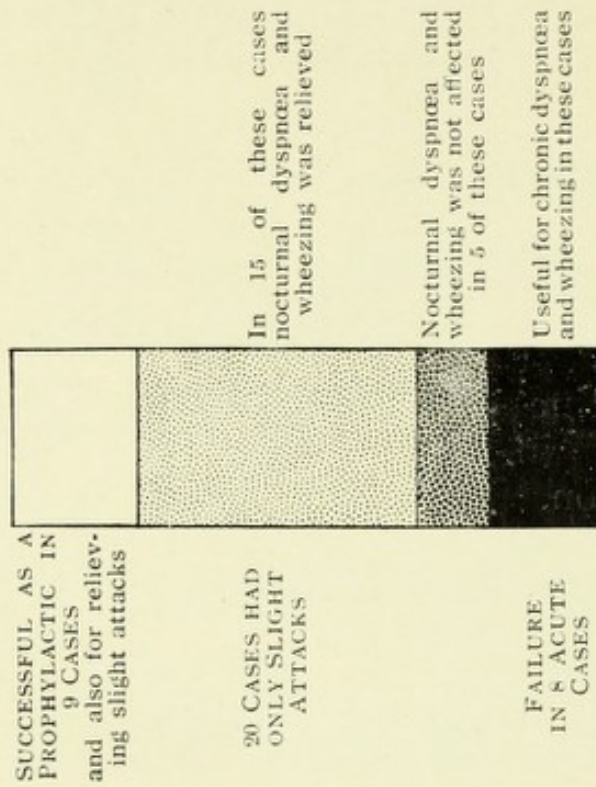
Doses required to show toxic symptoms with patient hyper-sensitive to *pseudo*-Ephedrine

61 CASES TREATED WITH BOTH
EPHEDRINE AND *pseudo*-EPHEDRINE

British Medical Journal, June 2, 1934, page 978

BRONCHIAL ASTHMA

Some results obtained by the administration
of *pseudo*-Ephedrine



37 CASES OF BRONCHIAL ASTHMA

British Medical Journal, June 2, 1934, page 978

TRADE MARK 'TANNAFAX' BRAND
TANNIC ACID JELLY



The ideal preparation for modern treatment of burns and scalds. 'TANNAFAX' is neither oily nor greasy and has a water-soluble base, which, prior to the formation of the coagulum, can easily be bathed off if necessary. After formation of the coagulum, it may be softened by the use of hypertonic saline dressings. Superior to tannic acid solutions in that it is ready for immediate application.

Preparation

TRADE MARK 'TANNAFAX' BRAND TANNIC ACID JELLY [B. W. & Co.]
(Tannic Acid, with 0.5 per cent. Phenol, in a water-soluble base)
Tubes of 20 grammes (3/4 oz. approx.) and 4 ounces

TRADE MARK 'TABLOID' BRAND
ALKALINE COMPOUND
EFFERVESCENT

This product provides an alkaline, systemic draught for use in certain conditions producing pyrexia or acidosis. Convenience, portability and stability are outstanding characteristics of 'TABLOID' EFFERVESCENT preparations.

'TABLOID' ALKALINE COMPOUND, EFFERVESCENT, provides a pleasant effervescent draught.

Preparation

TRADE MARK 'TABLOID' BRAND ALKALINE COMPOUND, EFFERVESCENT [B. W. & Co.]

R	Sodii Bicarbonatis,	gr. 5 [0.324 gm.]
	Calcii Lactophosphatis,	gr. 3 [0.194 gm.]
	Potassii Bicarbonatis,	gr. 1 [0.065 gm.]
	Magnesii Sulphatis Anhyd.,	gr. 1 [0.065 gm.]
	Sodii Chloridi,	gr. 1 [0.065 gm.]
	Salis Effervescentis,	q.s.

The effervescent salt, on solution, produces 29.4 grains of soluble citrates, which when oxidised in the system, produce approximately 15 grains of bicarbonate. Each product, therefore, represents about 21 grains of bicarbonate.

Tubes of 25

MADE IN AUSTRALIA



LEPROSY

Showing nodular lesions

LEPROSY

AS THE outcome of extensive investigations begun in The Wellcome Chemical Research Laboratories, London (Eng.), in 1904, which disclosed, for the first time, the nature of the therapeutically-active constituents of chaulmoogra and hydnocarpus oils, 'MOOGROL' was introduced by Burroughs Wellcome & Co. 'MOOGROL' is a mixture of esters of acids of the chaulmoogric series and is a limpid, almost colourless oil suitable for intramuscular injection for the treatment of leprosy.

IODISED 'MOOGROL,' containing 0.5 per cent. of Iodine, is less irritating than the plain ethyl esters and is of particular value for intradermal administration.

'ALEPOL,' the sodium salts of a selected fraction of the less irritating lower melting-point fatty acids of hydnocarpus oil, is also employed in the treatment of leprosy. Solutions of 'ALEPOL' are usually injected subcutaneously or intramuscularly, the intravenous route only being used in exceptional cases.

Preparations

TRADE MARK 'ALEPOL' [B. W. & Co.]

The Sodium Salts of a Selected Fraction of the less irritating lower melting-point Fatty Acids of Hydnocarpus Oil.

Bottles of 25 gm. and 100 gm.

TRADE MARK 'MOOGROL' BRAND MIXTURE OF ESTERS OF ACIDS OF THE CHAULMOOGRIC SERIES [B. W. & Co.]

Bottles containing 25 c.c., 100 c.c. and 1 litre

IODISED 'MOOGROL.'—A mixture of Esters of the Acids of the Chaulmoogric Series with 0.5 per cent. Iodine [B. W. & Co.]

Bottles containing 25 c.c., 100 c.c. and 1 litre

LIVER EXTRACT

THE administration of liver in pernicious anæmia, in a dosage of about eight ounces daily, has a specific effect in initiating and maintaining a remission of the disease with a restoration of the blood picture to normal.

'WELLCOME' BRAND LIVER EXTRACT (DRY) is prepared by a method found efficient by the Medical Research Council. It is a light brown powder and represents an active selected fraction of an extract derived from half-a-pound of liver.

CONCENTRATED LIQUID LIVER EXTRACT (B. W. & Co.) is a preparation of whole liver. This product can be taken over a long period without causing gastric or other disturbances.

Both products have a low protein content and their administration to cases with kidney disease is, therefore, devoid of risk. The Dry and Liquid Extracts are of the same strength as the B.P. extracts.

Preparations

TRADE MARK 'WELLCOME' BRAND LIVER EXTRACT (DRY)

[B. W. & Co.]

Tubes, each containing an active selected fraction of an extract derived from half-a-pound of liver.

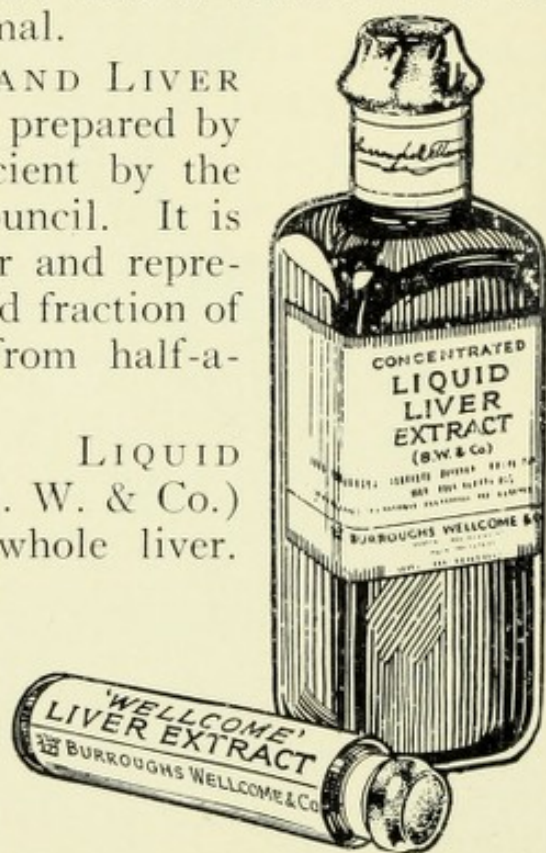
Boxes of 12 tubes

LIVER EXTRACT, CONCENTRATED LIQUID (B. W. & Co.)

[B. W. & Co.]

One fluid ounce is derived from half-a-pound of liver.

Bottles containing 4 fl. oz. and 16 fl. oz.



Reduced facsimiles

SYPHILIS

ARSENIC, in organic combination, mercury and bismuth preparations are now extensively used for the treatment of syphilis.

'NEOKHARSIVAN' and 'KHARSULPHAN' are manufactured by Burroughs Wellcome & Co., and comply with the requirements of the Therapeutic Substances Act (Great Britain), 1925 (1931 Regulations) and of the B.P. 1932. 'NEOKHARSIVAN' solutions are usually given intravenously, while solutions of 'KHARSULPHAN' are suitable for subcutaneous or intramuscular injection.



Reduced facsimile

It is of historical interest to note that 'KHARSIVAN' (now replaced by 'NEOKHARSIVAN' and 'KHARSULPHAN') was the first product of its kind to be produced in the British Empire.

Preparations

TRADE MARK 'NEOKHARSIVAN' BRAND NEOARSPHENAMINE. Hermetically-sealed phials of 0.15 gramme, 0.3 gramme, 0.45 gramme, 0.6 gramme, 0.75 gramme and 0.9 gramme [J&B B. W. & Co.]

TRADE MARK 'KHARSULPHAN' BRAND SULPHARSPHENAMINE. Hermetically-sealed phials of 0.15 gramme, 0.3 gramme, 0.45 gramme and 0.6 gramme [J&B B. W. & Co.]



TRADE MARK 'BICREOL' BRAND BISMUTH CREAM

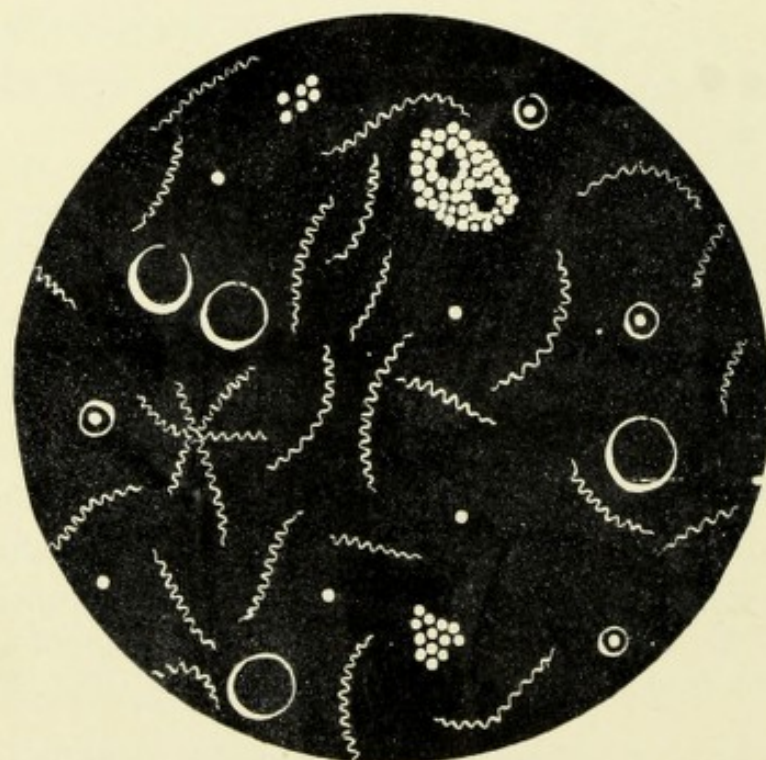
Bismuth Metal (or its salts), by intramuscular injection, exerts a powerful anti-spirochætal effect in the primary, secondary and tertiary stages of syphilis, only slightly less effective than arsphenamine and superior to mercury.

'BICREOL' BRAND BISMUTH CREAM is prepared with a creo-camph basis and contains 0.15 gm. of metallic bismuth in each c.c. The bismuth is prepared by precipitation and is present in a very fine state of subdivision.

Preparation

TRADE MARK 'BICREOL' BRAND BISMUTH CREAM [SEE B. W. & Co.]

Glass jars containing 1/2 ounce and 2 ounces



SPIRONEMA PALLIDUM

Dark ground illumination

SCLEROSING SOLUTIONS

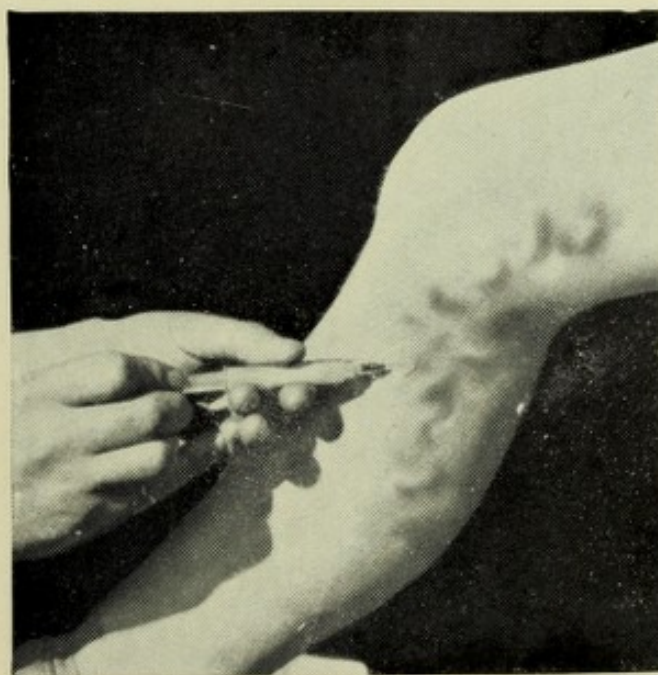
QUININE AND URETHANE

'HYPOLOID' QUININE AND URETHANE may be employed in the injection treatment of varicose veins (2 c.c. to 3 c.c.), of hydrocele (2 c.c.) and of nævi (1/2 c.c. to 1 c.c.).

Injections, for the treatment of varicose veins, may be repeated at intervals of two inches up the limb; but it is not advisable to inject a total of more than 1 c.c. of fluid at the first sitting, as some patients may show an idiosyncrasy for quinine. If no undesirable symptoms occur, a total of 2 c.c. to 3 c.c. may be injected at subsequent sittings.

Preparation

TRADE MARK 'HYPOLOID' BRAND QUININE AND URETHANE
[J.B. W. & Co.]
Quinine Dihydrochloride, 0.26 gramme, and Urethane, 0.13 gramme,
in 2 c.c.
'Hypoloid' ampoules of 2 c.c., in boxes of 5



ASPIRATION FOR BLOOD

¶ Made in Australia



SODIUM MORRHUATE

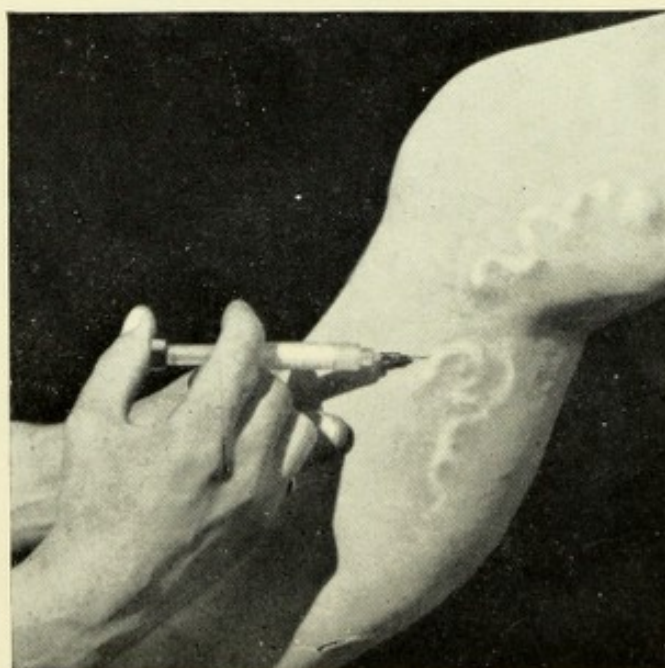
Sodium morrhuate appears to give its best results in a distended vein.

In the treatment of varicose veins, 'HYPOLOID' BRAND SODIUM MORRHUATE, 5 per cent. solution, is generally used, the 10 per cent. solution being necessary only in cases where the weaker solution has failed to cause sufficient reaction. In most cases, $1/2$ c.c. to 1 c.c. is injected at each puncture. A week's interval should elapse between treatments. 'HYPOLOID' BRAND SODIUM MORRHUATE is valuable also when injected into the scrotum after drainage in the treatment of hydrocele; 4 c.c. to 5 c.c. of a 5 per cent. solution is suggested. A 5 per cent. solution has also been suggested for varicocele and bursæ.

Preparation

TRADE MARK 'HYPOLOID' BRAND SODIUM MORRHUATE [B. W. & Co.]

5 per cent. and 10 per cent. solution, in 'Hypoloid' ampoules of 2 c.c., boxes of 5; and in rubber-capped bottles of 25 c.c.



VARICOSE VEIN INJECTION

¶ Made in Australia

RADIOGRAPHY

TRADE MARK 'BAROLAC' BRAND

BARIUM SULPHATE SUSPENSION

For Radiographic Examination of Alimentary Canal

'BAROLAC' BRAND BARIUM SULPHATE SUSPENSION is a 30 per cent. suspension of 'Wellcome' Barium Sulphate. The Barium Sulphate is specially prepared for use as an opaque meal for X-ray purposes. It is perfectly white in colour, tasteless, odourless and neutral, and is of a satisfactory bulkiness and free from soluble barium salts. No mucilaginous suspending agent is needed in 'BAROLAC,' because of the finely-divided condition of the barium sulphate.

Preparations

TRADE MARK 'BAROLAC' BRAND BARIUM SULPHATE SUSPENSION,
30 per cent. [Sole B. W. & Co.]

Winchester Quarts

TRADE MARK 'WELLCOME' BRAND BARIUM SULPHATE, B.P.

Cartons of 3 oz., 1 lb. and 7 lb.

TRADE MARK 'STIPOLAC' BRAND

TETRAIODOPHENOLPHTHALEIN

For Radiographic Examination of the Gall-Bladder

'STIPOLAC' BRAND TETRAIODOPHENOLPHTHALEIN is issued in two tubes containing 'Stipolac' Brand Sodium Tetraiodophenolphthalein (*Iodophthalein, B.P.*) and 'Stipolac' Brand Acid Mixture respectively. 'STIPOLAC' is intended for administration by the mouth.



TRADE
MARK

Preparation

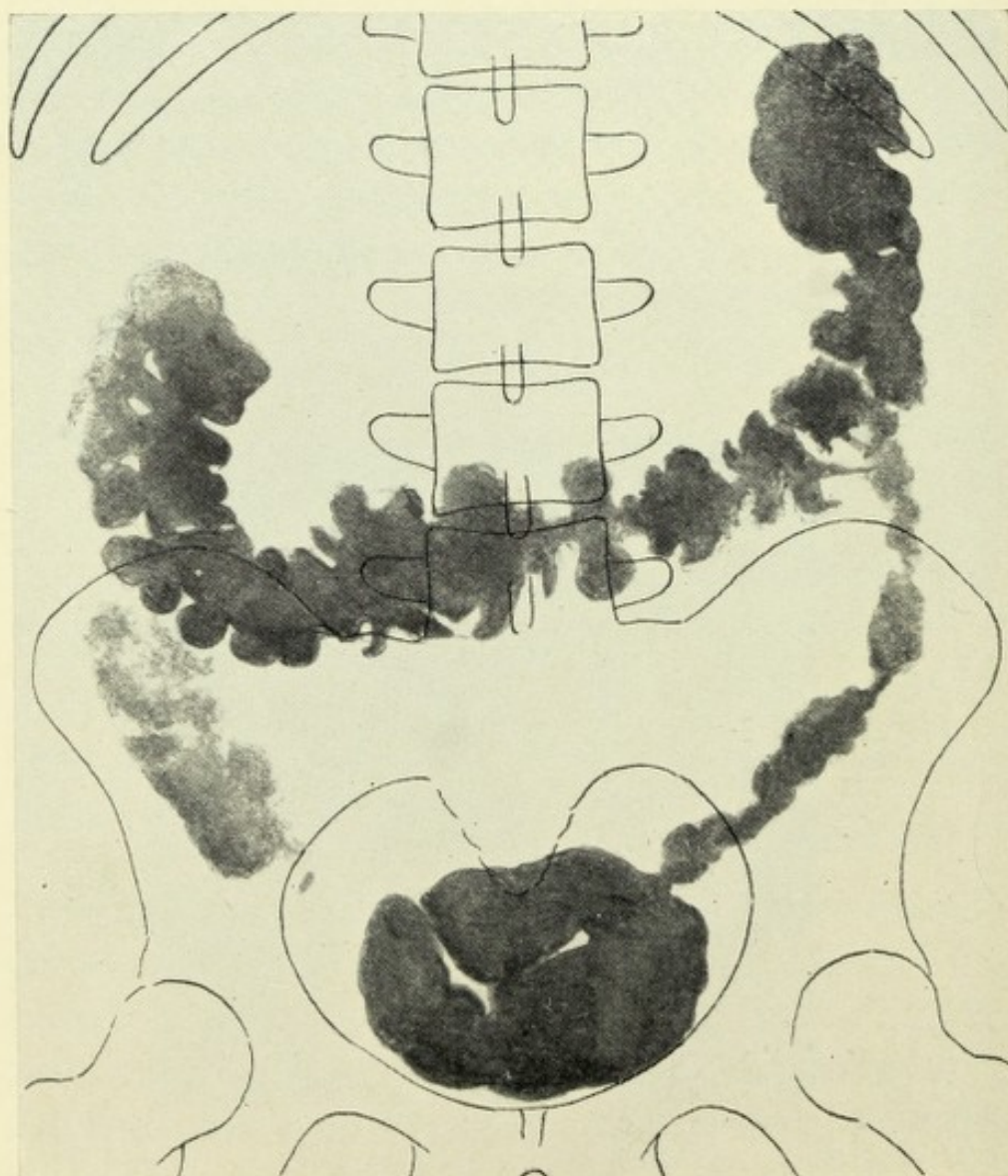
'STIPOLAC' BRAND TETRAIODOPHENOLPHTHALEIN, consisting of 'Stipolac' Sodium Tetraiodophenolphthalein (*Iodophthalein, B.P.*) and 'Stipolac' Acid Mixture, of each, 3.5 grammes [^{SEE} B. W. & Co.]

Presented in two tubes, the contents of which, dissolved and mixed immediately before administration, provide a *freshly precipitated* suspension.

Cartons containing one tube of each and boxes containing 25 tubes of each

ATONIC CONSTIPATION

Appearance 60 hours after barium meal



CALCIUM THERAPY

CALCIUM LÆVULATE

CALCIUM LÆVULATE is the calcium salt of lævulic acid, an acid obtained from glucose, lævulose and other sugars. The calcium content is relatively high, calcium lævulate containing 14.8 per cent. of calcium.

Calcium Lævulate is of particular value for intravenous injection, as ulceration or other undesirable effects do not appear to follow accidental extravasation.

'HYPOLOID' BRAND CALCIUM LÆVULATE is the preparation of choice for effective calcium medication by injection. It is a sterile, stable and non-irritating solution and may be administered intramuscularly or subcutaneously in divided doses of 5 c.c. each, at different points, if the intravenous route is not practicable.

'HYPOLOID' BRAND CALCIUM LÆVULATE is indicated where prompt effect is required in tetany, in vomiting of intestinal obstruction, in coeliac rickets and as a pre-operative measure in various surgical operations, especially in jaundiced patients. Twenty c.c. of a 10 per cent. solution have been used in cases of tetany and as a pre-operative measure, without any undesirable effects (*B.M.J.*, page 190, August 1, 1931).

Preparation

¶ TRADE MARK 'HYPOLOID' BRAND CALCIUM LÆVULATE (10 per cent. solution) [SEE LIST B. W. & Co.]

Ampoules of 1 gramme [gr. 15-1/2 approx.], in 10 c.c.

Boxes of 5 'Hypoloid' ampoules

¶ **Made in Australia**



CALCIUM GLUCONATE

'TABLOID' BRAND CALCIUM GLUCONATE consists of pure calcium gluconate combined with a suitable quantity of chocolate to form a palatable product of convenient size. When administered, each product should be masticated, and a glassful of water taken immediately afterwards.

'TABLOID' CALCIUM GLUCONATE is readily absorbed and does not upset the digestion. It is tasteless and non-irritating, and may be administered whenever calcium therapy is indicated.

'TABLOID' CALCIUM GLUCONATE WITH CALCIFEROL is an acceptable and easily assimilable preparation. The inclusion of Calciferol ensures the administration of Vitamin D, which is necessary for the normal calcium-phosphorus balance of the body.

Preparations

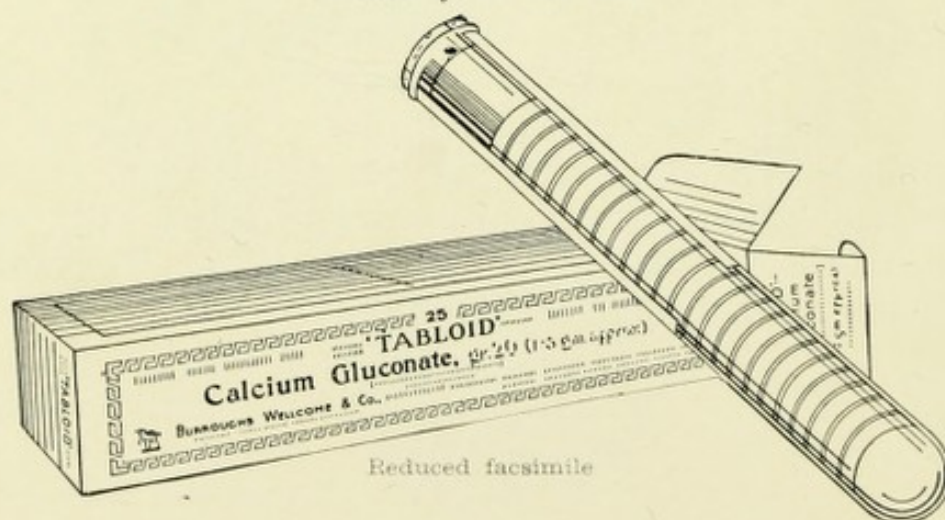
TRADE MARK 'TABLOID' BRAND CALCIUM GLUCONATE, gr. 20
[1.296 gm.] (*Chocolate-flavoured Base*)
[B. W. & Co.]

Tubes of 25

TRADE MARK 'TABLOID' BRAND CALCIUM GLUCONATE WITH
CALCIFEROL [B. W. & Co.]

R Calcii Gluconatis, 0.325 gm.
Calciferolis, 0.000025 gm.
(1000 International Units Vitamin D, in each product)

Bottles of 25 and 100



† Made in Australia

TRADE
MARK

'TABLOID' BRAND PRODUCTS

THE word 'TABLOID' is a registered trade mark or brand. In counterfeit

This brand is embossed on all genuine uncoated products, thus:



preparations there lies danger to the physician's reputation and the patient's health. In ordering or prescribing, the word 'TABLOID' should always be written in full. Medical practitioners are requested to report any cases of substitution.

CASCARA SAGRADA

Attention to the careful selection and maturing of bark, special study and scientific control, explain the uniform reliability of the Burroughs Wellcome & Co. Cascara products. Their superiority rests upon a scientific basis.

Serious disappointment to physicians and their patients has been caused by the substitution of cheap and unreliable preparations for genuine products of true Cascara.

The use of the word 'TABLOID,' in ordering or prescribing, is the best protection.

Preparations

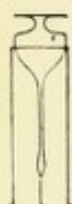
¶ TRADE MARK 'TABLOID' BRAND CASCARA SAGRADA (Dry Extract),
gr. 1 [0.065 gm.]; gr. 2 [0.13 gm.]; gr. 3 [0.194 gm.];
gr. 4 [0.259 gm.]; and gr. 5 [0.324 gm.]

[B. W. & Co.]

(Sugar-coated)

Each strength in bottles of 25 and 100

¶ Made in Australia



TRADE MARK 'TABLOID' BRAND CASCARA COMPOUND
(Sugar-coated) [B. W. & Co.]

R	Ext. Cascarae Sagradae,	gr. 1	[0.065 gm.]
	Ext. Euonymi, P.B. 1914,	gr. 1/2	[0.032 gm.]
	Iridini,	gr. 1/2	[0.032 gm.]
	Ext. Nucis Vomicae,	gr. 1/16	[0.004 gm.]
	Ext. Hyoscyami Viridis,		
	P.B. 1898,	gr. 1/3	[0.022 gm.]

Bottles of 25 and 100

LAXATIVE VEGETABLE

For the treatment of chronic constipation associated with hepatic disorders, 'TABLOID' BRAND LAXATIVE VEGETABLE will be found useful. This product presents a well-chosen combination of simple purgatives combined with agents to modify any griping tendency.



Reduced
facsimile

'TABLOID' LAXATIVE VEGETABLE ensures full evacuation in a single motion, without the accompanying undesirable effects caused by the irritation of the intestinal mucosa.

'TABLOID' LAXATIVE VEGETABLE is also valuable when the use of calomel or other inorganic purgative is for any reason contra-indicated.

Preparation

TRADE MARK 'TABLOID' BRAND LAXATIVE VEGETABLE† [B. W. & Co.]
(Plain or sugar-coated)

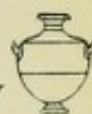
R	Ext. Colocynthis Comp., P.B. 1914,	gr. 1	[0.065 gm.]
	Ext. Jalapae,	gr. 1/2	[0.032 gm.]
	Podophylli Resinae,	gr. 1/4	[0.016 gm.]
	Leptandrinum,	gr. 1/2	[0.032 gm.]
	Ext. Hyoscyami Viridis, P.B. 1898,	gr. 1/4	[0.016 gm.]
	Ext. Taraxaci, P.B. 1914,	gr. 1/4	[0.016 gm.]
	Ol. Menthae Piperitae,	q.s.	

Bottles of 25 and 100

† Made in Australia

† Sugar-coated products made in Australia

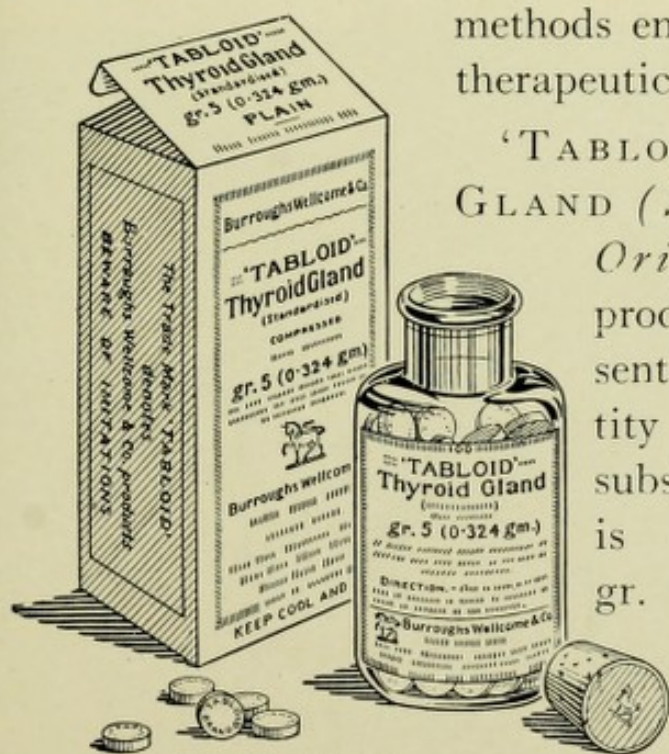
ANIMAL SUBSTANCES



ON the pharmaceutical side of organo-therapy Burroughs Wellcome & Co. were, and continue to be, pioneers. 'TABLOID' products are issued which present the whole gland substance. The system of gland-grouping, originated by Burroughs Wellcome & Co., in which the claims of each gland substance are examined with definite reference to established physiological and clinical evidence, enables an estimate to be made of the potential therapeutic efficiency of any gland substance or combination.

THYROID PRODUCTS

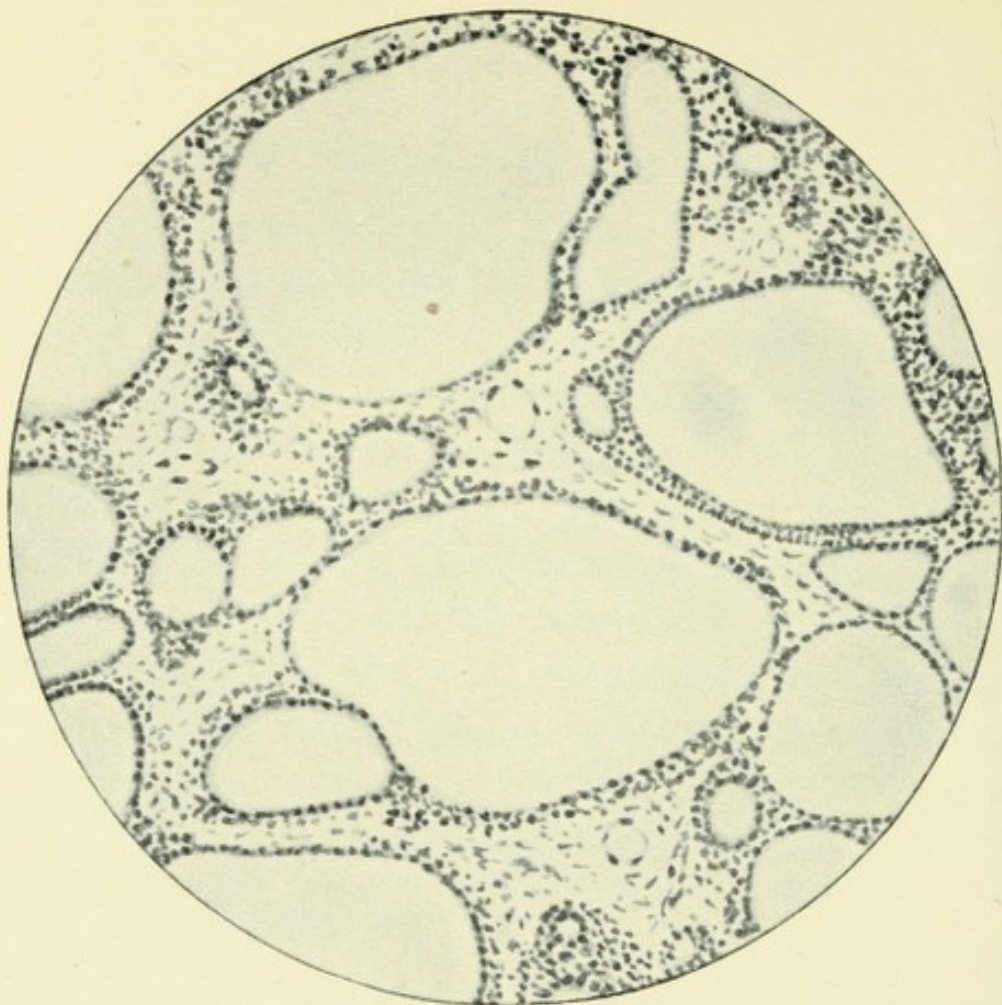
'TABLOID' BRAND THYROID products are prepared from carefully-selected material by methods ensuring the fullest therapeutic activity.



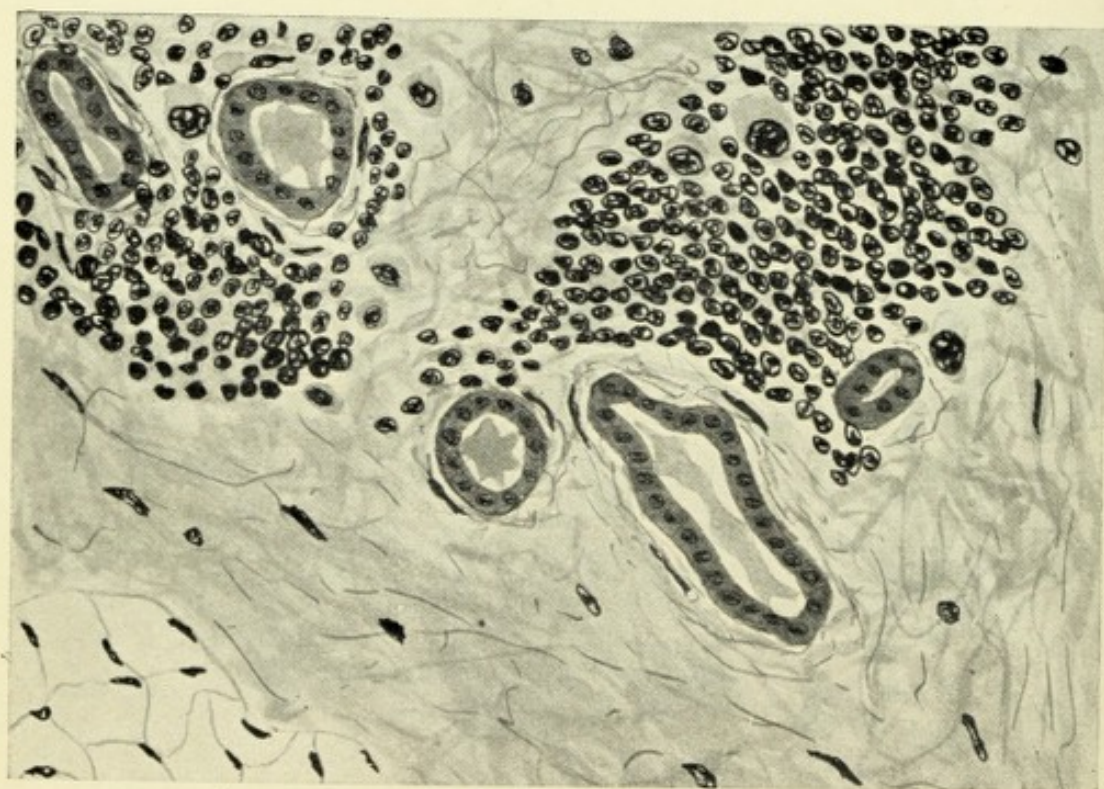
Reduced facsimile

'TABLOID' THYROID GLAND (*Standardised*), *Original Formula*, products each represent the stated quantity of fresh gland substance. One grain is equivalent to gr. $\frac{3}{10}$ of Dry Thyroid, B.P., which contains 0.1 per cent. of

iodine in combination as thyroxine (*see page 33*).

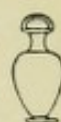


SECTION OF A NORMAL THYROID GLAND



SECTION OF MYXŒDEMATOUS THYROID
Very little vesicular tissue remains

'TABLOID' THYROID (DRY THYROID, B.P.)
products each represent the amount of Dry Thyroid,
B.P., stated upon the label.



When injected intravenously, thyroxine possesses the characteristic action of thyroid gland. By mouth, because of its insolubility, it is less effective. 'TABLOID' THYROXINE is available.

Preparations

¶^{TRADE MARK} 'TABLOID' BRAND THYROID GLAND (*Standardised*),
Original Formula, gr. 1/10 [0.0065 gm.]; gr. 1/6 [0.011 gm.]; gr. 1/4 [0.016 gm.]; gr. 1/2 [0.032 gm.]; gr. 1 [0.065 gm.]; gr. 1-1/2 [0.097 gm.]; gr. 2 [0.13 gm.]; gr. 2-1/2 [0.162 gm.]; and gr. 5 [0.324 gm.] [⁵⁵⁵/₁₀₀₀ B. W. & Co.]

Each strength in bottles of 100

¶^{TRADE MARK} 'TABLOID' BRAND THYROID (Dry Thyroid, B.P. 1932),
gr. 1/4 [0.016 gm.]; gr. 1/2 [0.032 gm.]; gr. 1 [0.065 gm.]; gr. 1-1/2 [0.097 gm.]; and gr. 2 [0.13 gm.] [⁵⁵⁵/₁₀₀₀ B. W. & Co.]

Each strength in bottles of 100

¶^{TRADE MARK} 'TABLOID' BRAND THYROXINE (THYROXINE-SODIUM, B.P.), 0.0001 gramme; and 0.001 gramme [⁵⁵⁵/₁₀₀₀ B. W. & Co.]

Each strength in bottles of 100

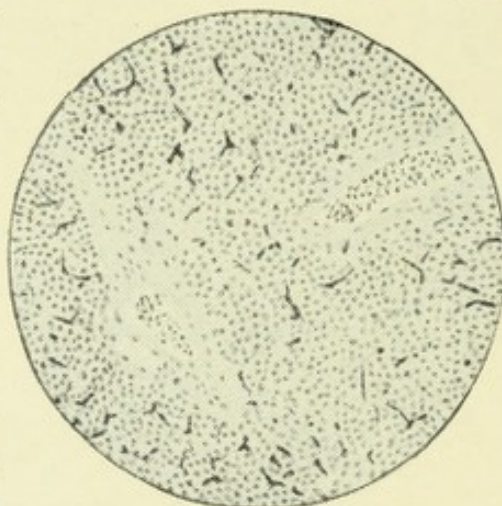
The Table below gives approximate equivalent of Fresh Gland (*Original Formula*) and Dry Thyroid, B.P.

FRESH GLAND	DRY THYROID
gr. 1/10 is equivalent to	gr. 1/33
gr. 1/4 „ „	„ gr. 3/40
gr. 1/2 „ „	„ gr. 3/20
gr. 1 „ „	„ gr. 3/10
gr. 1-1/2 „ „	„ gr. 9/20
gr. 2 „ „	„ gr. 3/5
gr. 2-1/2 „ „	„ gr. 3/4
gr. 5 „ „	„ gr. 1-1/2

¶ Made in Australia

PARATHYROID GLAND

PARATHYROID GLAND is given to raise the blood-calcium level when this is below normal in Raynaud's disease, urticaria, eczema and prurigo; also in angio-neurotic oedema, and hay fever. It is indicated in other states of lowered blood-calcium associated with tetany or with muscular irritability. A calcium salt is usually given conjointly with parathyroid to ensure that dietary calcium is sufficient for metabolic purposes. For this purpose, 'TABLOID' PARATHYROID GLAND AND CALCIUM LACTATE is issued.



Section of PARATHYROID GLAND
Magnification 50 diameters
Compare with THYROID, page 32

In view of the uncertainty as to the identity of the material sometimes offered as parathyroid gland, the gland substance used in 'TABLOID' PARATHYROID GLAND undergoes careful inspection, checked periodically by microscopic sections. By these means, the genuineness of all material used in 'TABLOID' PARATHYROID GLAND is ensured.

Preparations

¶ TRADE MARK 'TABLOID' BRAND PARATHYROID GLAND, gr. 2/5 [0.026 gm.] (equivalent to gr. 1/10 [0.0065 gm.] of desiccated gland) [SEE B. W. & Co.]

Bottles of 25 and 100

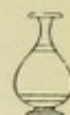
¶ TRADE MARK 'TABLOID' BRAND PARATHYROID GLAND AND CALCIUM LACTATE [SEE B. W. & Co.]

R Glandulæ Parathyroidæ, gr. 1/10 [0.0065 gm.]
(Equivalent to gr. 1/40 [0.0016 gm.]
of desiccated gland)
Calcii Lactatis, gr. 5 [0.324 gm.]

Bottles of 25 and 100

¶ Made in Australia

OVARY ('VARIUM')
(Trade Mark)



Ovarian Substance has been used to relieve the symptoms of the post-operative or natural menopause; in irregular or delayed menstruation at puberty; in obesity associated with amenorrhœa; and in pruritus vulvæ or kraurosis occurring at or after the menopause. The concurrent administration of thyroid gland may increase the effect.

Preparation

TRADE MARK 'TABLOID' BRAND 'VARIUM' TRADE MARK (formerly known as 'Tabloid' Ovarian Substance), gr. 5 [0.324 gm.]
[SEE LIST B. W. & Co.]

Each product represents the stated weight of fresh ovarian substance.

Bottles of 100

TRADE MARK 'EMPIRIN' BRAND
ACETYLSALICYLIC ACID

'EMPIRIN' ACETYLSALICYLIC ACID is of exceptional purity and is entirely free from acetic and salicylic acids. 'TABLOID' 'EMPIRIN' COMPOUND contains 'Empirin,' Phenacetin and Caffeine, and provides an analgesic of exceptional value.

'EMPIRIN' ACETYLSALICYLIC ACID has the correct melting-point of the pure acid and contains no chemical designed to mask the B.P. limit test for salicylic acid.

Preparations

TRADE MARK 'TABLOID' BRAND 'EMPIRIN,' TRADE MARK gr. 5 [0.324 gm.]
[SEE LIST B. W. & Co.]

Bottles of 25 and 100

TRADE MARK 'TABLOID' BRAND 'EMPIRIN' TRADE MARK (Acetylsalicylic Acid)
COMPOUND [SEE LIST B. W. & Co.]

R 'Empirin' Acid. Acetylsalicyl., gr. 3-1/2 [0.227 gm.]
Phenacetini, gr. 2-1/2 [0.162 gm.]
Caffeinæ, gr. 1/2 [0.032 gm.]

Bottles of 25 and 100

• Made in Australia



BARBITONE AND PHENOBARBITAL

As a hypnotic, Barbitone is about as effective as chloral hydrate, but, owing to its slight solubility, is not so prompt in action. Soluble Barbitone is more rapid in action. Tolerance to barbitone hypnotics is not usually established, and, therefore, they should be given with care. 'TABLOID' BRAND BARBITONE and 'TABLOID' SOLUBLE BARBITONE are valuable in the treatment of nervous insomnia, the delirium of fevers and in excitable mental states.

Phenobarbital and its soluble derivatives are similar in action, this being, however, more prolonged. 'TABLOID' PHENOBARBITAL and 'TABLOID' SOLUBLE PHENOBARBITAL are of special value in the treatment of epilepsy and aural vertigo. They have also been used to replace hyoscine. 'TABLOID' BARBITONE COMPOUND presents Barbitone with Amidopyrine and is a valuable hypnotic and sedative.

Preparations

☞ TRADE MARK 'TABLOID' BRAND BARBITONE, gr. 5 [0.324 gm.]; and 0.5 gramme [☞ B. W. & Co.]

Gr. 5, in bottles of 25 and 100; 0.5 gm., in bottles of 25

☞ TRADE MARK 'TABLOID' BRAND SOLUBLE BARBITONE gr. 5 [0.324 gm.] [☞ B. W. & Co.]

Bottles of 25 and 100

☞ TRADE MARK 'TABLOID' BRAND BARBITONE COMPOUND [☞ B. W. & Co.]

R Barbitoni, gr. 2 [0.13 gm.]
Amidopyrinæ, gr. 4 [0.259 gm.]

Bottles of 25 and 100

☞ TRADE MARK 'TABLOID' BRAND PHENOBARBITAL, gr. 1/4 [0.016 gm.]; gr. 1/2 [0.032 gm.]; gr. 1 [0.065 gm.]; and gr. 1-1/2 [0.097 gm.] [☞ B. W. & Co.]

Each strength in bottles of 25 and 100

☞ TRADE MARK 'TABLOID' BRAND SOLUBLE PHENOBARBITAL, gr. 1/2 [0.032 gm.]; gr. 1 [0.065 gm.]; and gr. 1-1/2 [0.097 gm.] [☞ B. W. & Co.]

Each strength in bottles of 25 and 100

☞ Made in Australia

CONCENTRATED SERA

'WELLCOME' BRAND CONCENTRATED DIPHTHERIA ANTITOXIN—GLOBULINS contains 1500 Ehrlich units, or more, in 1 c.c. of fluid as compared with approximately 4 c.c. necessary to present the same number of units in the case of an average unconcentrated serum.

Concentrated Diphtheria Antitoxin—Globulins is valuable for prophylactic purposes as well as for curative use. In prophylactic treatment, the passive immunity produced lasts, on the average, only from two to three weeks.

For the treatment of diphtheria, intravenous injection of the serum gives most rapid results.

'WELLCOME' BRAND CONCENTRATED GAS-GANGRENE ANTITOXIN (PERFRINGENS)—GLOBULINS (*B. welchii*=*B. perfringens*) has been used as a prophylactic against gas-gangrene in grossly-infected wounds and in the treatment of this disease occurring with puerperal sepsis after abortion. Concentrated Gas-Gangrene Antitoxin has also been advocated for the treatment and prophylaxis of the toxæmia of acute intestinal obstruction.

Preparations

TRADE MARK 'WELLCOME' BRAND CONCENTRATED DIPHTHERIA ANTITOXIN—GLOBULINS [⁵⁰⁰/₁₀₀ B. W. & Co.]

Germ-proof containers of 2000†, 4000†, 6000†, 8000†, 10,000†, and 20,000† Ehrlich Units

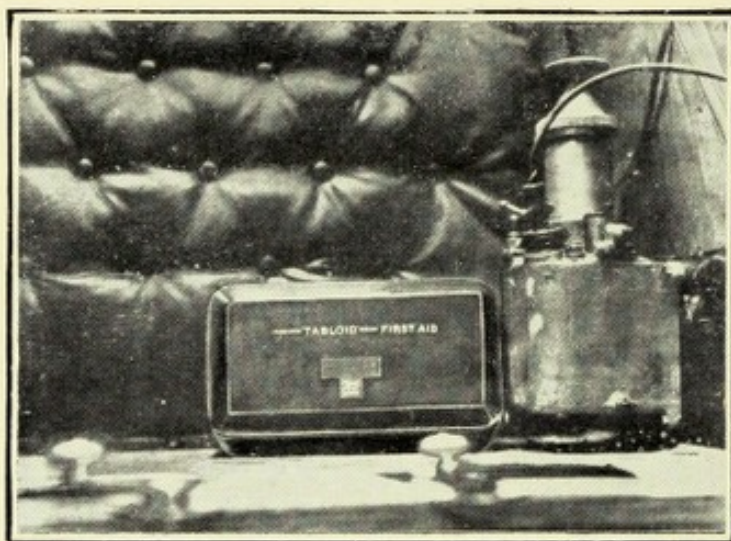
† 1000 Units or more per c.c. † 1500 Units or more per c.c.

TRADE MARK 'WELLCOME' BRAND CONCENTRATED GAS-GANGRENE ANTITOXIN (PERFRINGENS)—GLOBULINS (*B. welchii*=*B. perfringens*) [⁵⁰⁰/₁₀₀ B. W. & Co.]

Containers of 4000† Units in 10 c.c.

,, 10,000† „ 25 c.c.

† 400 Units or more per c.c.



'TABLOID' FIRST-AID EQUIPMENT
carried by CAPT. SIR ROSS SMITH on his historic flight from
ENGLAND TO AUSTRALIA



'TABLOID' MEDICAL EQUIPMENT
carried by SIR DOUGLAS MAWSON on the
AUSTRALASIAN ANTARCTIC EXPEDITION, 1911

TRADE MARK 'TABLOID' BRAND
CHESTS AND CASES

HISTORICAL

THE problem of providing a ready supply of medicaments for administration in emergencies or places remote from institutional aid was solved many years ago by Burroughs Wellcome & Co.

'TABLOID' MEDICAL EQUIPMENTS hold the unique record of having been, First, Second and Third at the North Pole, First and Second at the South Pole, and carried on the Mount Everest Expeditions. They were used by CAPT. SIR ROSS SMITH during his historic flight from Hounslow (near London) to Australia and by SIR DOUGLAS MAWSON'S British-Australian-New Zealand Antarctic Research Expedition in 1929. A 'TABLOID' First-Aid Outfit was also carried by DR. WILLIAM BEEBE as part of the equipment of his Bathysphere, in which he was lowered to a record depth of 500 fathoms off the coast of Bermuda, in 1934. It is no mere coincidence that preference should be given, time after time, to these outfits issued by Burroughs Wellcome & Co. Each succeeding order for 'TABLOID' Equipments is a striking and irrefutable tribute to the efficiency of the last.

The Ideal Emergency Case

TRADE MARK 'HYPOLOID' BRAND

HYPODERMIC POCKET-CASE No. 62



Nickel-plated Metal. Measurements: $5\frac{7}{16} \times 2\frac{5}{8} \times \frac{7}{8}$ in. Weight, about 9 oz.

- (1) Syringe section easily removable for sterilisation.
- (2) Breakages prevented by spring which reduces vibration to a minimum.
- (3) Containers cannot fall out when Case is opened.
- (4) Labels legible without removing containers.

Contains an 'AGLA' Aseptic Hypodermic Syringe (min. 20/1 c.c.), two needles, 10 'Hypoloid' products, two files and a list of 'Hypoloid' preparations.

'AGLA' Syringes are "instruments of precision" and have been well called the "syringe that lasts." 'AGLA' should always be specified when ordering.

Any selection of 'Hypoloid' products can be included according to the physician's individual requirements

The above Case is also supplied fitted with an 'AGLA' Syringe in Spirit-tight Container

ILLUSTRATIONS OF MEDICINE CHESTS AND CASES



TYPICAL examples of 'TABLOID' and 'SOLOID' Brand Cases of hypodermic, ophthalmic and general medicaments are illustrated on this and the following pages. A full description of their contents and prices will be found in the Price List Section of *Wellcome's Medical Diary*.

The assistance which Burroughs Wellcome & Co. are able to give in the choice of suitable equipments is always freely at the disposal of those who are called upon to select outfits for soldiers, travellers, missionaries and others proceeding to remote parts of the world.

No. 93 'Tabloid' Brand Aseptic Ophthalmic Pocket-Case



Exceptionally complete and compact. Fits easily into the vest pocket. If the contents be removed, the Case may readily be sterilised.

Nickel-plated
Metal

No. 93 'Tabloid' Brand Aseptic Ophthalmic
Pocket-Case

Measurements: $2\frac{3}{8} \times 2\frac{1}{8} \times \frac{3}{8}$ in.



TRADE MARK 'TABLOID' BRAND

HYPODERMIC POCKET-CASES

Provide, in the smallest possible space, complete equipments for hypodermic work. The metal Cases may readily be sterilised on removal of their contents.

No. 7 'Tabloid' Brand Aseptic Hypodermic Pocket-Case



Fitted with detachable nickel-plated aseptic frame with rack carrying tubes of 'Tabloid' Hypodermic products and holders for Syringe and Needles.

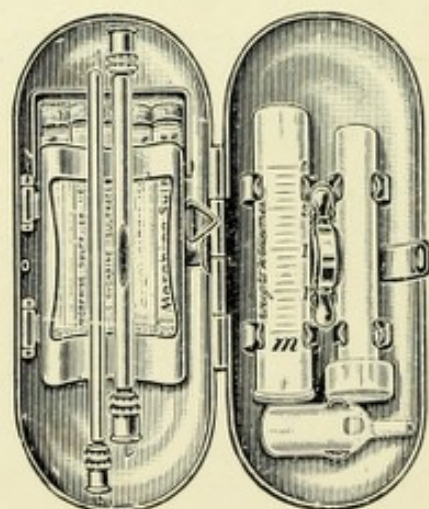
Aluminium and Silver

No. 7 'Tabloid' Brand Aseptic Hypodermic Pocket-Case
Measurements: $3\frac{1}{2} \times 3\frac{1}{8} \times \frac{7}{8}$ in.

No. 40 'Tabloid' Brand Aseptic Hypodermic Pocket-Case ("The Mussel Shell")

Component parts held in metal clips and rack, ensuring maximum security.

Nickel-plated Metal, complete with soft leather cover.



No. 40 'Tabloid' Brand Aseptic Hypodermic Pocket-Case
Measurements: $3\frac{1}{2} \times 1\frac{3}{8} \times 1$ in.

TRADE MARK 'TABLOID' BRAND

MEDICINE CHESTS AND CASES

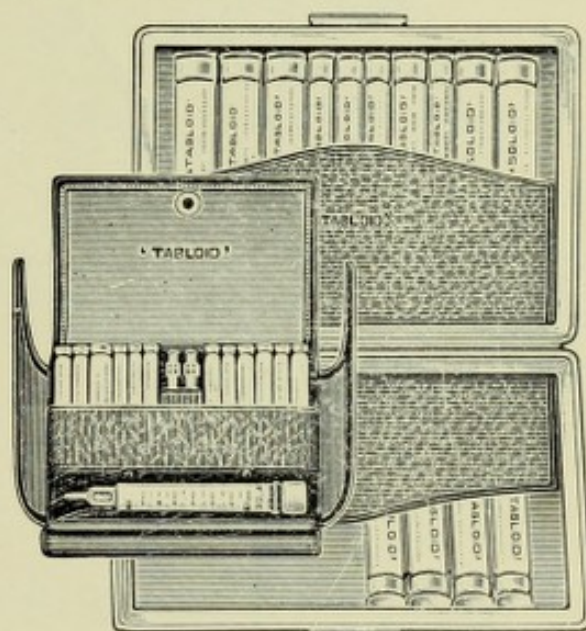


'TABLOID' Brand Medicine Chests and Cases have earned a reputation for convenience, portability and efficiency which places them in a class by themselves.

No. 126 'Tabloid' Brand Medicine Pocket-Case

A convenient hand-some Case for the breast-pocket. The hypodermic equipment may be withdrawn from the larger case, if desired, for separate use.

Cowhide, Pigskin, Morocco, Brown and Green Seal or Crocodile Leathers.



No. 126 'Tabloid' Medicine Pocket-Case
Measurements: $5\frac{1}{2} \times 4 \times 1\frac{1}{2}$ in.

No. 134 'Tabloid' Brand Medicine Pocket-Case

Fitted with eight phials of 'Tabloid' Brand products, etc.



Cowhide, Pigskin, Morocco, Brown Seal or Crocodile Leathers.

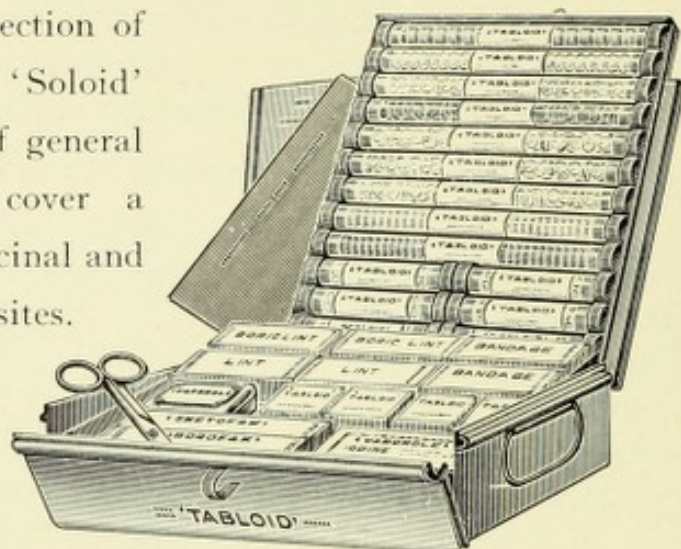
No. 134 'Tabloid' Brand Medicine Pocket-Case
Measurements: $6\frac{1}{2} \times 4\frac{1}{2} \times 1\frac{3}{8}$ in.



No. 243 'Tabloid' Brand Medicine Case

A unique Case with two aluminium trays containing a comprehensive selection of 'Tabloid' and 'Soloid' Brand products of general utility. They cover a wide field of medicinal and 'first-aid' requisites.

Black
Japanned
Metal



No. 243 'Tabloid' Brand Medicine Case

Measurements: $8\frac{1}{4} \times 7\frac{1}{4} \times 2\frac{1}{8}$ in.

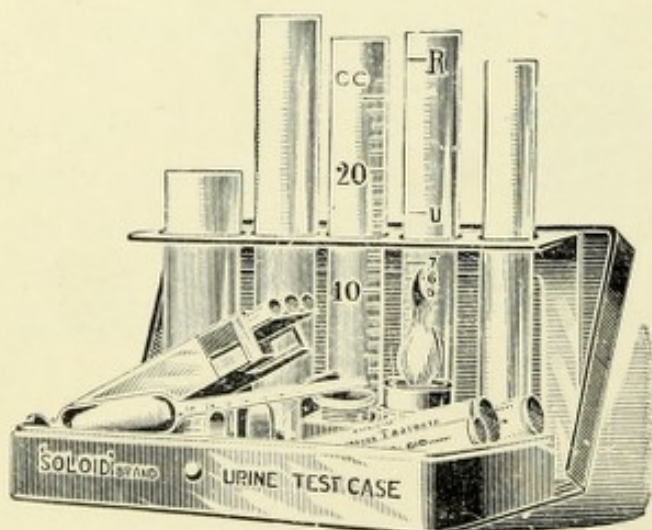
Weight, about $3\frac{1}{4}$ lb.

TRADE MARK 'SOLOID' BRAND

ANALYSIS AND TEST CASES

No. 510 'Soloid' Brand Urine Test Case

Compact and easily rendered aseptic.



Contains the means of applying qualitative and quantitative tests for albumin, sugar, etc., to urine.

Aluminised Metal.

No. 510 'Soloid' Brand Urine Test Case

Measurements: $5\frac{3}{4} \times 2\frac{3}{4} \times 1\frac{1}{4}$ in.

TRADE MARK 'TABLOID' BRAND FIRST-AID

Compact, comprehensive outfits of dressings, first-aid accessories, etc.



No. 707 'Tabloid' Brand First-Aid

Contains 'Tabloid' Bandages and Dressings, 'Vaporole' Iodine Applicator, 'Vaporole' Aromatic Ammonia, 'Borofax' Brand Boric Acid Ointment, 'Tannafax' Brand Tannic Acid Jelly, jaconet, protective skin, scissors, pins, etc., and *seven* tubes of 'Tabloid' and 'Soloid' Brand products.



Aluminised Metal.

No. 707 'Tabloid' Brand First-Aid
Measurements: $6\frac{7}{8} \times 3\frac{1}{4} \times 2\frac{3}{16}$ in.

No. 702 'Tabloid' Brand First-Aid

Contains 'Tabloid' Bandages and Dressings, 'Vaporole' Iodine Applicator, 'Vaporole' Aromatic Ammonia, 'Borofax,' 'Hazeline' Cream, 'Tannafax' Brand Tannic Acid Jelly, tourniquet, scissors, etc., and *eight* tubes of 'Tabloid' and 'Soloid' Brand products.



Red, Royal Blue
or Imperial Green
Enamelled
Leather.

No. 702

'Tabloid' Brand First-Aid

Measurements: $7\frac{1}{4} \times 5\frac{1}{4} \times 3$ in.

BURROUGHS WELLCOME & CO.
OFFICES AND WAREHOUSES



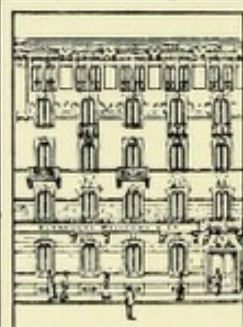
NEW YORK



MONTREAL



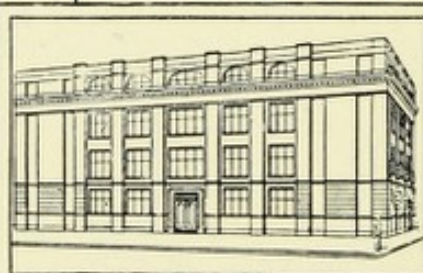
LONDON (ENG.)



MILAN



CAPE TOWN



SHANGHAI



BOMBAY

MONTREAL—1105, Sherbrooke Street West (corner of Peel Street)

LONDON (ENG.)—Snow Hill Buildings

NEW YORK—9 & 11, East Forty-first Street

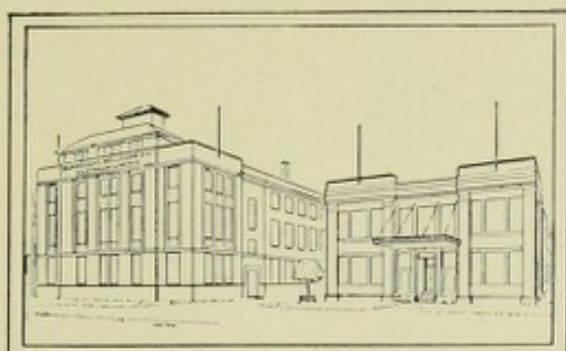
CAPE TOWN—5, Loop Street

MILAN—26, Via Legnano

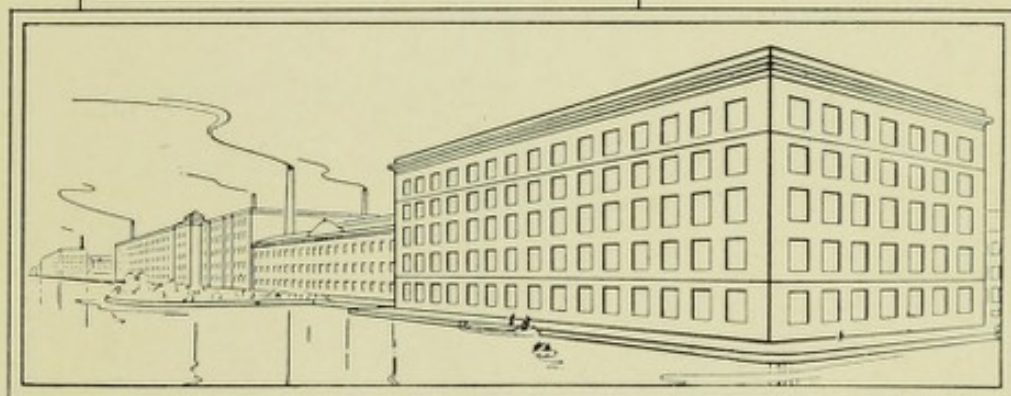
BOMBAY—Cook's Building (in which the B. W. & Co. Offices and Warehouses are situated)

SHANGHAI—60, Hongkong Road (in which the B. W. & Co. Offices and Warehouses are situated)

BURROUGHS WELLCOME & CO.
WORKS AND LABORATORIES

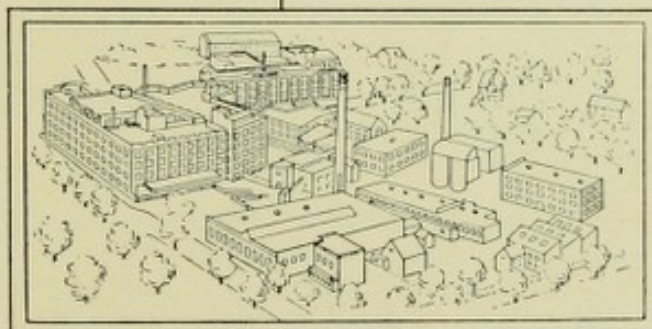


SYDNEY



DARTFORD
(ENG.)

MONTREAL



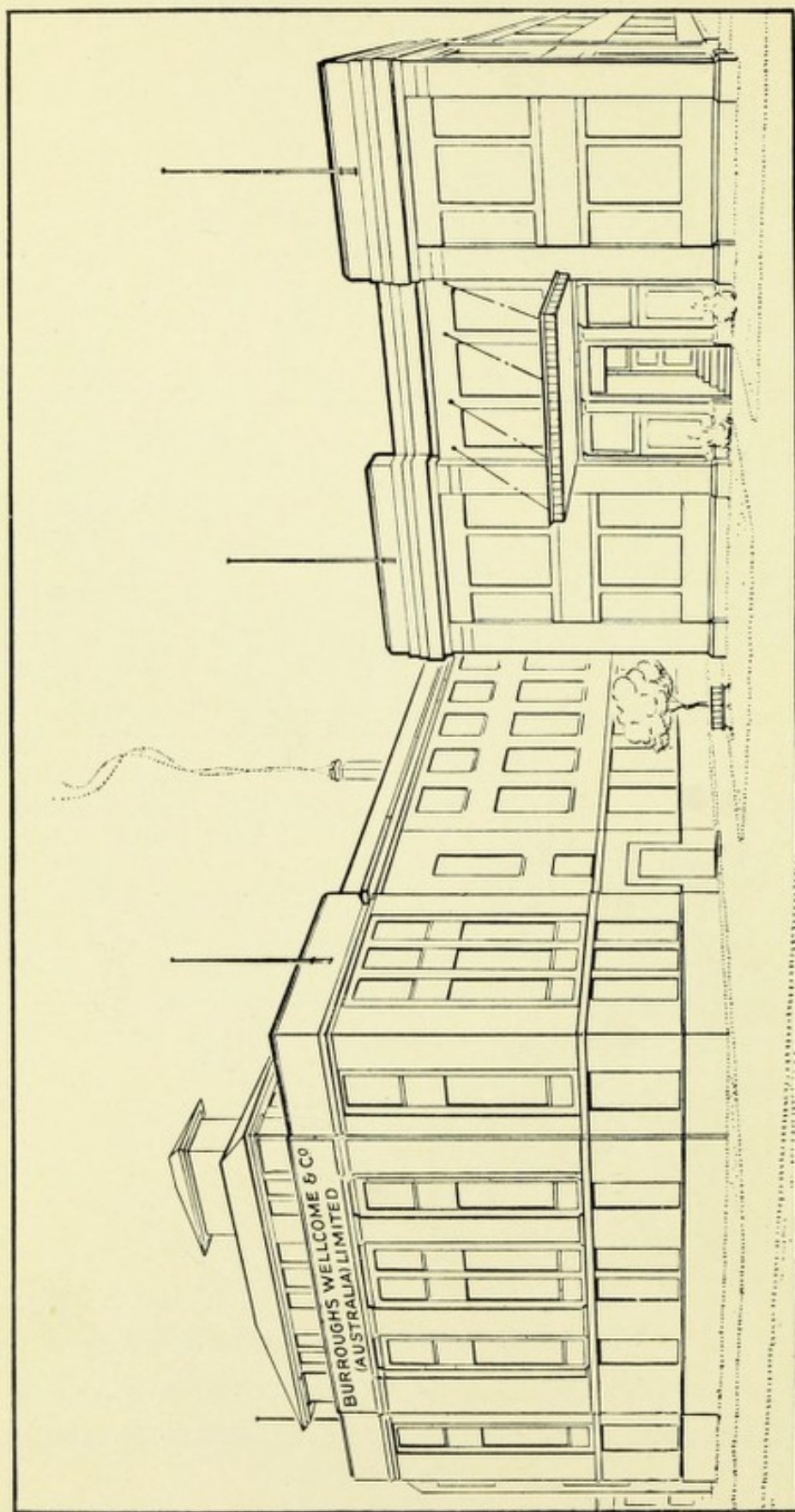
NEW
YORK

Wellcome Chemical Works, Sydney; N.S.W.

Wellcome Chemical Works, Dartford (Eng.)

Wellcome Chemical and Galenical Works and Laboratories, Ville LaSalle
near Montreal

Wellcome Chemical and Galenical Works and Experimental Research
Laboratories, New York



BURROUGHS WELLCOME & Co. (AUSTRALIA) LTD. OFFICES AND WORKS, SYDNEY, N.S.W.



THE
TRADE MARK

'TABLOID'

The word 'TABLOID' is a registered Trade Mark.

The word 'TABLOID' denotes a Burroughs Wellcome & Co. product, and is applied to many classes of products.

The word 'TABLOID' on a package, wherever purchased, ensures supreme and uniform quality.

The word 'TABLOID' on your prescription secures for your patient a product of the same composition and activity always and everywhere.

The word 'TABLOID' may not be used except with reference to a Burroughs Wellcome & Co. product.

BEWARE OF IMITATIONS

*Offenders are prosecuted rigorously in the interests of
prescribers, dispensers, patients and the owners of the
Trade Mark*

'TABLOID' was registered as a Trade Mark in 1884,
over 50 years ago



GENERAL TRADE MARK