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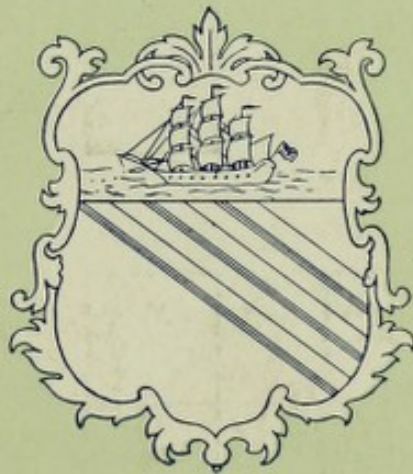
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SOUVENIR
B.M.A. MEETING
MANCHESTER
1929



ARMS OF CITY OF MANCHESTER

WELLCOME COLL.

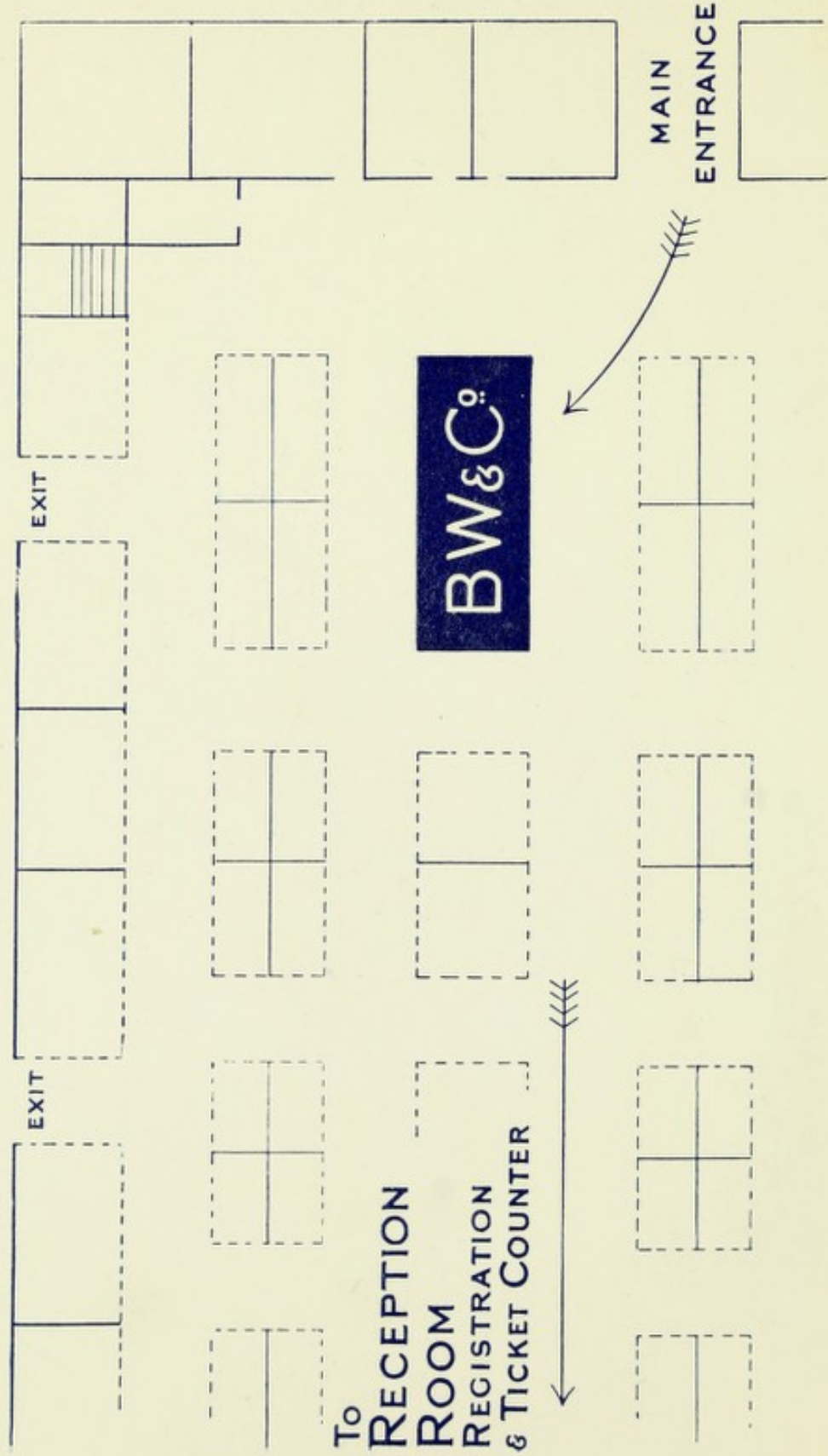
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HS WELLCOME & CO.

WELCOME COLLECTION

1290

BRITISH MEDICAL ASSOCIATION EXHIBITION, MANCHESTER, 1929



Plan of the British Medical Association Exhibition, The City Exhibition Hall, Deansgate, Manchester. Showing position of the Burroughs Wellcome & Co. Exhibit



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For the Medical Profession only

SOUVENIR
B. M. A. MEETING
MANCHESTER
1929

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BURROUGHS WELLCOME & CO.

THE WELLCOME FOUNDATION LTD.

(GOVERNING DIRECTOR - HENRY S. WELLCOME DEPUTY-GOVERNING DIRECTOR - GEO. E. PEARSON)
(British—formerly U.S.A.)

LONDON (ENG.)

Associated Houses:

NEW YORK MONTREAL SYDNEY CAPE TOWN MILAN
BOMBAY SHANGHAI BUENOS AIRES

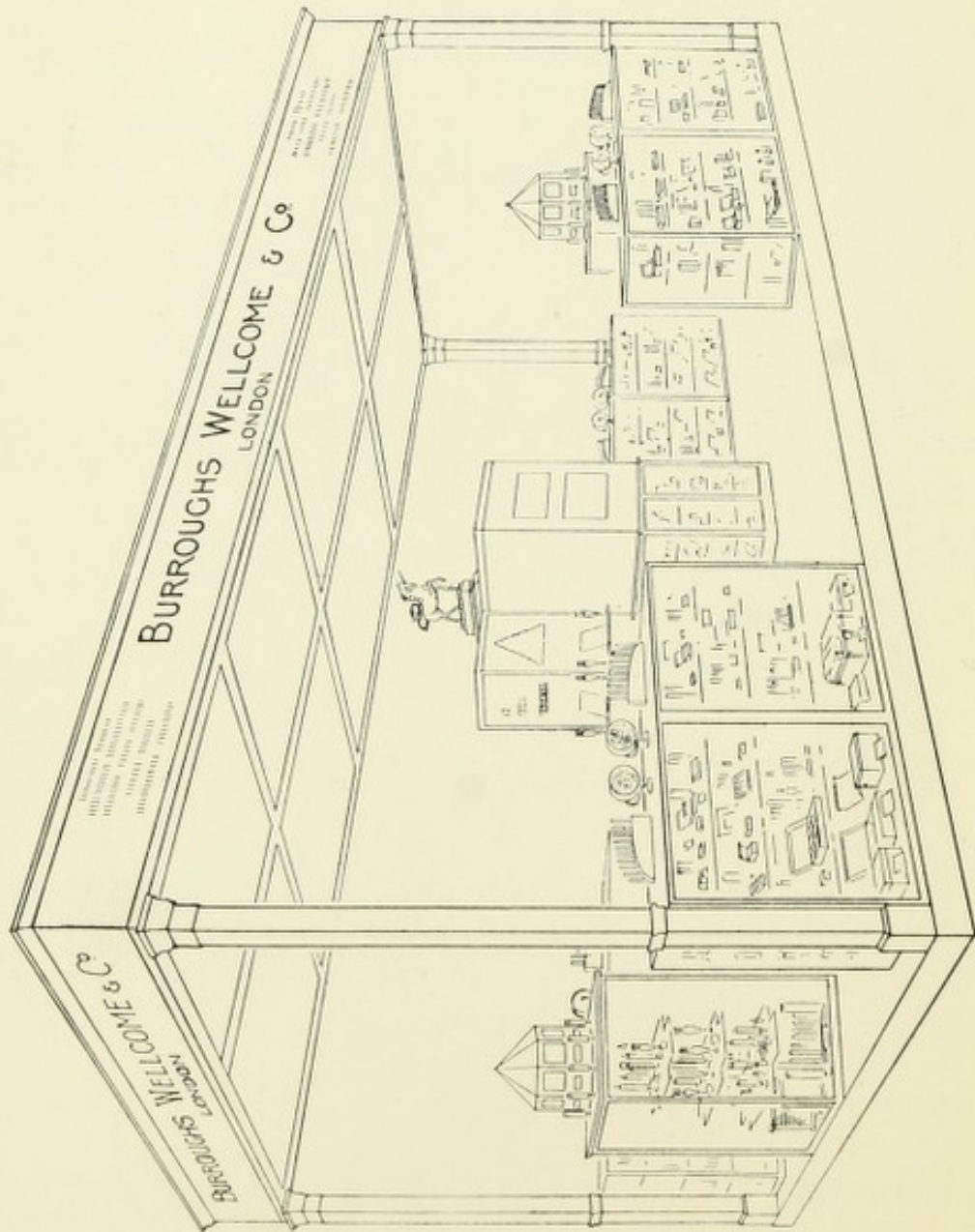
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A

GENERAL VIEW
OF THE
BURROUGHS WELLCOME & CO.
EXHIBIT

BRITISH
MEDICAL ASSOCIATION
MANCHESTER
1929





FOREWORD

IN the short time available to the visitor for the inspection of the many results of progress and research shown at the B. M. A. Annual Exhibition, it is sometimes only possible to make a mental or written note to investigate certain points and products when more leisure is available.

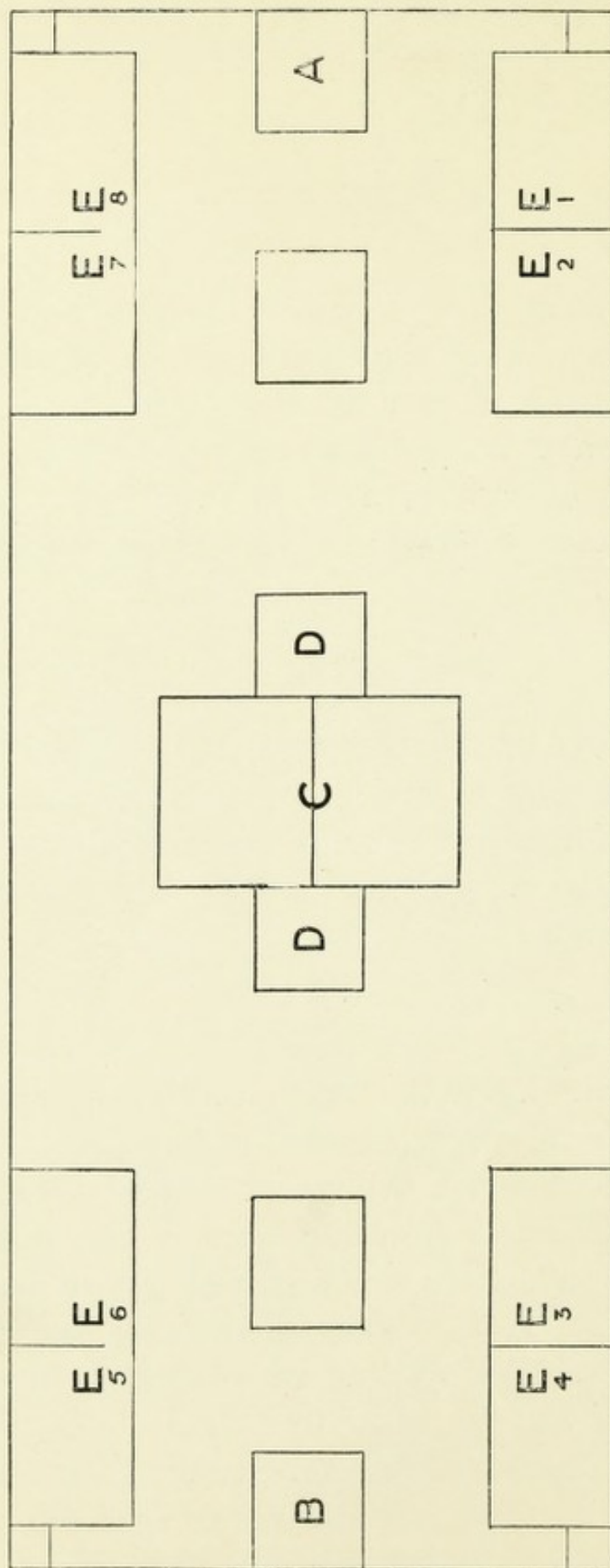


This booklet is, therefore, so designed as to form not only a guide to the main features of the Burroughs Wellcome & Co. Exhibit, but also to provide a souvenir which may be useful for reference.



Following a practice which has been appreciated at recent Exhibitions, the Burroughs Wellcome & Co. Exhibit is designed to present graphic notes concerning products resulting from recent scientific research, and others which possess topical interest. This arrangement makes it easy for the visitor to select exhibits dealing with subjects in which he is particularly interested, and to obtain all available information concerning them, either from the firm's representatives or from literature which may be studied at leisure.

KEY PLAN OF THE BURROUGHS WELLCOME & CO. EXHIBIT



(A) Medicinal Substances of Vegetable Origin. (B) Medicinal Substances of Animal Origin. (C) Dioramas—Medical Equipments of Pioneer Expeditions. (D) Illuminated Charts and Diagrams. (E) Causative Organisms of Specific Diseases: (1) Scarlet Fever, (2) Diphtheria, (3) Syphilis, (4) Leprosy, (5) Tuberculosis, (6) Malaria, (7) Influenza, (8) Pneumonia.

SECTION I

TYPICAL MEDICINAL SUBSTANCES DERIVED FROM VEGETABLE AND ANIMAL SOURCES



IN the positions marked **A** and **B** on the plan of the exhibit (*page 4*) are placed two glass cases; each is surmounted by a revolving octagonal structure which facilitates the display, by transmitted light, of the sources of eight typical medicinal substances of vegetable origin, and of a similar group of animal origin.

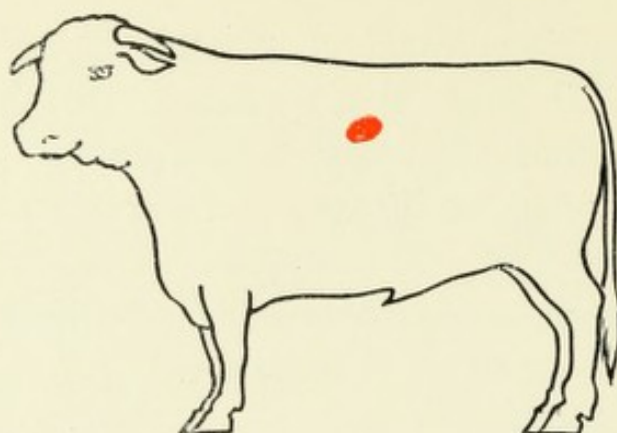
Associated with the pictorial representations of their sources are typical exhibits of 'Tabloid' and other Burroughs Wellcome & Co. preparations of these vegetable and animal medicaments.

MATERIAL EMPLOYED

ANIMAL SUBSTANCES.—Material obtained exclusively from freshly-killed animals is used by Burroughs Wellcome & Co. in the preparation of 'TABLOID' ANIMAL SUBSTANCES and other products for organo-therapy, including 'HYPOLOID' 'INFUNDIN.' No *frozen* or *chilled* glands or other animal substances are purchased for use in the Burroughs Wellcome & Co. products.

VEGETABLE SUBSTANCES.—Whenever practicable, these are obtained fresh from the Wellcome Materia Medica Farm, where such medicinal plants as can be grown to the best advantage in England are cultivated under expert supervision and with special relation to their medicinal use. Material purchased is bought subject to analysis, and everything is rejected which does not conform to the high standard of quality demanded by Burroughs Wellcome & Co.

INSULIN



Position of Pancreas indicated in red

INSULIN was originally presented as a sterile aqueous solution of a material obtained from the pancreas. In this form it is still made by Burroughs Wellcome & Co. from fresh unfrozen ox pancreas, under licence from the Medical Research Council, and issued as 'WELLCOME' BRAND INSULIN.

The standard of purity, always exceptionally high, has been further raised as the result of special researches and experience. 'WELLCOME' BRAND INSULIN is of such stability that it retains its full therapeutic activity for a long period, even when stored, without special precautions, in India and other tropical countries.

CRYSTALLINE INSULIN

At this exhibit Insulin is shown in crystalline form as the hydrochloride, and opportunity for studying the crystals under the microscope is afforded.

'TABLOID' BRAND INSULIN HYDROCHLORIDE possesses the unique distinction of being **the only British Insulin issued as a compressed product**, and represents an important step forward in the progressive work on INSULIN associated with Burroughs Wellcome & Co.

Preparations

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

(Trade Mark)

Rubber-capped amber-glass phials of 5 c.c., each containing 100 units or 200 units; also in rubber-capped bottles of 10 c.c., each containing 200 units



'TABLOID' BRAND HYPODERMIC INSULIN HYDROCHLORIDE

(Trade Mark)

(10 Units), sterile [B. W. & Co.]

No. 150—Cartons containing 10 products in ONE tube

No. 152—Cartons of 10 tubes, each containing ONE product.

'SOLOID' BENEDICT TEST for the determination of sugar

(Trade Mark)



Medieval
Urine Test

in urine is more delicate and considerably more easy to read than any other. There is no ambiguity in the reaction, and amounts as low as 0.1 per cent. of glucose are indicated by a clearly-defined change of colour. It is the test of choice for

diabetic patients under Insulin treatment.

Preparations

'SOLOID' BRAND BENEDICT TEST [B. W. & Co.]

(Trade Mark)

Cartons of 24

'SOLOID' BRAND URINE-SUGAR TEST CASE, No. 511

(Trade Mark)

[B. W. & Co.]

Containing materials and apparatus for conducting the Benedict Test.

'SAXIN' is a delicate sweetening agent, free from metallic taste, which undergoes no change in the system and is therefore used in the dietary of patients suffering from diabetes, gout, glycosuria and obesity.

Preparation

'TABLOID' BRAND 'SAXIN,' gr. 1/4 [0.016 gm.]

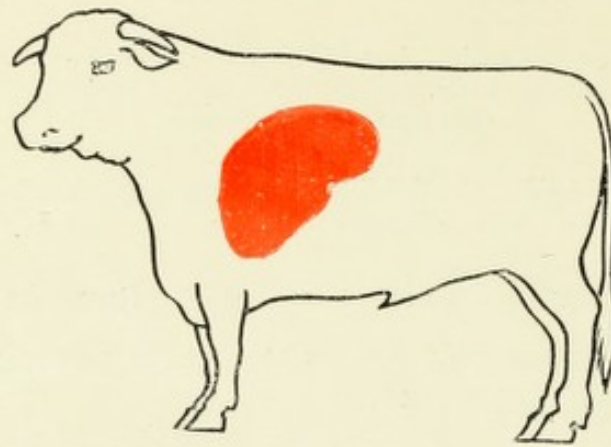
(Trade Mark)

(Trade Mark)

[B. W. & Co.]

Bottles of 100, 200 and 500

LIVER EXTRACT



Position of Liver indicated in red

IN view of the definite clinical results obtained by the administration of liver in the treatment of pernicious anæmia, Burroughs Wellcome & Co. have placed at the disposal of physicians 'WELLCOME' LIVER EXTRACT,

Pernicious
anæmia

prepared from fresh, unfrozen ox liver, by a method tested and found efficient by the Medical Research Council.

This product is a light brown powder, almost entirely soluble in water, and represents an active fraction of an extract of fresh liver. The contents of each tube of 'WELLCOME' LIVER EXTRACT are derived from half-a-pound of fresh liver. The contents of one to two tubes may be taken in one to three ounces of water or in soup, with meals, twice a day. More rapid results may be obtained with larger doses. It may be advisable to give large daily doses for the first 10 or 14 days to patients who are seriously ill, and then to reduce the amount to the daily administration of the contents of one or two tubes.

Maintenance
dosage

The maintenance dosage with which the patient should continue in order to prevent relapse and to remain in permanent remission is variable, and some patients seem to require much more than others to keep them in the best condition. In some cases the contents of a tube of 'WELLCOME' LIVER EXTRACT, three times a week,

may be sufficient. The patient's blood should be examined at intervals of one month, so that the required maintenance dose may be determined. Throughout treatment patients must be given a generous and full diet containing plenty of meat.



Below are given the data concerning two typical cases successfully treated by
'WELLCOME' LIVER EXTRACT

M., 48, *Third Attack*. 'WELLCOME' LIVER EXTRACT, contents of two tubes daily.

Date	R.B.C.'s	Hb.	Reticulocytes
Jan. 11	1,100,000	26 per cent.	0.5 per cent.
„ 20	1,060,000	24 „	4.0 „
„ 21	—	—	9.0 „
„ 24	1,470,000	35 per cent.	8.0 „
„ 28	1,620,000	40 „	0.5 „
Feb. 7	2,400,000	62 „	0.5 „
„ 28	4,040,000	85 „	0.5 „

M., 51, *First Attack*. 'WELLCOME' LIVER EXTRACT, contents of two tubes daily.

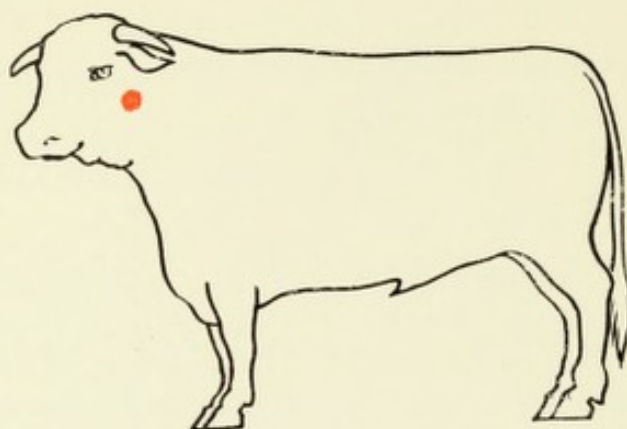
Date	R.B.C.'s	Hb.	Reticulocytes
Jan. 26	2,540,000	60 per cent.	0.5 per cent.
Feb. 2	2,890,000	65 „	9.0 „
„ 7	3,200,000	75 „	2.0 „
„ 29	4,240,000	90 „	0.5 „

Preparation

'WELLCOME' BRAND LIVER EXTRACT [B. W. & Co.]
 (Trade Mark)

Tubes, each containing an active selected fraction of an extract derived from half-a-pound of fresh liver. Boxes of 12 tubes

TRADE 'INFUNDIN' MARK



Position of Pituitary Gland indicated in red

'INFUNDIN' is the Burroughs Wellcome & Co. preparation of the posterior lobe of the pituitary gland. It is made from fresh, unfrozen ox pituitary, and claims pre-eminence because its dominating characteristic has always been a high and unfluctuating degree of activity. Before issue, each batch of 'INFUNDIN' has always been submitted to physiological tests of exceptional stringency; any batch failing to pass these tests is destroyed. Tests carried out in the United States Government Hygienic Laboratory on seven varieties of pituitary extract established the superiority of 'INFUNDIN.'* Reports of its use in practice show that 'INFUNDIN' has been found to maintain its potency for over *ten* years, in spite of the fact that it is absolutely free from preservatives of any kind.

Reliable
pituitary
extract

'INFUNDIN' may be employed generally for its action on the uterus in all post-partum conditions for which ergot is used. It is also of great value in cases of shock and collapse, because of the protracted rise in blood-pressure produced.

* Hygienic Laboratory U.S. Public Health Service Bulletin, No. 115

In uterine hæmorrhage, due to accidental separation of the placenta during gestation, 'INFUNDIN,' in cautious doses, is sometimes of great value.

The ante-partum use of pituitary extract must, however, be always attended with great caution, owing to its powerful effect on the uterine muscle. Its use is contra-indicated in cases where there is any mechanical obstruction, and on no account must it be used before the os is dilated. Its use here is essentially an emergency measure.

Ante-partum

After labour, when the uterus is empty, the use of a pituitary extract is not accompanied by the kind of risk which existed previously, and the dosage may be large. The indication for the post-partum use of pituitary extract is the emergency of sudden severe hæmorrhage. 'INFUNDIN' may be given subcutaneously in a dose of 10 to 15 International Units. The strong uterine action which is immediately brought about leads to a diminution of the hæmorrhage.

Post-partum

Preparations

'HYPOLOID' BRAND 'INFUNDIN' ^{TRADE MARK} Pituitary (Posterior (Trade Mark) Lobe) Extract (*Original Strength*, 10 International Units per c.c.) [J&B B. W. & Co.]

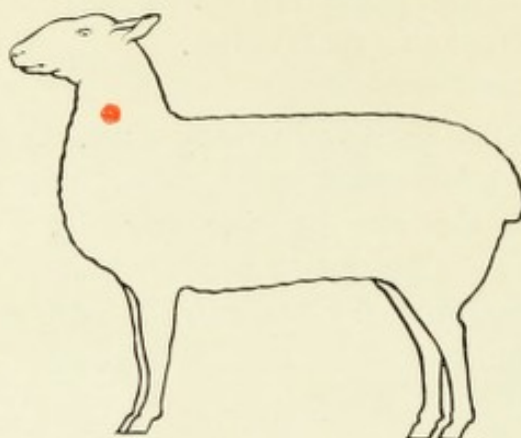
0.5 c.c. and 1 c.c. hermetically-sealed containers, in boxes of 6

'HYPOLOID' BRAND 'INFUNDIN' ^{TRADE MARK} Pituitary (Posterior (Trade Mark) Lobe) Extract (5 International Units per c.c.) [J&B B. W. & Co.]

0.5 c.c. and 1 c.c. hermetically-sealed containers, in boxes of 6

NOTE.—'INFUNDIN' (*Original Strength*) is always supplied unless the lower potency is specified.

THYROID GLAND



Position of Thyroid Gland indicated in red.

'TABLOID' THYROID GLAND represents the whole substance of carefully-selected, healthy, unfrozen sheep's thyroids and can be relied on in all circumstances to produce the complete therapeutic effect of the fresh gland. In the present state of knowledge no extract can be relied on to do this.

STANDARDISATION.—'TABLOID' THYROID GLAND is standardised by chemical means so as to ensure that the fresh healthy gland, of which each product represents a definite amount, contains 0.08 per cent. of iodine in organic combination.

This standard is equivalent to 0.32 per cent. of iodine in the desiccated gland substance.

'TABLOID' THYROXINE, prepared at the Wellcome Chemical Works, is also exhibited.

Preparations

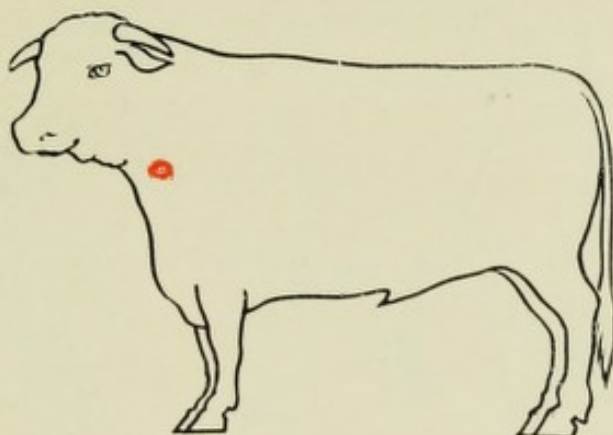
'TABLOID' BRAND THYROID GLAND (*Standardised*),
(Trade Mark) gr. 1/10 [0.0065 gm.]; gr. 1/4 [0.016 gm.];
 gr. 1/2 [0.032 gm.]; gr. 1 [0.065 gm.]; gr. 1½ [0.097 gm.];
 gr. 2 [0.13 gm.]; gr. 2½ [0.162 gm.]; gr. 5
 [0.324 gm.]; 0.05 gramme; 0.1 gramme; and
 0.3 gramme [B. W. & Co.]

Each strength in bottles of 100

'TABLOID' BRAND THYROXINE, 0.0001 gramme; and
(Trade Mark) 0.001 gramme [B. W. & Co.]

Each strength in bottles of 100

PARATHYROID GLAND



Position of Parathyroid Gland indicated in red

EVIDENCE of the effect of parathyroid on the calcium metabolism of the body has led to its increased use in preference to calcium salts when the blood calcium is below normal. Its clinical value, in varicose ulceration and in sprue, would appear to be established.

Doubt has been cast on the identity of some of the parathyroid offered for medicinal use. All gland substance intended for use in 'TABLOID' Authenticity
 PARATHYROID GLAND is carefully
 dissected by trained workers, and undergoes a searching inspection checked by microscopic sections to ensure the genuineness of the product. With such safeguards, the medical profession will appreciate that the means are at hand to ensure the administration of authentic parathyroid.

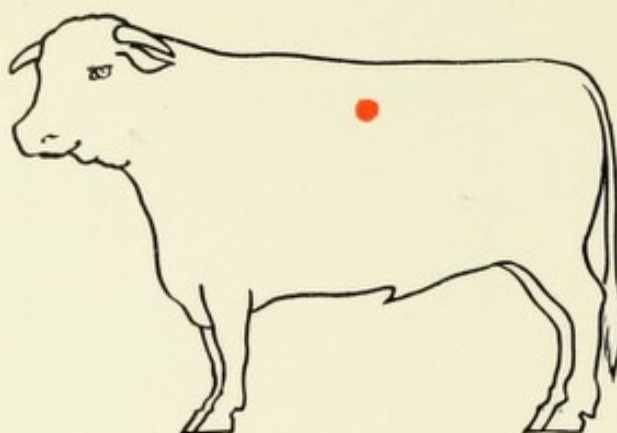
Preparation

'TABLOID' BRAND PARATHYROID GLAND, gr. $\frac{2}{5}$
 (Trade Mark) [0.026 gm.] [B. W. & Co.]

(Equivalent to gr. $\frac{1}{10}$ [0.0065 gm.] of desiccated gland)

Bottles of 25 and 100

SUPRARENAL GLAND



Position of Suprarenal Gland indicated in red

The medulla of the suprarenal gland contains adrenalin.

This substance has a powerful stimulating effect on all the nerve-endings of the sympathetic system, *i.e.*, the heart is accelerated and the arterioles are constricted, thus producing a large increase in the blood-pressure. The intestinal movements are inhibited and, in most animals, the uterus is contracted. The bronchioles are dilated.

The drug is used clinically in conditions of vasomotor collapse, *e.g.*, after surgical operations or serum shock. It is injected intramuscularly or intravenously; by the mouth, it produces little effect in the circulation.

It is also used to produce local vaso-constriction during surgical operations on the nose, etc.

In asthma, it relieves the bronchiole constriction.

Preparations

'WELLCOME' BRAND SOLUTION OF ADRENALIN, B.P.,
(Trade Mark) 1 in 1000 [Sole B. W. & Co.]

Amber-coloured stoppered bottles of 10 c.c. and 25 c.c.

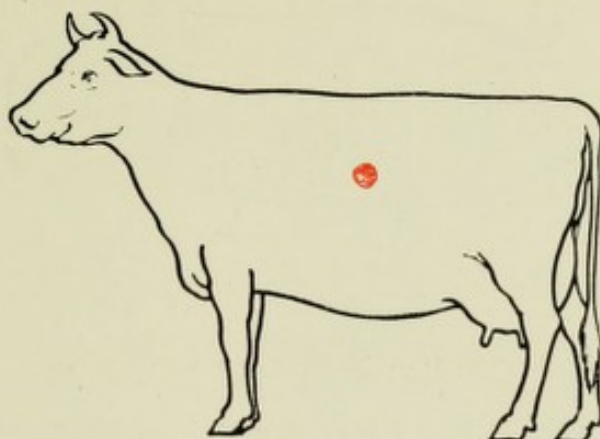
For other preparations of Adrenalin, see Wellcome's Medical Diary

'TABLOID' BRAND SUPRARENAL GLAND, gr. 5 [0.324 gm.];
(Trade Mark) and 0.3 gramme [Sole B. W. & Co.]

'TABLOID' SUPRARENAL GLAND presents the complete activity of the fresh gland substance containing 0.1 per cent. adrenalin.

Each strength in bottles of 100

OVARIAN SUBSTANCE



Position of Ovary indicated in red

TABLOID' BRAND 'VARIUM' is prepared from fresh, unfrozen ovarian substance, of which each product represents a definite amount. It is constant in composition in so far as accurate pharmaceutical methods can ensure uniformity.

'TABLOID' 'VARIUM' has been employed to relieve the various symptoms of the natural or of the post-operative menopause (headache, pains, hot flushes, etc.). It is used in menstrual disorders, and improvement is claimed to be produced in cases of amenorrhœa, oligomenorrhœa, dysmenorrhœa, irregular menses, menstrual headache, etc.

While no definite claim for proved therapeutic effect can be made for the use of ovarian substance, 'TABLOID' BRAND 'VARIUM' has been reported to yield promising results.

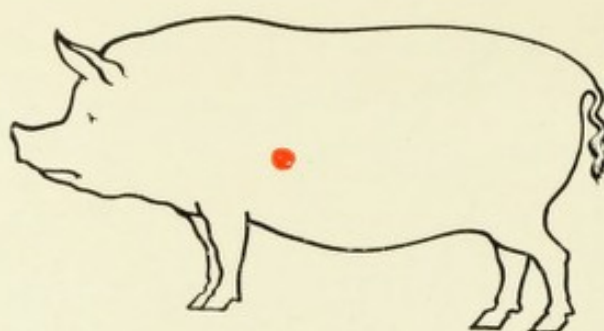
Preparations

'TABLOID' BRAND 'VARIUM' (formerly known as 'Tabloid'
(Trade Mark) (Trade Mark) Ovarian Substance),
gr. 5 [0.324 gm.]; and 0.3 gramme
[B. W. & Co.]

(Each product represents the stated weight of fresh Ovarian Substance)

Each strength in bottles of 100

PIG BILE AND OX BILE



Position of Gall Bladder indicated in red

BILE is a valuable aid to digestion and to proper intestinal action, assisting the emulsification and absorption of fats and counteracting any tendency to flatus and constipation. Administered by the mouth, it has an effective cholagogue action, even small doses producing a marked increase in the flow of bile. Where, therefore, the natural secretion is, from any cause, lacking or insufficient, good results will follow the administration of 'TABLOID' PIG BILE or 'TABLOID' OX BILE.

Of the two, 'TABLOID' PIG BILE is perhaps the more generally suitable, as it contains a more equally-balanced proportion of the salts of sodium and potassium, and more closely resembles human bile.

'TABLOID' PIG BILE and 'TABLOID' OX BILE products are *keratin-coated and overlaid with sugar*, the contents thus being freed only in the small intestine, where, in normal digestion, the bile exercises its function.

Preparations

'TABLOID' BRAND PIG BILE (Purified) [FELLIS PORCINI
(Trade Mark) PURIFICATI], gr. 4 [0.259 gm.] [B. W. & Co.]

(Keratin-coating, overlaid with sugar)

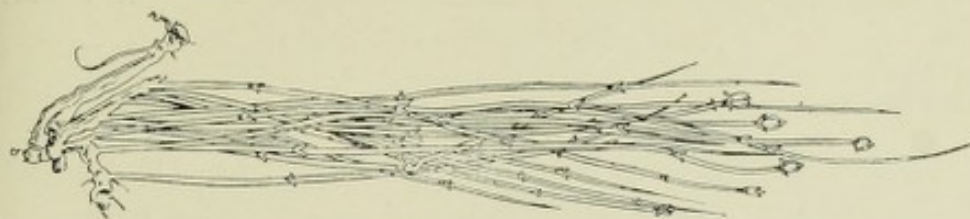
Bottles of 100

'TABLOID' BRAND OX BILE (Purified) [FELLIS BOVINI
(Trade Mark) PURIFICATI], gr. 4 [0.259 gm.] [B. W. & Co.]

(Keratin-coating, overlaid with sugar)

Bottles of 100

EPHEDRA—MA HUANG



EPHEDRA—known to the Chinese as Ma Huang—is the source of one of the latest additions to our materia medica—the alkaloid Ephedrine. Investigation proves that there is great variation in the ephedrine content of different species of ephedra, and that some are practically devoid of activity.

The natural
genuine drug

Burroughs Wellcome & Co. have command of ample supplies of the authentic drug, and, by original research, have developed processes which enable them to prepare pure lævo-rotatory Ephedrine from the natural genuine drug and to compound products of accurate dosage and definite physiological activity. Synthetic Ephedrine is optically inactive.

EPHEDRINE HYDROCHLORIDE is prepared at the Wellcome Chemical Works, Dartford, Kent, elaborate precautions being taken to secure purity, particularly in regard to freedom from pseudo-ephedrine and other subsidiary alkaloids of which *l*-methylephedrine and nor-*d*- ψ -ephedrine were discovered in Ma Huang by Burroughs Wellcome & Co. Standardisation by chemical means ensures uniformity of composition and therapeutic activity.

A very useful 'Vaporole' preparation of Ephedrine, for application to the pharynx and nose by means of an atomiser, is also available. 'VAPOROLE' EPHEDRINE SPRAY COMPOUND consists of Ephedrine, 1 per cent.; Menthol, Camphor and Oil of Thyme, of each 2 per cent., in a base of 'Paroleine.'



'VAPOROLE' EPHEDRINE SPRAY COMPOUND enables Ephedrine to be applied locally in hay-fever and congested conditions of the pharynx and nasal mucosa.

For local application

It is stated that clinical trials of this new method have been found satisfactory.

The practitioner is thus provided with an effective medicament for the symptomatic relief of hay-fever and of engorged and catarrhal conditions of the naso-pharynx.

Preparations

'TABLOID' BRAND EPHEDRINE HYDROCHLORIDE, gr. 1/4
(Trade Mark) [0.016 gm.]; gr. 1/2 [0.032 gm.]; and
0.03 gramme [B. W. & Co.]

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

'HYPOLOID' BRAND EPHEDRINE HYDROCHLORIDE,
(Trade Mark) 0.03 gramme [gr. 1/2 approx.], in 1 c.c.
[B. W. & Co.]

Hermetically-sealed phials of 1 c.c., in boxes of 10

'VAPOROLE' BRAND EPHEDRINE SPRAY COMPOUND
(Trade Mark) [B. W. & Co.]

Bottles containing 1 fluid ounce



Reduced facsimile

DIGITALIS PURPUREA



Digitalis purpurea, the purple foxglove, is indigenous to Europe, particularly to England, where the soil is specially suitable for its growth and where its cultivation for medicinal purposes has received the closest attention for over a century. Digitalis leaves from other sources are stated to be far inferior to carefully-cultivated British leaves. *Digitalis purpurea* is specially cultivated on the Wellcome Materia Medica Farm, Dartford, Kent. Only the wild variety of seed is sown, and only the best leaves from second year's growth are selected for use. The leaves are gathered just as the plant is beginning to flower and are then dried at a low temperature.

Cultivation

Important investigations into the therapeutics of digitalis, carried out in many research centres, have resulted in the decision that the greatest uniformity of action is obtained with preparations of the dried leaf. Burroughs Wellcome & Co. place at the disposal of the medical profession 'TABLOID' DIGITALIS LEAF, gr. 1/2 and gr. 1.

The wide variations found by numerous observers between different theoretically-equivalent preparations of digitalis clearly establish that elaborate care in standardisation is very necessary. The high technical organisation of Burroughs Wellcome & Co., together with their early entry into the field of physiological standardisation,

Uniform
potency



make possible the presentation of digitalis preparations of uniform potency.

'TABLOID' DIGITALIS LEAF offers the most stable, consistent and full representation of the glucosides of digitalis. It is hazardous to prescribe a digitalis preparation the origin and standardisation of which are unknown. 'TABLOID' DIGITALIS LEAF is, in all cases, the preparation of choice and meets every demand of digitalis therapy.

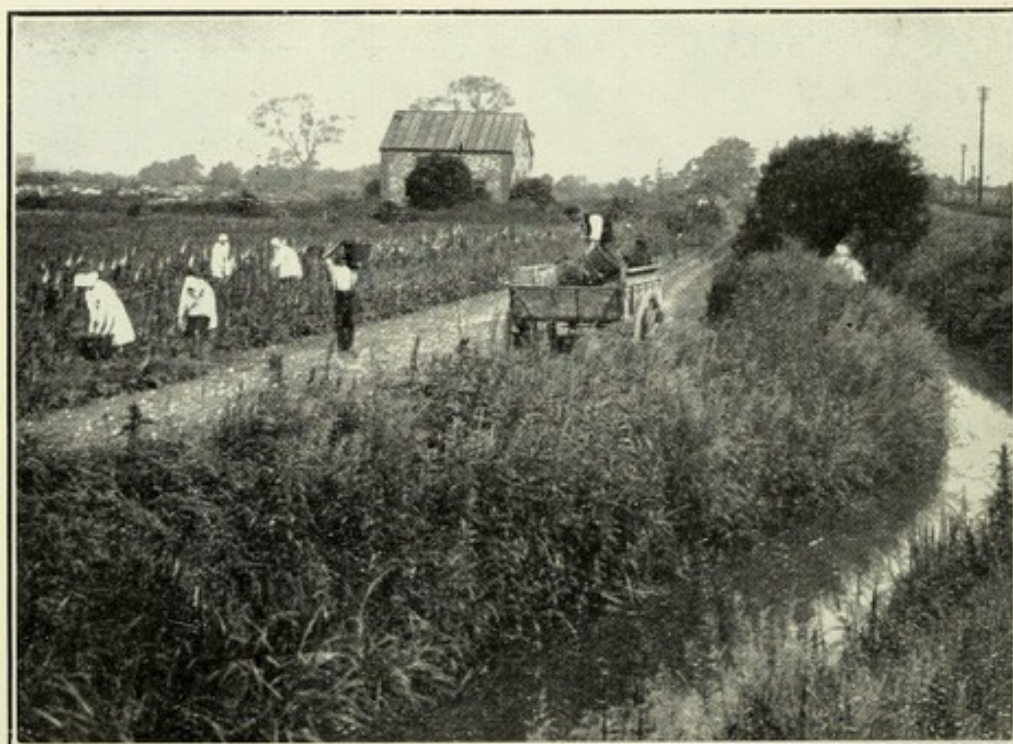
Preparations

'TABLOID' BRAND DIGITALIS LEAF, gr. 1/2 [0.032 gm.] ;
(Trade Mark) and gr. 1 [0.065 gm.] [B. W. & Co.]

Each strength in bottles of 25 and 100

'WELLCOME' BRAND TINCTURE OF DIGITALIS, B.P.
(Trade Mark) (Physiologically Standardised)

Bottles of 4, 8 and 16 fluid ounces, and in Winchester Quarts



GATHERING DIGITALIS

WELLCOME MATERIA MEDICA FARM

DARTFORD, KENT

CASCARA SAGRADA



THE nature and condition of the raw material have very great influence on the therapeutic efficiency of preparations of cascara sagrada. In consequence there is probably no medicament which shows so much variation in quality. It is common knowledge that many compressed products of cascara are unreliable, that large doses have to be administered to produce the desired effect, and that laxative or purgative action is accompanied by severe griping. The essential points in the preparation of a reliable product are the selection of true *Rhamnus purshianus* bark, peeled at the proper season and then properly matured over a long period of time. Such selected matured bark is naturally higher in price than inferior unmatured material. It also happens that even when the genuine matured bark is employed the product may be defective owing to lack of skill or care in preparation.

Variation
in quality

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

'TABLOID' BRAND CASCARA SAGRADA (Dry Extract),
(Trade Mark) gr. 1 [0.065 gm.]; gr. 2 [0.13 gm.]; gr. 3
[0.194 gm.]; gr. 4 [0.259 gm.]; gr. 5 [0.324 gm.];
0.15 gramme; and 0.25 gramme [B. W. & Co.]

(Plain or sugar-coated)

Each strength in bottles of 25 and 100

'TABLOID' BRAND CASCARA COMPOUND
(Trade Mark) [B. W. & Co.]

(Plain or sugar-coated)

R	Ext. Cascarae Sagradae,	gr 1	[0.065 gm.]
	Ext. Euonymi,	gr. 1/2	[0.032 gm.]
	Iridini,	gr. 1/2	[0.032 gm.]
	Ext. Nucis Vomicae,	gr. 1/10	[0.004 gm.]
	Ext. Hyoscyami Viridis,		
	P.B. 1868,	gr. 1/3	[0.022 gm.]

Bottles of 25 and 100



Reduced facsimile

IPECACUANHA



THE root of *Psychotria ipecacuanha* is the source of the important alkaloid EMETINE.

To ensure uniform and reliable therapeutic action, emetine must be entirely free from cephaëline, a freedom which is difficult to obtain and is lacking in most commercial brands. Substances often supplied as emetine hydrochloride are variable in composition, and toxic to a degree which constitutes a serious danger.

'WELLCOME' BRAND EMETINE SALTS contain less than 0.5 per cent. of the accompanying alkaloids of ipecacuanha, and this applies equally to 'TABLOID' and 'HYPOLOID' BRAND EMETINE products which are prepared from 'WELLCOME' Emetine Salts.

Exceptional
purity of the
B. W. & Co.
products

'Wellcome' Emetine has been declared, as the result of independent investigations, to be the only product out of several examined in which the presence of cephaëline could not be detected.



Actual size

'TABLOID' EMETINE HYDROCHLORIDE (HYPODERMIC) and 'HYPOLOID' EMETINE HYDROCHLORIDE provide the most convenient means for administration by hypodermic injection. The 'HYPOLOID' product supplies a *sterile* solution ready for immediate use.

'TABLOID' EMETINE HYDROCHLORIDE (*keratin-coated*) obviates the gastric disturbances associated with the oral administration of emetine.



'TABLOID' EMETINE BISMUTHOUS IODIDE (*special coating*) is administered orally. It is used successfully in the more intractable and chronic cases.

Preparations

'TABLOID' BRAND EMETINE HYDROCHLORIDE, gr. 1/2
(*Trade Mark*) [0.032 gm.] (*Keratin-coated*)
[B. W. & Co.]

Bottles of 25

'TABLOID' BRAND EMETINE HYDROCHLORIDE (HYPO-
(*Trade Mark*) DERMIC), gr. 1/3 [0.022 gm.]; gr. 1/2
[0.032 gm.]; and gr. 1 [0.065 gm.] [B. W. & Co.]

Gr. 1/3 and gr. 1/2, tubes of 12; gr. 1, tubes of 6

'TABLOID' BRAND EMETINE BISMUTHOUS IODIDE (*special*
(*Trade Mark*) *coating*), gr. 1 [0.065 gm.]
[B. W. & Co.]

Bottles of 36

'HYPOLOID' BRAND EMETINE HYDROCHLORIDE, 0.02
(*Trade Mark*) gramme [gr. 1/3 approx.], in 1 c.c., and
0.03 gramme [gr. 1/2 approx.], in 1 c.c., *boxes of*
10 hermetically-sealed containers; and 0.065 gm.
[gr. 1 approx.], in 1 c.c., *boxes of 6 hermetically-*
sealed containers [B. W. & Co.]



Actual size

CINCHONA



THE most important points in quinine medication, apart from the purity of the medicament itself, are that the products by means of which it is administered should

- (1) Present a full and accurate dose of the chosen salt;
- (2) Be soluble and easily assimilated;
- (3) Be non-irritating to the mucous membranes;
- (4) Be tasteless and easy to take;
- (5) Be portable, and perfect in keeping qualities.

These requirements are best met by 'TABLOID' QUININE HYDROCHLORIDE, which presents this very soluble salt of exceptional purity and high quinine content in accurate portable doses. The solubility of the sugar-coated product is maintained by the exclusive use of pure sugar. Talc and other insoluble and deleterious substances are not and never have been used.

The hydrochloride is particularly valuable when large doses of quinine are necessary and the stomach is in an inflamed and irritated condition.

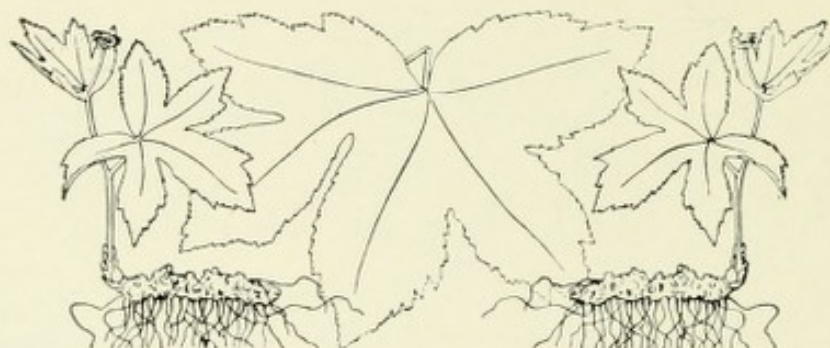
Preparations

'TABLOID' BRAND QUININE HYDROCHLORIDE, gr. 1
 (Trade Mark) [0.065 gm.]; gr. 2 [0.13 gm.];
 gr. 3 [0.194 gm.]; gr. 4 [0.259 gm.]; gr. 5 [0.324 gm.];
 0.1 gramme; 0.25 gramme (*plain or sugar-coated*);
 and 0.5 gramme (*plain*) [B. W. & Co.]

Each strength in bottles of 25 and 100

For full list of Quinine Products, see Wellcome's Medical Diary.

HYDRASTIS



FROM the dried rhizome and small roots of *Hydrastis canadensis* an alkaloid Hydrastine is obtained, which, alone or in conjunction with ergot, cannabine and cotarnine, is employed in the treatment of uterine hæmorrhage due to fibroid tumours, cancer, endometritis, excessive menstruation and hæmorrhage during the climacteric when not due to pathological causes.

Preparations

'TABLOID' BRAND HYDRASTINE HYDROCHLORIDE,
(Trade Mark) gr. $\frac{1}{4}$ [0.016 gm.] [B. W. & Co.]

Bottles of 25 and 100

'TABLOID' BRAND HYDRASTINE COMPOUND
(Trade Mark) [B. W. & Co.]

(Plain or sugar-coated)

℞ Hydrastinæ Hydrochloridi,	gr. $\frac{1}{4}$	[0.016 gm.]
Ergotini (Ext. Ergotæ, P.B.),	gr. $\frac{1}{2}$	[0.032 gm.]
Cannabinae Tannatis,	gr. $\frac{1}{2}$	[0.032 gm.]

Bottles of 25 and 100

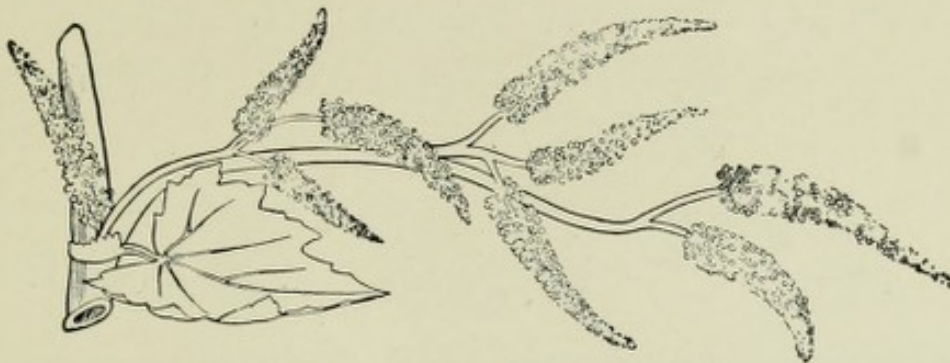
'TABLOID' BRAND HYDRASTINE COMPOUND AND
(Trade Mark) COTARNINE HYDROCHLORIDE [B. W. & Co.]

(Plain or sugar-coated)

℞ Hydrastinæ Hydrochloridi,	gr. $\frac{1}{4}$	[0.016 gm.]
Ergotini (Ext. Ergotæ, P.B.),	gr. $\frac{1}{2}$	[0.032 gm.]
Cannabinae Tannatis,	gr. $\frac{1}{2}$	[0.032 gm.]
Cotarninæ Hydrochloridi,	gr. $\frac{1}{4}$	[0.016 gm.]

Bottles of 25 and 100

RHUBARB



THE rhizome of *Rheum officinale*, dried and deprived of most of its cortex, is the source of rhubarb powder, the stomachic, hepatic and after-astringent effects of which are particularly valuable, especially in diarrhoea due to irritation arising from undigested food.

It is usually prescribed in combination with sodium bicarbonate and ginger, or with magnesia or gentian.

A characteristic product of considerable general utility is 'TABLOID' RHUBARB AND SODA. In combination with jalap, quinine and calomel, it has been found of especial value in the Tropics as a purgative possessing cathartic, tonic and anti-malarial action.

Preparations

'TABLOID' RHUBARB AND SODA [B. W. & Co.]
(Trade Mark) (Plain or sugar-coated)

R Pulv. Rhei,	gr. 3	[0.194 gm.]
Sodii Bicarbonatis,	gr. 1-1/2	[0.097 gm.]
Pulv. Zingiberis,	gr. 1/2	[0.032 gm.]

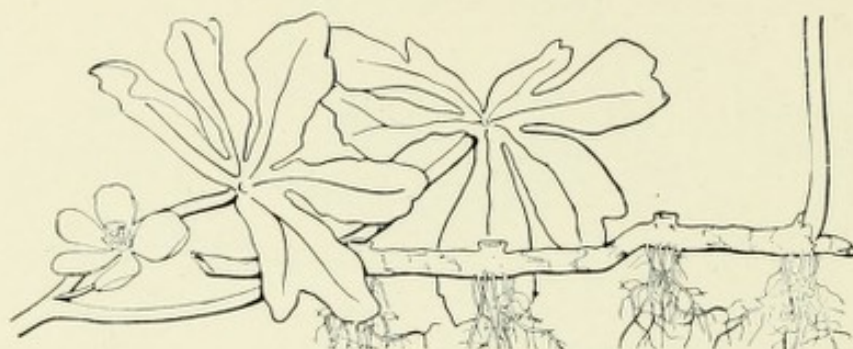
Bottles of 25 and 100

'TABLOID' QUININE AND RHUBARB COMPOUND [B. W. & Co.]
(Trade Mark)

R Pulv. Jalapæ,	gr. 1-1/2	[0.097 gm.]
Hydrargyri Subchloridi,	gr. 1	[0.065 gm.]
Pulv. Rhei,	gr. 1-1/2	[0.097 gm.]
Quininæ Bisulphatis,	gr. 1	[0.065 gm.]

Bottles of 25 and 100

PODOPHYLLIN



THE rhizome and roots of *Podophyllum peltatum* provide podophyllin resin which is employed in small doses as a cholagogue and purgative.

It is more frequently used, however, in combination with rhubarb and hyoscyamus, or with euonymin, and particularly in 'TABLOID' LAXATIVE VEGETABLE, which provides a combination of vegetable ingredients possessing laxative or purgative properties according to dose. One, twice or thrice daily, after food, may be prescribed in habitual constipation, or one to three, at bedtime, as an occasional purge.

Preparations

'TABLOID' PODOPHYLLIN COMPOUND [B. W. & Co.]
(Trade Mark) (Gelatin-coated)

R	Podophyllini Resinae,	gr. 1/6 [0.011 gm.]
	Pil. Rhei Comp.,	gr. 2-1/2 [0.162 gm.]
	Ext. Hyoscyami Viridis,	
	P.B., 1898,	gr. 1-1/4 [0.081 gm.]

Bottles of 100

'TABLOID' PODOPHYLLIN AND EUONYMIN [B. W. & Co.]
(Trade Mark)

R	Podophyllini Resinae,	gr. 1/4 [0.016 gm.]
	Ext. Euonymi,	gr. 1 [0.065 gm.]

Bottles of 100

'TABLOID' LAXATIVE VEGETABLE [B. W. & Co.]
(Trade Mark) (Plain or sugar-coated)

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

Bottles of 25 and 100

SECTION II

ILLUMINATED CHARTS AND DIAGRAMS

SIX illuminated panels in a central position in the exhibit are devoted to charts and diagrams illustrating points of special interest in connection with products of particular topical interest.



PROPHYLAXIS AND TREATMENT OF DIPHTHERIA AND SCARLET FEVER

THE SCHICK TEST and immunisation constitute one of the most notable advances in the sphere of preventive medicine as applied to diphtheria. Their systematic adoption would result in a great yearly saving of child life. Reduction in the incidence of the disease would also lighten very materially the burden on the ratepayers of the present heavy expenditure incurred in the existing system of notification, removal, disinfection, isolation and hospital treatment, and in the general preventive measures against the spread of infection in the homes, schools and elsewhere.

Diphtheria

THE DICK TEST supplies information of the greatest possible value in relation to the susceptibility or otherwise of individuals to scarlet fever. An interesting commentary appeared in the Annual Report (1926) of the Chief Medical Officer of the Ministry of Health, emphasising the excellent prospects of solving some of the administrative problems in connection with scarlet fever. It is pointed out that the detection of susceptible contacts and others by means of the Dick test, and the effective protection of such individuals by means of scarlatinal antitoxin serum, are obviously measures of the highest administrative importance, which, it is satisfactory to note, are being more and more adopted in hospitals and other institutions.* Encouraging reports have also been received from several sources, and particularly from centres in the North of England regarding the use

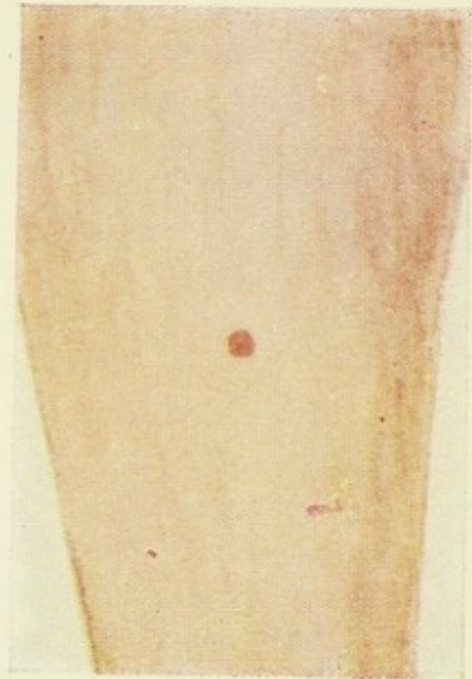
Scarlet
Fever

* *The Lancet*, March 5, 1927

SCHICK TEST
FOR SUSCEPTIBILITY TO
DIPHTHERIA



Control



NEGATIVE REACTION = IMMUNE



Control



POSITIVE REACTION = SUSCEPTIBLE

of antitoxin-serum for curative purposes. If the usefulness of the serum for curative purposes becomes thoroughly established, it follows that the period of detention in hospital should be materially reduced. Experience has confirmed the opinion previously expressed that active immunisation provides a safe, practicable and effective method of prevention. There is increasing evidence to show that the immunity conferred continues for a considerable period.



Preparations

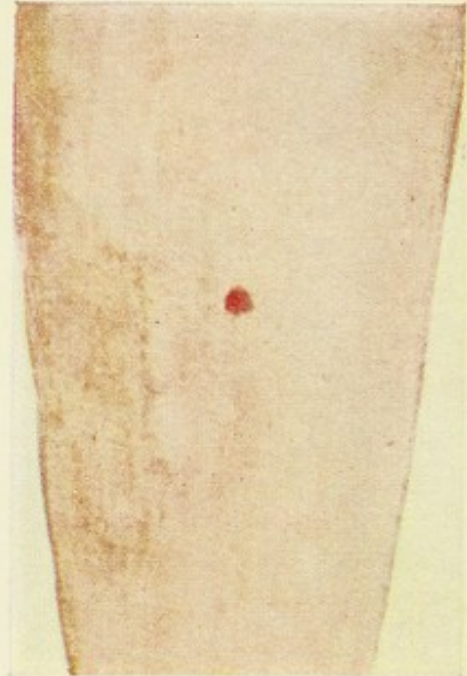
- 'WELLCOME' BRAND SCHICK TEST PRODUCTS
(Trade Mark) [B. W. & Co.]
 [Diluted Toxin (Test) and Heated Toxin (Control)]
 1 c.c.* and 5 c.c.* Sets (Control and Diluted Toxin) and Capillary Sets
 (Control and Undiluted Toxin)
- 'WELLCOME' BRAND DIPHTHERIA PROPHYLACTIC T.A.M.
(Trade Mark) TOXOID-ANTITOXIN MIXTURE FOR ACTIVE
 IMMUNISATION [B. W. & Co.]
 1 c.c., 10 c.c. and 25 c.c. rubber-stoppered bottles
- 'WELLCOME' BRAND DIPHTHERIA PROPHYLACTIC M.T.
(Trade Mark) TOXOID FOR ACTIVE IMMUNISATION
 [B. W. & Co.]
 1 c.c., 10 c.c. and 25 c.c. rubber-stoppered bottles
- 'WELLCOME' BRAND DICK TEST PRODUCTS*
(Trade Mark) [B. W. & Co.]
 [Diluted Scarlet Fever Toxin (Test) and Heated
 Scarlet Fever Toxin (Control)]
 1 c.c. and 5 c.c. Sets (Test and Control)
- 'WELLCOME' BRAND SCARLET FEVER PROPHYLACTIC*
(Trade Mark) (A) AND (C) [B. W. & Co.]
 1 c.c., 10 c.c. and 25 c.c. rubber-stoppered bottles
- 'WELLCOME' BRAND CONCENTRATED SCARLET FEVER
(Trade Mark) ANTITOXIN-GLOBULINS [B. W. & Co.]
 10 c.c. hermetically-sealed phials
- 'WELLCOME' BRAND CONCENTRATED DIPHTHERIA ANTI-
(Trade Mark) TOXIN-GLOBULINS [B. W. & Co.]
 Phials containing 1000, 2000, 3000, 4000, 5000, 6000 and 8000 Ehrlich units
 1000 units are contained in 1 c.c. or less
 Phials containing 10,000 Ehrlich units (High Potency)
 2000 units are contained in 1 c.c. or less
- 'WELLCOME' BRAND DIPHTHERIA ANTITOXIN-SERUM
(Trade Mark) [B. W. & Co.]
 Phials containing 500, 1000, 2000†, 3000† and 4000† Ehrlich units
 †1000 units are contained in 25 c.c. or less

* Supplied in Great Britain, Northern Ireland and the Irish Free State only

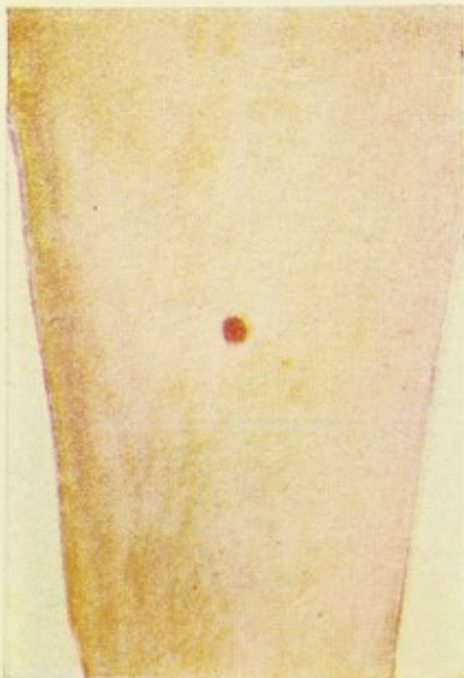
DICK TEST
FOR SUSCEPTIBILITY TO
SCARLET FEVER



Control



NEGATIVE REACTION = IMMUNE



Control



POSITIVE REACTION = SUSCEPTIBLE

REDUCTION IN VOLUME OF DOSE
ACHIEVED BY 'WELLCOME' BRAND
(HIGH POTENCY) CONCENTRATED
DIPHThERIA ANTITOXIN-GLOBULINS



'WELLCOME' BRAND HIGH POTENCY CONCENTRATED
DIPHThERIA ANTITOXIN-GLOBULINS

Dose—3.3 c.c. = 10,000 units.



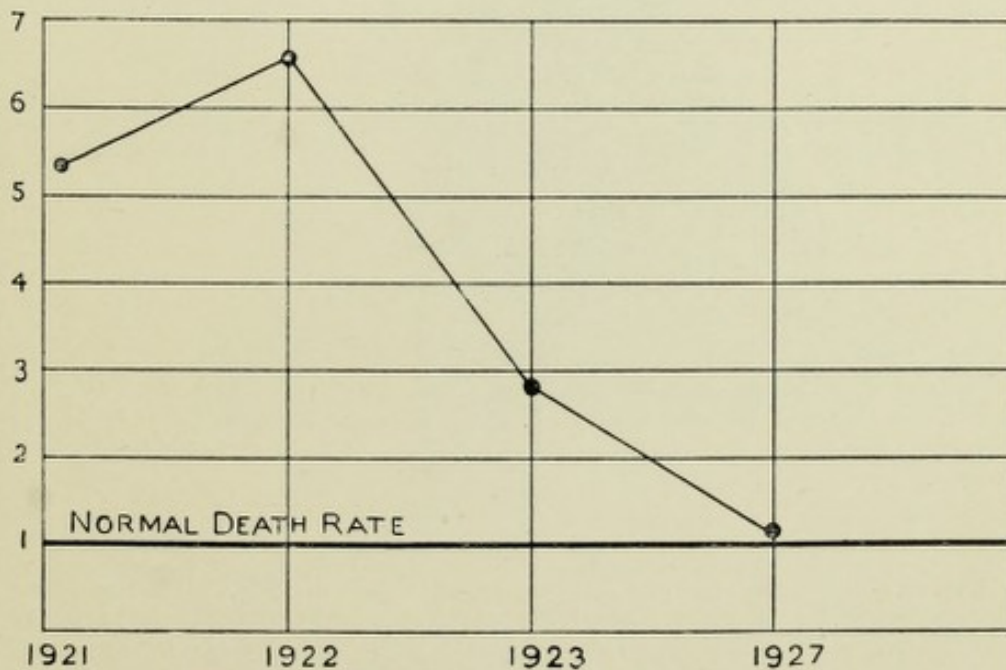
CONCENTRATED DIPHThERIA
ANTITOXIN-GLOBULINS

Dose—10 c.c. = 10,000 units.

DIPHThERIA ANTITOXIN-SERUM. *Dose*—25 c.c. = 10,000 units.



REDUCTION IN MORTALITY FROM
DIABETES AS THE RESULT OF
INSULIN TREATMENT



Diabetes Mortality Chart showing results of Insulin treatment
(observations made on 1316 patients)

For details of Insulin products, see pages 6 and 7

FEEDING TEST OF THE VITAMIN D CONTENT OF 'KEPLER' COD LIVER OIL

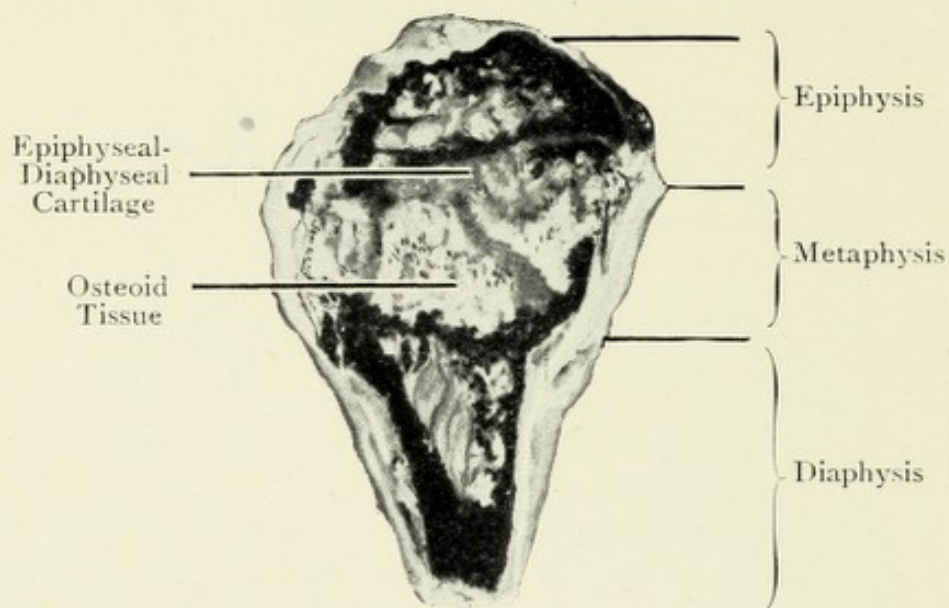


FIG. 1.—Femur of rat fed on rickets-producing diet consisting of patent flour and salts (Sherman and Pappenheimer 84). The cut face of the bone has been stained with silver nitrate. The black deposits indicate areas of calcification. There is no calcification of the provisional zone of cartilage, and the proosseous tissue (osteoid) is produced in abnormal amount and remains uncalcified. A wide rachitic metaphysis absent from normal bone is formed, composed of blood vessels, connective tissue, osteoid tissue and isolated pockets of degenerated cartilage cells.

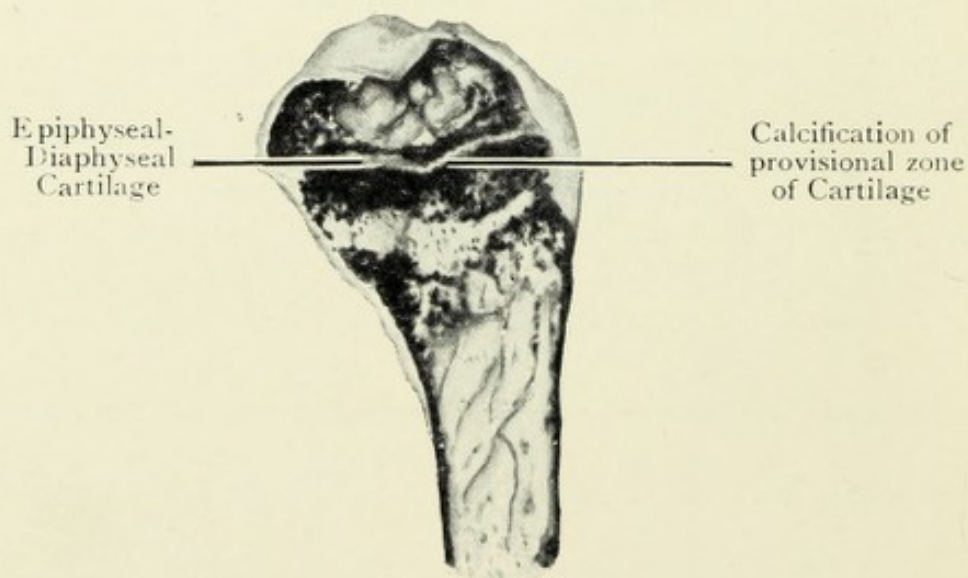
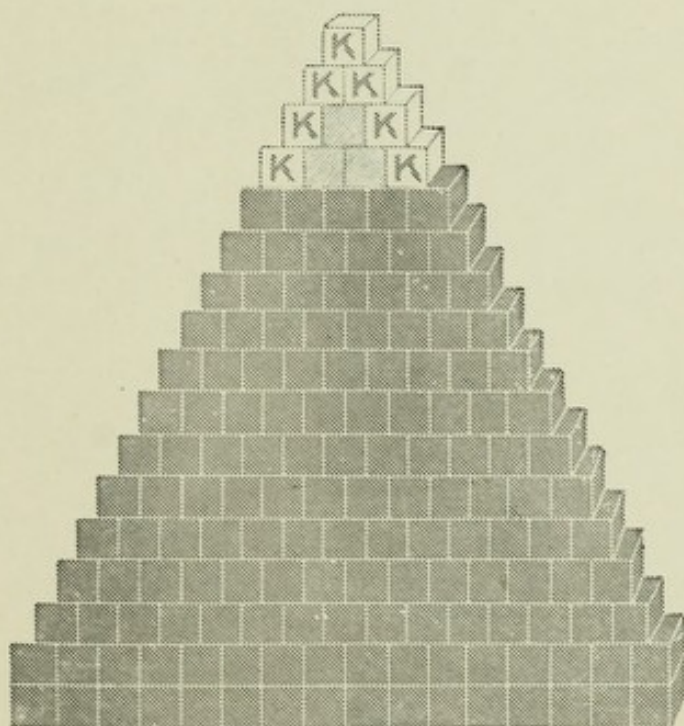


FIG. 2.—Femur of rat fed for the same time as Fig. 1 on the same rickets-producing diet, but with the addition during the last three weeks of 0.01 c.c. of 'Kepler' Cod Liver Oil each day. Healing is commencing and normal calcification of the provisional zone of cartilage is taking place.

**'Kepler' Cod Liver Oil has been tested for its
Vitamin content since 1923**

EFFICIENCY AND HIGH QUALITY OF
'KEPLER' MALT PRODUCTS

IN a Bulletin issued by the Canadian Government it is recorded that Inspectors of the Canadian Inland Revenue Department purchased, in the ordinary way, in various places throughout the Dominion, 152 samples of Malt Extract. The Government Analyst reported that **only 10** were satisfactory Malt Extracts in every respect. Of these, **no less than 7** were 'KEPLER' Malt Extract (Burroughs Wellcome & Co.). Each sample of 'KEPLER' Malt Extract came up to the Government standard.



Each of the 152 cubes represents a Malt Extract examined; those that are dark grey indicate the samples rejected. The white cubes marked K represent the 7 specimens of 'KEPLER' Malt Extract, all of which were approved. The three light grey cubes represent the only 3 specimens passed as satisfactory which were not 'KEPLER' products.



Of the remaining 142 samples, 6, although passed as genuine, were weak in digestive power or contained alcohol, 128 were condemned, 3 contained a high percentage of alcohol, whilst 5 were medicated extracts purchased in error.

In order to obtain certain "constants" for estimating liquid malt extracts, the Analyst used specimens of 'KEPLER' Malt Extract as standards—a striking tribute to the 'KEPLER' product.

'KEPLER' MALT EXTRACT has many conspicuous points of superiority. It possesses the full natural digestive and nutritive principles of the finest winter-malted barley, and is entirely free from alcohol. 'KEPLER' Malt Extract is perfectly safe for babies and invalids. It contains active Vitamin B.

NOTE.—Every single specimen of 'KEPLER' Malt Extract was found genuine and satisfactory by the Canadian Government Analyst.

'KEPLER' COD LIVER OIL WITH MALT EXTRACT presents the finest cod liver oil so associated with the malt extract as to form a palatable combination of very agreeable flavour. It is rich in Vitamins A, B and D, and is the ideal dietary adjunct in cases of specific disease as well as in conditions of general vitamin deficiency.

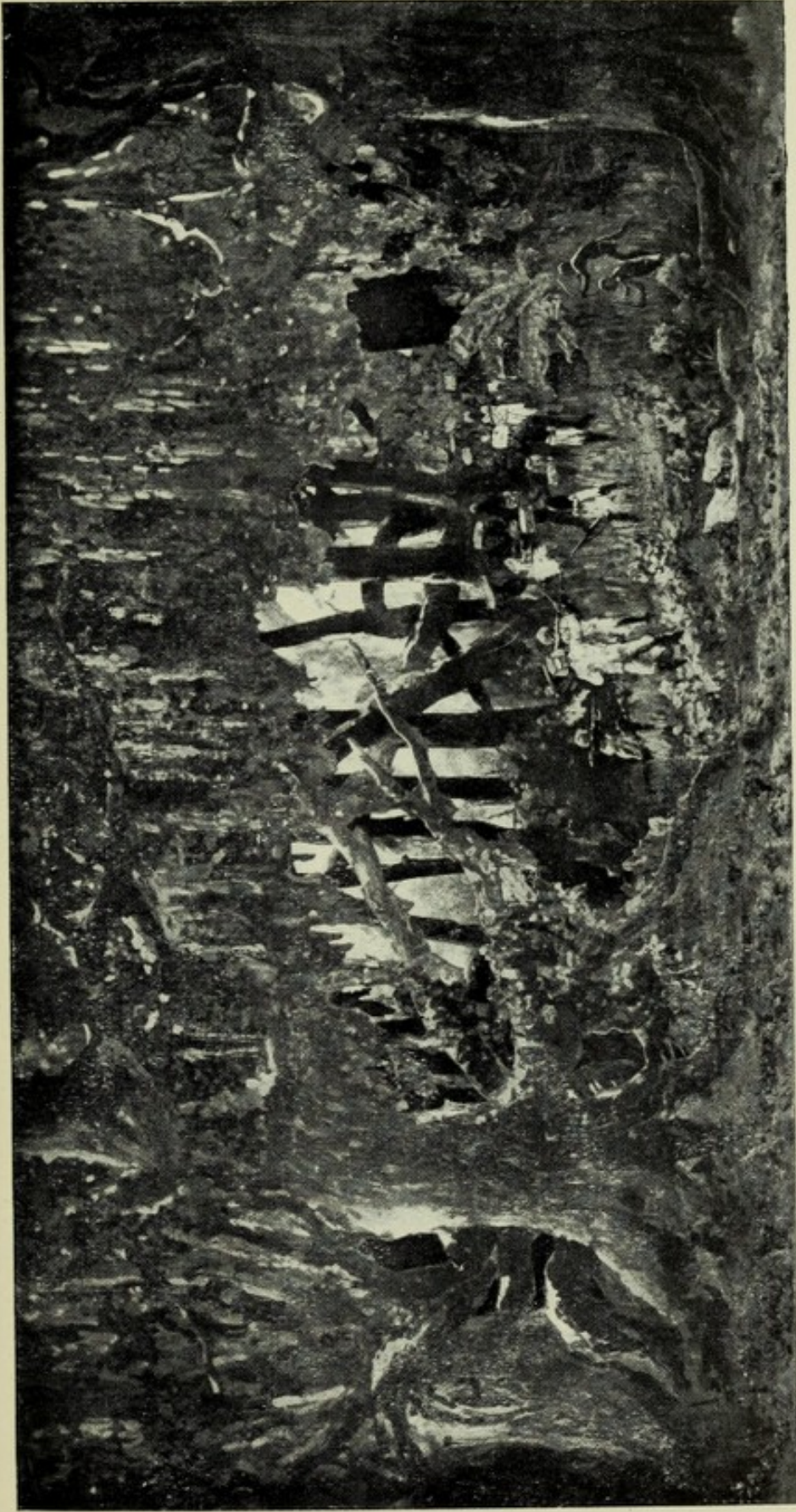
All 'Kepler' Cod Liver Oil is tested by chemical and biological methods. In Vitamin A content it conforms to a blue unit standard determined chemically by the antimony chloride test and confirmed biologically.

Preparations

'KEPLER' MALT EXTRACT [JWF B. W. & Co.]
(Trade Mark) *Bottles of two sizes*

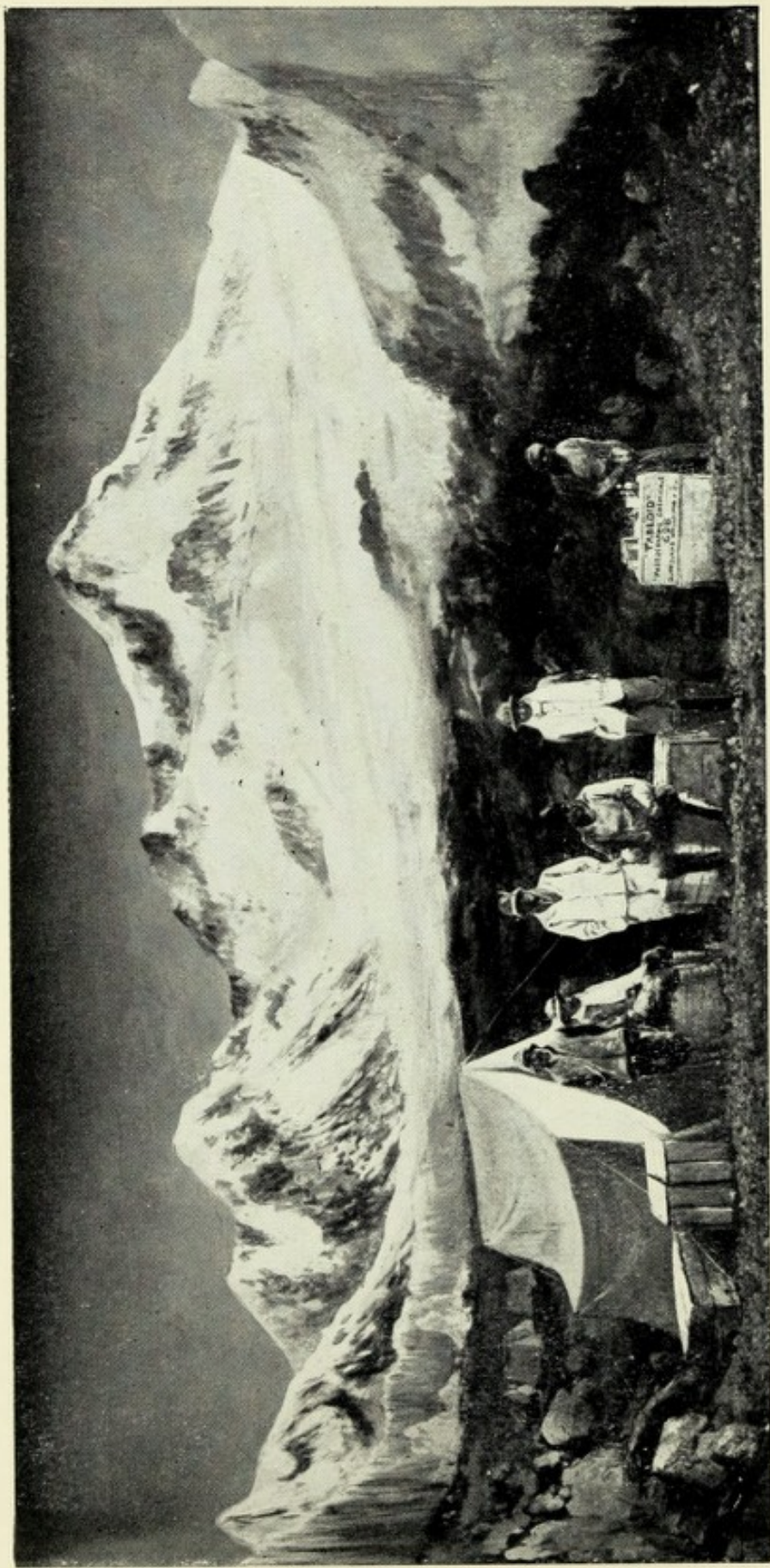
'KEPLER' COD LIVER OIL WITH MALT EXTRACT
(Trade Mark) *Bottles of two sizes* [JWF B. W. & Co.]

For combination with Chemical Food, Creosote, Glycerophosphates, Hæmoglobin, Hypophosphites, Iron Iodide, Pepsin and Pancreatin, and Phosphorus, *see Wellcome's Medical Diary.*



DIORAMA—STANLEY IN THE HEART OF EQUATORIAL AFRICA

During his journeyings in the fever-stricken swamps of the Aruwimi and the forest jungles of the Dark Continent, STANLEY learnt the value of the 'TABLOID' MEDICAL EQUIPMENTS, upon which he relied

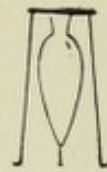


DIORAMA—MOUNT EVEREST EXPEDITION

The Base Camp on the Rongbuk Glacier, with the summit of Mount Everest in the distance. One 'TABLOID' MEDICINE CHEST supplied all the medical requirements of all three Expeditions—1921, 1922 and 1924. On the right, CAPT. NOEL, who developed his official photographic records and cinematograph film on the spot with 'TABLOID' PHOTOGRAPHIC CHEMICALS

SECTION III

DIORAMAS DEPICTING TYPICAL PIONEER
FEATS OF EXPLORATION WITH WHICH
'TABLOID' MEDICAL EQUIPMENTS HAVE
BEEN ASSOCIATED



FOUR typical dioramas are exhibited, selected from those at present on view at the new Exhibition Rooms, 10, Henrietta Street, Cavendish Square, London, W.1.

These show Stanley in the heart of the dense forests of Central Africa; Peary and his companions at the North Pole; Captain Scott's Expedition to the Antarctic, during which he succeeded in reaching the South Pole; and members of the Mount Everest Expedition at their main camp on the Rongbuk Glacier, with Mount Everest in the distance.

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. In the course of time, various types of medicinal outfits have been evolved to meet new conditions as they arose, so that now an equipment is available, suitable for every occasion. The physician can rely on 'TABLOID' Medical Equipments to maintain his medicinal requirements in complete and compact form, free from the delays of dispensing and equally suitable for a busy city practice or an isolated post on the outskirts of civilisation.

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, whilst a full description of their contents and prices will be found in the Price List section of *Wellcome's Medical Diary*. Application for fuller particulars, and illustrations in actual colours, is cordially invited.

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



No 93 'Tabloid' Brand Aseptic Ophthalmic
Pocket-Case

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

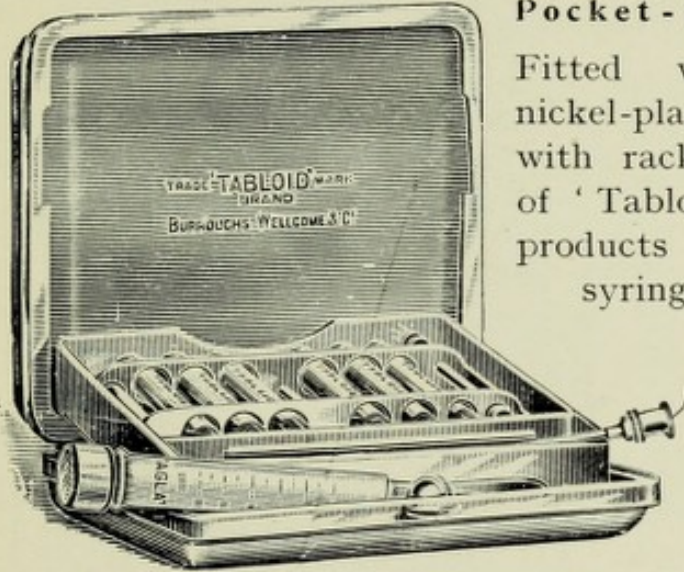
Exceptionally complete and compact. Fits easily into the vest pocket. If the contents be removed, the Case may readily be sterilised.

Nickel-plated
Metal

TRADE MARK 'TABLOID' BRAND
HYPODERMIC POCKET-CASES

Provide complete equipments for hypodermic work in the smallest possible space. 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

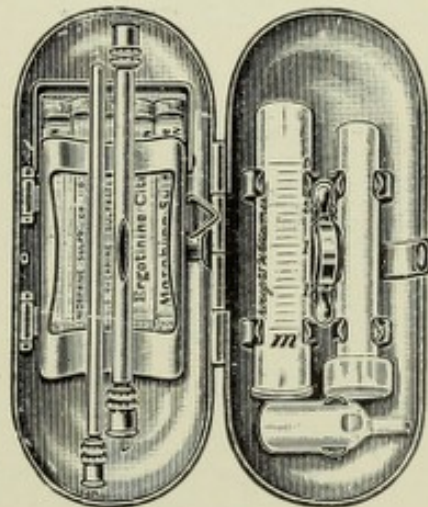
No. 7 'Tabloid' Brand Aseptic Hypodermic Pocket-Case

Measurements : $3\frac{1}{2} \times 3\frac{1}{4} \times \frac{3}{8}$ in. (approx.)

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 (approx)



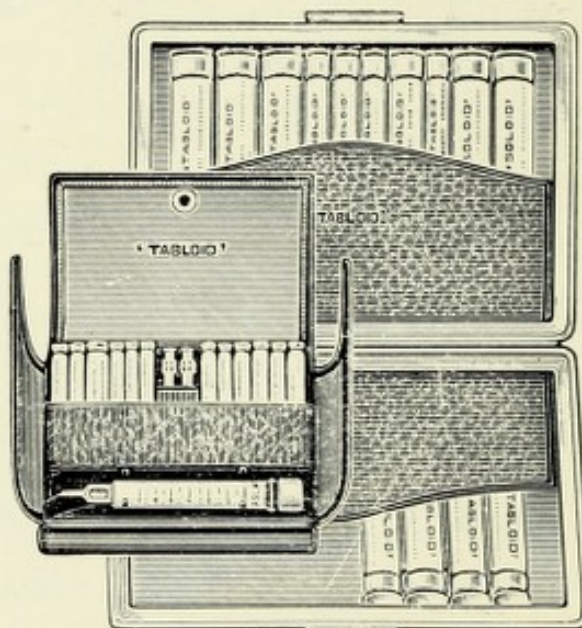
TRADE MARK 'TABLOID' BRAND
MEDICINE CHESTS AND CASES

'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 handsome Case for the breast-pocket. The hypodermic equipment may be withdrawn from the larger case, if desired, for separate use.

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



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

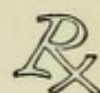
No. 134 'Tabloid' Brand Medicine Pocket-Case
Fitted with eight phials of 'Tabloid' Brand products, etc.



Solid Cowhide, unlined, Cowhide, Morocco, Pigskin, 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. (approx.)

No. 261 'Tabloid' Brand Medicine Case
 ("The Orient") (Registered)



An elegant, compact and well-fitted Case specially devised and arranged for service in the East. A reliable companion that will provide efficient aid on the spot.

Aluminised
Metal

No. 261 'Tabloid' Brand Medicine Case
 Measurements: $7\frac{1}{2} \times 4\frac{1}{4} \times 2\frac{1}{4}$ in.

TRADE MARK 'SOLOID' BRAND

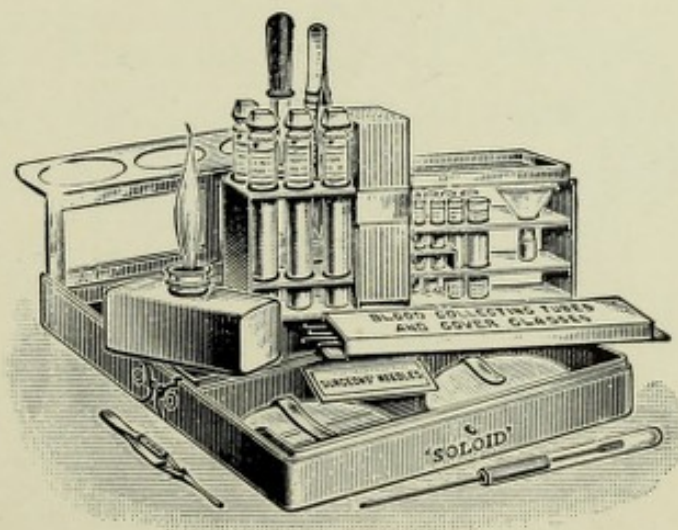
ANALYSIS AND TEST CASES

Portable outfits containing apparatus and reagents for the analyses of urine, water, sewage, etc., and equipments providing, in small compass, the essentials for the bacteriological examination of blood, pus, sputum, etc.

No. 505 'Soloid' Brand Bacteriological Case

Owing to its small size and light weight, this Case can readily be carried into the sick chamber to obtain a blood specimen or a throat swab.

Nickel-plated Metal, with soft leather cover.

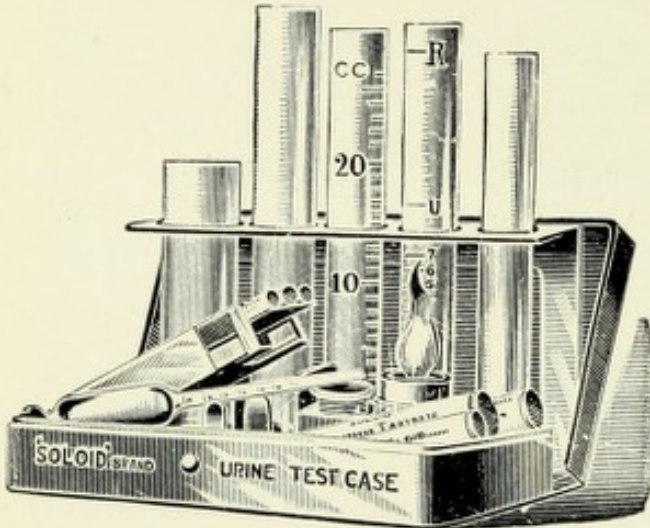


No. 505 'Soloid' Brand Bacteriological Case
 Measurements: $5 \times 3\frac{1}{4} \times 1\frac{1}{2}$ in. (approx.)



No. 510 'Soloid' Brand Urine Test Case
(Registered)

Compact and easily rendered aseptic



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

Nickel-plated Metal, with soft leather cover.

No. 510 'Soloid' Brand Urine Test Case
Measurements: $5\frac{3}{4} \times 2\frac{3}{4} \times 1\frac{1}{4}$ in. (approx.)

TRADE MARK **'TABLOID' BRAND FIRST-AID**

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

No. 702 'Tabloid' Brand First-Aid (Registered)



Contains 'Tabloid' Bandages and Dressings, 'Vaporole' Iodine Tincture, 'Vaporole' Aromatic Ammonia, 'Borofax,' 'Hazeline' Cream, tourniquet, scissors, etc., and eight tubes of 'Tabloid' and 'Soloid' Brand products.

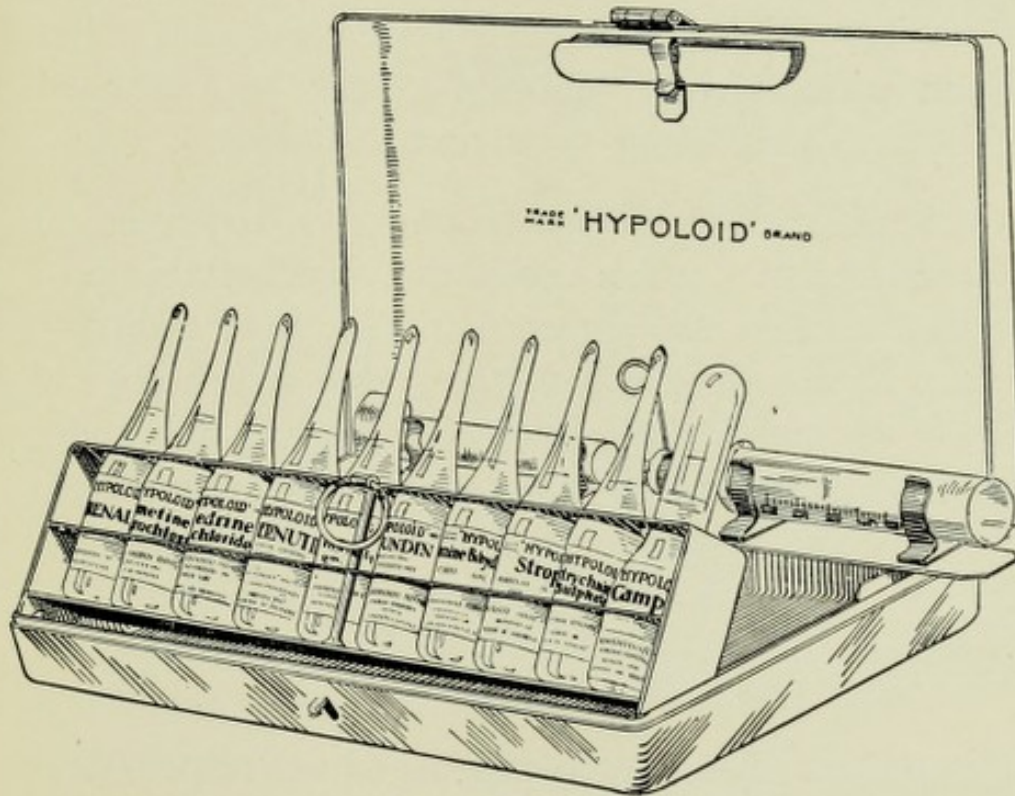
Red, Royal Blue or Imperial Green Enamelled Leather.

No. 702
'Tabloid' Brand First-Aid
Measurements: $7\frac{1}{4} \times 5\frac{1}{4} \times 3$ in. (approx.)

The Ideal Emergency Case

TRADE MARK 'HYPOLOID' BRAND

HYPODERMIC POCKET-CASE, NO. 62



- (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.

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

ALKALINE MEDICATION

THE necessity for the administration of alkaline draughts arises frequently in modern practice: sometimes as an ordinary antacid or as a cooling, refreshing drink; at other times, for the relief of conditions of hypo-alkalinity and the disturbed acid-base equilibrium occurring in acidosis.

It is difficult to persuade patients to persist in the treatment when sodium bicarbonate and similar alkalis are prescribed in the ordinary way. It is also noted that the psychological effects of such simple prescriptions are not good, and no single alkaline base can secure re-mineralisation of the system, which is often necessary.

'TABLOID' ALKALINE COMPOUND EFFERVESCENT solves these difficulties.

It is **palatable**—one in a glass of water produces a very acceptable effervescent draught.

It is **portable**—the equivalent of 25 glassfuls is contained in a tube.

It is **scientifically sound**—each product presents the alkali bases, sodium, potassium, magnesium and calcium, in precise amounts. One product will neutralise 50 c.c. of a N/10 acid solution.

SUGGESTED USES.—As an antacid draught: to correct hypo-alkalinity associated with gastric disturbance, the vomiting of pregnancy, malnutrition, nephritis, diabetes, fevers, œdema:

to restore the alkaline balance in acidosis and to assist re-mineralisation.

Preparation

'TABLOID' ALKALINE COMPOUND, EFFERVESCENT

(Trade Mark)

[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.

Each product contains 29.4 grains of sodium citrate in solution

Tubes of 25

INJECTION TREATMENT OF VARICOSE VEINS

IT IS now well established that the treatment of varicose veins by the injection of suitable sclerosing solutions is a method which is highly successful and one which falls within the province of the general practitioner.

The technique is simple, the inconvenience to the patient nominal, and the results attained in the great majority of cases are highly satisfactory both to the practitioner and his clients.

Burroughs Wellcome & Co. present two products of proved utility and dependability in this field.

Preparations

'HYPOLOID' QUININE AND URETHANE

(Trade Mark)

[B. W. & Co.]

Quinine Bihydrochloride, 0.23 gm., and Urethane, 0.13 gm., in 2 c.c.

Boxes of 5 hermetically-sealed containers and rubber-capped bottles of 25 c.c.

'HYPOLOID' SODIUM SALICYLATE

[B. W. & Co.]

(Trade Mark)

20 per cent., 30 per cent. or 40 per cent. solution in hermetically-sealed phials of 5 c.c. Boxes of 5



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.

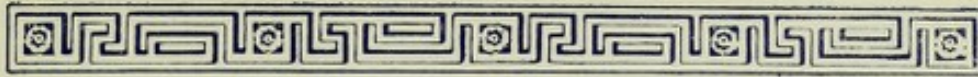
The word 'TABLOID' on a package, wherever purchased, ensures supreme and uniform quality.

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



At every great
INTERNATIONAL EXHIBITION
at which the
BURROUGHS WELLCOME & Co.

products have been exhibited they have
received the greatest number of

**COMPETITIVE
HIGHEST AWARDS**

for

SCIENTIFIC EXCELLENCE

The total number of Competitive
Highest Awards received now exceeds

270

including

TWO GRAND PRIZES

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INTERNATIONAL CONGRESS OF MEDICINE

London, 1913



