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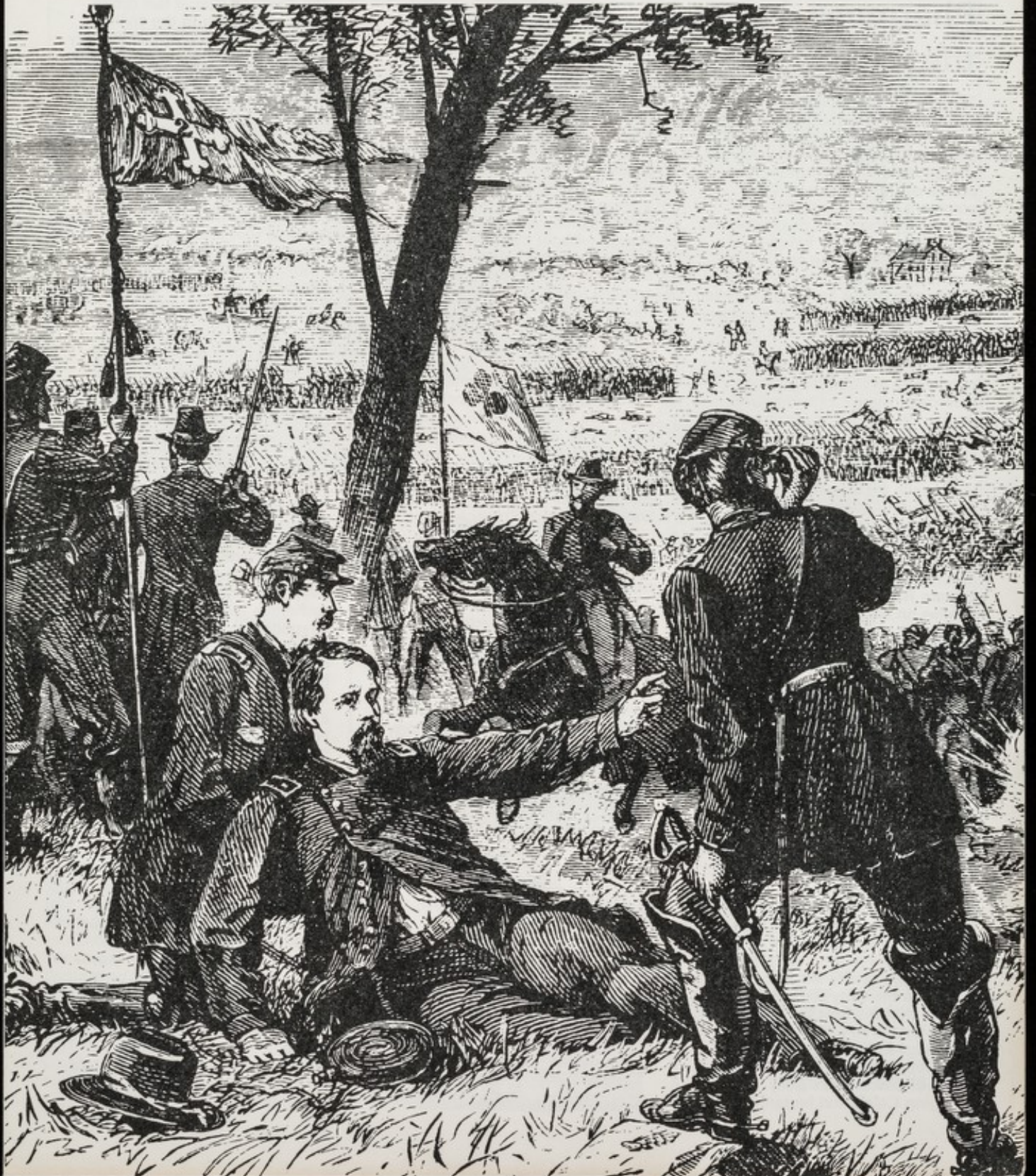
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Pharmacy in the Services

The earliest adventures in military surgery are thread in folklore and tradition, and even the more educated soldiers were caught in a stranglehold of superstition. The annals of Cumbriae record the comment of an Irish monk exclaiming about the pestilence that followed a particular internecine civil war. 'Worms like moles with two teeth fell from the sky; they ate up everything and were expelled by prayer and fasting.' Yet the most intricate manifestations of colour and ritual failed to disguise the fact that the herb was a very limited curative, as we see from the only recorded instance of camp fever during the pre-conquest times. The Danish army invading Kent was stricken with a pestilence which the chroniclers interpreted as divine vengeance for the murder of Archbishop Aefheach; and over two thousand perished. The only civilization that had a medical army corps resembling anything like the modern structure was that of the Eastern Roman Empire. In his treatise on strategy, the Emperor Maximilian writes that he introduced a kind of sanitary formation for his cavalry; these followed the fighting columns at two hundred feet in order to bring the severely wounded out of danger. To this end, the saddles of their horses had two ladder straps on the left side, and a flask of water to revive the faint. These horsemen were paid a piece of gold for every soldier rescued.

In Western Europe the body physicians of the great personages were richly rewarded for their success, but the common folk were served only by the hands of wandering quacks, butcher surgeons, and incisors of outcast status. Such futility led Monthic to despair in the early sixteenth century that the best thing that could happen to a fighting man in battle was to be killed outright. There was only one doctor for the whole of Edward III's army besieging Calais and he ranked next

to the shoe maker. Boiling pitch was used to stop bleeding after amputations.

The Renaissance brought the first real developments. To this age also belongs the most remarkable man in the history of military medicine - Paré. Starting his career as a butcher surgeon, Paré tells us that at the battle of Turin 1536 he saw an old sergeant cut the throats of three helpless wounded men - 'gently without malice' - to put them out of their misery. To Paré is attributed the introduction of artificial limbs, eyes, the truss, and the implantation of the teeth. His collected works are a mixture of genius and sound sense. Read his *Apologia et Voyages*, and you will see for the first time in military history a medical vassal being permitted to succour the ordinary soldier - as well as attending his own sea captain.

Still progress was slow and crude. Until the eighteenth century the recognised treatment of gunshot wounds was cauterization with boiling oil of elders mixed with treacle. It was John Hunter who developed this field. He acquired his remarkable knowledge of gunshot wounds while on duty as a senior surgeon on the Belle Isle Expedition. He was founder of experimental surgery and surgical pathology, and he was a remarkable pioneer in comparative physiology and experimental morphology.



The Crimean War at last drove home the lesson that the civilian administration that proper military corps and hospitals were needed. Practical steps were taken for the eradication of venereal disease. A Prussian regulation of August 1835 directs all civilian and military physicians to report the infection of prostitutes to the police headquarters for the purposes of control. In England the Contagious Diseases Act of June 11th 1866 required that every public prostitute at a naval or military station be examined in a dispensary, and if infected to be placed in a government hospital for treatment.

Finally in 1898 Queen Victoria announced the formation of the medical corps. This timely event was wrought by the consistent lobbying of Sir James McGrigor.

During the First World War over nine million soldiers passed through the hands of the Corps. Tuffer, one of the most influential medical personalities in France managed the administration of front line surgery for the entire army; his directions about procedure and technique being transmitted by telephone along the whole line. In surgical administration the English casualty clearing station or rail head had only existed on paper until now. Special stations for bathing and steam disinfection and vaccination cleared typhus and trench fever from the war zone.

During the Second World War the Corps took full advantage of every available curative; Penicillin, sulphur drugs, blood transfusions, D.D.T. Lt.-General Sir Alexander Hood, reorganised the field units. In 1942 old time dressing stations were made mobile. Special teams such as field surgical units, blood transfusion teams, mobile neuro-surgical teams and others were formed. Ambulance aircraft were put into service. The North African Campaign saw the first parachute field ambulance surgical teams dropping out of the sky complete with operating tables, lamps and instruments.

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Each Normandy D-Day assault group included a medical unit equipped to provide maximum support and on the actual day LST's were fitted with special operating facilities. Stretchers were affixed to jeeps and collapsible two-wheeled stretchers were introduced. Psychiatrists were called in to deal with nervous disorders and to help rehabilitate the limbless.

In 1948 the medical corps celebrated its fiftieth anniversary. For the army's 'Fire Brigade' role a new unit 'The Medical Company' was formed to get wounded away from the battle areas. In limited warfare the corps will provide tented hospitals, doctors as well as nurses and orderlies.

Between 1939 and 1945 Arthur H. Cox & Co. Ltd. played a very significant part in the supply of essential medical requirements to the Armed Forces, including the

Merchant Navy, and to other bodies such as the India Store Department, the Crown Agents for the Colonies etc.

In those days, the company had achieved a reputation for specialised skills in tablet and pill manufacture, and this was well known to the members of the Directorate of Medical Supplies which was a subdivision of the Ministry of Supply, and was the official department responsible for the supply of all medical requirements to the Armed Forces and to the other authorities mentioned above.

A very important section of Medical Supplies was the Running Contract for tablets etc., which was renewed yearly, and Arthur H. Cox of Brighton was always regarded by the Directorate as the foremost manufacturer to whom invitations for this Contract should be made. Registered pharmacists in the employ of the Inspectorate branch

of the Directorate would pay frequent visits to all manufacturers to ensure that the highest standards of quality and production conditions were maintained.

Shortly after the Second World War Arthur H. Cox & Co. Ltd. made a major contribution to the Industry by manufacturing a very large quantity of tablets belonging to the Sulphonamide group, on behalf of the Pharmaceutical Division of Imperial Chemical Industries for both home and export markets.

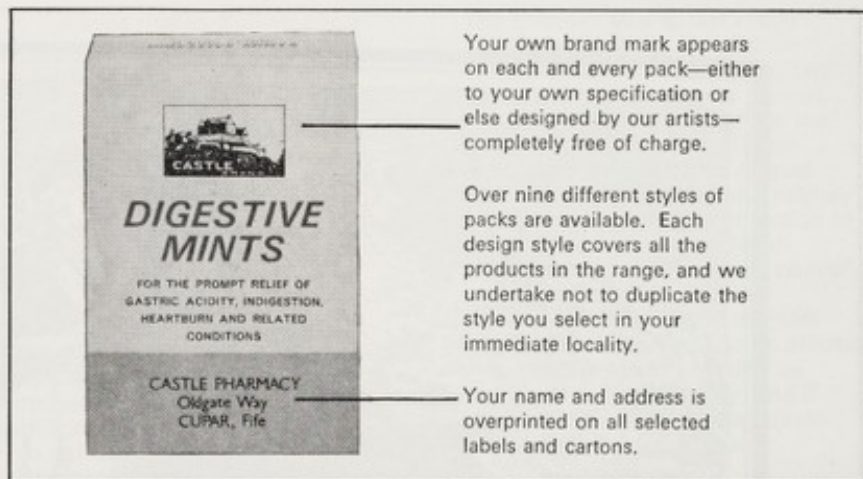
Today, society has its own battle to fight. The by-products of technical progress, noise, cramped city life, multiple blocks of flats take their human toll. To combat these new problems of stress, modern pharmacy provides us with a large range of 'off the shelf' remedies easy to take - effective in operation. It is companies such as Cox of Brighton that help the chemist help his customer.

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How the Cox Chemist own Brands Scheme can help the modern pharmacy.

Every Chemist has regular and loyal local customers but there is a great danger that the Supermarkets of today will take many of the fringe, yet highly profitable, sales away. By selling to customers your own recommended brands you cement a bond between your shop and the customer. Your name on the pack in the home is a constant reminder that you are the recognised vendor of pharmaceutical preparations. Your name is the name that is remembered when the customer wants to buy other profitable products such as toilet accessories.

The Cox Chemist Own Brand Service gives you the opportunity of selling your own brand of tablets, pills, liquids, ointments and pastilles, etc.—all prepacked and printed with your own name and Brand Mark—and delivered to your door. It costs you nothing but an initial minimum order of one gross of assorted Cox preparations.



Your own brand mark appears on each and every pack—either to your own specification or else designed by our artists—completely free of charge.

Over nine different styles of packs are available. Each design style covers all the products in the range, and we undertake not to duplicate the style you select in your immediate locality.

Your name and address is overprinted on all selected labels and cartons.

The 50 preparations available from Cox under their Chemist Own Brand list, together with a further 50 Counter Remedies, cover a wide range. They are made to excellent formulae and to the highest quality standards—in every case surpassing BP or BPC standards. The Cox organisation has over 120 years of experience behind it—your guarantee of quality.

Individual Packaging—Your Name on Your Pack

Over nine different styles of packs are available. Each design style covers all the products in the range, and we undertake not to duplicate the style you select in your immediate locality.

We will print your name and address on the pack you select—and our artists either design the Brand Mark specially for you or prepare the necessary drawings to your own specifications completely free of charge. We make the necessary blocks and arrange the printing, again free of charge. Your Cox Representative will give you full details of the products available, together with the prices—but you will understand that in order to offer such a service, an initial order must be made for a minimum assorted order of 1 gross.

Discounts

Chemists who repeatedly order assorted quantities of 1 gross will qualify for favourable terms. On our part we invest in the blocks, in printing and packaging with the hope that quantities ordered over a year will be beneficial to us—and therefore to you! This is your opportunity to have a modern pharmaceutical plant together with a staff of over three hundred working for YOU.

Point of sale showcards, sales aids, etc., are all available free of charge. They all carry a slogan indicating that the products are your own Brand; they are a ready aid to sales.

For further information clip the coupon.

This is one in a series of informative leaflets published by Arthur H. Cox & Co. Ltd.

Further copies may be obtained by writing (quoting C.O.B. 2) to the address below:—

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