

NOVOCAIN

BRAND ETHOCAIN HYDROCHLORIDE

The Original Preparation

English Trade Mark No. 276477 (1905)

The Safest and most Reliable
Local Anaesthetic for all
Surgical Cases



Does not contain Cocaine, and does not come under
the Dangerous Drugs Act.

Supplied in
Powder. Cartridges.
Tablets of Various Sizes.
Ampoules of Solution.
Ampoules of Sterilized Powder.

Literature on Request.

Sold under Agreement.

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Raising the Metabolic Rate

Three Methods

CASES of depressed metabolism are, of course, a common occurrence in general practice, particularly among convalescents.

It is very seldom, however, that a practitioner wishes to resort to such drastic methods of raising the metabolic rate as intravenous injection of thyroxin or the administration by mouth of compounds of the nitro-phenol group. Indeed, both these measures are usually contra-indicated, owing to the fact that either is liable to involve severe interference with the normal mechanism of the body.

For this reason, the practitioner generally prefers the third of the accepted methods of stimulating the metabolic rate: namely, the prescription of foods such as meat extracts, home-made broths, etc.

It is a matter of some importance, therefore, to know that *one* of the accepted meat preparations is outstandingly effective in raising the metabolic rate. It is Brand's Essence.

After the ingestion of Brand's Essence, there is a sharp increase in the heat output, reaching a peak at the end of half an hour, and still appreciable six hours later.

Accordingly, Brand's Essence may be prescribed with confidence for cases of depressed metabolism. It will be found palatable even when all other foods are distasteful, and it has a further advantage in that it stimulates the appetite. It will be found of special convenience in those cases in which the patient cannot tolerate sufficient protein. *It is still sold at pre-war prices.*

**BRAND'S
ESSENCE**