

Clarks

NEW CORRECTIVE HEEL

for Children

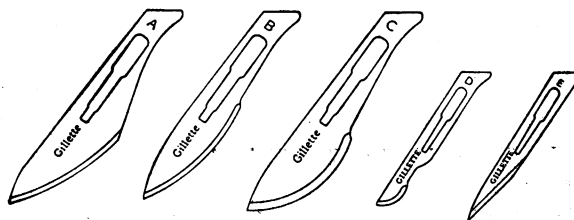
Clarks have pleasure in announcing that they are making a new heel, suitable for attachment to an ordinary pair of Clarks Children's Shoes, which can successfully replace the use of T-irons or heavy surgical boots in the treatment of certain foot ailments and leg weaknesses.

CLARKS CURATOR HEEL

has been clinically tested by an orthopaedic surgeon, who has employed it in a number of cases with most encouraging results. The heel, moulded in light-weight rubber, is shaped to give arch support to weak feet (valgus feet).

It is intended, as far as possible, to ensure that there shall not be indiscriminate use of this corrective device. Clarks prefer that it should be used only when specified by medical practitioners and that its fitting, etc. should be under expert supervision. Full details are available to members of the medical profession, children's clinics, etc. on application to Clarks.

C. & J. Clark, Ltd., Street, Somerset.



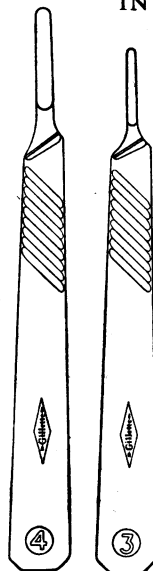
IN THE SERVICE OF SURGERY

Gillette

Surgical Blades and Handles

The successful introduction of Gillette Surgical Blades has encouraged the development of a Gillette handle. Made from chromium-plated nickel silver, these handles are precision-machined to ensure perfect fit and complete rigidity in use with Gillette Surgical Blades.

Gillette Surgical Blades and Handles are made for each other and used together satisfy the most exacting requirements of surgical technique.



Gillette Industries Ltd. Great West Road, Isleworth, Middlesex

As an Antacid
or in febrile conditions

Invalid

Lembar

justifies the doctor's highest
recommendation. Available
in limited quantities

Soluble extract of Barley ... 7.4%. Sugar ... 23.7%.
Solid Glucose... 10.4% (=Liquid Glucose 28%). Lemon juice... 37.0%

Plus Flavouring and permitted preservative

The above percentages are expressed in weight per given volume

MADE BY RAYNER AND COMPANY LIMITED, LONDON, N.18

The importance of protein during pregnancy and the nursing period

CLINICAL observation shows that the increased protein anabolism during the latter part of pregnancy, and particularly during the nursing period, requires more protein than was at first considered necessary. Adequate protein is, therefore, desirable to ensure the ample supply of breast milk.

The inclusion of high-grade protein foods in the diet of pregnant women is now a standard practice. In cases where there is loss of appetite

or a general feeling of exhaustion, the diet can be effectively supplemented by protein foods in a form which is easy to assimilate.

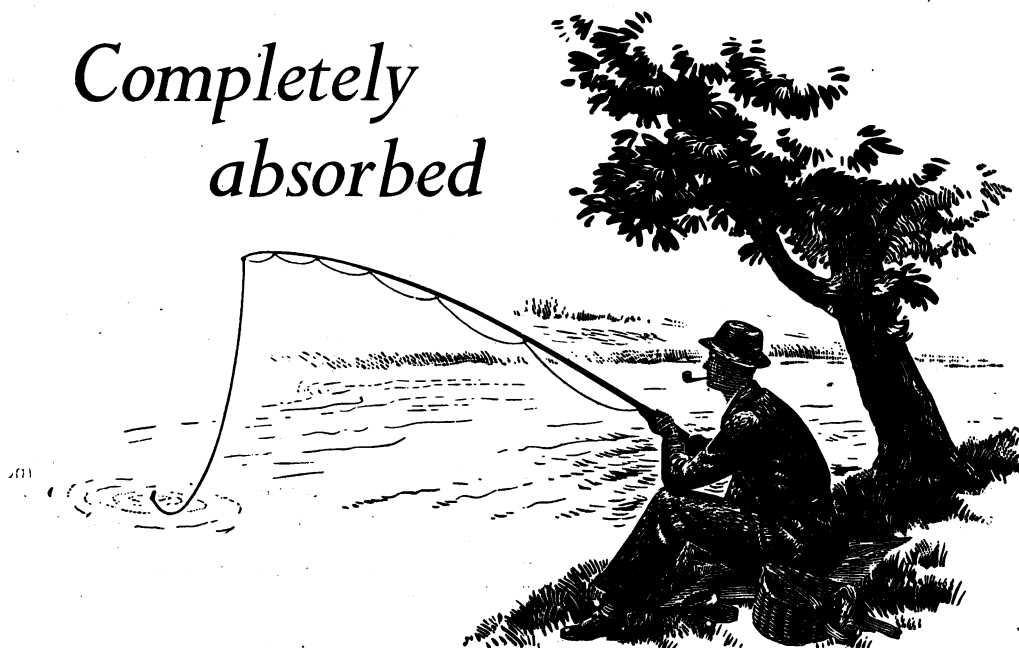
Brand's Essence is a first-class protein of animal origin. Being partly hydrolysed, it is capable of easy ingestion, digestion and absorption. It is extremely palatable, and may be taken either as a jelly or as a liquid. It helps to support convalescence and assists in restoring a positive nitrogen balance.

**BRAND'S
ESSENCE**
(OF MEAT)





Completely absorbed



Gelatin Sponge A & H, a sterile absorbable hæmostatic, has applications in all branches of surgery, from the simple epistaxis encountered in general practice to the more complex operations of neurosurgery.

It minimizes blood loss when adequate hæmostasis cannot be obtained by ligature, and will help to increase the safety of operative surgery in many fields.

Gelatin Sponge A & H is pliable and may be moulded easily to any shape or size to meet the requirements of the occasion.

Supplied sterile in glass containers in strips 2 cm. × 6 cm. × 0.7 cm., in boxes of six tubes each containing one piece, and thin wafers 2 cm. × 2 cm. × 0.1 cm. in boxes of six tubes each containing 6 pieces.



GELATIN SPONGE A & H

An absorbable hæmostatic

Literature and further particulars will be sent on request.

ALLEN & HANBURYS LTD · LONDON · E·2

TELEPHONE: RISHORNGATE 3201 (2 LINES) TELEGRAMS: GREENBURYS, BETH, LONDON

pure thyroid hormone:

new synthesis

Recognising the need for a standard form of thyroid medication, capable of being given in precise dosage, Glaxo Laboratories have carried through a research project to evolve an entirely new synthesis of the thyroid hormone. Success has now come in far greater measure than was at first envisaged, for the

process ultimately devised has made it possible to manufacture the physiologically active *laevo* thyroxine free from the inert dextroform.

*a new era opens in
thyroid therapy*

L-Thyroxine-sodium *Glaxo*, now introduced is the pure *crystalline thyroid hormone*. By its very nature, it is free from the variations in therapeutic efficacy that may be associated with extracts of the thyroid gland. Relative potency is indicated by the fact that about 1 grain of thyroid B.P. may now be replaced by 0.1 mg. of the new Glaxo material.



L-THYROXINE-SODIUM *Glaxo*

TABLETS (0.05 mg.) in bottles of 100—2/9 in bottles of 1000—20/-
(0.1 mg.) " " " " 4/3 " " " " 32/- Less usual professional discounts

GLAXO LABORATORIES LTD., GREENFORD, MIDDLESEX. BYRON 3434



'PERNIVIT' FOR CHILBLAINS

Tablets of Acetomenaphthone B.P. and Nicotinic Acid B.D.H.

The comparative ineffectiveness of single substances in the treatment of chilblains suggests that the condition results from the interaction of more than one factor. A new approach has been made possible by the introduction of 'Pernivit' which facilitates

the utilisation of the vasodilator effect of nicotinic acid and the effect of vitamin K in maintaining normal vascular permeability and blood coagulability. A dose of from three to six tablets daily is recommended. Bottles of 50 and 500 tablets.

Literature and samples will be forwarded on request

THE BRITISH DRUG HOUSES LTD. (Medical Department) LONDON N.1
TELEPHONE: CLERKENWELL 3000

TELEGRAMS: TETRADOME TELEX LONDON

Prvt/E/ 526

'SULPHAMEZATHINE'

ORAL SUSPENSION FOR CHILDREN

For many bacterial infections in children, 'Sulphamezathine' brand Sulphadimidine is the safest and most effective of all the sulpha drugs. It rarely gives rise to unpleasant symptoms, and renal complications are almost unknown.

'Sulphamezathine' Oral Suspension is a palatable orange-flavoured preparation containing 1 gramme of 'Sulphamezathine' per 2 fluid drachms. Children take it readily, and it provides an attractive alternative to 'Sulphamezathine' tablets.

*'Sulphamezathine' Oral Suspension is issued
in bottles of 100 c.c., 500 c.c. and 2 litres.*

Literature and further information available, on request, from your nearest I.C.I. Sales Office—London, Bristol, Birmingham, Manchester, Glasgow, Edinburgh, Belfast and Dublin.

IMPERIAL CHEMICAL (PHARMACEUTICALS) LTD.

A subsidiary company of Imperial Chemical Industries Limited

WILMSLOW, MANCHESTER



IN BRONCHIAL ASTHMA



1600 : "The specifics commonly used for moist asthmas are the roots of Cuckowpint, Hyssop, Horehound . . . the syrup or volatile salt of Tobacco; Gum Ammoniac (above all) dissolved in vinegar. Compound Spirit of Verdigrise, dulcify'd Spirit of Nitre, Turpentine . . . Balsam of Sulphur . . . Juice of Woodlice with wine (an incomparable medicine) and the carminative spirit if the stomach be disordered."

MICHAEL ETMULLER, Professor of Physic, Leipzig.

Today : The "incomparable medicine" in bronchial asthma is 'Neo-Epinine.' Patients obtain relief without the discomfort of repeated injections, the side-effects of adrenaline, or the sleeplessness of ephedrine medication. 'Neo-Epinine' is administered sublingually as a compressed product or by oral inhalation as Spray Solution.

'NEO-EPININE'

ISOPROPYLⁿADRENALINE SULPHATE



BURROUGHS WELLCOME & CO. (THE WELLCOME FOUNDATION LTD.) LONDON

Why 'Ribena' in Gum Infections?

Because the satisfactory results from clinical tests with Ribena have confirmed the belief that hypovitaminosis C predisposes to defective dentition and gum infections. Because, moreover, *natural* vitamin C, in the form of blackcurrant syrup, has been shown by practical experience to be a most valuable adjunct to local therapy in ulcerative stomatitis. Further, more specific, information gladly supplied to members of the medical profession.

Ribena is the pure undiluted juice of fresh ripe blackcurrants with sugar, in the form of a delicious syrup. Being freed from all cellular structure of the fruit, it will not upset the most delicate stomach. It is particularly rich in *natural* vitamin C (not less than 20 mgm. per fluid ounce) and associated factors.

Ribena

BLACKCURRANT SYRUP

(RIBES NIGRA)

H. W. Carter & Co. Ltd. (Dept 4A.), The Royal Forest Factory, Coleford, Glos.

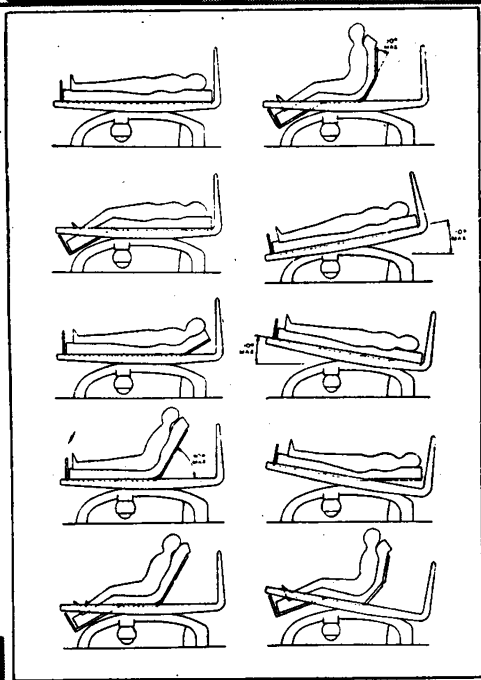
Eire.—Inquiries should be addressed to Proprietaries (Eire Ltd., 17/22, Parkgate Street, Dublin.

Lightweight
headboard
easily and quickly
removed

Designed for efficient nursing

Retractable handles
give finger-light
adjustment for
change of attitude

Simply operated
foot levers raise bed on to
fully castoring wheels for
mobility, or lower bed
when in the desired
position



- ★ Development of the "Magbed" has been guided by the authorities of Charing Cross Hospital, and the functions of the bed fully meet the requirements of nursing and medical staff.
- ★ All nursing effort, whether in dealing with bed or patient, is reduced to a minimum by simplicity of controls which give speedy yet gentle operation from either side of the bed.
- ★ Little effort is needed to move the "Magbed," as it is only half the weight of the existing semi-mobile bed, and movement of bed and patient is achieved quickly and silently by one unassisted nurse.
- ★ Completely enclosed mechanical parts, and the absence of dust-traps in the smooth design, provide for easy cleaning and maintenance of hygiene.

The versatile "MAGBED"

Designed and manufactured by ESSEX AERO Limited,
The Airport, Gravesend, Kent

THE INTRAVAGINAL TAMPON
IN MENSTRUAL HYGIENE

An important clinical study

*Significant facts
obtained by the close
observation of 25 parous
and nonparous women*

In view of the increasing use of the intravaginal tampon for the absorption of the menstrual flow, the following important study was undertaken to determine whether or not this method of sanitary control is safe and not prejudicial to health.

Twenty-five women—parous and nonparous—were selected and were under daily institutional observation during two successive catamenial periods. Ranging in age from twenty-one to forty-five, some had previously used tampons, others had not.

The following summary indicates clearly the findings of the study.

1. In not a single instance was there any evidence of local irritation brought about by the use of the tampons.

2. No uterine cramps, suggestive of block of the uterine flow or damming back into the tubes were reported in any case of this series.

3. No bladder irritation was reported.

4. The average number of tampons used in a period was ten.

5. In cases in which a cervical erosion was present, neither the amount of bleeding nor the character of the erosion was altered by the use of the tampons.

6. There was no appreciable difference in the bacterial flora of the vagina and

cervix, as determined by smear and culture, before menstruation and after the use of the tampons during the menstrual period.

7. There was no appreciable difference in the pH of the vaginal or cervical secretions before menstruation and after the use of the tampons during the period.

8. Absolute comfort and complete absorption of the flow was obtained by the proper correlation of the size of the tampon with the length and calibre of the vagina.

9. *The evidence is conclusive that the tampon method of menstrual hygiene is safe, comfortable and not prejudicial to health.*

TAMPAX

If you are not acquainted with Tampax, descriptive literature and samples of both absorbency sizes will gladly be sent on request.

MEDICAL INQUIRIES: TAMPAX LTD., 110 JERMYN ST., S.W.1



POLYCREST ANTI-PRURITIC CREAM

THE "VICIOUS CIRCLE" OF PRURITUS

In the past in the treatment of pruritic conditions counter-irritants were employed, which merely superimposed pain on itching. To-day it is realized that antipruritic therapy can only be effective if it is not only curative but also breaks the 'vicious circle' of itching—scratching—infection—more itching—and so on.

A CAUSAL AND SYMPTOMATIC THERAPY

This modern approach to the problem is embodied in Polycrest Antipruritic Cream, which combines the high bactericidal and fungicidal properties of Phenylmercuric Nitrate with the prompt and prolonged surface anaesthetic action of Amethocaine and Benzocaine, thereby affording simultaneous causal and symptomatic therapy.

INDICATIONS

Pruritus Ani, Haemorrhoids, Anal Eczema, Diabetic Pruritus and other pruritic conditions of diverse origins, including Tinea Infections.

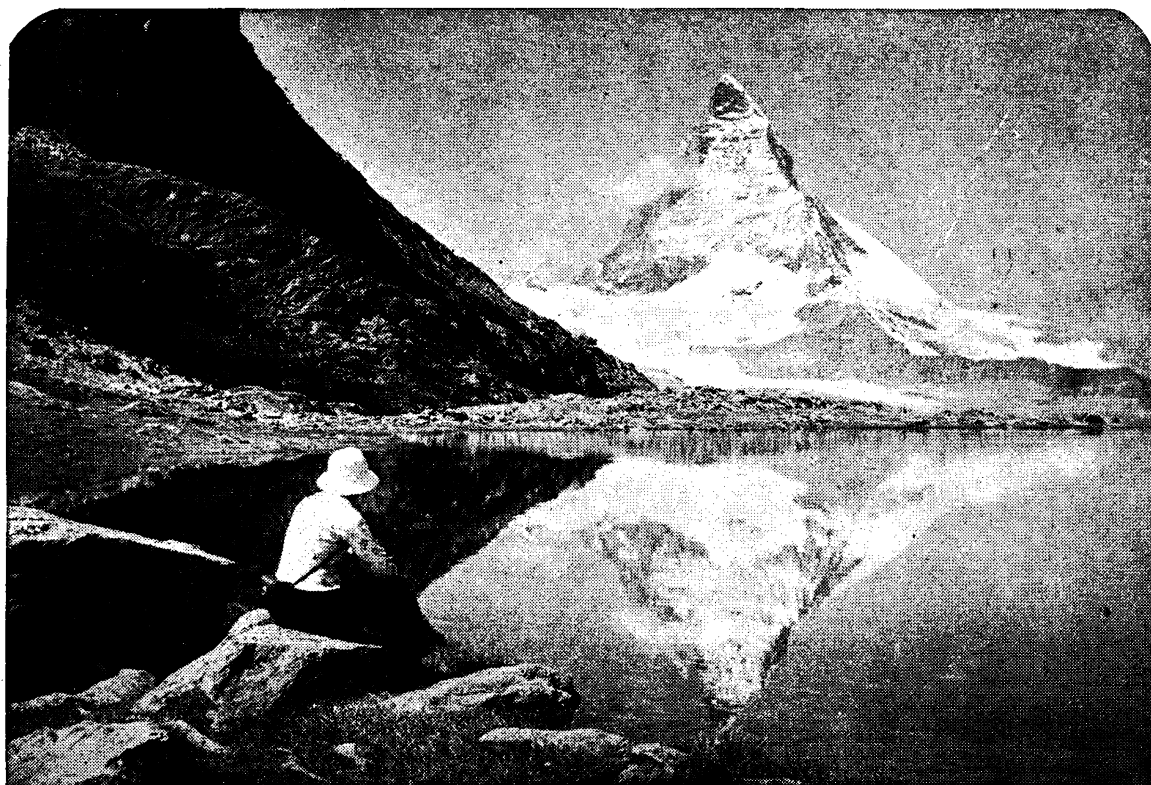
FORMULA:

Phenylmercuric Nitrate	..	0.25%
Amethocaine	..	0.50%
Benzocaine	..	5.00%
Cream Base	..	q.s.

Professional samples and literature are gladly sent on request



CLINICAL PRODUCTS LTD
RICHMOND, SURREY, ENGLAND



REFLECTION

ON SUCCESSFUL ARTIFICIAL FEEDING WITH COW & GATE MILK FOODS

HALF CREAM

This milk food provides a most satisfactory means of introducing complementary feeding. If full artificial feeding be necessary, Half Cream ensures a minimum disturbance of infant metabolism.

FULL CREAM

The fat content approximates closely that of breast milk. Full Cream Food is prepared from finest quality milk powder made by the Cow & Gate Improved Roller Process under scientifically controlled conditions.

THESE FOODS ARE FORTIFIED BY THE ADDITION OF VITAMIN D 320 I.U. per OUNCE and IRON 1 mgm per OUNCE

** Particulars of these and other Cow & Gate preparations for specialized infant feeding will be forwarded on request.*

COW & GATE MILK FOODS

COW & GATE, LTD.



GUILDFORD, SURREY

4264

PLAIN TALKS ON INFANT FEEDING

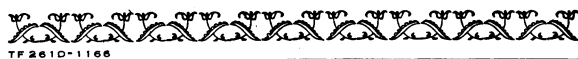

Can the infant cope with Whole Milk Protein?

Advanced opinion holds that it cannot unless that protein is reduced in quantity and character and so rendered acceptable to the child's digestion. This conversion of cow's milk into the nearest possible approximation to mother's milk, is what the makers of Trufood have achieved. Humanised Trufood is no rough and ready approximation to mother's milk. The cow's milk is broken down and reconstituted so that the nourishing factors are brought together again in the same percentages as they are found in human milk. Taking human milk as their guide, the makers of Trufood have, as it were, 'remodelled' cow's milk into breast milk. Fat, protein and carbohydrate content is practically the same in both; likewise the amino-acid composition of the proteins — a vital feature, as every doctor knows. The fat is finely emulsified as in mother's milk; and there is no hard, indigestible curd. Its calorific value is practically identical with that of mother's milk. One of the special features of Trufood is that there is no variation at any time in its character or content. Trufood costs more because more care and research must be given to its making. *Literature giving detailed information can be obtained by writing to Trufood Ltd. (Dept. BM. 44), Bebington, Wirral, Cheshire.*

**THERE ARE PLENTIFUL SUPPLIES OF
TRUFOOD AVAILABLE**

Issued by the Makers of Trufood—

NEAREST TO MOTHER'S MILK



Painless **INTRAMUSCULAR** **INJECTIONS**

e.g. of **PENICILLIN, LIVER EXTRACTS,
ARSENO-BENZOLS, BISMUTH, etc.**

Many substances create some pain on intramuscular injection. Novutox injected at the same time will prevent this pain.

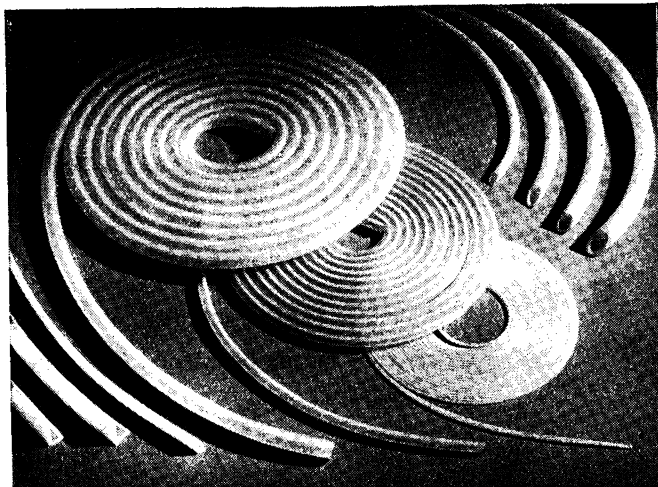
Most substances are compatible with Novutox, which is also non-destructible to penicillin during the time that the latter is undergoing absorption.

Mixtures with Novutox should be made
immediately before use **ONLY**.

NOVUTOX *Self-Sterilising* *Local Anaesthetic*

Each c.c. of Novutox 2% contains 0.02 gm. ethocaine hcl., 0.00002 gm. epinephrine and 0.00002 gm. capryl hydrocupreinotoxin hcl. Other strengths of Novutox contain these elements (with or without epinephrine) in varying proportions.

PHARMACEUTICAL MANUFACTURING CO. LTD.
THE LABORATORIES, CHELTENHAM, GLOS.



"PORTEX" PLASTIC TUBING

**for ENDOTRACHEAL, DRAINAGE, INTRAVENOUS,
HIGH PRESSURE, PENICILLIN ADMINISTRATION,
AND LABORATORY USE**

Literature and samples on request

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