

MEDICINE SELLS: A BRIEF HISTORY OF CONSUMER CULTURES IN MODERN HEALTHCARE

DR CLAIRE L. JONES

LECTURER IN THE HISTORY OF MEDICINE

UNIVERSITY OF KENT

ALISON NEILANS (1884-1942)



(Image: Museum of London, 1910)

RETAIL CHEMISTS AND 'HYGIENIC'/'SURGICAL' STORES

Image:
Life
Archive,
1939



*Revised
Catalogue of
Surgical
Rubber
Goods, Pro-
Race
Appliances
and Medical
Sundries
([n.p.]
1925)*

CONTRACEPTIVE VENDING MACHINES, C. 1932



Wellcome Images



Wellcome Images



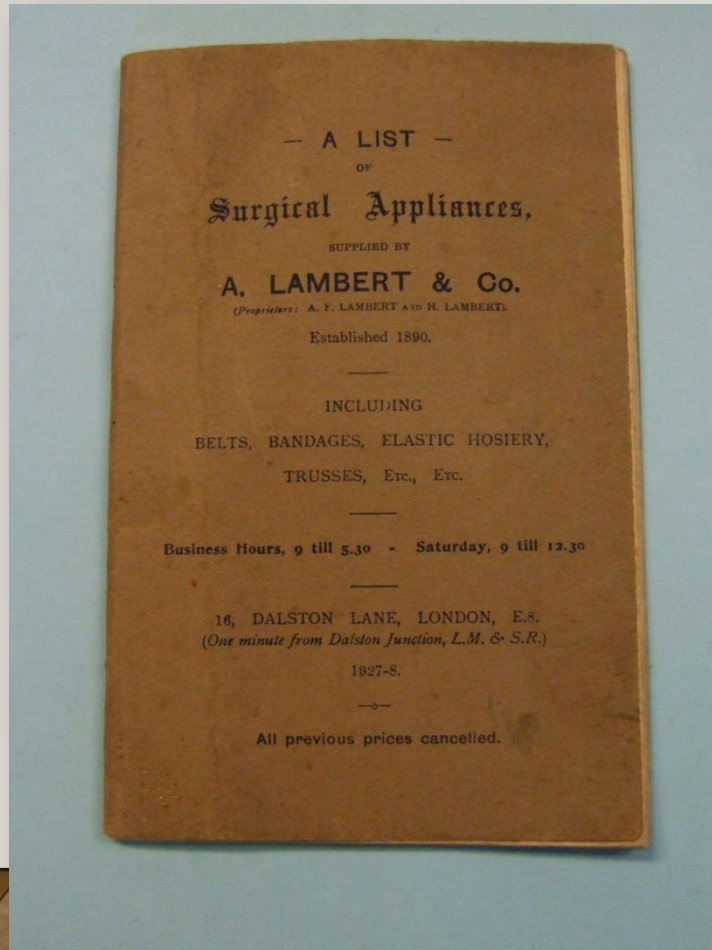
Wellcome Images

“The problem of the modern conscienceless commercialisation of the sale and advertisement of contraceptives is a different matter from that of birth control *per se*.”

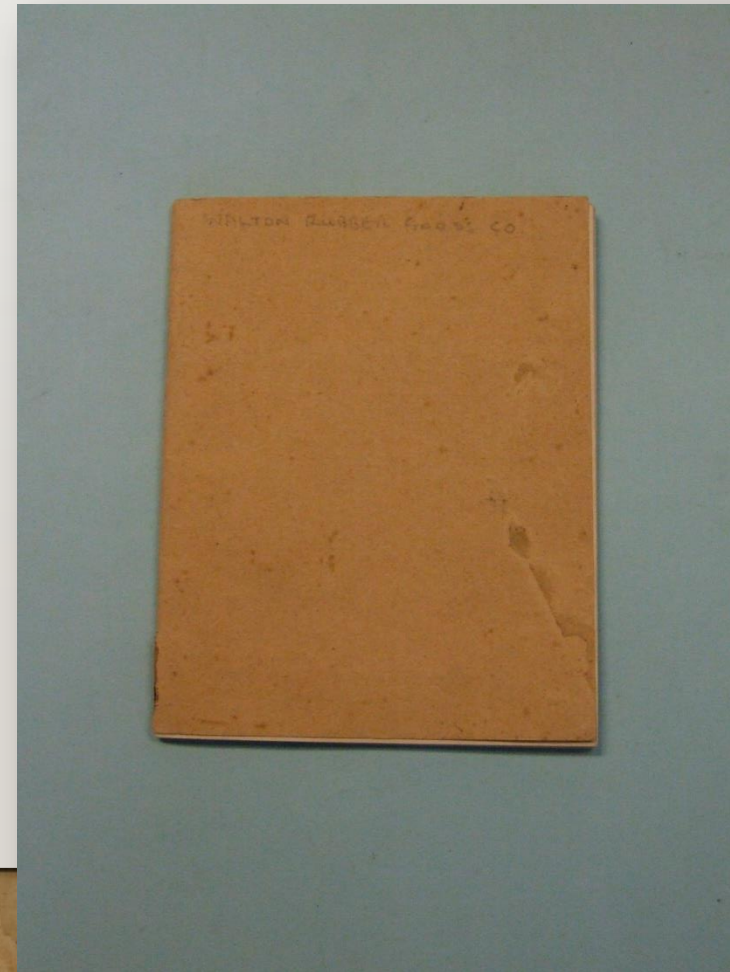
Alison Neilans, Edinburgh Evening Dispatch, 20 February 1937

MAIL ORDER CATALOGUES: CONTRACEPTIVES DISGUISED

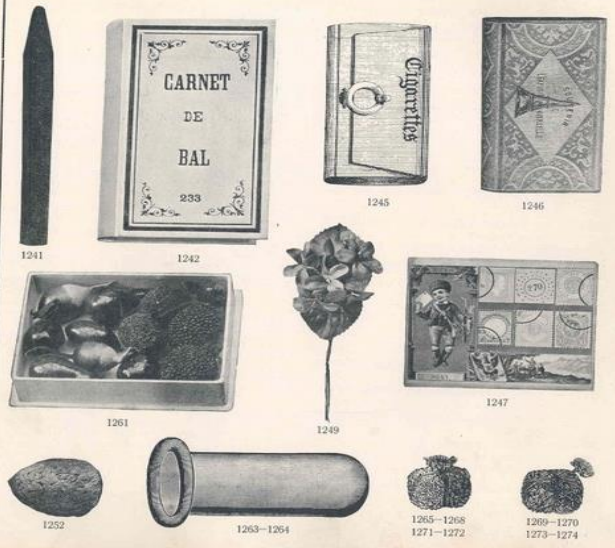
1927/8



1910



No.	(Preservatives)	sk.	d.
1241	Cigars, each with 1 piece rolled	16	—
1242	Ball tickets, each with 1 doz. cig.	11	—
1243	Squares of chocolate, each with 1/2 doz. cig.	9	6
1244	Cases with photos, each with 1/2 doz. cig.	12	6
1245	Purses with inscription, "Cigarettes", each with 1 doz. cigarettes	12	—
1246	Cases Eiffel Tower, each with 1 doz. cig.	12	—
1247	Letter envelopes with stamps, each with 1 doz. cig.	8	—
1248	Ball tickets with lead pencil, each with 1 doz. cig.	33	—
1249	Bunches of violets, each with 1/2 doz. rolled	45	—
1250	Nuts, large, each with 1/2 doz. rolled	22	6
1251	— small, each with 1/2 doz. rolled	22	6
1252	Almonds, each with 1 piece rolled	25	—
1253	Apricots, each with 1/2 doz. rolled	50	—
1254	Pears, each with 1/2 doz. rolled	50	—
1255	Oranges, each with 1/2 doz. rolled	50	—
1256	Citrons, each with 1/2 doz. rolled	50	—
1257	Grape branches, each with 1 doz. rolled	36	—
1258	Cherry branches, each with 1/2 doz. rolled	36	—
1259	Pum branches, each with 1/2 doz. rolled	36	—
1260	Currant branches, each with 1/2 doz. rolled	36	—
1261	Boxes with 12 ass. fruits, each with 1/2 doz. rolled	28	—
1262	— " 12 " chocolates	33	—
India Rubber Male Pouches.			
1 1/2 - 2 1/2" diam. black red pink			
1263	with inflated rim doz. 10. — 10/6 11. —		
1264	with solid rim " 12. — 12/7 13/3		
Safety Sponges			
8 in a cardboard box			
1265	with silk band	gross	16
1266	— net and silk cord		27
fine quality, 12 in a cardboard box with picture			
1267	with silk cord, small	gross	18
1268	— " large		30
1269	with net and silk cord, small		28
1270	— " large		36
fine quality, 6 in a cardboard box with picture			
1271	with silk cord, medium size		24
1272	— " extra large		42
1273	with net and silk cord, medium size		33
1274	— " extra large		57



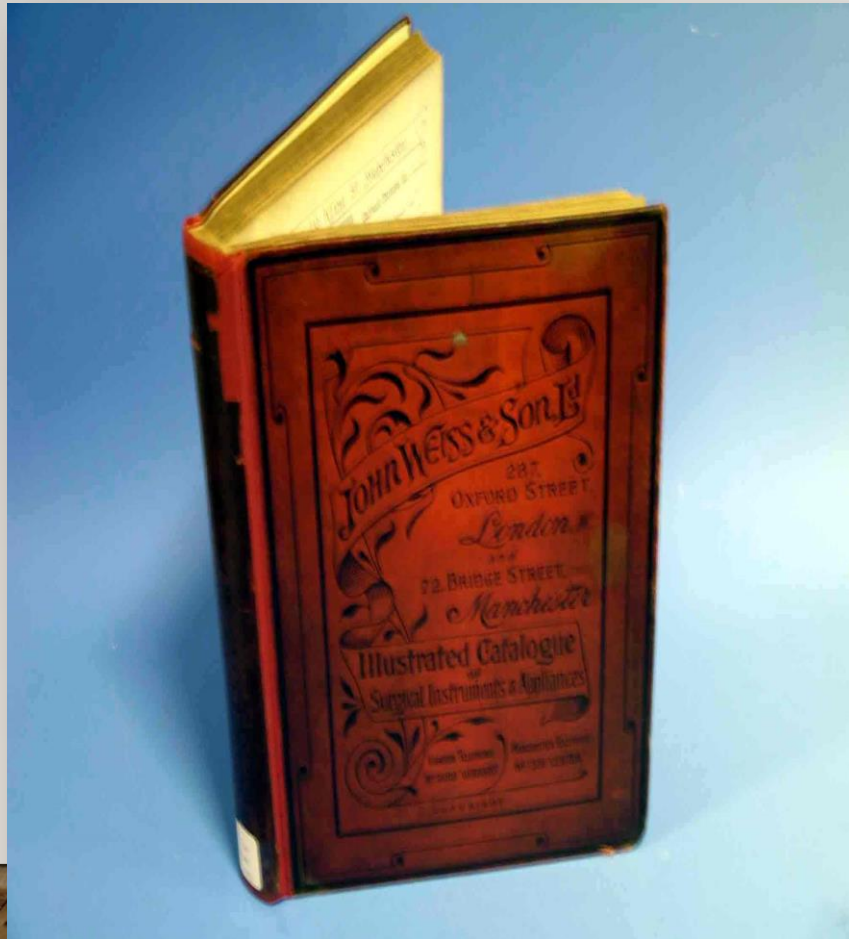
Nickel & Co catalogue, 1912

No.	(Preservatives)	sk.	d.
1215	Bouts américains	gross	8 6
1216	F. L.'s with teat		16 6
1217	— " dilated teat		12
1218	— " teat and ring		30
<i>Nos. 1212-1218 in pink, red or orange</i>			
<i>1/2 extra per gross.</i>			
<i>For dozens in round fancy boxes with picture</i>			
<i>1/6 extra per gross.</i>			
1219	Preservatives, seamless india-rubber, silk finish, in white, red or orange, each in envelope, in cardboard boxes of 12 dozen	gross	12 6
1220	<i>ditto</i> with teat <i>ditto</i>		18
1221	the same as 1219, extra strong		16
1222	<i>ditto</i> extra strong with teat		24
1223	American Preservatives, original "Neverrip" long laid in 1 dozen cardboard boxes	gross	16
1224	the same, rolled up, in 1/2 dozen wood boxes		18
Rubber Preservatives in Fancy Boxes			
<i>(Prices are given per gross preservatives)</i>			
1225	"Caporal Regie" each parcel with 1 doz. cig. gross		9
1226	"Cigarettes Ninas" in gold paper, ea. 1 doz. cig.		13 9
1227	Letter envelopes, each with 1 doz. cigarettes		20
1228	Packets of playing cards, each with 1 doz. cig.		18 9
1229	"Papier Goudron", each with 1/2 doz. cigarettes		22 6
1230	Books with picture, each with 1 doz. cigarettes		20
1231	Match-boxes, each with 1/2 doz. cigarettes		22 6
1232	Habana cigar cases, each with 1 doz. cigarettes		18
1233	Coins of 5 and 100 Francs, each with 1/2 doz. rolled		33
1234	Magic mirrors, each with 1 doz. cigarettes	gross	20
1235	Post parcels, with address, each with 1 doz. cig.		25
1236	Ladies' cigars, each with 1/2 doz. rolled		16 6
1237	"Cigarettes de Paris" each case with 1 doz. cig.		8 6
1238	Cigarette cases, trefoil leaf, each with 1 doz. cig.		24
1239	round cardboard boxes trefoil leaf, each with 1 doz. cig.		19
1240	Match-boxes with picture, each with 1/2 doz. cig.		19

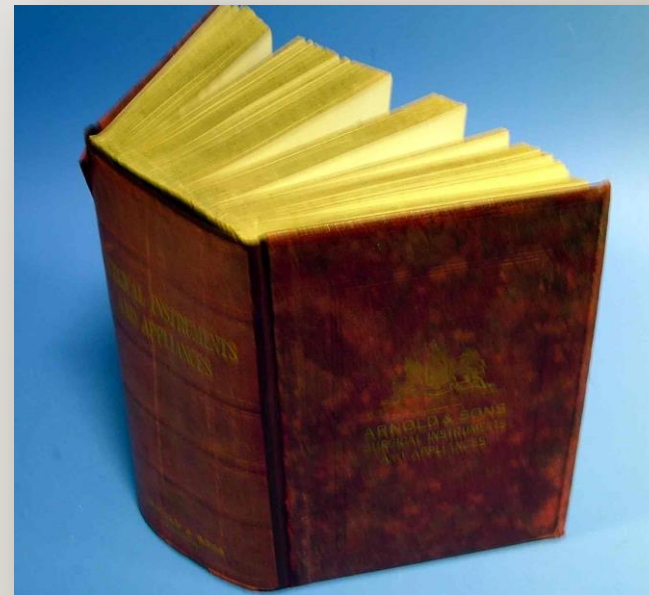


MEDICAL AND SURGICAL INSTRUMENT CATALOGUES

Weiss
& Son
(1901)



Arnold & Son (1904)



EPONYMOUS TOOLS

WEISS & SON (1889) CATALOGUE

221. John Weiss and Son, 287 Oxford Street,

Obstetrical Instruments.

OBSTETRIC FORCEPS.

No.	OBSTETRIC FORCEPS,	by	£	s.	d.
2806	OBSTETRIC FORCEPS,	by Adams	1	1	0
2807	Ditto	by Anderson	1	1	0
*2808	Ditto	curved, by Assilini	1	1	0
2809	Ditto	straight do.	1	1	0
*2810	Ditto	by Aveling...	1	1	0
*2811	Ditto	... by Barnes	1	1	0
2812	Ditto	with Tractor do.	2	5	0
*2813	Ditto	by Beattie	1	0	0
*2814	Ditto	by Blandell	1	1	0
2815	Ditto	by Bowers...	1	5	0
*2816	Ditto	by Braithwaite	1	0	0
*2817	Ditto	short, by Brünnighausen	1	8	0
*2818	Ditto	long do.	1	5	0
*2819	Ditto	by Churchill	1	1	0
*2820	Ditto	by Clark	0	18	0
2821	Ditto	by Coles	1	8	0
*2822	Ditto	by Collins	0	18	0
*2823	Ditto	by Conquest	1	1	0

For other Obstetric Forceps see pages 223 and 225.

*The Objects Illustrated have an * prefixed to their number.*

62 Strand, London & 42 King St. Manchester. 222.

2808. 2810. 2811. 2813. 2814.

2817. 2818. 2819. 2820. 2823.

FLATE CX. *One fourth Scale.*

Victor Bendish, Print & Son, Ad. at 15b.

PATENTING

FIG. 6.

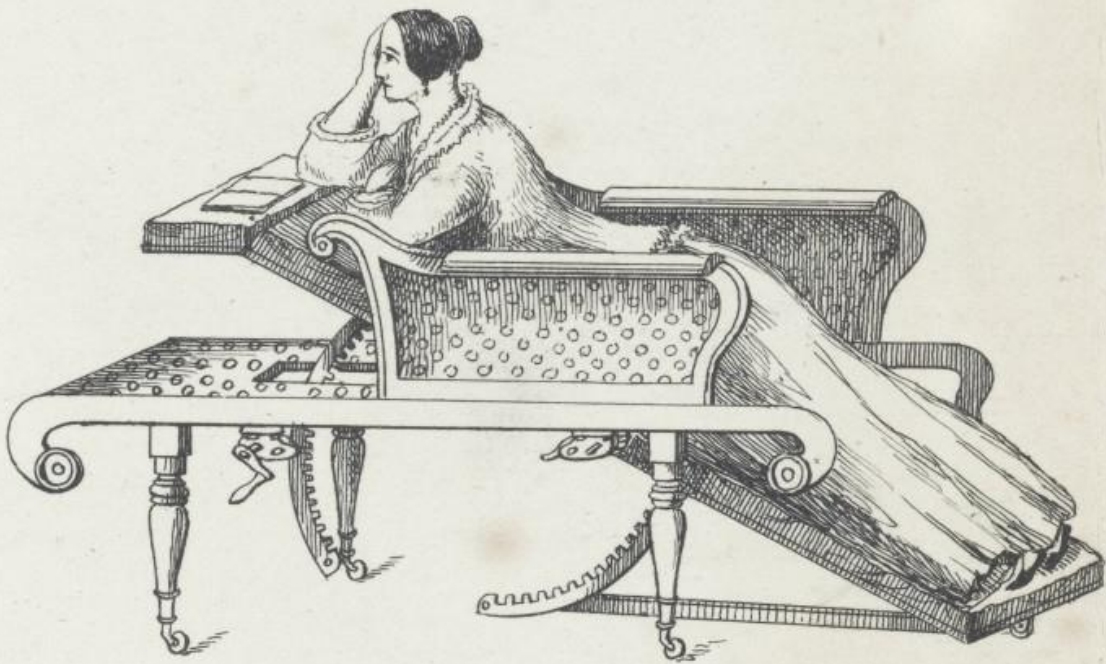
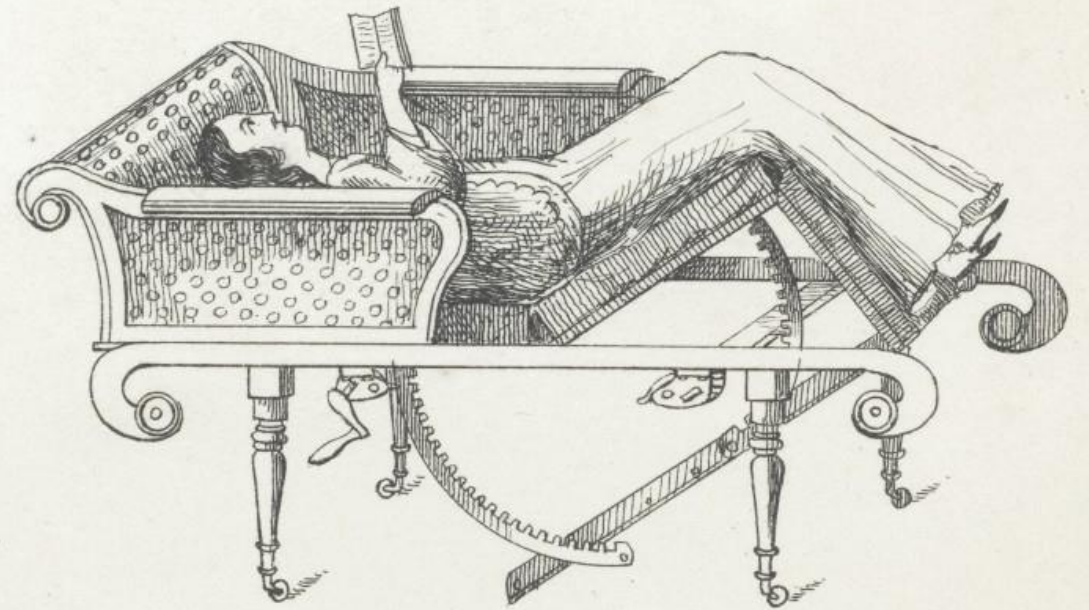


FIG. 10.

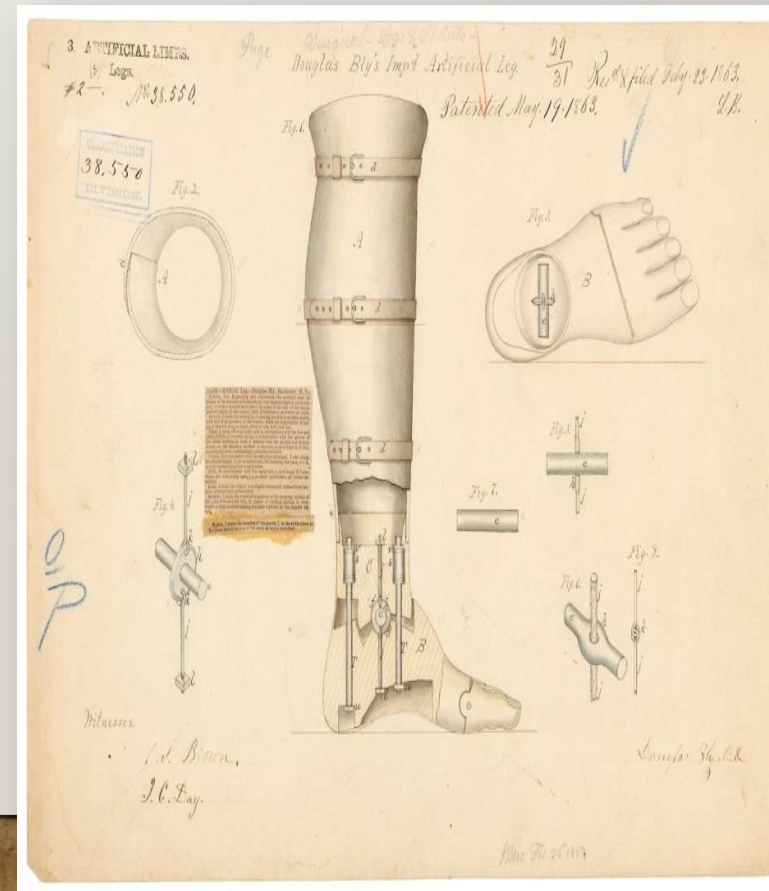


PROSTHESES COMMUNICATION

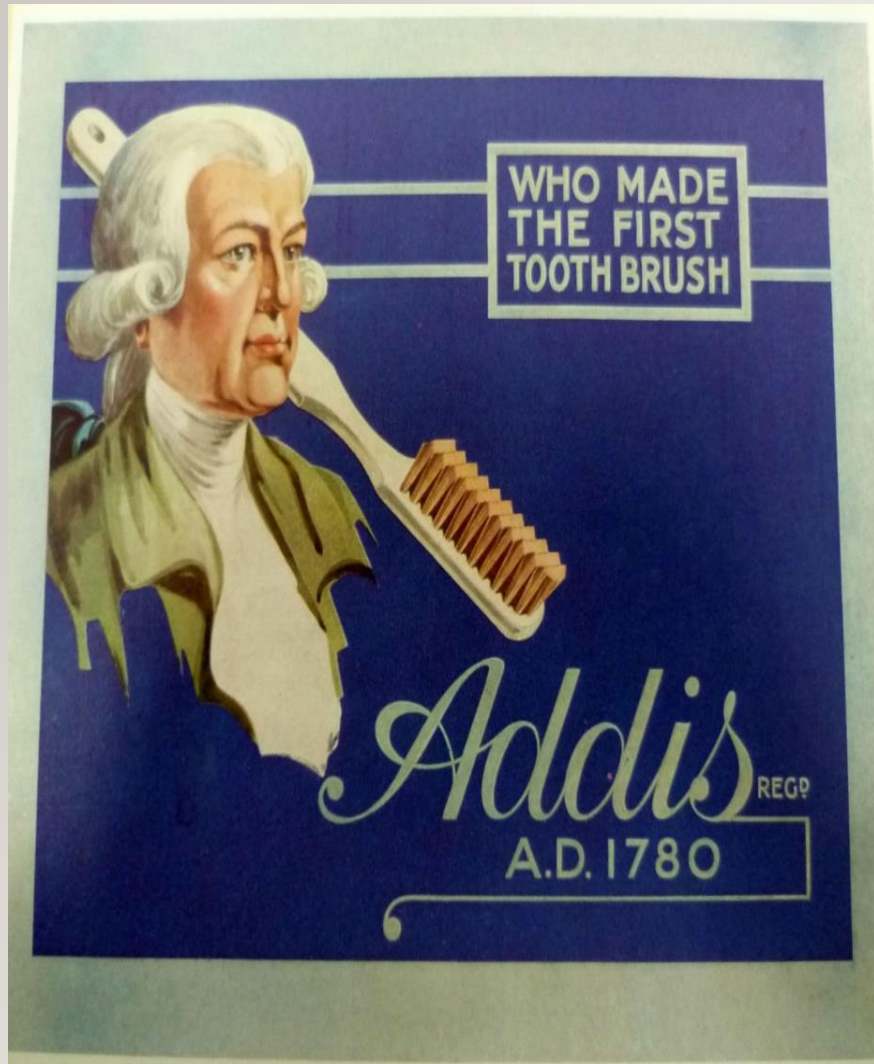
**Patent Specification:
William
Edward
Newton,
artificial legs,
1857**



Wellcome Images

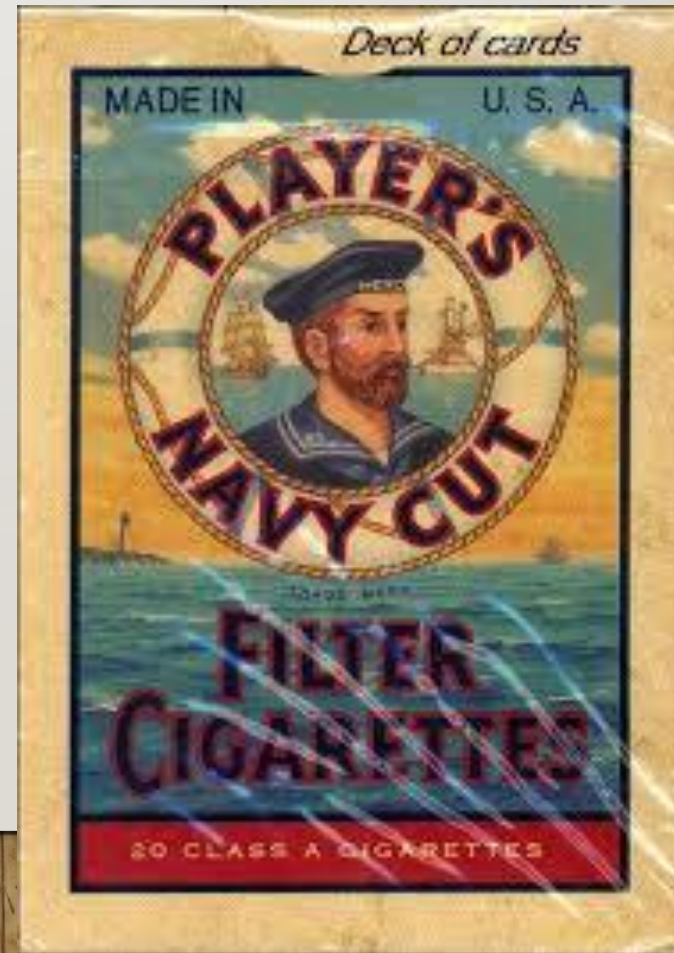
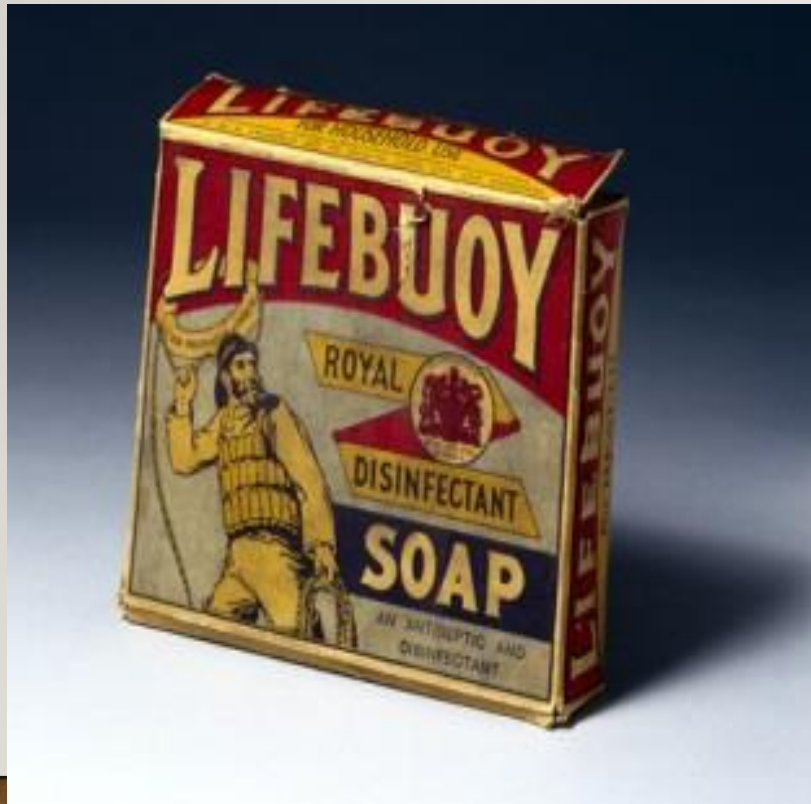


**Patent
Specification:
Douglas Bly,
Lateral Motion of
the Ankle (1858
English patent,
1863 US patent)**



BRAND NAME DISPUTE: "LIFEBUOY"

Lever
Brothers
soap



John Player
Cigarettes

ADDIS ADVERTISING, 1928



Addis REGD. ESTD. 1780
Prophylactic

THE IMPROVED
Prophylactic Tooth Brush.

P.A.T.A.
2/6 each
Youths' Size
1/6 each

Look
for the
BLUE
BOX

THIS is the genuine Addis Prophylactic. The supreme tooth brush curved in an artistic manner, beautiful to handle and a joy to use. The design is registered and cannot be copied by imitators. It holds the largest British sales and is manufactured of the choicest materials, graded for perfection before branding.

Registered Design No. 593367. Packed only in the Addis BLUE BOX.

★ Full size 20/- per doz.
18/- in gross lots
Youths' size 11/6 per doz.



Addis REGD. ESTD. 1780
ASEPTIC

THE ASEPTIC TOOTH BRUSH

Look
for the
BLUE
BOX

★ THIS Addis Aseptic is identical in design, construction and quality with the Addis Prophylactic but as in some countries technical difficulties of trademark registration call for a change of title the word "Aseptic" distinguishes it.

Registered Design No. 593367. Packed only in the Addis BLUE BOX.



Addis REGD. ESTD. 1780
PROPHYLACTIC No. 1

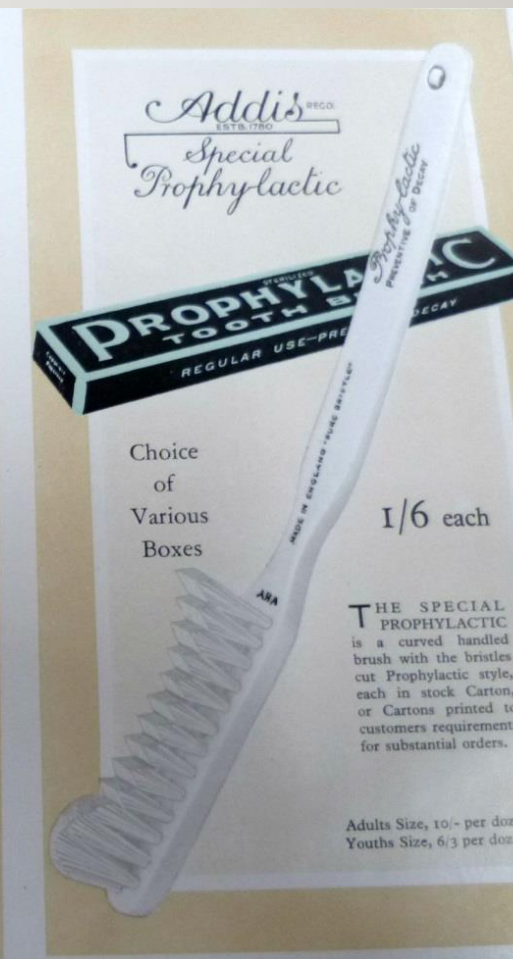
THE IMPROVED
Prophylactic Tooth Brush.

2/- each

Ventilated
Improved
Sterilized

STANDARD Best Quality materials Fully guaranteed. Addis Registered Design No. 593367, packed in Black and White box only.

15/- per doz.
14/- per doz. in Gross Lots,
No. 2 Quality
1 doz. in Box, 12/- per doz.



Addis REGD. ESTD. 1780
Special Prophylactic

THE SPECIAL
Prophylactic Tooth Brush.

Choice
of
Various
Boxes

1/6 each

THE SPECIAL PROPHYLACTIC is a curved handled brush with the bristles cut Prophylactic style, each in stock Carton, or Cartons printed to customers requirements for substantial orders.

Adults Size, 10/- per doz.
Youths Size, 6/3 per doz.



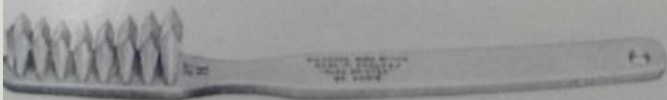
16/- per doz.
Packed as above.



INDIA RUBBER BRUSH.
Handles, 4/8 per doz. Complete Brush, 10/- per doz.



20/- per doz.



No. 27. 10/8 per doz.



No. 28. For Rotary Action, 12/- per doz.

BRUSHES to suit Canadian and American Markets, Small Heads, Long Handles. Each brush packed in Blue Box.

ADDIS ADVERTISING, 1928

ADDIS DISNEY TOOTHBRUSHES, 1939

An Exclusive Addis Product
Sponsored by the World's Most Famous Film Star

MICKEY MOUSE'S OWN TOOTHBRUSH



MICKEY MOUSE TOOTH and NAIL BRUSHES

Mickey and Minnie Mouse 6d. Toothbrush
3/10 per dozen

Each brush transpaper wrapped, mounted on attractive card, bearing portrait of Mickey or Minnie, packed in boxes of one dozen or three dozen display outers.

MADE BY ADDIS HERTFORD ENGLAND

BY PERMISSION OF WALT DISNEY-MICKEY MOUSE LTD

Mickey Mouse 1/- Toothbrush
7/9 per dozen

Assorted Shorthead and Longhead, each brush fitted with life-like coloured figure of Mickey Mouse, and each dozen brushes mounted on attractive, brilliantly coloured, Showstand, as illustrated.



MICKEY MOUSE 9d. Nailbrush
5/6 per dozen

High-grade coloured Nailbrush, made of pure stiff bristles, packed in attractive showboxes of one dozen, each brush bearing permanent coloured portrait of Mickey Mouse.

By Permission of Walt Disney-Mickey Mouse, Ltd.

WALT DISNEY'S

SNOW WHITE

TOOTH BRUSHES



Each on three-coloured card fitted with whistle in handle. Assorted colours packed in Showbox of one dozen.

RETAIL - 6d.
PRICE 3/10 per dozen

SNOW WHITE and HAPPY

"CHARACTER" TOOTHBRUSHES

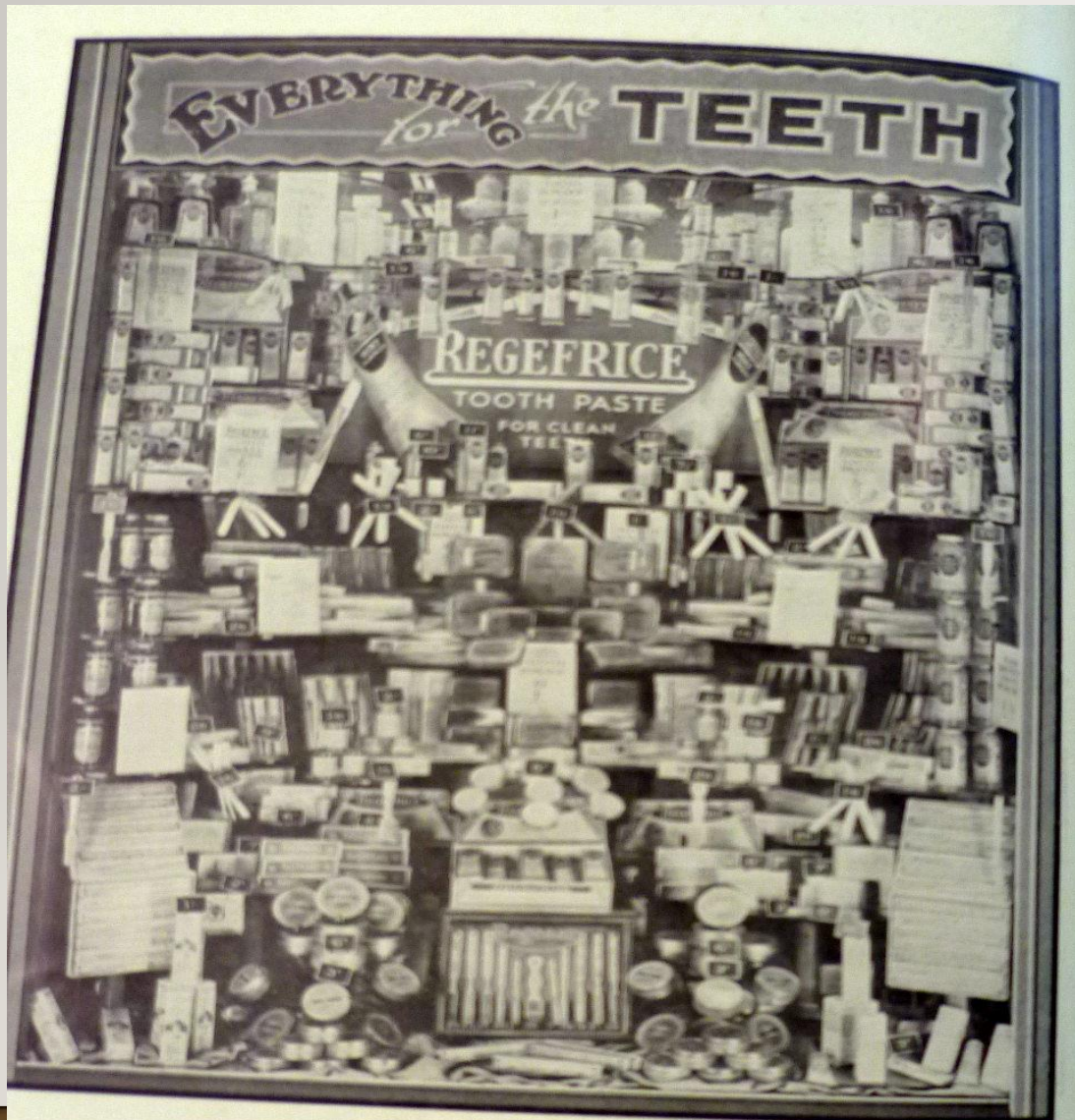


Long and shorthead, each fitted with life-like figure of Snow White or Happy, Assorted 6 Snow White and 6 Happy on each Showcard of one dozen.

RETAIL - 1/-
PRICE 7/9 per dozen

BY PERMISSION OF WALT DISNEY MICKEY MOUSE LTD.

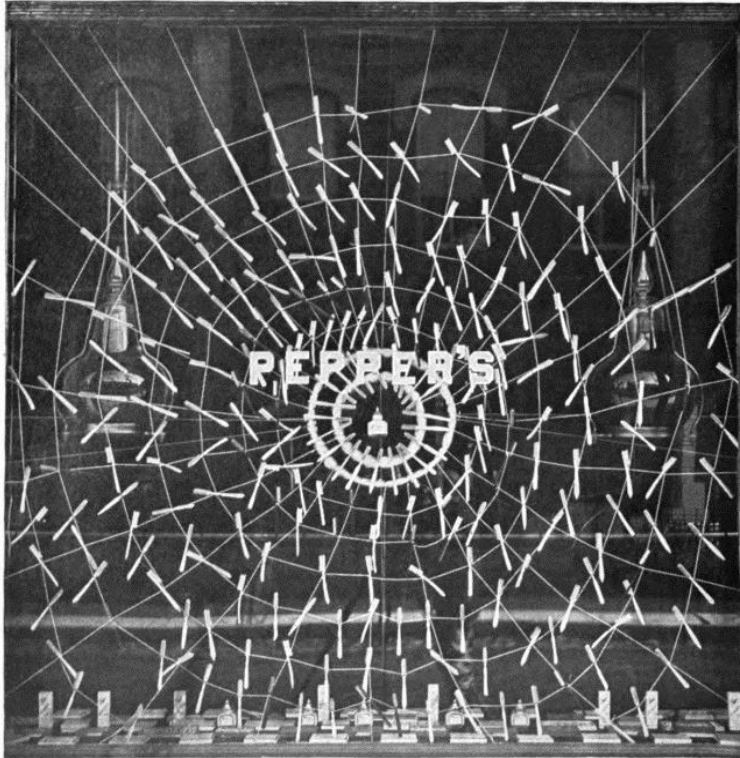
Page One



**BOOTS,
“EVERYTHING FOR
THE TEETH”, 1926**

the rest the accompanying illustration will show the design better than it can be described in words.

"In the center of the smaller circle we suspended with invisible wire a bottle of our own tooth-powder. The central design itself—



111. Display of Tooth-brushes by J. T. Pepper.

the hoop—we suspended with our manila twine in the center of our window about two feet back from the glass. At the side opposite to which the first string was tied to hold this design up in the

J. T. PEPPER, CHEMIST, CANADA, 1927

HOSPITAL WOUND INFECTION CONTROL

**Nurses
'scrubbed up',
St Thomas'
Hospital,
London, 1908**



**Linen keepers
ironing clean
bed linen,
Glasgow Royal
Infirmary,
1900**



MEDICINE AND COMMERCE TODAY

