**Tracing a treatment through advertising in the Chemist and Druggist journal**

**Team**

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**Research proposal**

For one or two medical conditions, identify advertising for treatments and therapies to treat the condition. Identify key products and manufacturers and how treatment changed over time.

**Methodology**

Search for key phrases and terminology related to the condition. Identify visual advertising from this selection and analyse the results.

**Outputs**

A visual interface to view adverts and analyse and organise the results.

**Ideas on visual interface**

* Timeline approach with images as means into further data
* Need for brief interpretation to introduce conditions?
* Need for brief interpretation to introduce approach?
* Ability to cross-reference brands
* Ability to cross-reference substances/therapies

e.g. for asthma

* ephedra/ephedrine used across time, so would be good to make these links
* Potter’s was a key brand name for asthma remedies, but would be good to flag up what else they made

**Possible developments/extensions**

* Links with relevant publications in UKMHL
* Links with relevant Wellcome images and caricatures
* Links with MoH reports
* Links with current health awareness weeks

**Date range focus**

C+D spans 1859-2010, but treatments obviously sit within a wider historical context. Need to start project with a tighter date range and explore possibility of wider dates?

**Potential issues**

* brand name/drug name synonyms for searching
* common name/botanical name synonyms for searching
* synonyms for conditions e.g. obesity/corpulence

**Things to bear in mind re: approach**

From <https://doinghistoryinpublic.org/2016/04/19/identifying-and-removing-barriers-to-digital-history/>

[April 2016 Cambridge historians event]

* Put history before digital e.g. using “sources” rather than “data”
* Small scale projects allow people to build their confidence in using large scale data projects (esp relevant re: C+D)
* Demonstrate relevance to historical research [provide examples?]
* Keep conventions of non-digital history research e.g. footnotes, bibliography
* “Engage with published historiography” [blur boundaries between digital and non-digital]

**Suggested medical conditions**

Suggested top three conditions (see section below for initial starting points/ keywords/brands/treatments) :

* Asthma
* Common cold
* Obesity

Other possibilities:

* Women’s health – more difficult to search successfully as both general medicines and euphemisms widely used so harder to link confidently to women’s conditions?
* Malaria – not as likely to find material in C+D because predominantly tropical disease by this point

Acknowledge (and link to) Royal Pharmaceutical Museum *Developing Treatments* series as basis for project <http://www.rpharms.com/learning-resources/developing-treatments.asp>

**Asthma**

Note:

Botanical names in brackets for plant material.

Drug names in brackets for brand-name remedies

Ancient remedies:

* stramonium (Datura stramonium)
* honey
* mustard
* tumeric
* garlic
* ephedra/ephedrine

Treatments to c1600

* wild pansy (Viola tricolour)
* Butcher’s Broom (Ruscus aculeatus)
* Balsam of Peru (Myroxylon pereirae)
* Ipecacuanha (Psychotria ipecacuanha)

Treatments to c1800

* pectoral ointments
* lohoch of fox lungs
* oxymel of squill
* spirit of hartshorn
* coltsfoot (Tussilago farfara)
* opium poppy (Papaver somniferum)

Treatments to c1900

* caffeine
* theobromine
* theophylline
* aminophylline
* inhalers (especially Dr Nelson’s)
* Horehound (Marrubium vulgare)
* Belladonna (atropine)
* Lobelia

Treatments to c1950

* adrenaline
* Potter’s products
* Trisan (chloral hydrate, barbitone, potassium iodide)
* Neo-Epinine (Isoprenaline sulphate)

Treatments to c1980

* Dr Hair’s Asthma Remedy
* Methylephedrine
* Pre Cortisyl (Prednisolone)
* Betnelan (Betamethasone)
* Noradran Bitabs Nocte tablets
* Inhalers:
  + Pib Plus
  + Ventolin (Salbutamol)
* Nebulisers

Treatments to c2010

* Seretide (Salmeterol)
* Dexamethasone
* Beotide (Beclometasone)
* Rotahaler
* Montelukast Sodium
* Xolair (Omalizumab)

Note: there are multiple search results for “asthma” in both UKMHL and Historical Wellcome Images

Good recent blog about treatments, especially cigarettes http://thequackdoctor.com/index.php/victorian-asthma-cigarettes-who-was-dr-batty/

**Obesity**

* laxatives/purgatives
  + alder buckthorn bark
  + Bon Kora
  + magnesium sulphate/ Epsom Salts
  + Cascara sagrada
  + aloes
  + podophyllum
  + rhubarb (root)
  + sodium sulphate
  + frangula
  + phaneolphthalein
* emetics
* stomach pump
* Lemon juice (citric acid)
  + Antipon
* Clark’s Salts
* La-Mar Reducing Soap
* Bladderwrack (Fucus vesiculosus)
  + Adios
  + Allan’s Anti-Fat medicine
  + Lacey’s Reducing Chewing Gum
* Thyroid Gland tablets
* Elixir polyglandin medicine
* Stimplete Elixir /Dexten tablets/Durophet capsules/Gladniposan/Thyrodex (dexamphetamine sulphate, phenobarbitone, amphetamine)
* Teronac (Mazindol)
* Preludin (Phenmetrazine hydrochloride)
* Ionamine (Phentermine)
* Celevac (Methylcellulose)
* Reductil (Sibutramine hydrochloride)
* Xenical (Orlistat)
* Formoline (polyglucosamine)

Note: there are multiple search results for “obesity” and “corpulence” in both UKMHL and Historical Wellcome Images

**Common cold**

* garlic
* smoke ball
* vitamin C (ascorbic acid)
* cod liver oil
* iodine
* vaccines (from 1900)
* ginseng
* Vick(s) range
* honey
* juniper oil
* horehound
* echinancea (Echinacea angustifolia)
* Dover’s Powders (ipecachuana and opium)
* Kompo brand
* Collis Browne’s Chlorodyne (chloroform, morphine)
* Beecham’s Powders (aspirin, caffeine)
* Thermogene wadding (capsicium, methylsalicylate)
* Night Nurse
* Benylin Day and Night Tablets
* Medised
* Sinutab
* Phenylephrine hydrochloride
* Brands – Capriton, 4 Way Cold Tablets, Anadin, 10 Hour Capsules, Coldrex, Lemsip
* Strepsils
* Daisy Powders
* Lockets
* Allentury’s Throat Pastilles
* Zubes
* Meggezones
* TCP
* Meltus (guaiphenesin)
* Benylin
* Nasal douche/bath
* Sweet spirit of nitre
* Karvol
* Catarrh remedies
* Little Victor Inhaler
* Nasmint germ-killing snuff
* Velocium
* Quincasca Cold Cure Tablets
* Babza Cough and Cold Cure
* Dr Bow’s Liniment
* Fennings Lung/Little Healers
* Zinc
* Patulin (1940s)
* Interferon (1970s)

Notes: there are multiple search results for “common cold” in both UKMHL and Historical Wellcome Images.

More problematic search term because “cold” brings up so many other results e.g. “cold cream”, “cold water cure”, “hot or cold”