

MORE THAN 17 MILLION OF THESE LITTLE SOLDIERS WENT ON DUTY LAST YEAR



If Placed End to End, the Packages of Vick's VapoRub Used Last Year Would Reach from New York to Philadelphia, to Pittsburgh, to Cleveland, to Detroit—a Distance of 701 Miles

Vick's VapoRub

is a Real "Little Bodyguard" Against Croup and Cold Troubles in Literally Millions of American Homes

What is Vicks?

Vicks is the invention of a North Carolina druggist, Mr. L. Richardson. During his years of experience behind the prescription counter, Mr. Richardson came to realize the need for some effective and convenient method of treating diseases of the respiratory organs, such as spasmodic croup, pneumonia, bronchitis, etc. The only way to get medication directly to these parts is in vapor form, since internal medicines go only to the stomach.

Mr. Richardson finally worked out a process of combining the standard, time-tested remedies—Camphor, Menthol, Turpentine, Oil of Eucalyptus, etc.—in salve form, so that when applied to the body, the ingredients would be vaporized by the body heat. This preparation he called Vick's VapoRub.

How Vicks Acts

The action of Vicks is two-fold:

1st—*Internal*—the vapors released carry the medication with each breath from the air passages

to the lungs, loosening the phlegm and clearing the air passages.

2nd—*External*—Vicks is absorbed through and stimulates the skin, attracting the blood to the affected parts, and thus aids the vapors inhaled to relieve the congestion.

This double action of Vicks makes it useful for a wide variety of troubles, from deep chest colds, bronchitis, coughs, spasmodic croup and sore throat, down to burns, stings, bruises, etc.

How the Use of Vicks Has Grown

The best evidence of the value of Vicks is the increasing number of families who are converted each year to the use of this real "Little Bodyguard in the Home". The number of jars used annually for the last few years is:

1910	347,748 Jars
1911	523,152 Jars
1912	1,027,063 Jars
1913	1,357,590 Jars
1914	1,452,330 Jars
1915	2,418,213 Jars
1916	4,302,764 Jars
1917	6,799,511 Jars
1918	17,377,408 Jars

Directions for the Use of Vicks

VAPORS IMPORTANT For diseases of the respiratory organs, such as colds, a large part of the value of Vicks lies in its vaporizing qualities. Therefore, whenever Vicks is applied over the throat and chest, care should be taken to leave the clothing loose around the neck and the bed clothes arranged in the form of a funnel, so that the vapors arising may be freely inhaled.

HOT WET CLOTHS In cases of very severe colds, sore throat, coughs, incipient pneumonia, etc., hot, wet towels should be applied over the throat and chest to open the pores of the skin before applying Vicks.

FRESH AIR Plenty of fresh air in the bedroom is the best way to prevent colds and lung troubles. Fresh air does not cause colds; it strengthens the lungs, enabling the system to throw off colds.

ASTHMA Vicks is not a "cure" for asthma—so far as we know, there is no cure. In many cases, however, Vicks does give relief. Rub it well over the spinal column, from the neck to the hips to relieve the nervous tension. Then apply freely over throat and chest at bed time and cover with hot flannels. Renew frequently and always have the covers loose, so that the vapors may be freely inhaled. Also melt Vicks in a spoon and inhale the vapors and apply a little up the nostrils.

BRONCHITIS, SORE THROAT, COLDS IN THE CHEST If a severe case, first apply hot, wet towels over the throat and chest. Then rub Vicks in well until the skin is red; spread on thickly and cover with two thicknesses of hot, flannel cloths.

CATARRH, COLDS IN THE HEAD Melt a little Vicks in a spoon and inhale the vapors. Also apply well up the nostrils. There are so many varieties of catarrh that a competent physician should always be consulted. For many forms, however, Vicks is excellent. Dissolve a half teaspoonful of salt in a pint of warm water and sniff up the nostrils eight and morning. Then insert Vicks

freely up the nostrils as far as possible, snuffing well back into the air passages.

CHILDREN'S COLDS Vicks is particularly valuable in treating children's colds, since it is an external treatment, and therefore does not disturb the delicate digestions of children. The best plan is to keep Vicks constantly on hand and apply freely and often at the first sign of "sniffles."

Growing children require plenty of fresh air and exercise and should be kept in the open as much as possible, even in the winter.

COUGHS Apply Vicks as directed for Colds in the Chest and Head, and if the cough is very annoying, swallow, every few hours, a small piece the size of a pea.

CROUP-SPASMODIC Rub Vicks freely over the chest and throat until the difficult breathing is relieved. One application is usually enough. To prevent croup during the night, give a good application over the throat and chest at bed time and cover with hot, flannel cloths.

NOTE: Vicks is not a relief for Membranous Croup or Laryngeal Diphtheria. The specific for this disease is antitoxin, which should be administered only by a physician.

HAY FEVER There is no certain cure for this disease. In some cases Vicks gives temporary relief. Apply as for Asthma.

INFLUENZA In spite of the epidemic last winter, very little is known of this disease—even the germ causing it is not yet definitely located and no specific for influenza, so far as known, has been discovered. In all cases a physician should be called promptly.

Vicks is to be used as an external application in connection with the physician's treatment. Apply as directed for Pneumonia.

TO AVOID INFLUENZA Influenza is a spit-borne disease, and when inhaled the germs attack the mucous membrane,

or lining of the air passages. Even this is not absolutely certain, but it is agreed by most authorities that keeping the system in good condition and the air passages stimulated and free from colds is the best way to avoid the disease.

Melting a little Vicks in a spoon night and morning and inhaling the vapors, and applying well up the nostrils several times a day, particularly when in crowds, is recommended.

PNEUMONIA (1) Send for your physician at the first sign of pneumonia. (2) Immediately begin the use of Vicks as an external application. For pneumonia, Vicks is applied somewhat as directed for Deep Chest Colds—for full directions see the Directions Folder.

TONSILLITIS Apply as directed for Sore Throat.

WHOOPIING COUGH This is a self-limited disease, running a course which varies from a few weeks to several months. There is no known specific—Vicks is of value in easing the cough paroxysms, and thus lessening their weakening effect on the system. Rub Vicks well over the spinal column, from the neck to the hips, to relieve the nervous tension. Then apply over throat and chest, covering with hot flannels.

For Surface Congestion and Inflammation

In cases such as are listed below, Vicks is of value as a poultice, liniment or plaster, because of its penetrative and stimulating effect through the skin. Its vaporizing qualities are naturally without value for these troubles.

BITES, STINGS Apply ordinary household ammonia or wet bread soda. Then apply Vicks as a salve.

BOILS Apply cloths, dipped in hot water, to soften the skin; then apply Vicks thickly over the boil, covering with a thin cloth. Repeat every few hours.

BRUISES Apply to the bruised part cloths dipped in hot water followed by cloths dipped in cold water—then hot

cloths, then cold cloths again, etc. Keep this up for five or ten minutes to reduce the inflammation. Then apply Vicks thickly, covering with a light cloth. Every few hours repeat the application of the hot and cold cloths, followed by a dressing of Vicks.

BURNS Cover first with wet bread soda. When dry, take off and apply Vicks as a thick dressing, covering with a light cloth. Apply as gently as possible and do not rub in.

CUTS Cleanse the cut well with warm water, then apply Vicks as a salve.

EARACHE In some cases of earache Vicks gives relief. Apply a little on cotton and place in the ear.

ECZEMA-ITCHINGS In many cases these are blood diseases and should be treated by a competent physician. To reduce the itching, and as a cooling, soothing application, apply Vicks over the parts affected, covering with a light cloth. In severe cases do not wash the parts often; water irritates certain forms of eczema.

FROST BITE Rub the parts affected with snow or apply ice water until the blood begins to circulate. Then rub Vicks well in; do not cover with a cloth. Do not bring the parts affected near a fire.

HEADACHE, NEURALGIA Rub the forehead and temples with Vicks, melt a little in a spoon and inhale the vapors, apply a little well up the nostrils. Headaches come from many causes; they are symptoms of more serious troubles, usually faulty digestion or eye strain. If headaches are continuous, a physician or a good oculist should be consulted.

MUSCULAR RHEUMATISM, SORENESS, STRAINS, SPRAINS For these troubles, alternating applications of hot and cold cloths should be applied as directed for Bruises. Then massage well the parts affected with Vicks, cover thickly and apply hot, flannel cloths. In cases of muscular rheumatism or extreme muscular pain, after following the

directions above, a hot water bottle or a warm flat iron may be placed over the flannel cloth to help drive in the Vicks.

PILES Severe cases of piles of long standing should be treated by a competent surgeon. For itching piles, see Directions Folder with each package.

POISON OAK Wash the parts affected with water colored with a pinch of bluestone; put in just enough bluestone to faintly color the water. Be careful not to get this bluestone water in the eyes. (If bluestone is not convenient, use ordinary lime water.) Then apply Vicks lightly; do not rub in. Repeat this treatment, using the bluestone water and Vicks every three or four hours.

SUNBURN Apply Vicks as a salve. Do not rub in.

TOOTHACHE In some cases of toothache, Vicks will be found a temporary relief. Rub it well around the gums, and if the tooth is hollow, put a little Vicks in the hollow. Then apply a hot water bottle or a hot wet towel.

For Animals

For domestic animals and fowls, Vicks has been found effective in certain diseases.

DISTEMPER IN HORSES OR DOGS Rub Vicks on throat and between jawbones and apply freely up the nostrils.

COLDS OR ROUP IN FOWLS Rub a little Vicks over nose holes in beak and make the fowl swallow a piece the size of a bean.

PNEUMONIA OR PLEURISY IN HORSES Keep in a warm, dry, well ventilated, roomy box stall, and give plenty of water and laxative feed. Rub Vicks well over chest and push handful up each nostril. Rub the salve over region of the lungs, back of forelegs and cover with wide bandage. Repeat applications every three or four hours until the fever is broken. Blanket the animal and bandage legs if stall is too cold. Give pint of raw linseed oil, into which an ounce of powdered aloes has been dis-

solved. Also give twenty grains of quinine twice daily; wrap dose in tissue paper and throw well back of tongue.

Vicks is Not Meant to Replace the Physician

At the first symptom of a serious illness, such as pneumonia, a physician should always be called. Many other troubles, such as chronic catarrh or continued headaches, call for the diagnosis of a good doctor.

Vicks is simply an emergency remedy, which can be kept in the home ready for instant use and which can be used freely, with perfect safety, on the youngest member of the family.

Samples Free

If you have never tried Vicks, we will be glad to send samples free to you and any of your friends, whose names and addresses you will send us.

THE VICK CHEMICAL COMPANY
Greensboro, N. C.



Your Bodyguard Against Colds