

# THE GREAT FACT IN MODERN MEDICINE:

*"The Blood is the Life,"*

*And Where Nature fails to make Good Blood,  
WE CAN INTRODUCE IT.*

**BOVININE** is Bovine Blood Unaltered from the Arteries of the Bullock,  
The Universal Auxiliary of Modern Medicine and Surgery,  
and the TRUE "ANTITOXIN" of Healthy Nature.

In the more enlightened progress of Modern Medicine, "Blood-letting" has given place to Blood-getting.

Aye! Get Good Blood—but How? Not by the Alimentary Process. It has already failed to do its work (else the patient would not be sick); and in acute disease must not even be allowed to do the work it can. Stimulate as you will, the whole sum of the patient's alimentary power when fully forced into play, is unable to keep up the nourishing and supporting contents of the blood. There is absolutely but one thing to do; and, thank God, that can be done, usually with success, as ten-thousand-fold experience has proved. That one thing is this: where Nature fails to PRODUCE good and sufficient Blood, WE CAN INTRODUCE IT from the arteries of the sturdy bullock, by the medium of BOVININE.

The vital activity of this living blood conserve rests on no man's assertion: it speaks for itself, to every properly equipped physician who will test its properties microscopically, physically, or therapeutically.

## *TRY IT IN PRACTICE.*

- TRY it in *Anæmia***, measuring the increase of red cells and hæmaglobin in the blood as you proceed, together with the improving strength and functions of your patient.
- Try it in *Consumption***, with the same tests from week to week.
- Try it in *Dyspepsia*** or Malnutrition of young or old, and watch the recuperation of the paralysed alimentary powers.
- Try it in *Intestinal*** or gastric irritation, inflammation, or ulceration, that inhibits food itself, and witness the nourishing, supporting and healing work done entirely by absorption, without the slightest functional labor or irritation; even in the most delicate and critical conditions, such as Typhoid Fever and other dangerous gastro-intestinal diseases, Cholera Infantum, Marasmus, Diarrhœa, Dysentery, etc.
- Try it *per rectum***, when the stomach is entirely unavailable or inadequate.
- Try it by *subcutaneous*** injection, when collapse calls for instantaneous blood supply—so much better than blood-dilution!
- Try it on *Chronic Ulceration***, in connection with your antiseptic and stimulating treatment (which affords no nourishment) and prove the certainty and power of topical blood nutrition, abolishing pus, stench, and PAIN, and healing with magical rapidity and *finality*.
- Try it in *Chronic Catarrhal*** Diseases; spraying it on the diseased surfaces, with immediate addition of peroxide of hydrogen; wash off instantly the decomposed exudation, scabs and dead tissue with antiseptic solution (Thiersch's); and then see how the mucous membrane stripped open and clean, will absorb nutrition, vitality and health from intermediate applications of pure bovine.
- Try it on the *Diphtheritic Membrane*** itself, by the same process; so keeping the parts clean and unobstructed, washing away the poison, and meanwhile sustaining the strength independently of the impaired alimentary process and of exhaustive stimulants.
- Try it on *anything***, except plethora or unreduced inflammation; but first take time to regulate the secretions and functions.
- Try it on the *patient*** tentatively at first, to see how much and how often, and in what medium, it will prove most acceptable—in water, milk, coffee, wine, grape, lemon or lime juice, broth, &c. A few cases may even have to begin by drops in crushed ice.

A New Hand-book of Hæmatherapy for 1898, epitomizing the clinical experience of the previous three or four years, from the extensive reports of Hospital and private practice. To be obtained of  
**THE BOVININE COMPANY, 75 W. Houston Street, New York.**

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