

# *Fanning the Flame* to put out the *Fire*

“**F**ANNING the *Flame*,” is exactly what is being done when ice packs are used in treating pneumonia. Cold applications to the chest will drive the blood from the superficial circulation to an already congested and engorged lung.

*Antiphlogistine*  
TRADE MARK

applied warm and thick over the entire thoracic wall, *relieves the congestion* by increasing the superficial circulation. The *cutaneous reflexes* are *stimulated*, causing contraction of the deep-seated blood vessels. The over-worked *heart* is *relieved* from an excessive blood pressure, *pain and dyspnoea* are *lessened*, the *elimination of toxins* is hastened and the *temperature declines*.

Send for “*The Pneumonia Lung*” booklet.

THE DENVER CHEMICAL MFG. COMPANY  
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