

*Illness and metaphor*

## Equestrian medicine

When Victoria was young specialists had not been invented — the Family Doctor did you all over. You did not have a special doctor for each part. Dr. Helmcken attended to all our ailments — Father's gout, our stomach-aches; he even told us what to do once when the cat had fits. If he was wanted in a hurry he got there in no time and did not wait for you to become sicker so that he could make a bigger cure. You began to get better the moment you heard Dr. Helmcken coming up the stairs. He did have the most horrible medicines — castor oil, Gregory's powder, blue pills, black draughts, sulphur and treacle.

Jokey people called him Dr. Heal-my-skin. He had been Doctor in the old Fort and knew everybody in Victoria. He was very thin, very active, very cheery. He had an old brown mare called Julia. When the Doctor came to see Mother we fed Julia at the gate with clover. The Doctor loved old Julia. One stormy night he was sent for because Mother was very ill. He came very quickly and Mother said, "I am sorry to bring you and Julia out on such a night, Doctor."

"Julia is in her stable. What was the good of two of us getting wet?" he replied.

From Emily Carr, "Doctor and Dentist," in *The Book of Small*, Clarke, Irwin & Company, 1942.

## One thousand words

**Born to Shop?**  
At last. Relief from your Shopping-Related Impulse Control Disorder.

**DOLORAX**  
Treat yourself.

**How do I know if I have Shopping-Related ICD?**

- Recurrent failure to resist impulses to buy objects that are not needed and which contribute to personal financial or psychological harm and/or social or environmental harm.
- Increasing sense of tension or arousal immediately before committing the purchase.
- Pleasure, gratification, or relief at the time of committing the purchase.
- The purchase may be in response to a delusion, but must not be in response to a hallucination.

Experts now know that Shopping-Related ICD is an epidemic condition in North America, Europe and Japan. If you experience these symptoms, it's time to talk to your doctor about non-drowsy, 24-hour DOLORAX, the Shopping Solution™ most recommended by medical professionals\*.

\* Of those surveyed.

Image courtesy www.adbusters.org

**Pharmaceutical satire from the July/Aug 2001 issue of *Adbusters* magazine. The inset reads:**

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**Our thanks to Anton R. Miller for submitting this item.**