

British Medical Association.

SIXTY-EIGHTH ANNUAL MEETING.

Ipswich, July 31st to August 3rd, 1900.

EXHIBIT OF FOODS, DRUGS, ETC.

(Continued from page 118.)

THE PROTENE CO., Ltd., 36, Welbeck Street, London, W.—This firm lavishly displayed their nourishing, digestible and sustaining foods. They are prepared for use for general, as well as for medicinal purposes. A recent novel feature is the *Protene* quick repast. It is a box containing 8 protene biscuits and a bar of chocolate (6d.), holding sufficient nourishment for one meal, the whole occupying but $4\frac{1}{2}$ inches square by $\frac{3}{8}$ ths of an inch deep. Professional Men and Nurses would do well to note this.

ARTHUR REINER & CO., Dashwood House, Old Broad Street, London, E.C.—The first stands facing one, right and left, were those of *Tropon*, displaying in an interesting and intelligible manner *Tropon*, that much recommended albumen, and its preparations, such as:—*Tropon* biscuits, rusks, chocolate, Army emergency rations, etc. Particular interest seemed to have centred upon these stands during the exhibition.

ANDREAS SAXLEHNER, Budapest (Hungary). London Agency: Trafalgar Buildings, Charing Cross, London, W.C.—The exhibit of *Hunyadi Janos* was a very handsome and attractive one, in a convenient position. It is most gratifying to be able to report that, notwithstanding all the keen competition, the sale of *Hunyadi Janos* is steadily increasing, which is attributable, to a large extent, to the consistency and reliability of this much valued medicinal water.

BOVRIL, Ltd., 152—166, Old Street, City Road, E.C.—This firm's stall stood in the centre of the hall, and was very effective in appearance. Amongst their many well known specialities stand out prominently

Bovril.—A concentrated extract of beef, containing, in an easily digestible form, the entire albumen and fibrine or nutritious constituents of beef.

Invalid Bovril.—A special pack of above, which is devoid of seasoning and more concentrated, and is most suitable for use in the sick-room.

Beef Jelly.—A special meat jelly, prepared from the finest matured ox beef, extracted by gentle heat, without added water, and

Bovril Meat Juice, in 2oz. bottles, is a valuable raw meat expressed in the cold.

VIROL, Ltd., 152—166, Old Street, City

Road, E.C.—Adjoining Bovril, was the tastefully laid out stall of this firm. *Virol* is a completely assimilable food composed of Red Bone marrow, malt extract, new-laid eggs (with mineral salts representing the shells) and freshly squeezed lemon juice. The iron bearing proteids of the red marrow, extracted by glycerine from finely comminuted calf bones, make the preparation valuable for treatment of anæmia, while the refined marrow fat is so finely emulsified, by the mechanical processes employed in its manufacture, that it is rapidly absorbed, together with the albumen of the eggs, which is present in an uncoagulated form.

We strongly recommend both *Bovril* and *Virol* to the attention of our readers.

WORTH'S FOODS SYNDICATE, Ltd., Manufacturers of Cheltine Foods, Cheltenham.—Upon this syndicate's well-appointed stall were more particularly to be found—

Cheltine Diabetic Food and Biscuits.—These are scientific medicated foods in which the carbohydrate is so altered that in the process of digestion it will not yield diabetic sugar. These foods are very palatable, and their action is to immediately arrest tissue-waste and to give real nourishment to the body, thus allowing medical skill an opportunity of effectually combating the disease; and

Cheltine Anaemic Food and Biscuits, which contain valuable food products, and a large amount of iron in a form which the consulting physician has found to be assimilated by the patient. It is not astringent nor constipating and does not induce indigestion. The special form of iron present is in chemical combination with the Food.

STEPHEN SMITH & CO., Ltd., Malmesbury Road, Bow, London, E.—The stall this firm occupied was an extremely pretty one, upon which were to be seen and sampled—

1. *Hall's Wine*, made *only* with the finest coca leaves.

2. *Keystone Beef Wine*, containing the Liebig Company's extract of meat.

3. *Keystone Burgundy* (ferruginous).—A pure, natural wine, without acidity or heaviness, all three of which may be specially recommended.

LIEBIG'S EXTRACT OF MEAT CO., Ltd., 9, Fenchurch Avenue, London, E.C.—This well-known firm exhibited, in an attractive manner, their *Lemco*, the genuine Liebig Company's Extract of Beef, and most concentrated preparation of beef known. Each pound is the essence of 40 lbs. lean beef. It is absolutely free from fat, which so frequently spoils home-made beef teas.

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