

The Bovril Reception.

An unique reception was given on Thursday in last week by the Earl of Erroll, K.T., C.B., Chairman of Bovril, Ltd., and the Directors of the Company, at the Bovril factories in Old Street, City Road, E.C., when over 1,200 medical men and many representatives of the press, availed themselves of the courteous invitation issued to them to inspect the model premises where Bovril is prepared. The acceptances were so numerous to the invitations issued to doctors in the provinces and Wales that, with the exception of a few London practitioners, present by special invitation, it was found impossible to extend the invitation to the Reception to medical men in London.

On arrival the guests were received by the Earl of Erroll, the names being announced by a gorgeous functionary in a scarlet coat, and they were then conducted in parties round the different departments of the factory, where everything is most spotlessly bright and clean, the walls being lined with white tiles throughout.

In the rooms devoted to advertising novelties and show-cards, one saw the cattle, presented in a most life-like manner, which, in company with the guard of a train, or a bottle of Bovril, play so conspicuous a part in the clever advertisements by means of which this excellent concentrated meat is brought before the public.

Next came the laboratories, where specimens of all the raw material used by the firm are analysed by experts, and frequent analyses are also made of the finished product before the packages leave the premises.

Most interesting was it to see the concentrated beef materials which constitute Bovril in its finished form. As our readers know, the cattle which provide the beef from which Bovril is made are bred in the Argentine and in Australia, in vast open spaces, under the most healthy conditions, and the first stages of the manufacture are carried on there under the direction of the Company's experts and chemists.

The visitors were next shown the milling room, where the albumen and fibrin, the actual tissue-building elements of the beef are prepared. These constituents are blended with the stimulating extractives, thus constituting Bovril as a most valuable article of diet for the sick. One sees the silk screen of 15,000 meshes to the square inch, through which the specially-prepared beef proteins, first reduced to powder, are passed. To obtain the full nutritive value of Bovril, therefore, it should always be well stirred so as to keep these particles in suspension.

It is a noteworthy fact in the manufacture of Bovril that it is never once touched by hand. After the ingredients are blended in great vats it is mechanically sieved, and then passes through pipes to the lower floor, where the bottles are filled, the amount for each bottle being automatically regulated. The girls handling these bottles, dressed in washing prints and aprons of uniform design, look very smart. These uniforms are left at the factory each night. Some of the girls are extraordinarily

expert, and fill as many as 13,000 bottles a day.

One of the products of this firm of special interest to nurses is the Invalid Bovril, which contains a high percentage of soluble proteids. Bovril Raw Meat Juice, Beef Essence, and Chocolate are also other preparations which deserve to be widely known.

MICROSCOPIC HUMAN PARASITES.

A display of cinematograph films of extreme interest was provided for the entertainment of the guests. It illustrated the life of microscopic human parasites, and after seeing it one could never doubt the warfare that goes on in the blood when invaded by inimical microbes. Magnified 10,000 times, one saw the fight proceeding in the case of tick fever, sleeping sickness, and Vincent's Angina, and realised that the one thing which is important in dealing with disease is the knowledge which can teach the physician and the nurse to attack and kill these germs, and so render them harmless.

One appreciated the fact that "the blood is the life." Just in so far as it is pure is the health of the individual maintained. When it is invaded by inimical germs it becomes the battlefield in which the fight for the life of the patient is waged with unrelenting violence. If the germ of the disease multiplies beyond a certain point (and it multiplies with extraordinary swiftness) the patient must die. If the corpuscles in the blood are able to vanquish and expel the enemy, recovery ensues. The doctor and the nurse take their place at the bedside of the patient, the one to bring his scientific knowledge to bear upon the all-important question of aiding the white corpuscles in their fight, the other to surround him with the best conditions, so that his strength may not be uselessly wasted.

One realises, too, the supreme importance of preventive medicine. To prevent harmful germs from obtaining an entrance to the blood is a greater, though less sensational, triumph than effecting their expulsion afterwards, and the responsibility incurred by any carelessness in the observation of aseptic ritual correspondingly great.

After their inspection of the premises the guests were most hospitably entertained to lunch, and afterwards the Earl of Erroll expressed his great gratification in welcoming so many dietetic experts from all parts of the country.

Sir James Crichton Browne, representing the medical element on the Board of Bovril, said that Bovril has always been greatly beholden to medical men. They early recognised its merits, and they have steadily supported it as a nutrient in health, and a restorative in disease. Those who have closely observed the effects of Bovril have never doubted that it is not only a safe and valuable stimulant, but a good food, and the latter property has now been experimentally demonstrated by that distinguished physiologist, Dr. Thompson, of Trinity College, Dublin, who has already done important work on the physiological effects of various proteins. Dr. Thompson also spoke.

If the aim of the Bovril Company was to impress those present with the purity and high quality of their well-known preparation, that end must assuredly have been attained.

[previous page](#)

[next page](#)