

Glaxo.

"NATURE CALLING."

An interesting booklet, entitled "Nature Calling," has recently been brought out by "Glaxo," of St. John's House, Minories, London, E.C. The preparation supplied by this firm is well known to and appreciated by nurses, who find that both for their patients, and for themselves in their strenuous work, Glaxo is of the greatest possible value. The Glaxo Baby Book deals with the value of Glaxo for infants, and the booklet under consideration deals especially with the merits of Glaxo for adults. It is interesting in this connection to know that Glaxo is the only milk that is to be used by Dr. Mawson in the Australasian Expedition, 1911, who intends to take sufficient to feed 50 or 60 men for the two years that they will be there. This decision is very gratifying as

Glaxo was taken by Sir Ernest Shackleton on his expedition, and it may therefore be regarded as of proved value.

In reference to the adult of the present day we read, "People, civilised and often well dressed, we see hurrying along some on foot, some in motors

and carriages, but with hardly one exception we note nervous, anæmic faces, narrow chests, puny and weak limbs, men and women ill developed, many with faces which tell of constant pain and weariness, others with the resigned serious look of those who never feel quite well, and all showing signs of nervous depression and general weakness, just in the condition which makes them easy victims to any malignant germs that may come their way.

"Look at the mothers of the present day, do we often come across a woman who is capable of producing a healthy, vigorous infant?"

"No one would expect strong cattle born from delicate parents, yet we seem quite surprised when we find that anæmic, delicate parents bring weaklings into the world."

Referring to the physical weakness and general feebleness of adults, the booklet points out that we must take these men and women as we find them, we cannot undo all the mischief that has been going on for many years; but what we can

do is to alleviate, if not cure, their present condition.

The majority of adults suffer from the same unpleasant symptoms—sleeplessness, a feeling of absolute unfitness for business, a limp and depressed mental and physical condition, with a tendency to look on the black side of everything.

A diet, including plenty of milk, is of great value to many people, and Glaxo is an ideal milk food, especially advantageous to those who lead strenuous lives, a splendid pick-me-up and an excellent substitute for stimulants.

The cows which yield the milk used in the production of Glaxo live in New Zealand, where they have the most perfect pasture, and are looked after not only by their owners, but by the New Zealand Government, the cows themselves, their milk, and their sheds being under the constant supervision and inspection of the Government

veterinary

surgeons.

The ma-

ajority of

cows in

New Zea-

land are

milked by

machinery

into a closed

vessel, thus

preventing

the milk

coming into

contact with

the milker's

hands, or

dirt being

whisked in-

to the pail

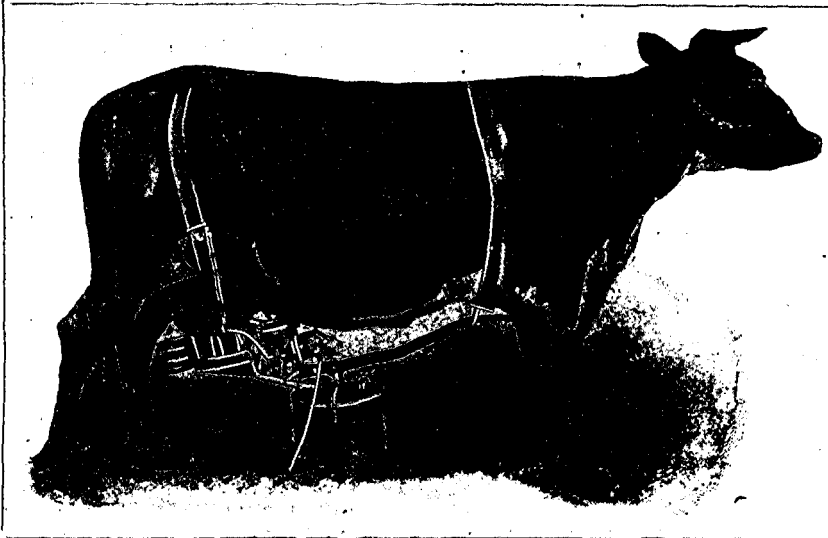
by the cow

or other-

wise and it is

delivered

at the



A "GLAXO" COW, MILKED BY MACHINERY.

Glaxo Factory in sterilised cans two hours after it has been drawn from the cow, fresh, pure, and sweet.

Surgical & Sick-Room Appliances.

We have pleasure in drawing attention to the exceptional facilities offered by Messrs. Lewis and Burrows, Limited, whose head office is at 146, Holborn Bars, and who have twenty-four branch houses, for procuring high class medicines, toilet articles, and sick room requisites at especially favourable terms. Fully qualified dispensers are employed at all the branches, and the drugs used are guaranteed of the highest standard. For surgical and sick room appliances the firm has three large show rooms at the West End, each in charge of a trained nurse. A most central one in the West End is at 22-24, Great Portland Street, where there is a special surgical show room. We commend the goods of this firm to the attention of our readers.

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