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The COX-Cavendish Co., Ltd.

INCORPORATED
HARRY W. COX & CO., LTD., & THE

MANUFACTURERS

X-Ray, Electro-Medical, Wireless and Allied

TWYFORD ABBEY WORKS, ACTON LANE

(Three minutes Harlesden Bakerloo Station).

Contractors to Admiralty, India Office, War Office, Crown Agents, Colonial Government.

West-end Show Rooms and Small Sales Depot: 105, Gt. Portland Street, W.1. (Telephone: 4111)

To THE MEDICAL PROFESSION,

LONDON, N.W.

We, the active directors of the above, beg to advise you that we have formed this Company, with the aid of the staffs, to amalgamate the firms which have been known hitherto as

**THE CAVENDISH ELECTRICAL COMPANY, Limited, and
HARRY W. COX & COMPANY, Limited.**

It is common knowledge that in the past the development of X-Ray and Electro-Medical Apparatus in the United Kingdom has been hampered by the small size of the few manufacturing firms engaged in it, a condition of things which we are seeking to change by pooling the resources, knowledge and experience of these two old-established and well-known businesses.

The Cavendish Co.'s showrooms at 105, Gt. Portland Street, W., are being maintained and fitted up with typical apparatus which will be demonstrated by experts whose sole duty will be to attend to the wishes of our medical clients and to give any assistance and advice required.

THE HEAD OFFICE is located at TWYFORD ABBEY WORKS (as above), to which address all communications and goods should, in future, be sent.

By concentration of all executive offices at the Works we know that a great gain in efficiency will be effected to the benefit of all concerned. The number of principals is such that each will now be enabled to pay exclusive attention to and specialise in one or other branch of the business. This fact, combined with the vastly superior manufacturing and trading facilities resulting from the new organisation, cannot fail to ensure continual progress and development which will result in our customers always securing the latest designs of apparatus at prices which will be kept to the lowest possible figure by the adoption of modern factory methods.

May we hope that by entrusting your X-Ray and Electro-Medical requirements to us in the future, you will support this earnest attempt to substantially improve an important British industry.

We have the honour to remain, your obedient servants,

B. H. MORPHY.

H. E. DONNITHORNE.

A. R. WINTERSON.

E. H. WILLIS.

Late Harry W. Cox & Co., Ltd.

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SCIENTIFIC BABY FEEDING

CHELTINE MILK AND MALTED FOOD

No. 1. From earliest Infancy to 5 months. No. 2. From 5 months onwards.

Regarding these **CHELTINE FOODS** a well-known dietetic authority writes:—

"They contain all the elements necessary for a complete Food for Infants. Being a Malted Food, it may be given in early infancy without producing constipation. It is beautifully prepared so as to be readily assimilable by the digestive organs."

The great importance of the choice of Food for the growing, healthy Infant is fully appreciated by the Manufacturers of Cheltine Milk and Malted Food, its composition being based on the physical and physiological requirements of infant life. Experience has proved, and medical men have testified to, the value of this Food, used as directed, in the rearing of healthy babies. It is a safe and reliable tissue-builder, manufactured by food-specialists of long standing.

Packed in air-tight tins in three sizes:—6½ oz. 1/7½; 13 oz. 3/-; 26 oz. 5/9

No. 3 CHELTINE MILK AND MALTED FOOD for INVALIDS, DYSPEPTICS, the aged, and those with enfeebled digestion, prices as above, is being increasingly prescribed by the Medical Profession,

Should any difficulty be experienced in obtaining it locally, please write giving name and address of usual Chemist or Store, to the Manufacturers—

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