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SURGICAL LUBRICANT

An efficient combination of analgesic, local anæsthetic and counter-irritant substances, 'MENTHOFAX' possesses over liniments the advantage of greater penetration, and therefore, of more rapid and effective action.

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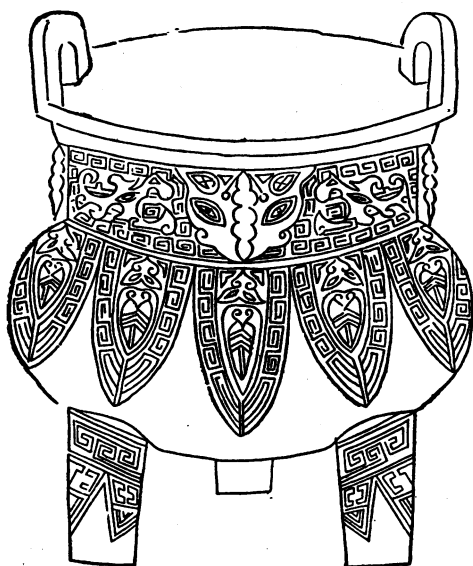
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ETHNOLOGICAL INDICATIONS FROM CHINESE ARCHÆOLOGY.—We know from statues, bas-reliefs and wall-paintings what the men and women looked like who pioneered even the very early phases of the ancient civilisations of Egypt, Mesopotamia and the Ægean. We have, so far, no similar representations of the early Chinese pioneers, their most ancient pictures of themselves being no older than the second century B.C. Neither are they depicted in the art of other nations. The only contemporary indication we have of their personal appearance is the representation of eyes in the inscriptions and ornamentation found upon bronzes of Shang dynasty (c. 1766—1122 B.C.). Here their Mongolian obliqueness is constantly insisted upon. The accompanying illustration on the left shows such a pair of eyes upon a bronze vessel, while those on the right are typical examples of eyes used to form ideographs. For whatever purpose the eye is used it is slanting: the first is the ideograph for "to look," "to examine closely;" the second stands for blind eyes (there is no pupil); the third, a squinting eye, in which little of the pupil is seen, gives the idea of "white;" the fourth is an inscription of which the upper part is a pair of eyes. It is not known where the Chinese came from originally. There has been much fusion, throughout their history, between the original Chinese of the Yellow River basin and neighbouring peoples.

DATE: c. 1766 and anterior

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we obtain the value of from £3 to £4 of space publicity. Multiply these figures by 1,000, or by as many thousands as the Company may in the course of years to come expend, and you will appreciate the concrete monetary value of our trade mark in building up, by means of publicity, a goodwill for the Company's products at a minimum expense.

In addition to the most valuable Recipe of Prunes, Demerara Sugar, Senna, and Ginger, which we are marketing as a branded and proprietary line, the policy of the Company will be to introduce other equally satisfactory remedies. The value of ginger for indigestion has been known to the Chinese for centuries. It is an aromatic and stomachic cordial, and in its proper form is an almost certain cure for most of the evils of indigestion. Yet its efficacy depends on the form in which it is administered; when prescribed in medical prescriptions as pulverised or dried ginger it is usually more detrimental than beneficial. The new preparation will be placed on the market under the name of Prunol "Syrup of Ginger," and will be prepared for us, as in the case of our Prune Jelly, by a manufacturing firm of the very highest repute in Great Britain.

It is early yet to talk of these and other developments which we may have in mind, but we trust in time to place on the market various branded recipes of proven value for the safe treatment of most of the minor ills of modern life, to which so many of the major ills owe their origin. In other words, we trust to furnish the family medicine chest with standard and approved remedies that can be relied upon with confidence for use from the dawn of childhood to the sunset of life. You may consider our programme an ambitious one, but it does not follow that we propose to run before we can walk. It is the intention of this Board to use that great quality, Patience, to a much greater extent than Capital in securing the necessary approval and support of the public for our goods.

We have been fortunate enough, through the enterprise and goodwill of our Advertising Agents, to arrange a contract with the *Daily Mail* for the insertion of an advertisement twice weekly on what we consider the most suitable page of the paper. In my opinion, each ten copies of the *Mail* are read by at least fifteen people. On this basis our expenditure per reader of the *Mail* during the period of an entire year will slightly exceed one farthing per reader. In return for the expenditure by us of one farthing per reader, each reader of the *Mail* will have before him twice each week, or 104 times during the year, a well-worded advertisement pointing out the advantages

of our products. I am personally a great believer in steady and persistent publicity, addressed to the same people week in and week out. If only a very small percentage of readers become buyers, it places this Company in a position of exceptional financial strength and profit-earning capacity, for direct sales involve the stocking of our goods in reasonable quantity by all chemists and druggists. Thus if only one in ten of every reader of the *Mail* purchases one of our branded specialities once a year, the profit income of this Company should be from four to five times as much as its total authorized capital, yet every reader of the *Mail* will have our preparations placed before him not once, but 104 times during the course of each year.

We do not claim to cure cancer or consumption or any of the other great scourges of the human race, but we do claim that our remedies will in many cases do much to prevent and hinder their genesis and growth.

Before concluding, gentlemen, I should like to mention the further developments we have in mind as regards our Colonial Dependencies, the great overseas markets of the world, and the continent of Europe. It is proposed to form, almost immediately, a separate Company, in which this Company will take an interest, to place the Prunol Preparations on the French, German, Italian, and other markets of Europe. Each country will be dealt with separately and in sequence. When a success is made of one country, and local capital has been arranged for, the Prunol Specialities will then be introduced to another and different market. In other words, in introducing Prunol we shall adopt the Roman method of breaking a bundle of rods, by dealing with each country separately and in sequence. Full particulars of the capitalization of the new Company and all other details may be obtained on application to the Secretary, at this address, by those who may desire to take a financial interest with us in what should prove to be a sound, and, we hope, and exceptionally remunerative venture.

In conclusion, gentlemen, I should like to personally thank you for your support, and to congratulate you on the enterprise you have shown, an enterprise which will, I feel sure, prove as successful as even the most optimistic among us may desire.

A resolution appointing Messrs. Middleton and Hawkins, Incorporated Accountants, as Auditors to the Company, having been duly proposed and seconded, was carried unanimously.

The Meeting concluded with a vote of thanks to the Chairman.

**This form may be cut out and posted to the Secretary, Prunol Ltd., 4, Pickering Place, St. James's St., London, S.W.1.**

SIR,—I am interested in the Report of your Company's Statutory Meeting, and I shall be obliged for any further particulars you may be prepared to supply.

PLEASE WRITE LEGIBLY.	{	Name.....
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