

Fletchers' Concentrated Liquors

IMAGINARY CONVERSATIONS.

(With Apologies to the Shade of W. S. Lander.)

Scene.—A modern Pharmacy. *Dramatis Personæ*.—
Dr. BRAIN (a leading physician); Mr. SUMBUL (a front-rank pharmacist).

"Good morning, Dr. Brain."

"Do you know, Mr. Sumbul, I've almost decided to give up prescribing fresh Infusions? People are getting so fastidious about their medicine. So many of my lady patients say, 'Doctor, I can't take that horrid muddy-looking stuff you prescribed for me last week. Can't you give me something nice and bright, so that I can persuade myself it's a glass of sherry?'"

"Yes, doctor, the public seem determined to be dosed aesthetically or not at all."

"And then, Mr. Sumbul, I'm inclined to think that the idea of extracting the active principles of a drug by simply soaking it in boiling water is, after all, somewhat barbaric."

"Undoubtedly the process is crude in the extreme. It is a relic, in fact, of a period when the Art of Pharmacy was unknown."

"That is indisputable; but at the same time I am at my wit's end to know what to prescribe in place of them."

"Well, doctor, have you tried Concentrated—"

"Now, for heaven's sake, Mr. Sumbul, don't suggest Concentrated Infusions. I should lose half my patients in less than a week. I come across the concoctions occasionally at the Hospital, though the Dispenser told me the other day he should only keep one of them in future, for they were all alike, and Buchu did just as well either for Orange, or Calumba, or Gentian."

"A very good joke, doctor, if there were less truth in it. No; I was about to ask if you tried FLETCHERS' CONCENTRATED LIQUORS."

"No. I've never seen them. Are they made by the same firm which manufacture FLETCHERS' SYRUPS OF THE HYDROBROMATES?"

"Yes, and I can show you some of them if you will come round to the dispensing counter."

"Thank you. I am always interested in any new improvement."

"Here, doctor, is FLETCHERS' LIQUOR BUCHU. A fluid ounce of LIQUOR makes a pint of infusion. They are the same strength."

"How convenient! But do you think the concentration can be carried to such an extent without injury?"

"O, yes, doctor, I think there's little doubt of that. The makers guarantee that *no heat whatever* is employed throughout the process, which is based on the principle of cold percolation."

"What a splendid idea; I wonder no one ever thought of it before."

"Well, several have *since*, and so there are lots of imitations, some of them much cheaper, but I've never seen any LIQUORS fit to compare with FLETCHERS."

"Perhaps not, but you know, Mr. Sumbul, the proof of the pudding is in the eating."

"It is, doctor, and suppose we apply the same test to these LIQUORS. Into this beaker I have measured 19 drachms of distilled water and will now add 1 drachm of LIQUOR BUCHU. There!"

"Well, the solution is certainly beautifully clear, and what delightful aroma. And the taste is simply perfect. How fresh, pungent, and aromatic."

"Yes. I know of no other preparation of Buchu so elegant. Then here are the LIQUORS of Chiretta, Gentian, Orange and Cascarella. See, I have diluted them all, and the Infusions produced are not only brilliant, but are as pure and delicate in flavour as the Buchu."

"Mr. Sumbul, I am delighted with them. Never make a single ounce of fresh Infusion for any of my patients again. And, if you take my advice, you'll throw all your old stock of Concentrated Infusions down the sink."

"That I have already done, doctor, but here on the desk is FLETCHERS' 'Portfolio' containing full information about all their LIQUORS."

"What a capital book. Why, they seem to make LIQUORS for TINCTURES too."

"O, yes. I make all my Tinctures that way now. All you have to do is to take a measured volume of LIQUOR and then add to it either proof or Rectified Spirit, as the Pharmacopœia directs, and there you have your Tincture; either much or little, ready at moment's notice."

"I should like to see some Tinct. Card. Co. and some Tinct. Gentianæ Co. made from these LIQUORS."

"With pleasure, doctor. Here they are. These have been made about a week. I always notice that the Tinctures improve very much by keeping. When first mixed you can sometimes scarcely smell anything but spirit, but in a day or two the pure aroma of the drug is fully developed. In this respect they seem to behave like perfumes."

"Well, Mr. Sumbul, I never wish to see any better Tinctures than these. They are all that could be desired in appearance, aroma and flavour. By the way, how useful these LIQUORS would be in the Hospital!"

"Yes, they take up so little room."

"Ah, but I don't mean that only. Why shouldn't the LIQUORS be dispensed just as they are, or, at any rate, those that are miscible with water. Just think what a quantity of spirit they would save. I believe our Tinctures cost us about £400 a year. It seems to me that by using FLETCHERS' LIQUORS we ought to save something like £300, which we now spend in dosing the patients with alcohol."

"You have certainly hit the nail, doctor, and the only difficulty I can see is in convincing your committee that the difference is worth saving."

"Look here, Mr. Sumbul, send up to the Hospital some samples of each of the LIQUORS you've been showing me, and I'll bring them before the committee myself at next week's meeting. Why, bless my soul, these LIQUORS will be as valuable to us as our share of the Hospital Sunday Fund."

Fletcher, Fletcher & Stevenson, Manufacturing Chemists,
Offices, 21, Mincing Lane, E.C. Works, Holloway, London, N.