

Ye Olde Plum News

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MIRACLE CURES, ELIXIRS, REMEDIES

BROPHY'S PARAMOUNT ELIXIR

At the moment at which this story begins he was all bustle and activity, and had just finished selling to Colonel Meredith Wyvern a bottle of Brophy's Paramount Elixir (said to be good for gnat-bites) ... Brophy, it should be mentioned, had proved a sensational success. His Elixir was making the local gnats feel perfect fools. They would bite Colonel Wyvern on the face and stand back, all ready to laugh, and he would just smear Brophy on himself and be as good as new. It was simply sickening, if you were a gnat. (Money for Nothing, 1928)

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### JEEVES' MORNING REVIVER

'If you would drink this, sir,' he said... 'It is a little preparation of my own invention. It is Worcester sauce that gives it its colour. The raw egg makes it nutritious. The red pepper gives it its bite. Gentlemen have told me they have found it extremely invigorating after a late evening.' ... I swallowed the stuff. For a moment I felt as if somebody had touched off a bomb inside the old bean and was strolling down my throat with a lighted torch, and then everything seemed suddenly to get all right. The sun shone in through the window; birds twittered in the tree-tops; and, generally speaking, hope dawned once more. 'You're engaged!' I said. (Jeeves Takes Charge, 1916)

He returned with the tissue-restorer. I loosed it down the hatch, and after undergoing the passing discomfort, unavoidable when you drink Jeeves' patent morning revivers, of having the top of your skull fly up to the ceiling and the eyes shoot out of their sockets and rebound from the opposite wall like racquet balls, felt better. (The Code of the Woosters, 1938)

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PEPPO

It was one of those, fat, bulging bottles, and it bore across its diaphragm in red letters the single word 'PEPPO'. Beneath this, in black letters, ran the legend, 'It Bucks You Up.' ... Ukridge to Lady Lakenheath: 'Then I've got the very stuff for you,' he boomed. 'This is what you want. Glowing reports on all sides. Two doses, and cripples fling their crutches and join the Beauty Chorus.' ...

'My parrot,' said Lady Lakenheath, including me in the conversation, 'had a most peculiar attack last night. I cannot account for it. His health has always been so particularly good. I was dressing for dinner at the time, and so was not present at the outset of the seizure, but my niece, who was an eye-witness of what occurred, tells me he behaved in a most unusual way. Quite suddenly,

it appears, he started to sing very excitedly; then, after awhile, he stopped in the middle of a bar and appeared to be suffering. My niece, who is a most warm-hearted girl, was naturally exceedingly alarmed. She ran to fetch me, and when I came down poor Leonard was leaning against the side of his cage in an attitude of complete exhaustion, and all he would say was, 'Have a nut!' He repeated this several times in a low voice, and then closed his eyes and tumbled off his perch. I was up half the night with him, but now he seems mercifully to have turned the corner. This afternoon he is almost his old bright self again, and has been talking in Swahili, always a sign that he is feeling cheerful.'

Ukridge explained: Millie, who, between ourselves, is absolutely a girl in a million, happened to think the bird was looking a bit off colour last night, and with a kindly anxiety to do him a bit of good, gave him a slice of bread soaked in Peppo. ... (Ukridge Rounds a Nasty Corner, 1924)

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### SOOTH-O

... and one of the half-crown (or large) size pots of Sooth-o, the recognized specific for cuts, burns, scratches, nettle-stings and dog-bites. (Money For Nothing, 1928)

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MULLINER'S 'BUCK-U-UPPO'

Wilfred Mulliner was an eminent chemical researcher who had invented world-famous preparations as Mulliner's Raven Gipsy Face-Cream and the Mulliner Snow of the Mountains Lotion. He regarded Buck-U-Uppo as the finest thing he had ever done. Augustine got a sample bottle with instructions to take a spoonful before going to bed and another just before breakfast.

It had a slightly pungent flavour, rather like old boot-soles beaten up in sherry. The effect was to make him courageous in a way he never had been before. He got an explanation: Too often elephants, on sighting the tiger, have turned and galloped home: and it was to correct this tendency on their part that I invented Mulliner's Buck-U-Uppo 'B'. One teaspoon of the Buck-U-Uppo 'B' administered in the morning bran-mash will cause the most timid elephant to trumpet loudly and charge the fiercest tiger without a qualm. Augustine ordered three cases of 'B'. (Mulliners Buck-U-Uppo, 1926)

'It is not often administered to human beings, having been designed primarily to encourage elephants in India to conduct themselves with easy nonchalance during the tiger-hunts which are so popular in that country. But occasionally human beings do partake of it, with impressive results. I was telling the company here not long

ago of the remarkable effect it had on my nephew Augustine, the curate.' 'It bucked him up?' 'It bucked him up very considerably. It acted on the bishop, too. When he tried it, in a similar manner. It is undoubtedly a most efficient tonic, strong and invigorating.' (Gala Night, 1930)

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### SLIMMO

'I suddenly remembered seeing an advertisement in the paper the other day of a new preparation someone had just invented for reducing the weight. Have you heard of it? Slimmo they call it, and it sounds excellent. Apparently it contains no noxious or habit-forming drugs and is endorsed by leading doctors.'

Beach visited Bulstodes shop in Market Blandings: 'There was Herbert Binstead. And know what he wants? Six bottles of Slimmo, the large economy size.' Gally explained: 'Herbert Binstead is Gregory Parsloe's butler. And if you have an idea that he may have been buying this anti-fat for his own personal use, correct that view. He's as thin as a herring. His motive is obvious. One reads the man like a book. Acting under Parsloe's instructions, he plans to pass this Slimmo on to the accomplice Simmons, who will slip it into the Empress's daily ration, thus causing her to lose weight, thus handling the race on a plate to Queen of Matchingham.' Lord Emsworth was of course absolutely horrified.

Herbert Binstead had betted on the Queen and emptied the bottles into the Empress's trough. What he didn't know was that the sty had a new inhabitant: the Queen of Matchingham. We are not told about the effect of the preparation, but as a matter of fact, the Empress won the Fattest Pig Contest in Shropshire for the third time in a row. (Pigs Have Wings, 1952)

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CUTE CRISPIES

'I was reading in the paper this morning of a new American cereal called Cute Crispies. It contains sixty-two percent of nutro-glutene, and one spoonful, I understand, provides nourishment equal to that of a pound and a half of steak.' (Pigs Have Wings, 1952)

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### CURES FOR COLDS

There's some say quinine and some say a drop of camphor on a lump of sugar and some say cinnamon, but you can take it from me the best thing for a nasty feverish cold in the head is taraxacum and hops. (Money for Nothing, 1938)

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