

BY THE WAY



Occasional Newsletters from The P G Wodehouse Society (UK)

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PLUM'S INVENTED BRAND-NAMES

P G Wodehouse liked to invent artificial brand-names for a wide range of goods, ranging from the cars some of his characters drove to medications and silly inventions. The Society's Christmas competition invited the submission of lists of such brand names, and Anne-Marie Chanet's winning entry has been the basis for this *By The Way*. Such is the number of brand-names that one issue of *By The Way* will not be enough: the list will be completed in June 2004. Readers who discover products from the first part of the alphabet which have not been included in the list are invited to let the Editor know. To add to the interest, a few names have been included which are or may be real, but sound as though they were Wodehouse's own invention. They are marked with an asterisk.

Even Anne-Marie did not dare include in her list the hypothetical brand name Kafka, from *Galahad at Blandings*, ch10. Discussing the merits of Tipton Plimsoll's fiancée Veronica Wedge, Sandy Callender suggested that "She probably thinks Kafka's a brand of instant coffee with ninety-seven per cent of the caffeine extracted", and Tipton agreed. "She's just a sweet simple English girl with about as much brain as would make a jay bird fly crooked, and that's the way I want her."

Note that in the list, spellings and punctuation may differ from the name's appearance in different editions of the story.

Aubusson Carpets *

The Coming of Gowf
in *The Clicking of Cuthbert*

Bailey's Granulated Breakfast Chips

Fixing it for Freddie
in *Carry On, Jeeves*

Beamish Booklets

The Small Bachelor ch1

Bewstridge Potato Chips

Bachelors Anonymous ch8

Blake's Balsam

Company for Gertrude
in *Blandings Castle and Elsewhere*

Blenkinsop's Balm for the Bilious

Psmith Journalist ch29

Blenkinsop's Liquid Life-Giver

A Sea of Troubles
in *The Man with Two Left Feet*

Bouillon Suprême *

The Spot of Art
in *Very Good, Jeeves*

Boyd's Excelsior Home-Cured Ham

Black for Luck
in *The Man with Two Left Feet*

Boyd's Premier Breakfast Sausage

Black for Luck
in *The Man with Two Left Feet*

Brigg's Honeydew

Company for Henry ch5

Briggs's Breakfast Pickles

Came the Dawn
in *Meet Mr Mulliner*

Brophy's Paramount Elixir

Money for Nothing ch1

Buck-U-Uppo

Mulliner's Buck-U-Uppo
in *Meet Mr Mulliner*, et alia

- Buffy-Porson
Uncle Fred in the Springtime ch1 et alia
- Clark's Cure for Corns
Came the Dawn
in *Meet Mr Mulliner*
- Clear Spring
French Leave, ch5
- Crunchy Whoopsies
Cocktail Time ch12 et alia
- Cute Crispies
Pigs Have Wings ch7 et alia
- Dex-Mayo
Money for Nothing ch2
- Donaldson's Dog Joy
passim
- Dr Bennett's Tonic Swamp Juice
The Heel of Achilles
in *The Clicking of Cuthbert*
- Dr Murphy's Tonic Swamp Juice
High Stakes
in *The Heart of a Goof*
- Dr Smythe's Tonic Swamp Juice
Uncle Dynamite ch11
- Dr Somebody's Tonic Swamp Juice
Stiff Upper Lip, Jeeves ch16
- Dr Wilberforce's Golden Gargle
The Voice from the Past
in *Mulliner Nights*
- Dubbo
I'll Give You Some Advice
(*Cosmopolitan*)
- Ease-O * (or Mulliner's Ease-O)
A Slice of Life
in *Meet Mr Mulliner*
- Fitch & Weyman's Biscuit Factory
The Long Arm of Looney Coote
in *Ukridge*
- Fizzo
French Leave ch1
- Flesho
The Heel of Achilles
in *The Clicking of Cuthbert*
- Galloway's Tried and Proven
Rough-Hew Them How We Will;
Ahead of Schedule
both in *The Man Upstairs*
- Girl of My Heart Cigarettes *
The Pothunters ch16
- Gubbo
I'll Give You Some Advice
(*Cosmopolitan*)
- Haddock's Headache Hokies
The Mating Season ch1
- Hair-O
Leave It to Jeeves
in *My Man Jeeves*
- Haskell Golf Ball *
Love Among the Chickens ch XX
- Klipstone's Kute Kollar-Klip
Piccadilly Jim ch11
- Kute-Kut Klothes
The Spring Suit
(*Saturday Evening Post*)
- Langley & Fielding's Baked Beans
The Matrimonial Sweepstake
(*Cosmopolitan*)
- Langley & Fielding's Sardines
The Good Angel
in *The Man Upstairs*
- Little Gem Sardines
The Man Upstairs
in *The Man Upstairs*
- Little's Liniment
Jeeves Exerts the Old Cerebellum
in *The Inimitable Jeeves*
- Magnifico
The Rough Stuff
in *The Clicking of Cuthbert*
- Mal-de-Mer-O
Hot Water ch1
- Middleton's Undeniable Suspenders
The Coming of Bill Book2 ch6
- Mouso-Penso
Came the Dawn
in *Meet Mr Mulliner*
- Nervino
Jill the Reckless ch12
- No-Jar Rubber Heels
The Small Bachelor ch1