

BY THE WAY



Occasional Newsletters from The P G Wodehouse Society (UK)

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PLUM'S INVENTED BRAND-NAMES

Following publication of the first part of this list, which formed the text of *By The Way* No 19 in June 2003, two readers wrote as requested to point out omissions. David Landman of Massachusetts drew attention to chapter 3 of *Cocktail Time* for the Magic Pen-Pencil and the Monumento Mouse Trap, and T N Ramaswamy pointed to the curious omission of Eulalie Soeurs, a name with which all readers will be familiar, and which has now been included. As with the first part of the list, 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.

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

Eulalie Soeurs

The Code of the Woosters ch14

Magic Pen-Pencil

Cocktail Time ch3

Monumento Mouse Trap

Cocktail Time ch3

Old Doctor Gordon's Bile Magnesia

Jeeves in the Offing ch9

Old Doctor Spivin's Lung Tonic

Concealed Art (in *Pictorial Review*)

O-SO-EESI piano-player

Ukridge's Accident Syndicate (in *Ukridge*)

Paramount Ham

Money in the Bank ch1 *et alia*

Park's Pepsinine

Leave It to Psmith ch9

Partridgite

Piccadilly Jim ch1

Patent Sturgis aluminium self-compensating putting-cleek

A Mixed Threesome (in *The Clicking of Cuthbert*)

Pepper's Safety Razor

Absent Treatment (*et alia*, in *My Man Jeeves*)

Peppo

Ukridge Rounds a Nasty Corner (in *Ukridge*)

Perfecto Prunes

Laughing Gas ch10

Perkins' Digestine

Indian Summer of an Uncle (in *Very Good, Jeeves*)

Perkins's Premier Pain Preventer

A Sea of Troubles (in *A Man with Two Left Feet*)

Peterson's Pup-Food

passim

Phipps's Tried and Proven

Life with Freddie (in *Plum Pie*)

Pickering Gem

Uneasy Money ch10

Pickering Giant

Uneasy Money ch10

Pioneer Tobacco *

The Pothunters ch16

Pommery Seven

Uncle Fred Flits By (in *Young Men in Spats*)

Pond's Prime Honeysweet *

Money in the Bank ch 24

Potter's Potted Table Delicacies

Buried Treasure (in *Lord Emsworth and Others*)

Pre-Eminent Breakfast Sausage

Concealed Art (in *Strand and Pictorial Review*)

Price's Derma Vitalis

If I Were You ch2

Primrosina

The Prince and Betty (UK) ch2

Pringle's Pink Pills

Money for Nothing ch1

Prosser's Pep Pill

Galahad at Blandings ch3

- Purvis's Liquid Dinner Glue**
Came the Dawn (in *Meet Mr Mulliner*)
- Raven Gipsy Face-Cream**
A Slice of Life (in *Meet Mr Mulliner*)
- Reduc-O**
A Slice of Life (in *Meet Mr Mulliner*)
- Restawhile Settee**
The Man Upstairs (in *The Man Upstairs*)
- Rigg's Golden Balm**
Heavy Weather ch9
- Rigg's Superfine Emulsion**
Unpleasantness at Bludleigh Court
(in *Mr Mulliner Speaking*)
- Riggles's Rose of the Hills**
Homeopathic Treatment
(in *Tales of Wrykyn and Elsewhere*)
- Ring's unique maple-syrup buckwheat pancakes**
An International Affair
(in *Tales of Wrykyn and Elsewhere*)
- Rough on Rats** *
Mike ch3; *Love Me, Love My Dog* (in *Strand*)
- Rubbo**
I'll Give You Some Advice (in *Cosmopolitan*)
- Runkle's Magic Midgets**
Much Obliged, Jeeves ch6
- Safety First Molassine**
Concealed Art (in *Strand and Pictorial Review*)
- Scalpo**
Money in the Bank ch27 *et alia*
- Sigsbee's Soda**
Heavy Weather ch16
- Sigsbee's Superfine Featherweight**
The Girl on the Boat ch7
- Silver Sardines**
Excelsior (in *Nothing Serious*)
- Simpkins Idle Moments**
Homeopathic Treatment
(in *Tales of Wrykyn and Elsewhere*)
- Slimmo**
passim
- Slingsby's Superb Soups**
The Spot of Art (in *Very Good, Jeeves*)
- Slumberola**
Buried Treasure (in *Lord Emsworth and Others*)
- Smith's Supreme Digestive Pellets**
A Sea of Troubles (in *A Man with Two Left Feet*)
- Sneezo**
Rodney has a Relapse (in *Nothing Serious*)
- Snow of the Mountains Lotion**
A Slice of Life (in *Meet Mr Mulliner*)
- Soothine**
The Voice from the Past (in *Mulliner Nights*)
- Sooth-O**
Money for Nothing ch1
- Spiller Baby Food**
Concealed Art (in *Strand and Pictorial Review*)
- Sprockett's Superfine Sardine**
Feet of Clay (in *Nothing Serious*)
- Stick-O**
There's Always Golf
(in *Lord Emsworth and Others*)
- Sugg's Soothine**
Full Moon ch4
- Sure-Grip Tennis Shoes**
Jeeves and the Impending Doom
(in *Very Good, Jeeves*)
- Todd's Tail-Waggers' Tidbits**
Full Moon ch7
- Tress-O**
Leave It to Jeeves (in *Saturday Evening Post*)
- Twin-Six Complex**
The Girl on the Boat ch17
- Unfailing Lotion**
When Doctors Disagree (in *The Man Upstairs*)
- Uncle Zip, the Hump-Curer**
Ruth in Exile (in *The Man Upstairs*)
- Upshaw's Diet Bread**
The Girl in Blue ch10
- Waddington's Ninety-Seven Soups**
If I Were You ch1
- Walkinshaw's Supreme Ointment**
Jeeves Takes Charge (in *Carry On, Jeeves et alia*)
- Waterbury Watch**
The Man, the Maid and the Miasma
in *The Man Upstairs*
- Watson's Navy Cut** *
The Man Upstairs (in *The Man Upstairs*)
- Waukeesy Shoe** *
Company for Henry ch5
- Widgeon Seven**
Thank You, Jeeves ch8
- Winchester-Murphy**
The Long Arm of Looney Cootie (in *Ukridge*)