

## **The peril in the air / The Peps Co.**

### **Contributors**

Peps Company.

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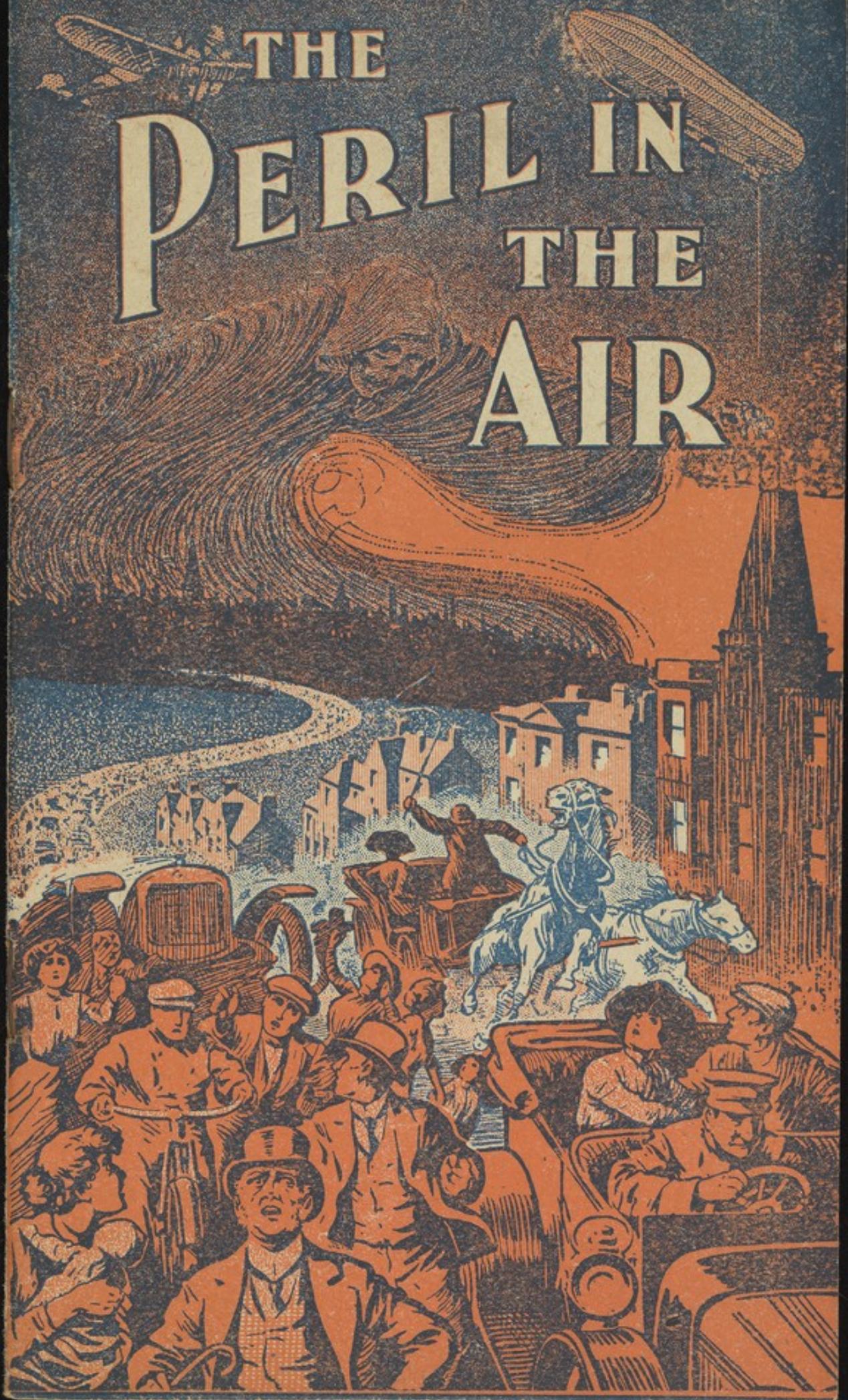
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# THE PERIL IN THE AIR



The Great GERM-DESTROYING CURE for  
**COUGHS & COLDS**

**E**VERYTHING depends upon the promptitude with which we grapple with the first symptoms of a cold. There is only one thing to do. Get a supply of breathable Peps, and after removing one or two from their preserving silver wrappers let the tablets slowly dissolve on the tongue. The rare medicines sealed up in each Peps tablet will then escape in the form of fumes, which are carried with the breath through the mouth, nasal passages, throat, and bronchial tubes, right down into the lungs.

Directly these medicinal Peps fumes begin to circulate through the breathing passages, a welcome soothing effect is felt on the delicate and inflamed lining membrane, and any stuffiness in the nose, or throat irritation, quickly disappears. Any disease-germs breathed in with the air are also instantly destroyed.

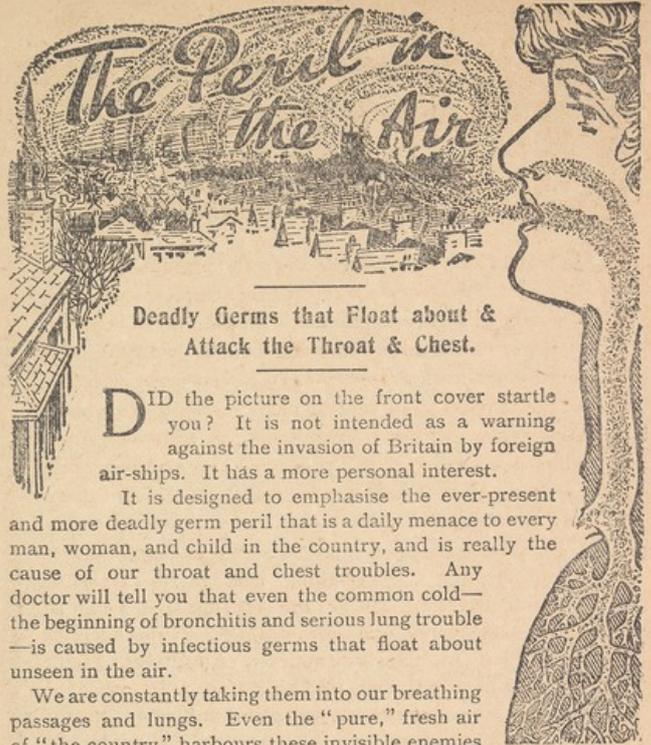
Peps have a powerful softening influence on the sticky, clogging mucus which chokes the bronchials and sets up the cough. Consequently, the phlegm is soon got rid of and the breathing becomes easy.

This is all brought about by the natural and unique way in which the Peps medicine is breathed direct into the lungs. With a 1/1½ box of Peps from your chemist you can most efficiently protect your throat and chest against the hidden perils of any sudden change in the weather.



*"A Pine Forest  
in  
Every Home."*

SEE THE NAME  
PEPS  
ON EVERY TABLET



**Deadly Germs that Float about & Attack the Throat & Chest.**

**D**ID the picture on the front cover startle you? It is not intended as a warning against the invasion of Britain by foreign air-ships. It has a more personal interest.

It is designed to emphasise the ever-present and more deadly germ peril that is a daily menace to every man, woman, and child in the country, and is really the cause of our throat and chest troubles. Any doctor will tell you that even the common cold—the beginning of bronchitis and serious lung trouble—is caused by infectious germs that float about unseen in the air.

We are constantly taking them into our breathing passages and lungs. Even the "pure," fresh air of "the country" harbours these invisible enemies—some of them so small that 5,000 could float through the eye of a needle together—but the fouler the air, of course, the more germs it contains. Hence, people who live and work in congested cities and badly-ventilated rooms suffer constantly from colds and throat affections.

The germs attack the delicate lining of the nose and throat, multiply in vast numbers, and while feeding on the tissues give off poisons that irritate the tender breathing passages. This causes the distressing and uncomfortable symptoms associated with coughs, colds, and bronchial complaints.

**Fog Worse than War.**

When Fog visits large industrial centres like London, Manchester, Birmingham, or Glasgow, these mischievous germs are particularly virulent, and by aggravating bronchitis and all chest troubles levy a

*Disease germs are carried with every Breath into the Lungs.*

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toll on human life which is almost incredible. A bad smoky fog causes more deaths than a modern battle.

During one recent fog in Glasgow the death-rate rose from 18 to 33 per thousand. Over 1,000 deaths were one week due to the foggy, germ-laden atmosphere. In London last Autumn fog increased the death-rate 40 per cent. in three weeks, but even in normal times the atmosphere of London is so heavily charged with soot and disease germs that instead of being pink in colour, the lungs of the average Londoner are either a thunder-cloud blue or coal black, from the dirt absorbed in breathing.

Here lies the real cause of *bronchitis* and of the *pinched faces of weak-chested workers*. This cause the wonderful breatheable Peps have now come to remove. You breathe in the lung-destroying disease germs, and to destroy them you must breathe in the Peps medicine, which contains in a volatile form the same beneficial pine-forest air that makes the Swiss peasant so robust and free from chest trouble.

How much more effective and more natural must be this direct Peps method of treating throat and chest troubles than the old-fashioned way of swallowing liquid physic into the stomach, which is entirely separated from the breathing passages. In Peps you have the *first successful volatile throat and chest medicine in tablet form*.

### How Peps Filter the Air.

When a Peps tablet is removed from the silver paper in which each one is separately wrapped, and then placed on the tongue, the medicine compressed in the tablet evaporates, and is carried with the breath through all the air-tubes running from the nose and back of the mouth deep down into the lungs. Peps, therefore, pursue and destroy the germs that have got into the air-passages and set up soreness and inflammation of the delicate membrane that lines mouth, throat, and bronchials. At the same time, Peps filter the foul or foggy, germ-laden air as it is breathed in.

But the Peps fumes are more than germicidal. As they circulate through the mouth and throat an *immediate alleviation of inflammation and chest soreness* is felt. That annoying "tickle" at the back of the mouth disappears, and the cause of that obstinate chest-racking cough (as in bronchitis) is removed when the stringy, microbe-bearing phlegm is cut out by Peps and expectorated. Breathing is made easy, and a feeling of comfort and invigoration penetrates deeply into the lungs.



Aerial microbes inhaled with the breath, greatly enlarged.

Such beneficial results cannot possibly be achieved by the juices of ordinary lozenges that are swallowed into the stomach, nor by liquid "cough-cures" and oily emulsions that also go the same futile way. These simply act on the lungs indirectly through the blood, and more often than not, the opium, laudanum, chloral, and other dangerous narcotics in them, injuriously affect the heart and digestive organs. Nature will not permit any liquid or solid medicine to reach the lungs direct.

Another very important feature about Peps is that they do not contain any harmful opiates and drugs. Consequently, Peps commend themselves to parents as the *ideal remedy for children's coughs and colds*. The sensation created in the mouth by the Peps fumes is so pleasant that the little ones get eager to take them down and breathe deeply. This teaches them to make proper use of their lungs.

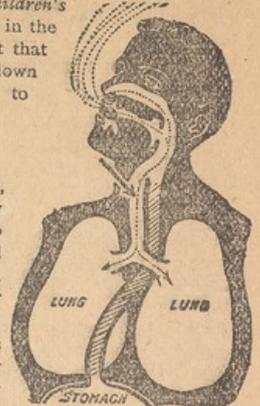
### Use Your Lungs Properly.

In cases of old-standing bronchial trouble, Peps soon afford comforting relief. They bring the *natural and effective remedy* into instant contact with the sore, bruised, and infected lining of the throat and bronchials, carrying with it ease, strength, and power to resist further germ attack.

Many aged sufferers from bronchitis and asthma gratefully thank Peps for releasing them from the clutch of their old enemy, and for giving them a new lease of life and happiness.

Peps are the best cough and cold remedy for individual or family use—best because they are the purest and handiest—unique and most effective because Peps are the only tablet medicine that really reaches the lungs direct.

Form the habit, therefore, not only of keeping Peps ready for use at home, but of always carrying a few in the pocket. That is the surest way, this Autumn and Winter, to ward off any chill or other attack on the throat and chest.



Look at this Diagram. The arrow indicates the passage down which the Peps medicine (represented by dotted lines) is breathed direct into the lungs. The shaded passage leads to the stomach, and is the way taken by liquid mixtures and the juices of ordinary lozenges.

## BRONCHIAL ASTHMA & SLEEPLESS NIGHTS.

Never a Cold after taking Peps.

MR. J. G. POVEY, "Sunnyside," Western Road, Tunbridge Wells, Kent, writes:—"I had a severe attack of bronchitis some years ago. A short time after returning to business I caught a chill, and the bronchitis returned. Asthma supervened, and the combination of complaints reduced me to a perfect wreck.

"Until recently, I never knew the blessing of a full night's rest. I usually awoke between 1 and 3 a.m. with violent fits of coughing, which sometimes lasted an hour. I tried all kinds of cough mixtures and medicines with but little benefit.

"Acceding at last to my wife's request I purchased a box of Peps. The first few tablets worked a distinct improvement in my health, so I continued with Peps. Before retiring at night I took a Peps tablet, and slept the whole night through. By taking Peps regularly, I gradually got rid of my bronchial trouble.

"Last winter, thanks to Peps, I was not afflicted with even the slightest cold."

## A WELCOME BOON TO SUFFERERS FROM BRONCHITIS.

Peps alone go Deep Enough to Uproot the Trouble.

CHILLY weather always finds a weak spot even in the robust, and it revives in the bronchial sufferer that old-standing breathing difficulty and wheezy, suffocating cough. Night and morning the deadly grip of bronchitis gets tighter and tighter, until there seems no escape from another winter of restless days and torturing, sleepless nights.



Peps soon ease that chest-racking cough.

Every year over 90,000 deaths in the United Kingdom are traceable to bronchial trouble. Think of it! A loss of life equal to a Titanic disaster every week—due mainly to the neglect or wrong treatment of simple coughs and bronchial trouble. There is no longer any excuse for such wrong treatment.

By means of the new breatheable tablets, Peps, the Alpine cure for throat and chest troubles can be taken cheaply and effectively at home, and the enormous success of

Peps shows that bronchial sufferers find this new treatment a real boon.

When you take a cold or chill, and feel an irritation in the throat or stifling sensation in the chest, there must be no dilly-dallying with common lozenges or druggy liquid mixtures that are merely swallowed into the stomach and cannot possibly reach the minute and delicate air passages in the lungs where the danger lies.

The best thing to do is to take a few Peps tablets, and let them dissolve, one by one, in the mouth. Powerful medicinal fumes are then released, and are breathed direct through the throat and windpipe into the lungs.

### The Only Natural Way to the Lungs.

In this, the only natural way, the Peps medicine reaches every part of the chest, and the immediate effect is one of comfort and ease for the sufferer. A cold is stopped before it can settle on the chest, and when the bronchitis is of long standing, the phlegm, which chokes up the breathing tubes and causes those straining coughing bouts night and morning, is quickly loosened and got rid of. The inflamed delicate membrane that acts as a skin to the air passages is soothed, healed and strengthened, and those clawing grips on the chest are soon released.

*It is only by this unique Peps system that quick and permanent relief has at last been assured for sufferers from bronchitis.*

A Peps or two when walking to work in the sharp, raw morning air, or coming home at chilly nights, will be found most beneficial even by the chronic sufferer. Peps, being absolutely free from all harmful Drugs, are just as safe for children as for adults, and are the handiest and best family medicine for all throat and bronchial troubles.



Is there a Weak Spot in Your Chest?

THE weak-chested individual has cause no longer to fear winter, for by means of breatheable Peps the proper way to strengthen the throat, chest, and lungs, and make them cold-resisting, has now been provided.

When a sudden sneeze tells that the cold-germ has attacked you, or an exhausting coughing bout shows revival of old bronchial trouble, the best thing to do is to take Peps at once.

Unless killed off by Peps, the "cold-germs" work their way down to the bronchial tubes and cause bronchitis; often they go right into the lungs and start pneumonia, or even so weaken the lungs that the latter become an easy prey to the deadlier germs of consumption. Peps keep trouble off the lungs by quick and direct breatheable treatment, and the worst weather can be faced without fear of evil consequences.

That is why it is the safest plan now to always carry a box of Peps to arrest a cold in the first stages. You then prevent it working its way down the chest to lay the foundations of bronchitis, asthma, exhausting cough, and difficult breathing.



### THAT SNUFFLING COLD IN THE HEAD.

SNEEZING and running at the nose make the common cold in the head one of the most disagreeable complaints of the season. We speak of catching a cold in the head because it is now proved that the trouble is caused by certain tiny germs that find their way into the mouth and nostrils as we breathe.

Nothing is more helpful than a thorough course of Peps. As Peps dissolve upon the tongue they emit pleasant fumes, which impregnate the whole of the nasal cavity, relieving the congestion and allaying the inflammation in a remarkable way. Having an antiseptic and germicidal value, Peps destroy the germs themselves, and prevent a recurrence of the evil.

Being of pleasant taste, and free from the opiates and narcotics of ordinary "cold remedies," Peps tablets may be taken by sufferers of all ages, with only the most beneficial results.

*Bronchitis Since Birth.*—Mr. Thos. H. Pain (22), of The Pound, Chaddesley Corbett, near Kidderminster, writes:—"From birth, I was a martyr to bronchitis. Despite all sorts of medicines and advertised 'cures' I tried, the complaint tightened its grip on me until about five years ago, when I was induced to try Peps. Immediately I started taking Peps I began to improve. The choking phlegm came up much easier, the coughing was less troublesome, and I could breathe without so much wheezing. Perseverance with Peps has done me a world of good, and to-day I feel healthier and stronger than ever before. Although Peps have cured me, I shall still take them because they afford such splendid protection against coughs, colds, and chills."

## WHEN YOUR THROAT GETS SORE!

**Peps Prevent the Trouble Spreading to the Lungs.**

THE throat is peculiarly susceptible to sudden changes in the weather, and liable to inflammation from extra vocal exertion, chill, inhalation of dust, the strain of coughing, and many other causes. So common and varied, indeed, are these causes that it would be difficult to find any person who has not suffered from sore throat in several different forms.

Everyone should realise that in sore throat there is a very real danger, because when the throat is in a raw, inflamed, or ulcerated condition, the trouble is apt to creep down the delicate lining membrane, which is continuous right along the bronchi (or forks of the windpipe) to the lungs themselves. Bronchitis and lung troubles often arise in this way.

Peps are simply invaluable for sore throat, and those subject to throat ailments should always carry a box. When they find any warning, such as hoarseness, tickling in the opening of the throat, or slight pain and redness about the tonsils, they should at once go in for a course of Peps and so get immediate relief. *Relaxed throat* is a condition when one feels as if he wants to cough something up. The breathing in of the Peps fumes is a sure relief, and by taking these early a serious attack is warded off.

*Chronic Laryngitis* is a very obstinate ailment to which not only clergymen, but auctioneers, public speakers, actors, singers, and teachers are much liable. Huskiness of voice is similar and even more persistent. These symptoms can be all kept at bay by Peps. The ordinary cough lozenge or tablet never reaches the seat of mischief. But the Peps fumes do, and banish every feeling of uneasiness. You have only to try Peps to find this out for yourself.



That's the place where it hurts.

## DOCTOR FEARED CONSUMPTION.

**Peps Restore Complete Health to Bronchial Sufferer "in the Last Stages."**

TO a London reporter, Mrs. Hitchman, of 44, Whitehorse Road, West Croydon, said:—

"A cough started troubling me sixteen years ago, when I was living at Tunbridge Wells. It was merely irritating at first, but later developed into a dreadful hacking 'bark.' My throat was quite raw, and I often feared the phlegm would choke me. The constant coughing seemed to lacerate my chest, which got frightfully sore and tight.

"In winter I was always too ill to work, and never dared go out in the chilly evening air. The doctor feared I was consumptive.

"About two years ago I had a very bad attack of bronchitis and

pleurisy. I said to my husband—'I think this is the end at last,' and he thought I was in the last stages and couldn't get better. While at his wits' end what to do, my husband heard about Peps, and got me some from the chemist.

"The first few Peps I took moistened my parched throat and eased the chest tightness. In a few days it was plainly evident that Peps were doing me good. I was sleeping better, the awful coughing bouts were abating, and my breathing was getting much easier. I took the little Peps tablets regularly night and morning, and in this way Peps gradually got the upper hand of my bronchitis.

"It is nearly two years since Peps cured me, and I have not suffered with my chest in the slightest. I was a wreck before I took Peps—now I am a healthy, happy woman."

## A FAMOUS DOCTOR'S APPROVAL.

DR. GORDON STABLES, R.N., the eminent authority, thought so highly of Peps that he unhesitatingly recorded his approval as under:—

"The advantages of the treatment of a common cold by Peps are manifold, but marvellously simple. We cannot imagine a more simple and agreeable remedy, for as soon as, divested of its preserving wrapper, the Peps tablet is placed on the tongue, the palate first, the throat and lungs immediately after, become sensible of its delightful action.

"The pure, rich essences of the pine forest are liberated, and, as they are slowly inhaled, bathe and soothe the irritated membrane of every portion of the air-passages, mouth, nostrils, windpipe, larynx, the bronchi, and eke the lungs themselves.

"Peps are exceptionally suited for the successful treatment of bronchial ailments; their peculiar composition, their direct influence on the membranes of the bronchi, and their freedom from risky narcotics, being amongst their many praiseworthy points.

"By the use of Peps, the inflamed throat and irritated air-passages and lining membranes of the lungs receive by inhalation, mind you, a softening yet invigorating and germ-killing bath of certain essences of the pine. The soothing effects of Peps are instantaneous, and benefit commences at once. If you wish, then, to ease and end a cough right off the reel, and clear the throat and breathing tubes, use Peps."

## WHEN THE WEATHER'S BAD.

BEFORE starting out in wet, cold, or foggy weather, take one or two Peps from their silver wrappers and let them dissolve in the mouth. This is the best way to keep cold and germ infection from the throat and lungs. Everyone needs chest-strengthening Peps, because this novel breatheable medicine reaches every part of the throat and chest and gives just the help that is required to successfully resist the evil effect of bad weather.

## WEAK LUNGS FOR YEARS.

MR. A. F. HARGREAVES, 25a, Telferscot Road, Emmanuel Road, Balham, London, S.W., writes:—"I have had very weak lungs for upwards of 18 years, and as a result I catch cold from the slightest draught or chill. For several years I have scarcely ever been free from a cough. Though I tried cough mixtures of all sorts, I never found a satisfactory remedy until I got Peps.

"A few days of the Peps treatment brought me surprising relief, so I continued to take these little breatheable tablets. As a result I gradually got rid of my cough and cold, and my throat and chest were soothed and considerably strengthened. Often in a tramcar I have seen a fellow-passenger's distressing cough cut short by a Peps from my box."

## CHILDREN'S CHEST TROUBLES

MOTHERS must never neglect the first sign of a cold or chill in their children; and the safest and surest way to stop a cough, and thus arrest the beginning of chest weakness, is to give the little sufferer a few Peps breatheable tablets. One tablet, or, in the case of infants, half a tablet crushed into a powder and placed on the tongue, will immediately prove beneficial.



Peps before starting for school protect the children from Chills and Throat Trouble.

in giving good results. Peps are the real safeguard against Winter's oncoming dangers.

Peps have two great advantages over old-fashioned cough mixtures and cheap lozenges. Firstly, as Peps dissolve in the mouth they give off soothing, healing, and lung-strengthening fumes that are breathed direct into the throat, bronchial tubes and lungs. This is the only way to stop a cough and end that wheeziness, hard breathing, choking, whooping and chest soreness that distress a child so much.

Secondly, Peps are perfectly free from opium, laudanum, and other harmful drugs, and can be given to delicate children with an assurance of absolute benefit. Peps are favourites with the children. It is an excellent plan to keep Peps for the children's use before setting out for school on a damp day, and thus keep at bay colds, whooping cough, croup, sore throat, bronchitis, and even pneumonia.

Don't burn your children's throats with peppery lozenges, or upset their stomachs with druggy mixtures. Breatheable Peps are the one remedy for the throat and chest which is soothing to take and certain

## THEY ALL NEEDED PEPS.

Weak Chests Strengthened & Bad Coughs Banished.

"OUR six children are all rather delicate-chested," writes Mrs. A. Wyles, 35, Hunter Road, Southsea, Hants., "and before I found Peps I was always having trouble with them. I first gave Peps to my baby, who had a fearful cough. I crushed a tablet up, and the child took it easily. As the result of this kind of treatment, baby lost her cough, and I am pleased to state it has never returned. When my other children go to school I always put a Peps tablet in their mouths, and there is no doubt that they do the children a lot of good. My husband was speaking to a friend who had had a fearful cough, for which he said his doctor had strongly recommended Peps. I know of many cases where these really wonderful Peps have been a great blessing, especially in homes where there are children."

### You can Test PEPS FREE.

You have only to try Peps to find out their wonderful difference from ordinary lozenges and liquid cough mixtures, and the Proprietors have so much confidence in Peps that they will willingly allow anyone to test them free of cost. Simply forward name and address to The Peps Co., Carlton Hill, Leeds. Enclose a penny stamp to cover return postage, and a dainty free sample of Peps will then be sent to you. Mention this "The Peril in the Air" booklet when writing.

## Distinguished Users of Peps

"INCOMPARABLE FOR THROAT & CHEST."

**Lord Rossmore** writes from The Stud House, The Home Park, Hampton Court, Middlesex:—"For colds and coughs, and everything of that sort, there is, to my mind, nothing in the world like Peps. They have done my old winter cough a great deal of good. I wish I had known of Peps long ago."

**The Hon. Alexandrina Peckover**, Bank House, Wisbech, England, writes:—"I am liable to take cold as the Winter comes on, and two or three times during the past Autumn I felt that I might be about to have an attack. Each time, however, I took one or two Peps, and the cold soon came to an end. I look upon Peps as a distinct protection against colds, and am very glad to have them by me for that purpose. Thanks to Peps, I have certainly kept most comfortably free from colds this Autumn and Winter—more so than for several years."

**Madame Clara Butt** and Mr. Kennerley Rumford, the famous singers, write:—"We have formed the very highest opinion of Peps, after using them regularly for some considerable time. They are quite unique in their invigorating effect on the throat and chest, and in their freedom from any irritating or relaxing effect on the vocal chords."

**The Hon. Mrs. A. R. Grant**, writing from Great Warley Rectory, Essex, says:—"I have been very glad indeed to have Peps this Winter, and have found them so very successful for throat and chest troubles that I have no hesitation in recommending and giving these unique tablets to others. I hope to always have some Peps by me."

**The Rev. Arthur E. Fleming**, Precentor of Gloucester Cathedral, writes from Worcester Lawn, Gloucester:—"I find Peps most soothing to the throat, and very helpful in clearing the voice and sustaining the tone during singing or intoning."

**The Rev. G. Ernest Thorn**, writing from 3, Albert Road, Peckham, London, S.E., states:—"I find Peps a complete and perfect restorative for a tired throat, and I can unhesitatingly and confidently commend them to public speakers and singers, after an experience of many years, as a pleasant, strengthening, and effective remedy for throat troubles."

**The Hon. Mrs. M. Brett** (née Zena Dare) writes:—"Like 'Peter Pan' among plays, so are Peps among medicines—there is nothing else quite like them. I had a nasty cold on my chest and a wretched tickling in my throat, but Peps cleared my throat, drove the cough away, and were full of comfort. I know of nothing so valuable as Peps for keeping the throat and voice in good condition."

## WEATHER PERILS.

### PEPS AVERT THE DANGER OF SUDDEN CHANGES.

THE death announcements in the newspapers, especially about Autumn time, prove that sudden changes in the weather are very dangerous to health. They strike down to the weak spot in the chest, and play havoc in particular with those whose vitality is lowered by the weight of years, or the strain of old-standing bronchial trouble. The best way to meet this danger is to take Peps tablets regularly and immediately the first signs of a chill are felt.



As Peps dissolve in the mouth they give off chest-strengthening fumes, which are inhaled with the breath, and soothe, heal, and strengthen every part of the breathing passages. Germs lurking in the mouth, throat, nostrils, and bronchial tubes are immediately destroyed, and all the lung tissues (which are beyond the direct reach of liquid medicines) are guarded against further attacks of chill.

Peps owe their success to their unique character, their purity of composition, and their unvarying effectiveness.

Peps are free from all harmful drugs, and virtually bring the balsamic essences of "a pine forest to every home." During unsettled weather Peps are as indispensable to outwardly healthy folk as they are to the weak-chested and convalescent. Always carry a few in their silver foil wrappers with you on a cold railway journey or whenever the weather is fickle. You will find Peps the most reliable safeguard.

## PEPS FOR INFLUENZA.

### A Sure Safeguard Against Sudden Attack.

THE germs that spread influenza may be breathed into the system in the tramcar, or in any crowded place of resort. First, you feel as if you had been hard at work for a week without sleep; then your voice gets hoarse, and the throat feels relaxed and painful. Your head throbs, there is a dull pain behind your eyeballs and at the back of your neck. You are shivering all over, yet all on fire inside.

With a box of Peps always handy, you can cut short or wholly defy influenza, for the wonderful medicinal fumes, which arise as Peps dissolve pleasantly in the mouth, are powerfully antiseptic and germ-destroying. Against influenza Peps provide the *strongest possible defence*. They fortify the throat, lungs, and bronchial tubes with a medicine which goes direct to these vulnerable parts, thus expelling the disease and destroying its cause.

Liquid medicines are worse than useless, since they can only be swallowed into the stomach, and cannot possibly reach the lungs, to say nothing of the weakening effect of the deadly narcotics which these mixtures usually contain.

Peps, the wonderful breatheable medicine in solid tablet form, are of special value during convalescence. A regular course of Peps will strengthen lungs and bronchial tubes, preventing pneumonia and pleurisy, and curing that "influenza cough."

## COLD ON THE CHEST.

### You must take Peps to Conquer Hidden Dangers.

DAMP, chilly nights are specially injurious to throat and lungs, and few escape the torment of a "cold on the chest," which starts with a slight hoarseness or huskiness in the voice, a dry tickling cough, *piercing pains back and front* in the region of the lungs, or a feeling of heat and soreness in the chest that arises from local inflammation of the tender mucous membrane. All or any of these symptoms call for prompt treatment with Peps.

What is required is not only to stop the coughing, but to give ease and strength to the chest, and this is accomplished in a marvellously effective manner by the unique Peps tablets.

When a Peps tablet, divested of its silver wrapper, is dissolved in the mouth, the medicinal essences thus released are naturally inhaled through the throat and bronchial tubes to the lungs, bathing the delicate membrane, and carrying a *strengthening, comforting, and healing medicine* right to the seat of the trouble in the chest, where ordinary liquid mixtures cannot penetrate.

The inflamed and clogged bronchial tubes are cleared and healed, and hard, sticky phlegm loosened so that it comes up easily. All coughing is stopped, and the chest and lungs restored to a natural, healthy condition. If you have caught a chill, therefore, *take Peps promptly*, and you will not only shake it off, but will escape serious consequences.

## COMFORT FOR THE AGED.

MOST elderly people are troubled with chronic chest coughs, which have grown steadily worse year after year as the result of constant bronchial colds and coughs wrongly treated in the bad old way — by dosing the stomach with drug-laden mixtures and lozenges.

It is a striking tribute to the true value of the Peps breatheable treatment that even in the *most obstinate cases* Peps have banished old folks' coughs. Even where the bronchial tubes have become brittle through many years of chronic inflammation, Peps have conquered the incessant irritation, cured the cough, and brought restful nights and peaceful days.

The beneficent Peps fumes encourage free and natural expectoration and make breathing delightfully easy. One or two tablets when rising in the morning will clear the bronchial tubes of the accumulated impurities of the night, and, by



preventing the terribly exhausting morning fits of coughing, help the old folks to begin the day in comfort.

Peps are indispensable to old folks everywhere, preserving the priceless strength so often wasted by incessant coughing, and ensuring the unspeakable comfort of clear and vigorous bronchial tubes.

## FOR THAT HACKING COUGH.

Take a Peps Tablet Night and Morning.

To be always coughing means that a very serious strain is put upon the delicate membranes which line the breathing passages from the back of the mouth to the entrance to the lungs. The throat, and then the bronchi (the two tubes branching off to the left and right lungs), are irritated; tiny blood vessels in the walls of these tubes are ruptured; phlegm and other obstructing matter make the breathing difficult; the lining membranes themselves are apt to be torn by the rapid expulsion of air from the chest, and thus the cough takes a firm, relentless hold of its unhappy victims.

To all those who realize the peril of this membrane-tearing cough, Peps will appeal as a safe, reliable, and unique remedy.

It is impossible to cure that "dangerous hacking cough," which pulls you to pieces night and morning, unless the internal irritation that provokes the cough is removed. It is equally impossible to provide against a return of the trouble unless the torn membranes are repaired and made strong again. Herein lies the peculiar virtue of Peps.

Thanks to the medicinal vapour that escapes from a Peps tablet in the mouth, and which is breathed quite naturally down the throat and into the lungs, the old-standing cough is treated and cured at its source. Peps clear the throat, loosen phlegm, and extend a healing, grateful and strengthening influence to the innermost chest-tissues that are far beyond the reach of mere liquid medicine.

Peps taken night and morning accomplish their victory over persistent coughs entirely by treating the affected parts direct.



The marvellous success of the Peps breatheable tablets has given rise to various worthless imitations, against which the public are here warned. Peps are not mere peppery lozenges from which drowsy drugs are sucked into the stomach. Peps are unique, soluble tablets, from which, as they dissolve in the mouth, powerful healing and germ-destroying fumes are breathed straight into the lungs. Peps contain no harmful drugs, and they are never sold loose; only in sealed boxes. The name Peps is printed on the box lid and stamped on every tablet. Every tablet is also wrapped in silver-foil.

Be sure you get Peps.

As the sure safeguard against even summer colds, sore throat, "dust throat," and sudden night chills, Peps are unique and indispensable.

## GOT A COLD?

Breatheable Peps will put you Right, and Prevent Permanent Chest-Weakness.

GOT A COLD? Don't treat it lightly, as a mere matter of course and of no consequence. A neglected cold is the beginning of chronic bronchitis, chest-weakness, and often of illnesses that end fatally, like pleurisy, pneumonia, and even consumption.

Directly you start sneezing, and your eyes are watery and swollen, the proper thing to do at once is to take one or two Peps tablets from their silver wrappers and let them dissolve in the mouth.

The powerful medicinal and antiseptic fumes which are then released from the tablets circulate with the breath through the air-passages and destroy all germs that have got into the nostrils and throat and penetrated down into the bronchial tubes.

Simultaneously, the delicate membrane lining the breathing passages from the mouth to the lungs is soothed and protected, breathing is made comfortable, and that snuffling, choked-up sensation quickly disappears. By this quick and direct breatheable Peps treatment a cold is arrested in its first stages, and more serious trouble is kept off the lungs.

The success of this novel Peps method stands out in bold and pleasant contrast to the old-fashioned, and inefficient, practice of treating coughs and colds by dosing the stomach with syrupy, narcotic liquids that cannot possibly reach the breathing tubes and lungs where the real trouble lies.



## WHY PEPS ARE UNIQUE!

The unparalleled effectiveness and success of Peps are due to the absolutely unique features of this wonderful throat and chest remedy:—

- (1) The PEPS medicine comes into instant and direct contact with the bronchial tubes and the lungs.
- (2) It is only by the PEPS method that the medicine can be introduced into all parts of the chest and lungs.
- (3) PEPS contain the most effective chest medicine in the most convenient form.
- (4) PEPS destroy all germs that attack the throat and chest.
- (5) PEPS are absolutely pure, and free from harmful drugs.
- (6) PEPS are THE GENUINE breatheable tablets.

## INFECTIOUS FAMILY COLDS.

Peps Give the Best Relief in the Quickest Time.

**T**HE remedy that commends itself most to mother is the one that gives the best relief in the quickest time, without any of the unpleasant after-effects of some household medicines. In the case of coughs and colds, that remedy undoubtedly is Peps, the infection-killing tablets that prevent colds running through the house.

When drugs occur in chest medicines, there is great danger of the heart's action being adversely affected. This objection applies to many lozenge and liquid cough and cold remedies, "bronchitis cures," and lung tonics, but in Peps, the scientific throat and chest tablet, the objection has been successfully overcome. There are no harmful drugs in Peps, but, as explained at the beginning of this booklet, an altogether unique idea forms the basis of this remedy.

The fumes given off by Peps tablets as they dissolve in the mouth not only disinfect the air as it is breathed down into the lungs, but they destroy any germs that have got into the breathing passages. Peps also allay inflammation and soothe every bit of the tender membrane that lines the throat, bronchial tubes and lungs. When you realise that a cough or sneeze may be the means of scattering broadcast millions of infectious germs, the necessity for destroying the germs and stopping the trouble with Peps becomes very evident.

In damp, cold, or foggy weather, there is no better protection for the throat and chest than Peps, and if a box of these novel tablets is always kept in the cupboard for regular use, the family is bound to be kept free from infectious and troublesome coughs and colds.

**Chest Sore & Inflamed.**—Mrs. F. Hayman, of Chawleigh, Chulmleigh, Devon, writes:—"For two years I suffered from bronchitis. My chest and breathing passages felt fearfully sore and inflamed, and sharp pains struck me between the shoulders. The phlegm choked up the bronchials, and at times I could scarcely breathe. Work was often out of the question, and night after night I sat up in bed for hours gasping and fighting for very life. I was ill in bed when a friend told my husband how Peps had cured his bronchitis. Thereupon we got a box of Peps, and the very first tablet I put in my mouth gave relief and comfort to my chest. As I continued taking Peps my health improved daily, until now no trace of the terrible chest trouble remains."

**"Catch in the Throat."**—Miss Annabel Gray, the popular authoress and vocalist, writes from 1, Brighton House, Camberwell Green, London, S.E.:—"A long and serious illness so affected my vocal chords that my effort at singing was attended by hoarseness and fatigue, and when attempting any complicated passage I was always afraid of the dreaded 'catch' in my throat. Since taking Peps, however, I have found my throat much stronger and my voice clearer, whilst I no longer fear fatigue and hoarseness. Peps are really wonderful."

**Nurse Always Carries Peps.**—Nurse E. Howard, Alderholt, near Salisbury, writes:—"I was a great sufferer from bronchial-asthma, but since taking these comforting Peps tablets I have had restful sleep, my breathing has been easier, and my cough far less troublesome. I am often called out on damp and foggy nights. Before leaving home, however, I always put a Peps tablet in my mouth to keep my throat and chest warm, and I find that Peps keep out the cold very effectively. I always carry a supply of Peps in my hand-bag, and many patients have thanked me for bringing to their notice such a splendid remedy for bronchial troubles."

**Peps for the Voice.**—A speaker or singer wants clear vocal chords. To ensure these he must take Peps before he is going to speak or sing. He must not over-eat, and he must get good sleep. But something more is needed—a strong bellows—and Peps are lung tonics and germicides of the highest order.

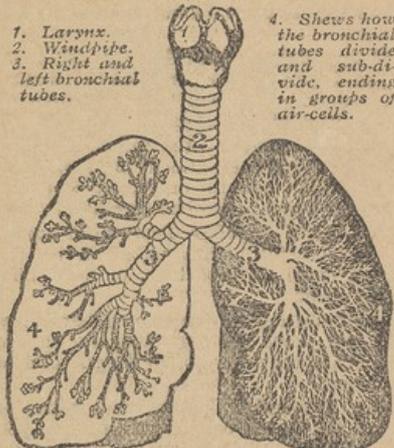
## DON'T NEGLECT WINTER CHILLS!

Peps Shield you from Bronchitis, Pleurisy & Pneumonia.

**A** WINTER begun with a chill is almost sure to continue and end with other illnesses. Therefore, it is well to exercise proper precaution by taking Peps to prevent the first lapse from fitness. The evil of a chill is that if neglected or wrongly treated it will spread through the breathing tubes right to the lungs, and when one cold follows another rapidly, as they often do, then the danger is really serious. Weakened lungs easily fall victims to pleurisy, pneumonia, and even consumption. Most cases of chronic bronchitis, too, have developed from neglected colds and chills of years ago.

*Always have Peps by you.* Prevention is better than cure, and the strongest-chested man in the world is liable to be attacked by disease in this treacherous climate of ours. In fact, the strongest men often succumb soonest to ailments of an inflammatory nature like pneumonia, even though they look as if you could take a lease on their lives.

### SECTION OF THE LUNGS & BRONCHIAL TUBES.



It is into these tubes and lungs that the volatile Peps fumes go. These parts cannot be reached by liquid physic.

It is like setting fire to a forest or bank of furze: the bigger either is the greater the conflagration and the speedier the devastation. It is wise, therefore, never to pooh-pooh a common cold. Never brag that your chest is the best part of you, and that you soon throw off a cold. *Take your Peps.* They are invaluable for allaying that teasing, tickling cough and semi-inflamed bronchial tubes. This Peps medicine goes deep down into the lungs and gives strength and health to all those parts of the chest that Nature closes to ordinary medicine.

### NASAL CATARRH.

**I**NCESSANT sneezing, soreness of the nasal passages, the formation of "crusts" or hardened secretions, and deafness, are all progressive symptoms of nasal catarrh. The smell of new-mown hay, and in some cases even the scent of certain flowers, is sufficient to bring on an acute attack commonly known as hay fever. A free use of Peps in the early stages will conquer the catarrhal poison, check its progress, and effect a permanent cure. Colds caught in the summer time also are apt to be particularly obstinate. These colds are highly infectious, and are often very much like influenza in character and after-

effects. Keep Peps always by you, and take special care to avoid chills after recovery.

### A SPRING DANGER.

**A** BRIGHT, sunny spring morning may change rapidly to a bleak, biting, windy day, and find you ill-prepared. A chill caught on such a day may result in bronchitis, pleurisy, or pneumonia. Don't run any risk. Always carry a box of Peps, and you can then breathe in the balmy pine essences that will give you the energy and strength of lung necessary to resist the chest perils of fickle spring-time.

ALWAYS CARRY  
A BOX OF **PEPS**



**It is Always Best** to carry a box of Peps, and let one or two of these breatheable tablets dissolve in the mouth, in order to arrest a cold or chill in its first stages, and so prevent its settling on the lungs.



**In Train or Tram** Peps will enable you to ward off the danger arising from winds and draughts, or from contact with people suffering from infectious colds, influenza, and chest complaints.



**If a Persistent Tickling Cough** seizes you, Peps will at once rid you of the cause of the irritation, and will save you from an obstinate attack of sore throat or bronchitis.

**For the Children,** the safest and most pleasant throat and chest remedy is Peps. Peps are free from all harmful drugs, and soon stop croupiness, wheezing, and bad breathing.



**For the Old Folks** Peps mean restful days and peaceful nights, unbroken by the exhausting cough of bronchitis, or the stifling spasms of asthma.

**In the Factory** or workshop a handy box of Peps will prove the best safeguard against sore throat and the never-absent dangers of dust and infection.



**At Your Bedside** always have a box of Peps, and that nasty cough, which keeps you awake at nights, will be promptly got rid of. That significant hacking morning cough, which speaks of lung trouble, is best treated with Peps.

**At a Concert,** public meeting, ball, or the theatre, always have a box of Peps with you. They will ward off chill, and rid you of the evil results of breathing foul air.

**Clergymen, Lawyers,** army officers, public speakers, teachers, auctioneers, and all whose voices are subject to unusual strain, will find in Peps a speedy relief from huskiness and laryngitis.

**Being the True Breatheable** Remedy, Peps soothe away all soreness or inflammation, make the breathing comfortable, and defend any weak spot in the throat and chest against sudden weather changes.

**Start the Cure of Your Bronchitis Free.** (See page 8)



BE SURE YOU SEE THE NAME

# PEPS

on the Box and on every Tablet. Then you will know you are getting the

**GENUINE, BREATHEABLE, GERM-DESTROYING**  
TABLETS FOR

Coughs, Colds, Bronchitis, Chills, Sore and Relaxed Throat, Croup, Whooping Cough, Night Cough, Early Morning Cough, Asthma, Hoarseness, Bronchial Colds, Chest Tightness, Wheeziness, Influenza Cough, Difficult Breathing, Old-Age Cough, Winter Cough, Potter's Rot, Factory Cough, Chest Weakness in Children, and other Ailments of the  
**THROAT & CHEST.**

*There's nothing else at all like PEPS. Be on your guard against Worthless Imitations.*

Peps are sold by all Chemists at 1/1½ or 2/9 a box. The 2/9 box contains nearly three times the quantity of the 1/1½ size. Direct, post free, at same prices from

**THE PEPS CO., Carlton Hill, LEEDS.**

PETER PAN  
BUILT FOR WENDY  
A HOME  
IN A  
PINE TREE.

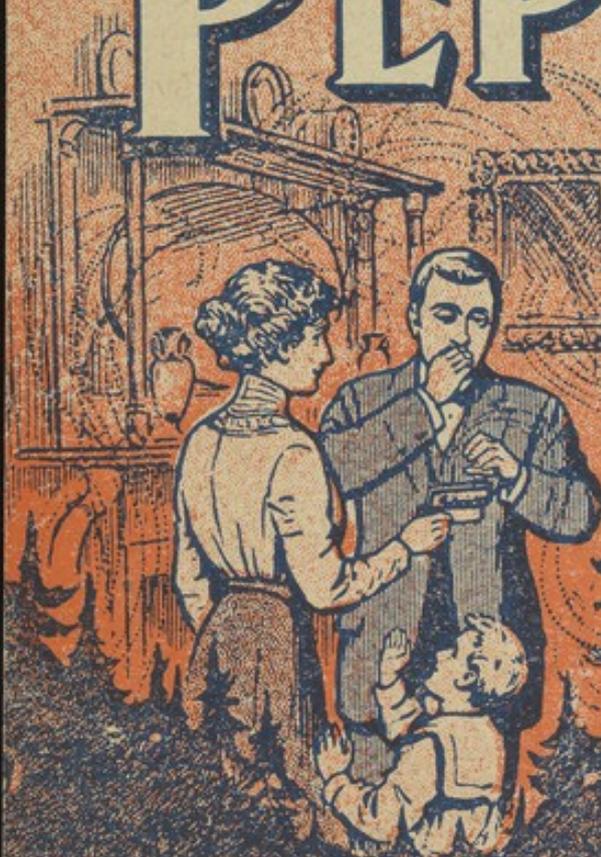
WITH  
**PEPS**  
IT IS JUST  
THE OPPOSITE.



**PEPS**

PUT

“A  
PINE  
FOREST  
IN  
EVERY  
HOME.”



*Unequaled for COUGHS & COLDS.*

## CHILDREN'S CHEST TROUBLES

Do not neglect the first sign of a cold or chill in children; and the safest and surest way to stop a cough at the beginning of chest weakness, is to give the little sufferer a few Peps breatheable tablets. One tablet, or, in the case of infants, half a tablet crushed into a powder and placed on the tongue, will immediately prove beneficial.

Peps have two great advantages over old-fashioned cough mixtures and cheap lozenges. Firstly, as Peps dissolve in the mouth they give off soothing, healing, and lung-strengthening fumes that are breathed direct into the throat, bronchial tubes and lungs. This is the only way to stop a cough and end that wheeziness, hard breathing, choking, whooping and chest soreness that distress a child so much.

Secondly, Peps are perfectly free from opium, laudanum, and other harmful drugs, and can be given to delicate children with an assurance of absolute benefit. Peps are favourites with the children. It is an excellent plan to keep Peps for the children's use before setting out for school on a damp day, and thus keep at bay colds, whooping cough, croup, sore throat, bronchitis, and even pneumonia.

Don't burn your children's throats with peppery lozenges, or upset their stomachs.



## Distinguished Users of Peps

"INCOMPARABLE FOR THROAT & CHEST."

**Lord Rossmore** writes from The Stud House, The Home Park, Hampton Court, Middlesex:—"For colds and coughs, and everything of that sort, there is, to my mind, nothing in the world like Peps. They have done my old winter cough a great deal of good. I wish I had known of Peps long ago."

**The Hon. Alexandrina Peckover**, Bank House, Wisbech, England, writes:—"I am liable to take cold as the Winter comes on, and two or three times during the past Autumn I felt that I might be about to have an attack. Each time, however, I took one or two Peps, and the cold soon came to an end. I look upon Peps as a distinct protection against colds, and am very glad to have them by me for that purpose. Thanks to Peps, I have certainly kept most comfortably free from colds this Autumn and Winter—more so than for several years."

**Madame Clara Butt** and Mr. Kennerley Rumford, the famous singers, write:—"We have formed the very highest opinion of Peps, after using them regularly for some considerable time. They are quite unique in their invigorating effect on the throat and chest, and in their freedom from any irritating or relaxing effect on the vocal chords."

**The Hon. Mrs. A. R. Grant**, writing from Great Warley Rectory, Essex, says:—"I have been very glad indeed to have Peps this Winter, and have found them so very successful for throat and chest troubles that I have no hesitation in recommending and giving these unique tablets to others. I hope to always have some Peps by me."

**The Rev. Arthur E. Fleming**, Precentor of Gloucester Cathedral, writes from Worcester Lawn, Gloucester:—"I find Peps most soothing to the throat, and very helpful in clearing the voice and sustaining the tone during singing or intoning."

**The Rev. G. Ernest Thorn**, writing from 3, Albert Road, Peckham, London, S.E., states:—"I find Peps a complete and perfect restorative for a tired throat, and I can unhesitatingly and confidently commend them to public speakers and singers, after an experience of many years, as a pleasant, strengthening, and effective remedy for throat troubles."

**The Hon. Mrs. M. Brett** (née Zena Dare) writes:—"Like 'Peter Pan' among plays, so are Peps among medicines—there is nothing else quite like them. I had a nasty cold on my chest and a wretched tickling in my throat, but Peps cleared my throat, drove the cough away, and were full of comfort. I know of nothing so valuable as Peps for keeping the throat and voice in good condition."