

THE GENUINE

SANDER & SONS,



Pure Volatile Eucalypti Extract

DETERMINED TO OBTAIN THE GENUINE.

To Messrs. SANDER & SONS,
Sandhurst, (Bendigo), Vic.

Dear Sirs,

I just think it right to let you know of the deception worked on me after ordering from our grocer in Maryborough, two ounce bottles of **Sanders' Eucalypti**, Bendigo. We received to-day two bottles of . . . **Eucalyptus** and the enclosed wrapper around bottle. Back they will go like a shot. I have been using your Extract myself and family, and giving it to my friends for over forty years and none other will suit me.

I well remember my good old mother saying that she told you in Sandhurst, when she was living at Eaglehawk, that if she had the means she would end her days cheerfully by going around praising and advertising your Extract, for she herself had derived so much benefit by using it. I have lived to re-echo her words and that is my reason in sending you a line, because, being here so to say in the bush, I will not stand by knowing the real value and good of your Extract and submit to this other kind. I am determined to obtain the genuine article if I send to Hordern's in Sydney, the City we have just left to come here.

Yours faithfully,—THOS. HOLDERNESS,
Dappil, Qu., 26th March, 1909.

We subjected the substituted " . . . Eucalyptus Extract " to the most careful chemical analysis, and find it to be the common crude eucalyptus oil.

A similar substitution has occurred before, when a concoction, styled : "Niere's Eucalypti Extract" was sold as "just as good as Sander's." We proved this product at the Supreme Court of Victoria to be the common crude eucalyptus oil, and the action disclosed the most bare-faced and unscrupulous imposition. The article was advertised by an untrue statutory declaration of the maker, by a testimonial of a partner, and by medical reports of cases cured by the **Genuine Sander Extract**.

How greatly the health may be injured by the use of the common oils, now pushed as "Extracts," is shown by the report of a death occurring after the internal use of one of them. A drop that cures is better than a tablespoonful that kills. Therefore, reject such substitutes and insist upon the **Genuine Sander & Sons' Eucalypti Extract**, (round bottle, pink wrapper and green band) which is proved by numerous authoritative experts, by time and experience to be the only essential ethereal Extract of Eucalypti. It possesses the curative qualities of the plant without causing any ill by-effects.

SANDER & SONS,
Bendigo, Victoria.

THE GENUINE

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Pure Volatile Eucalypti Extract

Merit Rewarded by Court of Justice.

The acknowledged good qualities and success of Sander & Sons' Eucalypti Extract have brought out many imitations, but none equalled the case just tried in the Supreme Court of Victoria, before His Honor Chief Justice Sir J. Madden, K.C.M.G., &c.

Messrs. Sander & Sons brought an action against a eucalypti distillery that had as a partner a man who 16 years ago (in 1889), when a lad of 18, was employed by them for 10 months as a yard hand, and consequently styled himself "late with Sander & Sons." This man produced a eucalyptus preparation which differed in no way from crude eucalyptus oil and which sold at 1s. 6d. per lb. wholesale until through an intentional combination of things, such as: styling it "Niere's Eucalypti Extract, late with Sander & Sons;" alteration of get up to look like Sander's; publication of a partner's testimonial (signed: J. H. Curnow, Mayor of the City of Bendigo), that it is of equal quality as Sander's; publication of an untrue statutory declaration by Niere; publication of medical reports of cases cured by Sander & Sons' Extract, &c., the price was raised to 1s. 6d. per oz. retail and Sander & Sons had to institute a Supreme Court action in Victoria against this distillery to restrain them from passing off their goods as Sander & Sons'. A sworn witness stated in the witness box that this alteration in price induced him to try some on an ulcer, but he had to discontinue its use on account of its irritant effect.

His Honor in giving judgment said with regard to the Genuine Sander & Sons' Eucalypti Extract, that whenever an article is commended to the public by reason of its good quality, &c., it is not permissible to imitate any of its features. He restrained the Imitators perpetually from doing so and ordered them to pay all costs.

As it is absolutely essential that the honestly earned and well deserved repute which the Genuine Sander & Sons' Eucalypti Extract has achieved is protected from such objectionable proceedings, we publish this in the interest of the public to afford them an opportunity of protecting themselves and of securing what is proved beyond all doubt by skilled witnesses in the Supreme Court of Victoria and by many authorities for the past 30 years to be a preparation of genuine merit, viz:—

THE GENUINE SANDER & SONS' PURE VOLATILE EUCALYPTI EXTRACT.

W. & A. Brockley, Printers, Mitchell Street, Bendigo.

For Sunburn and all Skin Blemishes, Blackheads, Cracked Hands, Irritable and Inflamed Skin, use Sander & Sons' Superba Skin Food, All Chemists and Stores.