

Lane's Emulsion

Hey Guess What?

The Dunedin cordial company W. Lane & Co, established in 1879, was an entirely separate business from Edward Lane and his emulsion. The cordial company was founded by William Lane, who sailed to Otago from England in 1863 on the *Crimea*. He began work at Charles Reeve's aerated water business in Maclaggan Street and bought that business with his partner William Campbell in 1875.

Who's Who

Edward Lane (1868-1947) was born in Oamaru, the second son of Edward George Lane. He was educated at Oamaru Grammar School and then Otago Boys' High School. In 1896 he married Johanna Murray Orr and they had four children. *Letters to My Children*, a book about his travels, was written in 1931.

School children can be protected from weakening epidemics of their school days!

Sick, frail, puny babies can be transformed into bonny, healthy, and vigorous boys and girls!

So went just two of the claims in promotional material for Lane's Emulsion.

The invention of Edward Lane, an Oamaru chemist, Lane's Emulsion was a standby in most Otago homes during the early years of the 20th century. It was advertised as being 'composed of valuable health-giving ingredients – Cod Liver Oil, with its vitamins, iodine, and other natural properties – Creasote, the enemy of all germ life – Lime and Soda, for teeth and bones. All emulsified and made palatable with Fresh Eggs, and combined by Lane's Special Formula'. Readers of advertisements were exhorted to "Reach for Lane's Emulsion at the first sign of a chill or a cold, or when Lung Troubles threaten".

Edward Lane was born in Oamaru in 1868 and registered as a chemist in 1892. On his father's death in 1898 he took over the family pharmacy, established in Tees Street, Oamaru 30 years earlier. In the same year Lane's Emulsion was first sold as a commercial product. It proved so popular that within ten years a separate building was purchased in which to operate a factory. Edward Lane died in 1947 but Lane's Medicine Company continued until 1969 – and Lane's Emulsion was manufactured in Oamaru until 1984.



Portrait of Edward Lane



Lane's Tees Street building in 1905, with Edward Lane leaning against the doorway

