

The Civil War and After

Prior to the Civil War the Iowa press was filled with advertisements and notices of drug stores that were owned in whole or in part by doctors. Thus, on August 30, 1859, the *Dyersville Mercury* observed:

We had the pleasure of an introduction the other day, to a gentleman, the eldest son of Dr. Miller of this place. We understand he is an experienced Druggist, and will take charge of his father's Drug store, which has of late been somewhat neglected on account of the daily increase of the Dr.'s practice. We welcome him amongst us, and hope he will meet with a hearty reception from our citizens generally.

The editor of the *Page County Herald* was enthusiastic about the Model Drug Store set up by Dr. J. H. Conine in Clarinda. On June 17, 1859, he inserted the following:

Model Drug Store.—If the reader wishes to see an institution answering to the above caption let him drop into Dr. Conine's Establishment, and if he don't at once feel like calling for a dose of something, let him take a seat upon the fine settee the Dr. has for the convenience of his friends, and if he don't see something that he feels like having, then we'll foot the bill. Besides his drugs, the Dr. has a lot of Books—School and Miscellaneous—some of which will be useful during the European war

in showing the camps of the armies; while others will be equally useful, these 40 per cent times, in teaching how to calculate interest.

Conine's Drug Store dealt with drugs, medicines, paints, chemicals, oils, varnishes, dye-stuffs, perfumes, soaps, and patent medicines of all kinds.

Evidently Clarinda was in great need of drug stores or the prospects seemed unusually good, as the following in the *Page County Herald* of July 1, 1859, would indicate:

New Drug Store.—Venable & McKissick, having completed their new building have stocked it with a choice assortment of drugs and medicines. They are now prepared to physic the country in the most complete and happy manner; and no doubt, through the energetic efforts of our friends, there will be no such thing heard of in this country, as "throwing physic to the dogs." Shakspeare said that, but everybody knows that Shakspeare is a regular old Humbug.

Apparently not all Iowans were cut out to be druggists. Indeed, many were destined to fail and were forced to sell out their stock. On January 4, 1861, Dr. W. J. Ross announced he had purchased the stock of drugs formerly owned by J. Cramer & Son and added new drugs and supplies from St. Joe. Dr. Ross declared he was "thoroughly acquainted" with the drug business and intended to keep a "first class" Drug Store, "where everything in his line can be had upon reasonable terms."

From the start, drug stores resembled the va-

riety stores of present-day Iowa. True, there were no fountain pens, no electric razors, no photographic equipment and supplies, no Band-Aids, no vitamins. But, whether or not they were owned by doctors, the drug stores were generously supplied with patent medicines of all kinds. Thus, N. B. Vineyard of Marengo assured readers of the *Iowa Valley Democrat* of March 28, 1860, that his drug store had "all kinds of patent medicines" including several that were "positive ague cures!" Again, the *Northern Vindicator* of December 21, 1870, informed its Estherville readers that "those in want of anything in the line of drugs, patent medicines, perfumery and yankee notions, will find them at the neat drug store where the sign of the Big Mortar invites those afflicted with disease to which human or horse flesh is heir to come and be healed."

Such editorial puffs sometimes accompanied the insertion of a paid advertisement, although not infrequently they could be attributed to some other reason. On September 22, 1859, the editor of the *Clayton County (Garnavillo) Journal* noted that an "old friend" from Dubuque, Mr. J. J. Jewett, had set up a "splendid" drugstore at McGregor. The editor noted that Mr. Jewett had had "many years experience" in the East and was without doubt a "good-druggist."

McGregor was a highly competitive town in which to enter the drug business in 1859. Two

MANZ' PHARMACY,

ESTABLISHED 1856.

C. MANZ,



DEALER IN

DRUGS, MEDICINES

Toilet Articles,

And everything usually found in a First-Class Drug House.

Special Attention paid to the compounding of Physician's Prescription.

NO. 78 MAIN STREET,

LYONS, - - - IOWA.

years earlier, on May 1, 1857, the *North Iowa Times* carried the advertisement of G. S. Akin & Co.'s New Drug Store near the Post Office in McGregor. In addition to drugs and medicine, paints and putty, soap and oil, Akin advertised some "nice chewing tobacco" and fine "Havanna Cigars."

This advertisement, originally inserted in the *Times* in 1856, indicated Akin was prepared to meet all competitors.

Country merchants, and Physicians are invited not to pass us on their way to Dubuque or Chicago, as we are determined to sell our goods at living prices. We buy our goods low for sharp pay and we think we can satisfy anyone as to the reasonableness of our profits and sales.

Will the Public do us the favor to command our services in this line of business.

Orders per mail accompanied by good references, and on short notice promptly filled and goods forwarded as directed.

In addition to Akin and Jewet, little McGregor could boast other druggists. On May 29, 1861, the *North Iowa Times* carried the advertisement of Wood & Brother stating that "We are Wholesale Agents for all the popular Patent Medicines of the day." That these druggists were not small, but dealt in quantity, is demonstrated by the advertisement of Homer E. Newell, in the *North Iowa Times* of June 18, 1862. Inserted before the outbreak of the Civil War and carried during much of it, one is staggered by the quantities list-

DR. HAIR'S ASTHMA CURE!

A STANDARD AND VALUABLE REMEDY.

Relieves the paroxysms quickly. Effects permanent benefit in every case, and ultimately a perfect and a lasting cure.

READ THE FOLLOWING DECLARATIONS.

REV. L. KENYON, Member of the Wyoming Annual Conference of the Methodist Episcopal Church, Hubbard, Iowa, writes, April, 1881.

I am now fifty years of age. Had the asthma since I was six months old, appearing immediately after the measles. During a large part of the time I had it very bad, at times so severe as to oblige me to keep my chair both day and night for two or three weeks at a time. Fifty years of experimentation had extinguished all hopes of a cure this side of the better world. If Dr. Hair's Treatise on Asthma had been put into my hands I presume I should not have read it any more than hundreds of other publications on the subject. Last September Rev. B. Weed Graham placed in my hands a letter from his daughter, Mrs. Ross, of Sea Cliff, New York, in which she informed her father that she was about ready to start for Colorado, to seek relief from asthma, but just before starting, obtained Dr. Hair's Asthma Cure, and after using two bottles considered herself entirely cured, and had given up her journey West. Two weeks after, while in Fort Dodge, a gentleman hearing my labored breathing, said, "I want you to see my wife." She had just been cured by the use of the same remedy. Hers was a very bad case. Such evidence was quite convincing. Being urged to try one bottle, I concluded to do so, and began treatment about November 10, 1880. Contrary to all expectations, in about three weeks all doubts and suspicions had to give way to the stern fact that the disease was actually giving way to the medicine. I have had five months of wondrous relief, during which time not one night's sleep has been interrupted, although I was out of medicine for nearly six weeks. I have gained eight pounds, and continue to grow fleshy, and my health has greatly improved. You can use this statement of my case as in your judgment will be of service to the afflicted.

Mr. Wm. C. Bowyar, East Saginaw, Mich, writes April 27, 1885: "Six years ago I was badly afflicted with spasmodic Asthma. I had not performed the least work in four years. I used six bottles of Dr. Hair's Asthma Cure, which wrought a perfect cure."

John Rowland, New York Feed Store, Blake Street, Indianapolis, Ind., writes May 1st, 1885: "A short time since my attention was called to Dr. Hair's Asthma Cure. After the use of one bottle I had no more coughing wheezing or gasping for breath. I took it in its purity, sink or swim. I could not live much longer in the state I was in."

Joel A. Green, Marietta, Ga., writes June 1, 1885: I commenced the use of your Asthma Cure in January 1881. My Asthma trouble was of twenty years duration, and of such a severe character that my system had become collapsed, my vitality almost exhausted, my hopes of relief gone. Physicians of the best schools and classes concurred in the opinion that my case was incurable. I commenced the cure when all other hopes had fled and nature was struggling for dear life. Marvelous as it may seem I never had a severe paroxysm since I began its use. I firmly believe it will cure any case of Asthma where there is vitality sufficient to build upon.

English and German pamphlets mailed free by Dr. B. W. Hair & Son, Cincinnati, Ohio. Asthma Cure for sale by

HUFFORD, BRADSHAW & THOMA,
FAIRFIELD, IOWA.

ed by this dealer in "drugs, school books, and stationery."

Offers to the Jobbing Trade / 100,000 Qrs. Blank Books; 10,000 Vol. School Books; 5,000 Ream of Paper; 50 Bundle Print Paper, all sizes; 200 Boxes Envelopes; 200 Kegs White Lead and Zinc; 10 Barrels Alcohol; 10 Barrels Camphene; 2 Barrels Venetian Red; 10 Bls. Turpentine; 10 Bls. Burning Fluid; 10 Bls. Linseed oil; 15 Bls. Machine Oil; 2 Bls. Castor Oil; 2 Bls. Sweet Oil; 3 Bls. No. 1 and 2 Varnish; 5 Bls. Putty; 5 Bls. Yellow Ochre; 300 Boxes Window Glass. / A full stock of Drugs in every variety. / A large supply of Eclectic Medicines kept always on hand. / Anderson's celebrated DERMA-DOR, an unparalleled application for Human and Horse Flesh.

The number of guaranteed cures for mankind's many illnesses was almost endless. There were cures for smoking and cures for drinking. There were cures for opium addicts and cures for snuff. There were patent medicines, moreover, that seemingly were able to cure any and all diseases, no matter how difficult, dangerous, or deep-seated. On August 8, 1863, the *Lyons Weekly Mirror* carried the following:

The inebriate may now bid defiance to the *tempting cup*. DR. ZANE'S ANTIDOTE FOR STRONG DRINK is a certain *cure for drunkenness*. It creates a dislike for strong drink, and can be administered without the knowledge of the patient. Price \$1 a box.

Twelve years later, on May 19, 1875, the *Clinton County (Lyons) Advertiser* contained an

advertisement of Prof. D. Meeker advising readers of the "most successful remedy" to cure opium eaters. A month later Dr. S. B. Collins of La Porte City, Indiana, claimed in the same paper that he had "discovered and produced the first, original and only sure cure for opium eating."

Few there were who had not heard of the transcendent virtues of "Prurigo Lotio—The great Itch and Humor Killer" of the 19th Century. The *Clinton Herald* of April 1, 1865, contained a convincing advertisement of this amazing remedy that sold for only 50 cents. According to the *Herald*:

This *new preparation* possesses most wonderful properties, and is a SURE CURE For every species of the ITCH, PRAIRIE ITCH, BARBER'S ITCH, WABASH SCRATCHES, ILLINOIS MANGE, CUTANEOUS ERUPTIONS, PIMPLES ON THE FACE, SALT RHEUM, SCALD HEAD, RINGWORMS, &c.

The PRURIGO LOTIO is a new and *certain cure* for all kinds of Itch, and being a fluid preparation it is free from all the gummy, disagreeable qualities of the ointments in general use.

The PRURIGO LOTIO is safe to use under ALL CIRCUMSTANCES; will not irritate the most tender skin, and CONTAINS NO MERCURY. Don't fail to try it.

The Civil War had added new opportunities for vendors of patent medicines. On August 21, 1862, the *Wapello Republican* contained the following:

The Horrors of War can be greatly mitigated by that sovereign remedy, HOLLOWAY'S OINTMENT, as it

will cure any wound, however desperate, if it be well rubbed around the wounded parts, and they be kept thoroughly covered with it. A Pot of ointment should be in every man's knapsack. Only 25 cents per Pot.

A week later a new approach, dating back to earlier wars, sang the praises of Holloway's Pills and Ointment.

Facts for Soldiers throughout the Indian and Crimean Campaigns the only medicines which proved themselves able to cure the worst cases of Dysentery, Scurvy and Fever, were HOLLOWAY'S PILLS AND OINTMENT. Therefore let every Volunteer be sure that he is supplied with them. Only 25 cents per Pot or Box.

On July 28, 1864, the *Council Bluffs Bugle* declared:

Attention Company // Volunteers, who expect to retain their health unimpaired during the Campaigning, must see to it themselves; do not trust to the Army Surgeons; supply yourselves with Holloway's Pills and Ointment. Every English soldier's knapsack contains them.—Many dealers will not keep my medicine on hand because they cannot make as much profit as on other persons' make.

The virtues of Helmbold's Genuine Preparations—Compound Fluid Extract Buchu—were proclaimed in the *Clinton Herald* of September 17, 1864. Designed as a "specific remedy" for diseases of the "Bladder, Kidneys, Gravel, and Dropsical Swellings," Helmbold's Extract Buchu was the "Great Diuretic" needed to gain the "desired effect" on the above ills.

SECRET DISEASES—In all their Stages, Little or no change in Diet, At little Expense, No inconvenience, *And no Exposure.*

It causes a frequent desire and gives strength to Urinate, thereby Removing Obstructions, Preventing and Curing Strictures of the Urethra, allaying Pain and Inflammation, so frequent in the class of diseases, and expelling all *Poisonous, Diseased and worn out Matter.*

Thousands upon Thousands who have been the Victims of Quacks, and who have paid heavy fees to be cured in a short time, have found they were deceived, and that the "POISON" has, by the use of "POWERFUL ASTRINGENTS," been dried up in the system, to break out in an aggravated form, and perhaps after Marriage.

A month later, on October 22, 1864, the *Clinton Herald* contained a full column discussing the various maladies cured by ARMY AGUE DROPS. Those bearing testimony to the worth of the A.A.D. included Lincoln, McClellan, Fremont, Henry Ward Beecher, Horace Greeley and a score of others!

The loss of a good doctor and druggist was not taken lightly in pioneer days. On July 26, 1873, the *Northern Vindicator* (Estherville) informed its readers that

Dr. T. E. McMurtrie who, for the past few years has been engaged in the Drug business, in this place, has become interested in a stock of drugs at Emmetsburg, and

will soon take up his residence there to conduct the business. Dr. McMurtrie, a finished, skillful and successful druggist, has had considerable experience in the practice of medicine. In his removal from this place we lose a genial, peaceable and good business citizen, one whom Estherville cannot well afford to spare.

What made the loss particularly galling to the editor of the *Vindicator* was the fact that Dr. McMurtrie had moved to a neighboring rival county seat town!

If an editor lamented the loss of a good druggist he could also rejoice when a new drug store was opened. On April 27, 1866, the *Delaware County* (Manchester) *Union* carried the following in its Des Moines correspondence.

We are glad to note the evidences of improvement and prosperity everywhere to be seen in our city, and the many additions that are being made to the number of our business men, and valuable citizens, which are mostly men of means and moral worth, such as are of permanent advantage to any city or community. Among such we would respectfully refer to Messrs. Hogate & Bartholomew, druggists, recently from Danville, Indiana. They are young men of enterprising and moral worth, and are deserving a liberal share of patronage in their line.

Then as now, the druggist was an important member of his community. He moved in the best social and economic strata and invariably commanded a high degree of affection and respect.

WILLIAM J. PETERSEN