

Drugstores before the Civil War

Long before the coming of the pioneers the Indian practiced the art of healing in Iowa. When Black Hawk's father was wounded by the Cherokee, the Sauk chief sped to his side. According to Black Hawk: "The *medicine man* said the wound was *mortal!* from which he soon *died!*"

The secrets of the Indian medicine bag were not unknown to Iowans, many of whom swore by such nostrums as *Clemens' Indian Tonic* which was an "infallible" cure for chills, fever, and ague. If a prejudice existed against Indian tonics, the pioneer druggist could always supply alternative cures of American, European, or Asiatic origin.

Some pharmacists claim the first Iowa drugstore was set up at Burlington in 1833 with a \$16,000 stock brought from Ohio. Nothing more is known of this venture, but beginning with 1836 Iowa newspapers began advertising drugstores. Some of these were operated by doctors; others by general storekeepers. In 1836, J. M. Salmon alighted from a steamboat at Fort Madison and opened his Good Samaritan Drug Store.

On July 10, 1837, Dr. J. M. Campbell informed readers of the *Burlington Advertiser* that he had a "large assortment" of drugs and medicines to sell

"NOSTRUMS AND QUACKERY"

[SECOND EDITION]

For some years THE JOURNAL of the American Medical Association has published articles dealing with quackery and the "patent medicine" evil. While the claims and methods of the medical fakers have been investigated and exposed by THE JOURNAL, the Association's chemists have analyzed the various preparations put out by these concerns and thus made plain the fraudulence and speciousness of their claims.

All this and much additional matter has been brought together, elaborated and freely illustrated to make the book "*Nostrums and Quackery*." It was published in the belief not only that the information ought to go to the public but also that the public desired just such information. The best evidence that this belief was justified is the necessity of issuing a second edition in less than a year. The second edition is larger by two hundred pages and has more than one hundred additional illustrations. Much entirely new matter has been added and a large portion of the material that appeared in the first edition has been brought down to date. The distinguishing features of "*Nostrums and Quackery*" are the thoroughness with which the work has been done and the accuracy of the information it gives. It has been made even more valuable by the addition of an index that makes it a veritable "Who's Who in Quackdom." Some of the subjects are:

Advertising Specialists
Cancer Cures
Consumption Cures
Deafness Cures
Asthma Cures
Baby Killers
Diabetes Cures
Confidence of Quacks

Drug Cures
Mail-Order Concerns
Mechanical Fakes
Medical Institutes
Hair Dyes
Headache Cures
Miscellaneous Nostrums
Testimonials

This book is issued in a permanent and attractive form, bound in green cloth, stamped in gold. More than 700 pages. Over 300 illustrations.

Price, \$1.50

The Great American Fraud

BY SAMUEL HOPKINS ADAMS.

Articles on the nostrum evil and quacks. Fully illustrated. Reprinted from *Collier's*. Three series under one cover.

Among the subjects discussed are: Preying on the Incurables, Miracle Workers, Sure Cure, The Specialist Humbug, the "Patent Medicine" Conspiracy Against the Freedom of the Press, Patent Medicines Under the Pure Food Law, Peruna, Swamp Root, etc.

[FIFTH ENLARGED EDITION]

PRICE

Paper cover.....15 cents
Cloth cover.....50 cents

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535 NORTH DEARBORN STREET, CHICAGO

cheaply. In this same paper J. Hall stated he would fill prescriptions neatly at a low price. Among his numerous fresh drugs mentioned were Cephalic snuff for headache, court plaster, Slippery Elm bark in flour, sulphur, genuine Windham's pills, Bateman's drops, Preston's smelling salts, saltpeter, hoarhound, Electric anodyne for toothache and earache, and Jujube paste for coughs and hoarseness.

Most drugs arrived by steamboat from Saint Louis or Ohio River ports. Thus, on May 11, 1836, Timothy Mason advertised in the *Du Buque Visitor* the receipt of soda and Seidlitz powders together with cases of "superior" lemon syrup, Congress powders, French cordials, and anise seed, by the steamboat *Cavalier*.

The variety drugstore was well established before 1846. At Burlington, Lamson and Girvan were selling their New York and Boston dry-goods, hardware, cutlery, and Queensware, together with drugs, medicines, paints, and dye-stuffs. At Bloomington (now Muscatine), W. Hollingsworth filled prescriptions and sold drugs, medicines, paints, perfumery, and dyestuffs in conjunction with books and stationery.

In 1845 B. Sanford informed readers of the *Davenport Gazette* that he could furnish physicians and families favorable to the "Botanic System of Medicine" with almost every necessary article including Bayberry, Cayenne, Hemlock

CANCER

Pamphlets on this subject issued by the Council on Health and
Public Instruction of the

AMERICAN MEDICAL ASSOCIATION

Control of Cancer, by Dr. Joseph C. Bloodgood, Baltimore.

What Everyone Should Know About Cancer, by Dr. Joseph C. Bloodgood,
Baltimore.

Cancer of the Skin, by Dr. H. H. Hazen, Washington, D. C.

Cancer of the Womb, by Dr. Franklin H. Martin, Chicago.

Cancer of the Genito-Urinary Organs, by Dr. H. H. Young, Baltimore.

IN PREPARATION

Cancer of the Breast, by Dr. Wm. L. Rodman, Philadelphia.

Cancer of the Bone, by Dr. J. B. Murphy, Chicago.

Other pamphlets in this series will be announced later.

PRICES

Single pamphlets	\$0.05	25 Copies	\$1.00
5 Copies	0.25	50 Copies	1.80
10 Copies	0.45	100 Copies	3.50

Pamphlets purchased in lots can be assorted as desired. Prices include
postage or express.

A PAMPHLET ON

CANCER FAKES

Issued by the Propaganda Department of the Journal of the
AMERICAN MEDICAL ASSOCIATION

[Price, 6 cents]

"Every advertisement of a 'cancer cure' cloaks a swindle." If the public could once realize the truth of this, the quacks who engage in this line of charlatantry would find their occupation gone. During the past few years, the United States postal authorities have done a great public service by investigating a number of concerns exploiting so-called cures for cancer. In every instance these "cures" have been found worthless and in nearly every instance the companies have been declared fraudulent and the use of the United States mails denied them.

In those cases in which "fraud-orders" were issued the Assistant Attorney-General to the Postmaster General prepared and submitted to the Postmaster General the various memoranda based on the reports of the federal inspectors. The essential facts in these memoranda have been made the basis for a series of articles published by the American Medical Association in pamphlet form. The name of this pamphlet is "Cancer Fakes" and it describes the methods of eight concerns against which the United States government has issued fraud orders. The companies dealt with are:

*Rupert Wells
G. M. Curry
Drs. Mixer
Toxo-Absorbent Company*

*Dr. and Mrs. Chamlee & Co.
B. F. Bye
W. O. Bye
L. T. Leach*

AMERICAN MEDICAL ASSOCIATION

535 North Dearborn Street, Chicago

bark, Composition, Nervine, No. 6, Boneset, G. Myrrh, Gold Thread, and Golden Seal. Charles Lesslie, Sanford's competitor, dealt in drugs, patent medicines, chemicals, and a score of other things.

Although the first drugstores were located along the Mississippi, the pioneer druggist swiftly followed the squatter inland. On October 23, 1840, William Gobin of Rochester in Cedar County was advertising drugs and medicines in an Iowa City paper. By 1848 Fenimore & Peterson of Iowa City advertised their stock as containing 500 ounces of quinine, 60 pounds of English and American calomel, 75 pounds of Peruvian bark, 500 pounds of Epsom salts, 300 pounds of flour sulphur, 75 pounds of carbonate of soda, 50 pounds tartaric acid, 40 pounds pulverized ipecac, 50 pounds pulverized rheumatism root, 50 pounds extract of logwood, and 500 pounds of alum.

Prior to the Civil War, restrictive legislation was passed against poisoning and the sale of poison. As early as January 25, 1839, the Legislative Assembly of the Territory of Iowa prescribed stern punishment for persons guilty of poisoning. The Code of 1851 made such acts punishable by imprisonment in the penitentiary not exceeding ten years and by a fine not exceeding one thousand dollars. The same Code also declared: "If any apothecary, druggist, or other person, sell and deliver any arsenic, corrosive sublimate, prussic



The four pictures shown above—advertising cards by "Jayne's Expectorant," "Jayne's Liniment," "Jayne's Tonic Vermifuge," "Jayne's Sanative Pills," and "Jayne's Alterative," were common household remedies in Iowa. They are entitled: "The Talking Well," "Naughty Puss," "My Mamma," and "The Beggar Children."

AYER'S CHERRY PECTORAL
 FOR
 COLDS, COUGHS
 AND ALL THROAT
 AND LUNG
 DISEASES



AYER'S CHERRY PECTORAL

Prepared by Dr. J.C. Ayer & Co., Lowell, Mass. U.S.A.
 PROMPT TO ACT. SURE TO CURE.

Ayer's Sarsaparilla



"MY JEWELS."

-Ayer's Sarsaparilla Purifies the Blood.-

AYER'S PILLS.



THE LITTLE FAVORITES.

AYER'S HAIR VIGOR



OVER.

MALT NECTAR
A PURE MALT EXTRACT

GREELEY-BURNHAM GROCER CO.
Sole Agents for the U.S.
ST. LOUIS, MO. U.S.A.

A REFRESHING AND INVIGORATING TONIC
ALIKE FOR INVALIDS AND THOSE IN HEALTH

50 RED RAVEN SPLITS
The Prince of Appetites

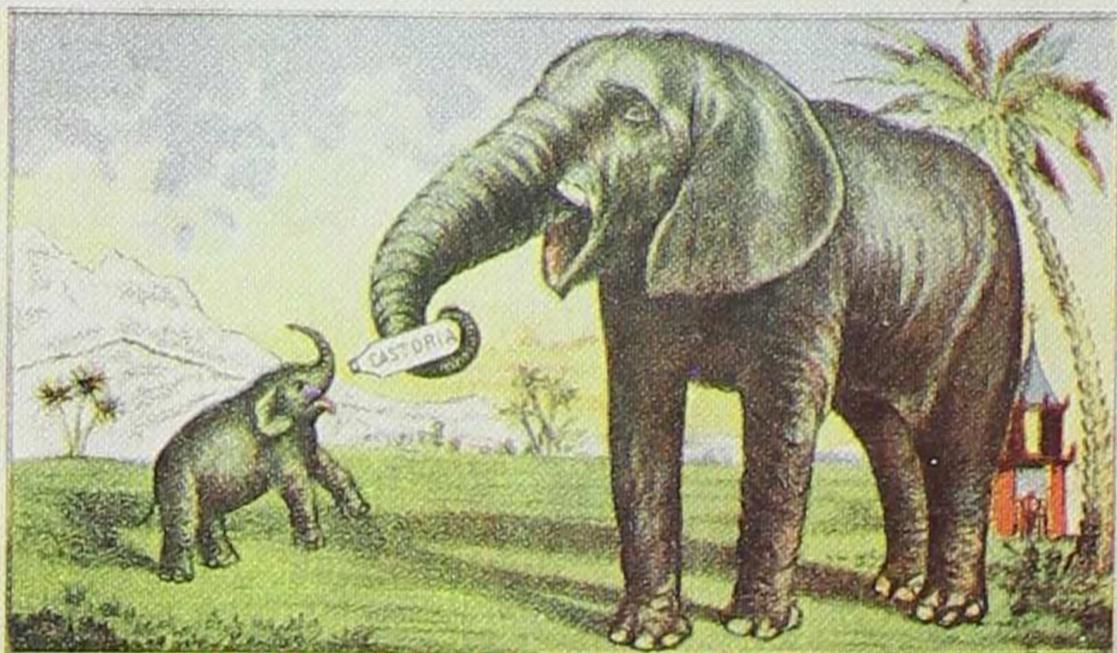
"PAPA HAS A HEADACHE"

GRANDPA'S DARLING.

THE DR. PETZOLD'S GERMAN BITTERS CO. PROPRIETORS
BALTIMORE, MD. U.S.A.

MAYLOR'S CHEROKEE Remedy

SWEET GUM AND MULLEIN



JUMBO FEEDS BABY CASTORIA

*From peasant nurse to high born lady,
All mothers know what's good for baby*

CASTORIA

*While Jumbo, too, though not a lady,
Follows suit and feeds the great baby*

CASTORIA

The True ELIXIR OF LIFE
NERVE BEANS

Old men made young
Youths lost vigor restored

SEE OTHER SIDE

The Best Tonic

The Best Tonic
INVIGORATING
and
NUTRITIOUS
restores healthy appetite
Aids digestion
and
strengthen the system

A Concentrated Liquid Extract of
Malt and Hops

SCHIFFMANN'S
GERMAN ASTHMA CURE

RADWAY'S READY RELIEF
Stops Pain

Don't cry, Mother has Radway's

RADWAY'S PILLS
RESTORE HEALTH AND RENEW VITALITY

SOLD ONLY IN BOTTLES WITH BUFF WRAPPERS



THE VEGETABLE PAIN DESTROYER

WHAT'S ON THE BACK?



SHAMMING SICK.



WHO SAID RATS?



ANOTHER LIFE SAVED BY POND'S EXTRACT



The bloom of health again rests on the cheeks of our darling, thanks to **PARKER'S TONIC**

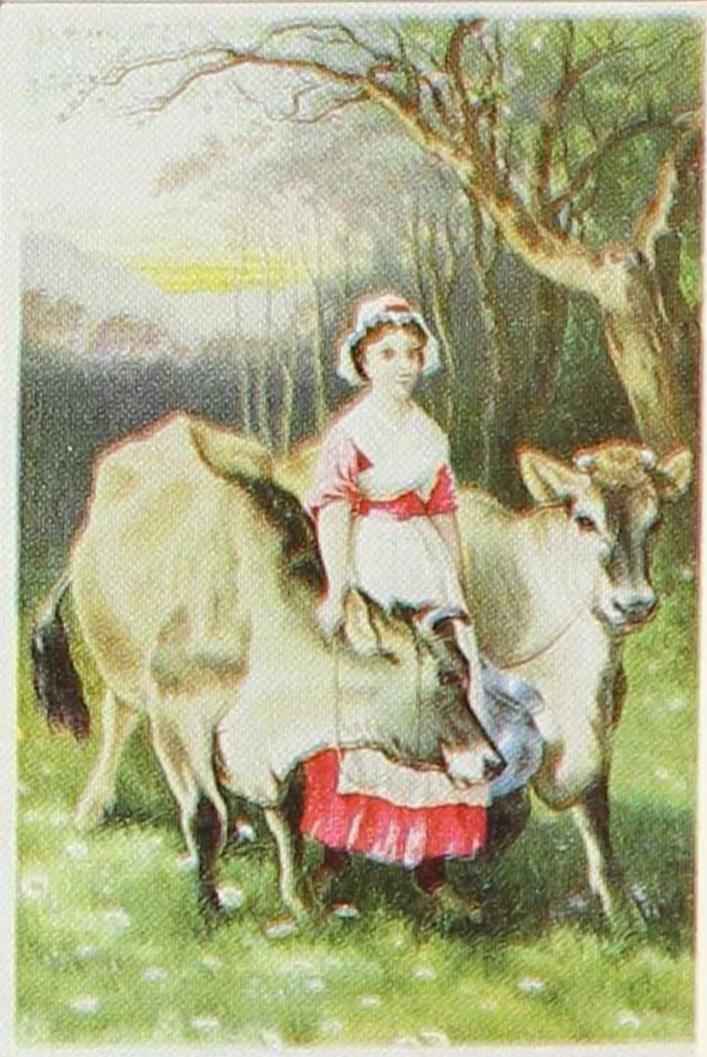


WHAT ARE THEY LOOKING FOR ?

The answer to the **CAS-CAR-RIA** Problem !

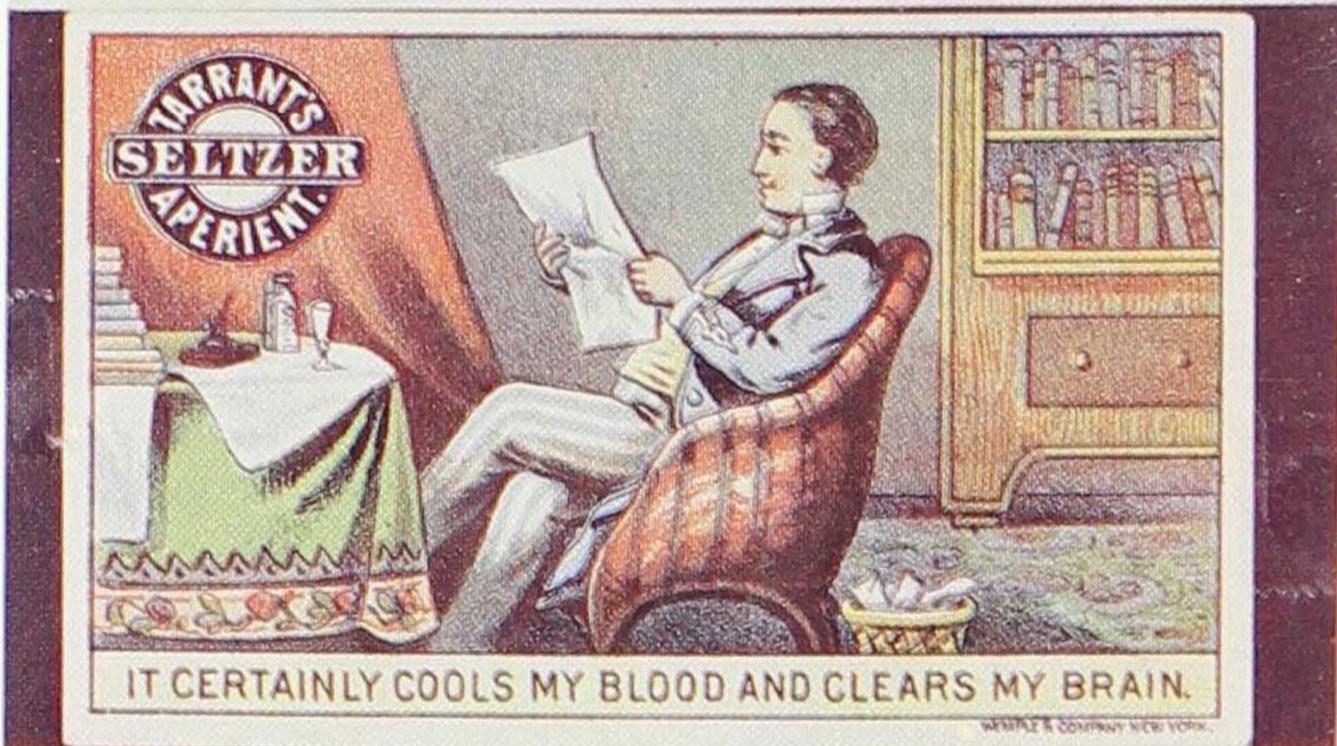
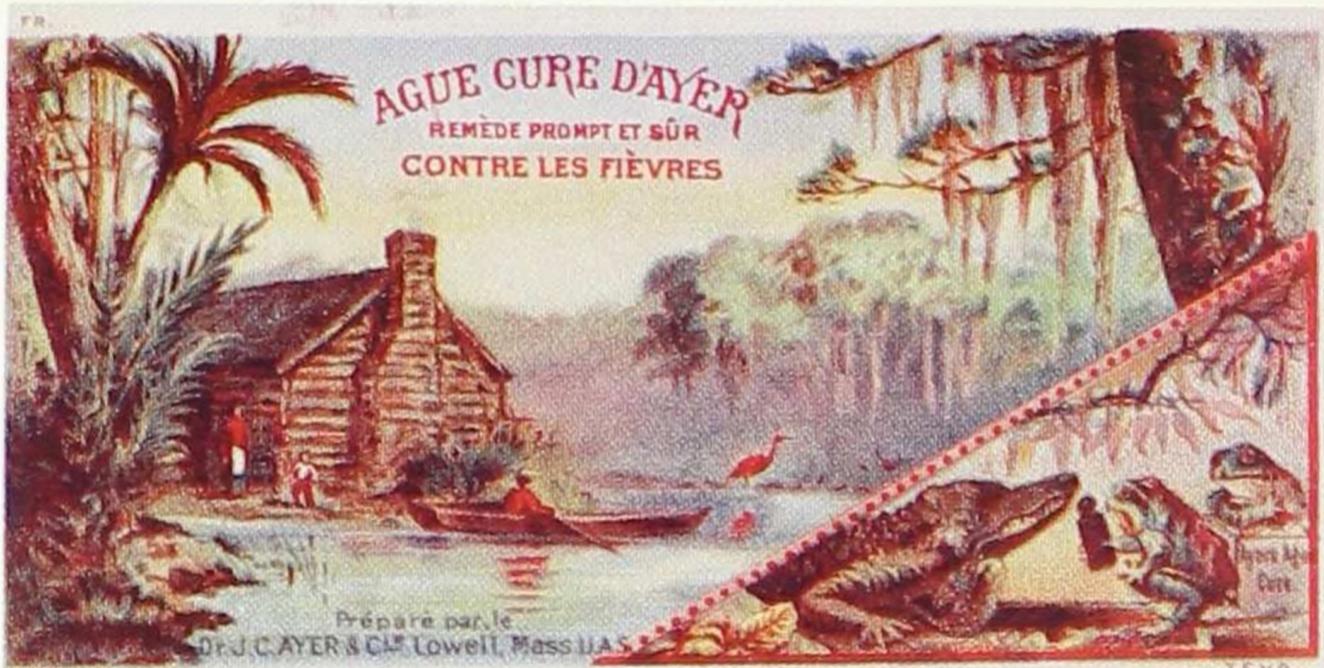
What is Cas-car-ria? What is the problem ?

← SEE THE OTHER SIDE →



The seven Jayne patent medicine advertising cards are (Left): "Rebekah at the Well," "Little Red Riding Hood," "The Morning Prayer," "The Jerseys." (Right): "The Ghost Story," "Can't You Talk," and "Words of Comfort."





THIS CARD IS PERFUMED WITH
HOYTS GERMAN
COLOGNE
FRAGRANT
& LASTING

TRIAL SIZE 25 CTS.
 MEDIUM SIZE 50 CTS.
 LARGE BOTTLES \$1.00

E.W. HOYT & CO. PROPRIETORS, LOWELL, MASS.

BROWN'S EISEN BITTERS, DAS BESTE TONIC

VEGETINE
 The Great Blood Purifier.

When I was given up to die, by the most skillful physicians, PARKER'S TONIC kept me alive and raised me up after everything else failed. It is just as good for children. Try it and be convinced.
 — Extract from Mrs. Schulte's letter.

HOOD'S LATEST

Published by C. I. HOOD & CO. 1894 LOWELL, MASS., U.S.A.

VOL. 6 DEVOTED TO THE WELFARE OF THE PEOPLE No. 6



HOOD'S LATEST
C. I. HOOD & CO.
HOOD'S SARSAPARILLA

ALL RUN DOWN
As a Last Resort

SCROFULA

A PARTICULAR

PURITY

SICK HEADACHE

HOOD'S SARSAPARILLA
100 Doses One Dollar.

HOOD'S TOOTH POWDER WHITENS AND BEAUTIFIES THE TEETH, SWEETENS THE BREATH, AND HARDENS THE GUMS. ONLY TWENTY FIVE CENTS A BOTTLE.



TAKE HOOD'S SARSAPARILLA



BARRY'S TRICOPHEROUS.
ESTABLISHED 1801

GUARANTEED TO RESTORE THE HAIR TO BALD HEADS
AND TO MAKE IT GROW THICK, LONG AND SOFT

Use Carboline
FOR THE HAIR

MURRAY & LAMMERS
Florida Water
ORANGE

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HAGAN'S
Magnolia Balm
FOR THE COMPLEXION

BROWN'S IRON BITTERS
THE BEST TONIC

CERTAIN CASES OF
 DYSPEPSIA, INDIGESTION,
 COMPLETE TONIC, INDIGESTION,
 HYPERTROPHIC INFLAMMATION,
 WANT OF APPETITE, MALADIA, AND
 SICK OF ENERGY, MALADIA, AND
 NERVOUS FEVERS, AS BRONCHITIS,
 THE BLIND, STRABISMUS, THE MUTE,
 CURE & GIVES NEW LIFE TO THE WEAK.

MRS. LANEY
THE JERSEY CITY

BEWARE OF IMITATIONS
 BEWARE OF IMITATIONS

BROWN'S IRON BITTERS
A TRUE TONIC

Prickly Ash BITTERS
A REMEDY FOR ALL DISEASES OF THE LIVER, KIDNEYS, STOMACH & BOWELS.

SHAKER EXTRACT OF ROOTS
(SEIGEL'S SYRUP)

CURES DYSPEPSIA

A. J. WHITE
PROPRIETOR
168 DUANE ST.
NEW YORK



PENN'S TREATY. [1682 or 1683 ?] Over

AFTER ONCE USING OUR
"TIPPECANOE"
 YOU WILL USE NO NOSTRUMS NOR PREPARATIONS CALLED "BITTERS"
 TRY "TIPPECANOE" INSTEAD.

TASTE AS WINE THE BEST OF SPRING PREPARATIONS
 DYSPEPSIA MALASSIMILATION OF FOOD STOMACH DISORDERS
 GENERAL DEBILITY TIRED FEELINGS MALARIA BLOOD DISORDERS
 SKIN ERUPTIONS LOSS OF ENERGY FEMALE COMPLAINTS FEEBLE
 APPETITE BILIOUS HEADACHE &c.
PRICE \$ 1.00 A BOTTLE
 FOR SALE BY DRUGGISTS AND THE TRADE GENERALLY

"TIPPECANOE"
 TRY IT

AFTER ONCE USING OUR
"TIPPECANOE"
 YOU WILL USE NO NOSTRUMS NOR PREPARATIONS CALLED "BITTERS"
 TRY "TIPPECANOE" INSTEAD.

TASTE AS WINE THE BEST OF SPRING PREPARATIONS
 DYSPEPSIA MALASSIMILATION OF FOOD STOMACH DISORDERS
 GENERAL DEBILITY TIRED FEELINGS MALARIA BLOOD DISORDERS
 SKIN ERUPTIONS LOSS OF ENERGY FEMALE COMPLAINTS FEEBLE
 APPETITE BILIOUS HEADACHE &c.
PRICE \$ 1.00 A BOTTLE
 FOR SALE BY DRUGGISTS AND THE TRADE GENERALLY

Battle of Tippecanoe

LYDIA E. PINKHAM'S

Grandchildren.



LYDIA E. PINKHAM'S
VEGETABLE Compound.



LYDIA E. PINKHAM'S
VEGETABLE Compound.



PAMPHLETS ON **MEDICAL FAKES and FAKERS**

Alcola.—Illustrated; 8 pages; price 4 cents.

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Cancer Fakes.—Illustrated; 48 pages; 6 cents.

Carnegie University.—Illustrated; 11 pages; price 4 cents.

Consumption Cure Fakes.—Illustrated; 138 pages; price 10 cents.

Convictions Under the Food and Drugs Act.—Illustrated; 55 pages; price 6 cents.

Deafness Cure Fakes.—Illustrated; 50 pages; price 10 cents.

Duffy's Malt Whiskey.—Illustrated; 18 pages; price 4 cents.

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Stuart's Plas-Tr-Pads and J. B. L. Cascade.—Illustrated; 12 pages; price 4 cents.

Van Bysterveld Medicine Company.—Illustrated; 6 pages, price 4 cents.

Woods' Cure for Drinking and Smoking.—Illustrated; 10 pages; price 4 cents.

Write for a descriptive price list of these pamphlets and other publications dealing with frauds in medicine.

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acid, or any poisonous liquid or substance, without having the word 'poison' and the true name thereof written or printed upon a label attached to the vial, box, or parcel containing the same, he shall be punished by fine not exceeding one hundred dollars nor less than twenty dollars." The work of a state toxicologist is an outgrowth of such early laws.

As the years passed Iowa druggists were quick to recognize the need for well-trained pharmacists. The organization of a State Pharmaceutical Association in 1880, and the founding of a Department of Pharmacy at the State University in 1885, are but steps in the growth of a profession. When the 70th annual meeting of the Iowa State Pharmaceutical Association was held at Des Moines in 1949, Governor William S. Beardsley (himself a druggist) was a principal speaker. In addition to the governor, John P. Berg, Luke Vittetoe, and Harlan L. Pote were druggists serving in the 53rd General Assembly. Twenty years later, in 1969, the 63rd General Assembly could count two pharmacists—Andrew G. Dooley of Sioux City and Nathan F. Sorg of Marion. It is not unusual for both the Senate and House of the General Assembly to list a Pharmacy Committee.

WILLIAM J. PETERSEN