

Patent Medicine Advertising Cards

During the 19th century and well into the 20th century, vendors of patent medicines acclaimed their elixirs of health on attractive advertising cards. These cards were distributed to druggists who in turn handed them out to the purchasers of the product advertised. The druggist himself received some advertising from the transaction because the drug store name was invariably stamped or printed on the front or back of the advertising card.

Today these old-time cards may be found in scrapbooks compiled many years ago. In addition to patent medicines, one finds color cards on boots and shoes, jewelry, candies, coffee, and scores of other categories. For more specific products one might mention Charter Oak Stoves, Croton Flour, Arm & Hammer Baking Soda, Clark's Thread, and Singer Sewing Machines.

The frontispiece of this issue—Mexican Mustang Liniment, For Man and Beast—was one of literally hundreds of patent medicines advertised in Iowa. The claims of this widely used product over a century and more of time are typical of most patent medicine advertisements.

Hood's Sarsaparilla was unusual in at least one

HOW SHALL A FACE

UPON WHICH NATURE HAS NOT SET THE SEAL OF
BEAUTY,

→ BE MADE BY ART TO SEEM BEAUTIFUL? ←

The woman who is truly womanly is never happy with a sallow, rough, worn, blotched or otherwise BLEMISHED COMPLEXION.

Give her the costliest garments,—that is well. Store her mind with all the graces of elegant culture,—that is better. Let her put on religion's sweet array which is best of all. Still you cannot make a true woman happy without a

— Fair and Clear Complexion, -----

→ Magnolia → Balm,

Which stands to-day without a rival in the esteem of the FAIR SEX, the world over, is a delightfully perfumed wash, certain to create a FINE COMPLEXION and is as harmless in its effects as water. It always produces that clear, brilliant and

Radiant Purity of the Skin,

Which Ladies most sigh for, and the opposite sex most admire. It possesses the following merits, never hitherto found in a similar article: 1st. Perfect harmlessness and elegance. 2d. The power to produce perfect life-like tints. 3d. The closest observer cannot detect its use. It is sold by all Druggists and Fancy Goods stores throughout the country. Every lady should have it upon her toilet.

PRESENTED BY

COE YONGE & CO.,

Novelties & Agents Goods,
609 Walnut St., St Louis, Mo.



MEXICAN MUSTANG LINIMENT

HAS STOOD THE TEST OF
FIFTY LONG YEARS,

AND HOW TRUE THAT IT IS THE

Foe of Pain, the Friend of Suffering
Humanity, and the Salvation of
the Patient, Tiring Brute,

So long as human ills endure.

And mortals suffer pain,

So long shall MUSTANG LINIMENT

Its glorious name maintain.

Rub it well into the affected parts; the stiffened limbs; the contracted muscles; the aching tendon; the pain-racked flesh, and note the result. See that it penetrates and has a fair chance to do its MIGHTY WORK.

Apply it to your galled horse, or one that has the scratches, or is foundered, stiff, lame and sore, and hear him "whinny" with a sense of relief. Give

→ MEXICAN MUSTANG LINIMENT ←

A fair trial the first time it is needed in your FAMILY OR STABLE.

Put it to the severest test, and our word for it IT WILL NOT FAIL YOU. It goes to the very roots. Disease cannot remain when it is faithfully applied. In all of the FIFTY YEARS of its spreading fame there never was such a demand and sale for it as there is to-day.

It is sold by all Druggists throughout the world at

25c., 50c. AND \$1.00 PER BOTTLE.

The large One Dollar bottles are considerably the cheapest, and for economy's sake we advise their purchase.

thing—it did indicate the variety of things from which it was made—namely Sarsaparilla, Yellow Dock, Wild Cherry, Dandelion, Juniper, Pipsissewa, Stillingia, Mandrake, “and other selected roots, barks, and herbs in a combination and by a process peculiar to itself.”

Scott's Emulsion of Cod Liver Oil was well-represented by “Our Boy” who clearly is the picture of health, as is the young lady who thinks Scott's Emulsion was “just as nice as cream.”

One of the most popular products advertised had to do with the growing out and improving the beauty of a person's hair. No TV commercial in 1969 can surpass in effectiveness the beauty of the fabulous Lillian Russell who recommended the use of “Carboline for the Hair.” The discovery of this famous “Restorative and Beautifier” from a “deodorized extract of petroleum” actually claimed to make possible the restoration of hair on bald-headed men. Ladies endorsed Carboline as the “best dressing” ever known.

For those unwilling to accept the claims of Carboline one could always turn to Barry's Tricopherous, a product that was “guaranteed to restore the hair to bald heads and make it grow thick, long and soft.” Established in 1801, this outstanding discovery even won the plaudits of the *New York Tribune*.

The beauty of the complexion, for which American women spend millions each year, was not

If the voice of the people is the voice of truth, Barry's Tricopherous stands at the head of that class of preparations which have for their object the preservation, improvement, and purification of the hair. Not alone is it esteemed by both sexes as the *ne plus ultra* of toilet articles, not alone as a cleanser, beautifier, preserver, and vitalizer of the hair is it extolled throughout the universe, but it is regarded in thousands of households as the only sure, safe, and rapid remedy for those discolorations, inflammations, and pustulous eruptions of the skin, classed under the head of cutaneous diseases. Nor is this all. Few mothers are content to be without an article which instantly alleviates the pain of cuts, bites, bruises, stings, burns, scalds, sprains and punctures, and by a few applications produces a perfect cure. The process by which Barry's Tricopherous works such happy results is in perfect accord with the pathology of skin diseases. It stimulates the torpid vessels of the skin, and thus assists nature to throw off the inflammation; and besides acting in this way through the absorbents, it opens the pores and gives the inflammatory matter egress in the form of insensible perspiration. This is the true theory of its genial, invigorating, and purifying influence, both upon the skin and hair.

From the NEW YORK TRIBUNE.

Barry's Tricopherous.—We are not aware that three distinct properties, capable of infallibly curing three classes of diseases, had ever been combined in one preparation previously to the introduction of Barry's Tricopherous. In the first place, we know that it beautifies, that it thickens, softens, and glosses the Hair—



every lady will bear testimony to the truth of this statement. Then, it immediately relieves itching and inflammation in eruptive diseases—removes the smarting of cuts, burns, scalds, etc., and at once cures them; and is, in fact, the very best article for preserving and improving the Hair, relieving inflammation of the surface, nervous affections, etc., and curing rheumatism, that has ever been manufactured or sold in this country.

CARBOLINE.



CARBOLINE.

is presented to the public, without fear of contradiction, as the best RESTORATIVE AND BEAUTIFIER

of the Hair science has ever produced. It performs what others only claim for their preparations. It is an elegant perfumed dressing, removes dandruff, cleanses the scalp, prevents the hair from falling out

RESTORES THE HAIR ON BALD HEADS, restores it to its original color, makes it grow rapidly, will not stain the skin, contains not a particle of lead, silver, sulphur, or other deleterious drugs.

IT IS A NATURAL PRODUCT OF THE EARTH containing the elements required by the hair to feed upon. A few applications will show its restorative qualities. Does not require months of continued use before you can perceive any result. It is cooling, cleanly and too much praise cannot be bestowed upon it. Ladies who are using it say it is the best dressing ever known.

PRICE ONE DOLLAR PER BOTTLE.

FOR SALE BY

overlooked a century ago. One of the best known aids to beauty was *Hagan's Magnolia Balm*.

Equally important was *Murray & Lanman's Florida Water and Oriental Hair Tonic* — the "Great Hair Restorer" that had been developed for "Preserving, Renewing, Cleaning, Perfuming, and Beautifying the Hair." Nor should one forget *Hall's Vegetable Sicilian Hair Renewer!*

A variety of elixirs for the health of body and mind was advertised in newspapers and displayed for sale on drug store shelves and counters. *Malt Nectar*, described as a "pure malt extract," was an "invigorating tonic, alike for invalids and those in health."

Nerve Beans were proclaimed "The True Elixir of Life" that could be depended upon to make old men young again and restore "youth's lost vigor."

Dr. Jayne's Expectorant was beautifully illustrated by such pictures as "Rebekah at the Well" and "The Jerseys" which were brought out in a series of advertising cards. Good for coughs and colds as well as bronchial or throat affections, asthma, pleurisy, and other afflictions, *Dr. Jayne's Expectorant* vied in popularity with *Dr. Jayne's Carminative Balsam* and his *Tonic Vermifuge*.

Clifford's Febrifuge or Fever and Ague Cure, a disease from which many Iowa pioneers suffered, never failed to strike at the root of all disease, and eradicate Malaria from the system.

ALWAYS USE THE BEST!
AND THAT IS
HOPS AND MALT BITTERS.

H O P S & M A L T B I T T E R S

THE GREAT BLOOD PURIFIER

Liver and Kidney Remedy,
Compounded from the well known
Curatives Hops, Malt, Buchu, Man-
drake, Dandelion, Sarsaparilla, Cas-
cara Sagrada, etc., combined with an
agreeable Aromatic Elixir.

THEY CURE DYSPEPSIA & INDIGESTION,
Act upon the Liver and Kidneys,
REGULATE THE BOWELS,
They cure Rheumatism, and all Uri-
nary troubles. They invigorate,
nourish, strengthen and quiet
the Nervous System.

As a Tonic they have no Equal.
Take none but Hops and Malt Bitters.

— FOR SALE BY ALL DEALERS. —
Hops and Malt Bitters Co.
DETROIT, MICH.

For General Debility, Loss of Appetite, Vitality, and Lack of Energy,
there is nothing that will give Immediate and Permanent Relief
as quick as Hops and Malt Bitters. "Try them."

They are especially recommended for all the various Complaints
and Diseases of Women, such as Mental Depression, Weakness,
Breaking Down, Lassitude of the System, Headache, Dizziness, etc.

Price 25c per Bottle; \$2.00
RECOMMENDED BY

EMINENT PHYSICIANS.

The "Best" Tonic

A CONCENTRATED

LIQUID EXTRACT

OF
MALT AND HOPS

Manufactured by

SPECIALTY DEPARTMENT

PHIL. BEST BREWING CO.

MILWAUKEE, WIS.

AIDS DIGESTION,

CURES DYSPEPSIA,

STRENGTHENS THE SYSTEM,

RESTORES SOUND,

REFRESHING SLEEP,

PRICELESS TO NURSING MOTHERS.

None Genuine unless Manufactured by the
HOPS & MALT BITTERS CO.,
DETROIT, MICH.

FOR SALE BY ALL DRUGGISTS.

Radway's Ready Relief was the most certain and safe "Pain Remedy" in the world that instantly stopped the "most excruciating pains."

FOR SPRAINS, BRUISES, BACKACHE, PAIN IN THE CHEST OR SIDES, HEADACHE, TOOTHACHE, OR ANY OTHER EXTERNAL PAIN, a few applications rubbed on by the hand act like magic, causing the pain to instantly stop.

FOR COLDS, BRONCHITIS, PNEUMONIA, CONGESTIONS, INFLAMMATIONS, RHEUMATISM, NEURALGIA, LUMBAGO, SCIATICA, PAINS IN THE SMALL OF THE BACK, Etc., more extended applications are necessary to effect a cure.

ALL INTERNAL PAINS, PAIN IN THE BOWELS OR STOMACH, CRAMPS, SPASMS, SOUR STOMACH, NAUSEA, VOMITTING, HEARTBURN, NERVOUSNESS, SLEEPLESSNESS, SICK HEADACHE, DIARRHEA, COLIC, FLATULENCY, FAINTING SPELLS, are relieved instantly and quickly cured by taking internally a half to a teaspoonful of Ready Relief in half a tumbler of water.

With RADWAY'S PILLS there is no better cure or preventive of FEVER AND AGUE.

Many of these patent medicines were well-known in the 20th Century. As one waned in popularity it not infrequently was succeeded by another. Few, perhaps, had greater popularity than did Lydia E. Pinkham's products which actually come down to the present time. Pinkham's "Vegetable Compound" was guaranteed a "posi-

HUMPHREYS'
WITCH HAZEL OIL
 "THE PILE OINTMENT"

This **Precious Ointment** is the triumph of Scientific Medicine. Nothing has ever been produced to equal or compare with it as a **curative and healing application**. The virtues of the **Witch Hazel** have long been known and celebrated as a healer and pain curer. But when combined with other healing medicines and applied in the form of a solvent, its curative effects are marvelous. This **Ointment** has been in use forty years by the most **eminent Physicians** and the people; it **always affords relief and always gives satisfaction**.

CURES Piles or Hemorrhoids, External or Internal, Blind or Bleeding, Itching and Burning; Inflamed, Hot, Burning or Sore Tumors; Cracks or Fissures; Fistula in Anus; Worms of the Rectum. The relief is immediate—the cure certain.

CURES Burns, Scalds and Ulceration and Contraction from Burns. The relief is instant—the healing wonderful and unequalled.

CURES Boils, Carbuncles, Felons, "Runrounds," Ulcers, Fistulas, Old Sores, Itching Eruptions, Sore, Scaly or Scald Head. Infallible.

CURES Inflamed or Caked Breasts and Sore Nipples. Invaluable.

CURES Salt Rheum, Tetter, Scurfy Eruptions, Chapped Hands, Fever Blisters, Sore Lips or Nostrils, Corns and Bunions, and Sore or Chafed Feet. It gives prompt relief and cures like magic.

Three Sizes, 25c., 50c. and \$1.00.

Sold by Druggists, or sent pre-paid on receipt of price.
 HUMPHREYS' MED. CO., 111 & 113 WILLIAM ST.,
 NEW YORK.

FOR SALE BY

OLIVE PHARMACY CO.

3100 Olive Street,

ST. LOUIS, MO.

RED RAVEN SPLITS

RED RAVEN WATER is put up in half-pint bottles, called "splits," of which bottle we are the originators.

Red Raven Water is the ideal laxative for women and is to-day used in more homes in America than any other laxative water. It acts gently on the bowels and cleanses the liver, without harmful after effects.

Red Raven Water is for sale in all drug stores and is fully guaranteed.

tive cure" for "all those painful Complaints and Weaknesses so common to our best female population." The manufacturers claimed:

It will cure entirely the worst form of Female Complaints, all Ovarian troubles, Inflammation, Ulceration, Falling and Displacements of the Womb, and the consequent Spinal Weakness, and is particularly adapted to the Change of Life.

It will dissolve and expel Tumors from the uterus in an early stage of development. The tendency to cancerous Tumors there is checked very speedily by its use. It removes faintness, flatulency, destroys all craving for stimulants, and relieves weakness of the stomach. It cures Bloating, Headaches, Nervous Prostration, General Debility, Sleeplessness, Depression and Indigestion.

There is no medicine known today, Dean Emeritus R. A. Kuever of the University of Iowa College of Pharmacy told the writer, that will meet all the above claims of Lydia Pinkham, or for that matter, any of the other blanket claims made by the patent medicine manufacturers of yesteryear. Moreover, Dean Kuever pointed out, there never will be any single miracle drug of the future that will be a panacea for all the many ills mentioned in patent medicine advertising cards.

Undoubtedly, Dean Kuever explained, there were instances where some conscientious vendor of a patent medicine sincerely believed his product contained some amazing elixir for suffering mankind. This assumption could be gained from testimonials from patients who felt they had received

SCOTT'S EMULSION

Has become almost a household word. The old, old story of that horrid Cod Liver Oil is no longer heard since this palatable creamy Emulsion has taken its place. Children almost invariably like and ask for it, and adults take it without repugnance. It is composed of pure Cod Liver Oil combined with Hypophosphites and Glycerine into a cream-like preparation or an *Emulsion* that seems to be exactly the remedy needed in all *conditions of wasting*. We can say without fear of contradiction that nothing has ever yet been discovered to equal it in *Consumption, Scrofula, Anaemia* and *Emaciation* in adults, and *Marasmus, Ricketts* and every kind of *wasting in Children*. It will absolutely cure Consumption in its early stages, and is liable to cure in the latter stages, but, in any event, will give comfort and prolong life to a remarkable degree. It is astonishing how Children thrive and grow fat upon it when their ordinary food fails to nourish them. For ordinary *Coughs* and *Colds* it is a most remarkable specific, as it not only cures the cold but builds up and strengthens the system. Don't fail to try this most valuable medicine—

SCOTT'S EMULSION

of Cod Liver Oil and Hypophosphites of Lime and Soda.

It is probably prescribed by more Physicians than any other remedial agent. Sold by all druggists.

SCOTT & BOWNE, NEW YORK.

Cases L. Libo. & Fish. Pharm. Co. N.Y.

100 Doses One Dollar

can only be truthfully applied to Hood's Sarsaparilla, and is an unanswerable argument as to strength and economy. Hood's Sarsaparilla is made from Sarsaparilla, Yellow Dock, Wild Cherry, Dandelion, Juniper, Pipsissewa, Stillingia, Mandrake, and other selected roots, barks, and herbs in a combination and by a process peculiar to itself. We challenge any preparation to show a home appreciation so thoroughly vouched for. Thirty of the leading druggists of Lowell, Mass., testify as follows:—

"We sell more Hood's Sarsaparilla than any other Sarsaparilla or Blood Purifier. Its sale with us has been unprecedented, and present demand indicates that the sale this year will exceed that of any previous year."

If you are suffering from Scrofula, Salt Rheum, Catarrh, Dyspepsia, or any blood disease, and are desirous of more information regarding the value of Hood's Sarsaparilla, we shall be glad to send you, upon receipt of address, a book containing a few of the wonderful cures effected.

"I had scrofulous sores that ran all the time. I took six bottles of Hood's Sarsaparilla, and they are gone." Mrs. LOUISA CORSON (76 years old), Bridgton, Me.

"Appetite poor, bowels all out of order, scrofulous sores on my face and back. I commenced taking Hood's Sarsaparilla, and with three bottles my sores healed, and I am at business again." JOHN AMBERG, Chicago, Ill.

"For many years in succession, I had the catarrh in my head. Five years ago, I began to use Hood's Sarsaparilla. I was helped right away. I continued to use it until I felt myself cured." Mrs. ELIZA H. CAULFIELD, Lowell, Mass.

HENRY DICKSON, wholesale grocer and proprietor of Dickson's Opera House, Kenton, Ohio, writes: "My wife has been troubled with indigestion, and her blood has been in a poor condition. She has used several bottles of Hood's Sarsaparilla, and it has been a great benefit to her."

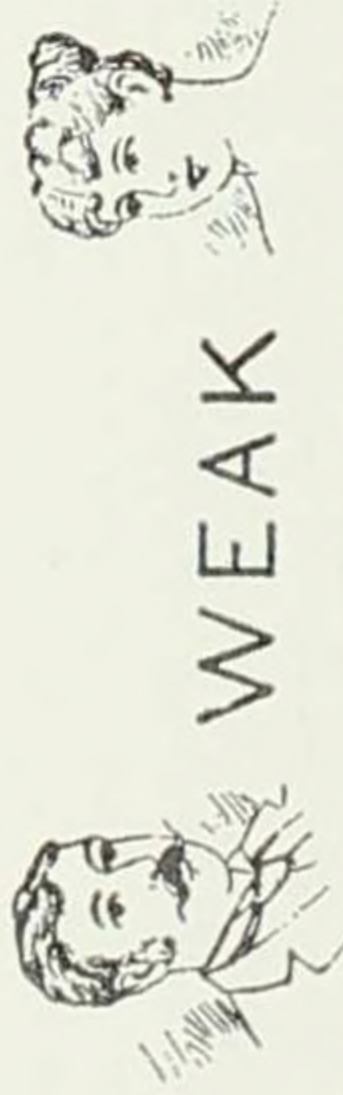
Hood's Sarsaparilla

Sold by Druggists. One dollar, six for five dollars. Prepared only by C. I. HOOD & Co., Apothecaries, Lowell, Mass.

some temporary relief—whether real or imagined.

Most of the claims, however, were either untrue or misleading. Thus, where companies such as Prickly Ash Bitters and Ayer's claimed their elixirs purified the blood, one can only say this was not true. As a matter of fact, it would not be true even if claimed by the so-called wonder drugs of today. These can do one single thing at a time—such as increase or decrease the red blood corpuscles, or increase or decrease the white corpuscles—but one modern drug cannot perform all four of these functions. The claims for adding iron to the blood from Harter's Iron Tonic, Brown's Iron Bitters, and Nuxated Iron down to the present claimants of this miracle are likewise without foundation.

The medical profession was aware that many patent medicine claims bordered on the ridiculous. The attitude of an Iowa newspaper editor was clearly revealed in his interview with Dr. Quackem. When a person was ill, however, and the best medical attention brought no relief or change, it was not strange that Iowans lent an attentive ear to the claims of numerous patent medicines. The quack list by the American Medical Association clearly shows that the medical profession was being alerted constantly to the various quacks and nostrums appearing in ever-increasing numbers on the drugstore counters of America. This campaign to alert medical practi-



WEAK

MEN AND WOMEN

will find a most valuable remedy in "NERVE BEANS." They are purely vegetable and contain just the qualities needed by both young and old. The many forms of nervous debility will yield to their action, and the patient will feel renewed strength and vigor of both body and mind. Those who make too free use of tobacco or liquors, or who from hard study and close application to business, find themselves weak and nervous with loss of vital force, pain in the back, impaired memory, frequently accompanied by nighty emissions, will obtain from the use of "NERVE BEANS," the relief they so much need. Digestion is invigorated. The appetite increases. Sleep becomes calm and refreshing, the eyes brighter, the skin clear and healthy.

Thousands testify to the value of "NERVE BEANS." They are a perfect nerve food; strengthen the brain, nerves and other organs, restoring lost power at once in either sex; promptly cure nervous debility and all consequences of overwork or excesses of every kind. They positively cure all weak parts, restoring them to health and vigorous strength.

FROM A PROMINENT CITIZEN of LOCKPORT, N. Y.

Mr. Richard H. Beck, Lockport, N. Y., Says: 4 boxes "NERVE BEANS" have restored him to perfect health after many years suffering from nervous debility and sleeplessness, accompanied by uncontrollable twitching of the muscles, causing constant shaking in hands, arms, and limbs, which are now as steady as a clock, and he sleeps as well as ever and feels like a young man, although he is now 80 years of age.

Sold by all Leading Druggists at \$1.00 per Box.

If you do not find them at your drug store, send direct to NERVE BEAN COMPANY, BUFFALO, N. Y., who will forward them by mail, prepaid, securely sealed, on receipt of Price.

HALL'S VEGETABLE SICILIAN HAIR RENEWER

Never fails to restore gray or faded hair to its original color and beauty. It cures humors, removes dandruff, and all impurities from the scalp. It prevents the hair from falling, and renders it soft and silken.

It produces new hair of a thick and vigorous growth, and of a natural hue, upon bald heads.

Our best physicians and chemists recommend it, among whom we name Geo. Gray, M.D., of Nashua, N.H.; Walter Burnham, M.D., Lowell, Mass.; E. H. Fuller, M.D., Philadelphia, Pa.; Emil Selp, M.D., Detroit, Mich.; A. A. Hayes, M.D., Boston, and State Assayer of Massachusetts, etc., etc.

No hair preparation was ever accorded so remarkable a reputation for excellence and efficiency either in this or in foreign countries, where it has been in constant use upwards of twenty-five years, *which is strong testimony of its merits.* Its quality is zealously maintained.

BUCKINGHAM'S DYE FOR THE WHISKERS

will change the color of the beard and mustache to a natural brown or black, as may be desired, by following the directions. Consisting of a single preparation, it is of easy application.

PREPARED BY

R. P. HALL & CO., NASHUA, N.H.
SOLD BY ALL DEALERS IN MEDICINE.

tioners through printed pamphlets actually antedates the outbreak of World War I.

Although most of the patent medicines of yesteryears have disappeared from the druggist's shelves, a number continue to have their own loyal following. Ayer's Sarsaparilla and Cherry Pectoral, Carter's Pills, Fletcher's Castoria, Doane's Kidney Pills, Jayne's Vermifuge, Mother's Friend, Dr. Pearson's Golden Medical Discovery, Swamp Root, and Lydia Pinkham's Vegetable Compound still can be purchased, although they would not be carried by all drug stores. These old-time medicines are required by the Food and Drug Administration to limit their advertising to proven medicinal helps or cures just as the proprietary drugs are today. Thus, Carter's Pills and Doane's Pills can no longer use the words "liver" and "kidney" in their ads.

Scores of Iowa druggists used advertising cards in promoting their business. Among them were Dr. B. F. Erb of Coon Rapids, who boosted Stearn's Non-Secret Family Medicines, and J. H. Springer of Toledo, who had Dr. Owen's Colic, Cholera and Diarrhea Remedy for sale. In some instances a druggist would simply advertise to his patrons by means of a complimentary card as did Harrison's Pharmacy of Davenport.

The counter card reproduced on the back cover advertising Tutt's Liver Pills was displayed on many a drug store's display case or shelf. It rep-

CHEROKEE PILLS!

SUGAR

COATED.

Female

Regulator.

Health Preserver.

CERTAIN AND SAFE



For the Removal of Obstructions, and the Insurance of Regularity in the Recurrence of the Monthly Periods.

They cure or obviate those numerous diseases that spring from irregularity, by removing the irregularity itself.

They cure Suppressed, Excessive and Painful Menstruation.

They cure Green Sickness (Chlorosis).

They cure Nervous and Spinal Affections, pains in the back, and lower parts of the body, Heaviness Fatigue on slight exertion, Palpitation of the Heart. Lowness of Spirits, Hysteria, Sick Headache, Giddiness, etc., etc. In a word, by removing the irregularity, they remove the cause, and with it ALL the effects that spring from it.

Composed of simple vegetable extracts, they contain nothing deleterious to any constitution, however delicate, their function being to substitute strength for weakness, which, when properly used, they never fail to do.

They may be safely used at any age, and at any period, EXCEPT DURING THE FIRST THREE MONTHS, during which the unfailing nature of their action would infallibly PREVENT pregnancy.

All letters seeking information or advice will be promptly, freely and discreetly answered.

Full directions accompany each box.

Price \$1 per box, or six boxes for \$5.

Sent by mail, free of postage, on receipt of price.

All such orders must be sent to C. A. COOK, Chicago, our General Agent for the West.

Sold in Chicago, by FULLER, FINCH & FULLER, Wholesale Druggists, and by all Druggists everywhere.

C. A. COOK,

CHICAGO.

General Agent for the States of Illinois, Iowa, Wisconsin, Michigan and Indiana.

DR. W. R. MERWIN & CO.,



SOLE PROPRIETORS,

No. 59 Liberty St., New York.

For sale in Manchester by Chas. Burnside and M. Cotton, druggists.

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HOOFLAND'S GERMAN BITTERS,

AND

HOOFLAND'S GERMAN TONIC.

Prepared by Dr. C. M. JACKSON,
PHILADELPHIA, PA.

The Great Remedies for all Diseases

OF THE

LIVER, STOMACH, or
DIGESTIVE ORGANS.

Hoofland's German Bitters

are composed of the pure juices (or, as they are medically termed, *Es* **H** *tracts*) of Roots, Herbs and Barks, making a preparation, highly concentrated, and entirely free from Alcoholia admixture of any kind.

HOOFLAND'S GERMAN TONIC

Is a combination of all the ingredients of the Bitters, with the purest quality of *Santa Cruz Rum*, Orange, etc., making one of the most pleasant and agreeable remedies ever offered to the public.

Those preferring a Medicine free from Alcoholic admixture, will use

Hoofland's German Bitters.

In cases of nervous depression, when some alcoholic stimulus is necessary,

HOOFLAND'S GERMAN TONIC

should be used.

The Bitters or the Tonic are both equally good, and contain the same medicinal virtues.

The stomach, from a variety of causes, such as Indigestion, Dyspepsia, Nervous Debility, etc., is very apt to have its functions deranged. The result of which is, that the patient suffers from several or more of the following diseases.

Constipation, Flatulence, Inward Piles, Fulness of Blood to the Head, Acidity of the Stomach, Nausea, Heartburn, Disgust for the Food, Fulness or Weight in the Stomach, Sour Eructations, Sinking or Fluttering at the Pit of the Stomach, Swimming of the Head, Hurried or Difficult Breathing, Fluttering at the Heart, Choking or Suffocating Sensations when in a Lying Posture, Dimness of Vision, Dots or Webs before the Sight, Dull Pain in the Head, Deficiency of Perspiration, Yellowness of the Skin and Eyes, Pain in the Side, Back, Chest, Limbs, etc., Sudden Flushes of Heat, Burning in the Flesh, Constant Imaginings of Evil, and Great Depression of Spirits.

resented, in a sly way, the importance of just one of the many widely heralded elixirs that served as a boon to 19th century Iowans, psychologically or otherwise. Its counterpart may be found in some of the so-called proprietary drugs today, claiming the millennium for any and all users of their products.

WILLIAM J. PETERSEN

SOME FAMOUS DRUG DISCOVERIES

Ether	1540	Vitamins	1912
Digitallis	1775	Arsplenamine	1909
Morphine	1805	Insulin	1922
Quinine	1820	Sulfas	1937
Cocaine	1858	Penicillin	1942