THE INFLUENCE OF VICTORIAN 'PATENT MEDICINES'

ON THE DEVELOPMENT OF EARLY 20th CENTURY MEDICAL PRACTICE.

F. CHARLES TRING.

SUBMITTED FOR THE DEGREE OF DOCTOR OF PHILOSOPHY

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### METHODOLOGY

### BIBLIOGRAPHY

#### A Primary Printed Sources
1. Parliamentary Papers                                                                 |
2. Medical and Associated Journals                                                       |
3. Learned Society Journals                                                             |
4. Newspapers and Magazines                                                            |

#### B Secondary Printed Sources

Page numbers are included for each entry.
29  Morisoniana
30  British College of Health
31  Comparison of Hygeist and Organic Systems
32  A Monument for Morison
33  Portraits: James Morison and Thomas Holloway
34  The Holloway Sanatorium
35  Opening of Royal Holloway College
36  Holloway's Pills and Ointments; Evolution of Advertising
37  Eade's Gout and Rheumatic Pills
38  'Ladies Only'
39  "Deafness and Aerial Medicine"; 'Parr's Life Pills'; 'Alofas'
40  Asthma and Whooping Cough
41  'Ozone Paper' and 'Clarke's Blood Mixture'
42  Du Barry's Revelenta
43  'Tonga'
44  Eno's 'Fruit Salt'
45  Chlorodyne:- Collis Browne's and Freeman's
46  Homocea
47  Fenning's Fever Cure; Lung Healers and Powders
48  'Teething Powders'
49  'Soothing Syrups'
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51  Beecham's Pills
52  Beecham's Pills
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<th>C.N.S.</th>
<th>Eyes &amp; E.N.T.</th>
<th>Skin</th>
</tr>
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<td>Arsenic</td>
<td>Fever, Gastralgia, Nausea, Salivation, Diarrhoea, profuse sweating</td>
<td>Vertigo</td>
<td>Tinnitus, Eyelid swelling, Double vision</td>
<td>Urticaria, Rash</td>
</tr>
<tr>
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<td>Nausea</td>
<td>Vertigo</td>
<td></td>
<td>Rash</td>
</tr>
<tr>
<td>Iodine</td>
<td>Fever, Salivation, Cardiac irregularity, gastralgia, epistaxis, nausea, haemoptysis</td>
<td>Delirium, vertigo, Ataxia</td>
<td>Catarrh, double vision, tinnitus, swollen eyelids</td>
<td>Rash</td>
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<tr>
<td>Mercury</td>
<td>Salivation, Fever, diarrhoea/constipation, gastralgia</td>
<td>Insomnia, Ataxia, Insanity, Anaesthesia</td>
<td>Tinnitus, Double vision</td>
<td>Rash</td>
</tr>
<tr>
<td>Quassia (included in beer for example)</td>
<td>Nausea</td>
<td>Vertigo and contractions</td>
<td>Tinnitus</td>
<td>Rash</td>
</tr>
<tr>
<td>Sarsaparilla</td>
<td>Nausea, gastralgia, profuse sweating</td>
<td>Vertigo</td>
<td>Tinnitus</td>
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<tr>
<td>Strychnine</td>
<td>Fever, breathlessness</td>
<td>Localised tingling, vertigo, Ataxia</td>
<td>Conjunctivitis photophobia, Tinnitus</td>
<td>Rash</td>
</tr>
<tr>
<td>Drug</td>
<td>General</td>
<td>C.N.S.</td>
<td>Eyes &amp; E.N.T.</td>
<td>Skin</td>
</tr>
<tr>
<td>--------------</td>
<td>----------------------------------</td>
<td>------------------------------</td>
<td>--------------------------</td>
<td>-----------</td>
</tr>
<tr>
<td>Acetanilide</td>
<td>Heart failure, Lung oedema, Cyanosis, Fever, Breathlessness, Wasting, Diarrhoea, Profuse sweating</td>
<td>Anaesthesia, Hyperaesthesia Delirium, Stupor, Ataxia, Headache</td>
<td>Pharyngitis, Conjunctivitis, Double vision.</td>
<td>Rash</td>
</tr>
<tr>
<td>or Antipyrin</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Belladonna</td>
<td>Diarrhoea, nausea, vomiting, collapse, Difficulty in swallowing</td>
<td>Delirium, stupor vertigo ataxia</td>
<td>&quot;Granulated&quot; lids, Conjunctivitis, Profuse tears, Pharynx spasm</td>
<td>Itching Rash</td>
</tr>
<tr>
<td>Bromides</td>
<td>Collapse, heart failure, lung oedema, nasal discharge, 'bad' breath, gastralgia, suppressed menstruation</td>
<td>Delirium, spasms insanity ataxia, aphrodisia</td>
<td>Throat irritation, Acne-like rash, conjunctivitis itch</td>
<td></td>
</tr>
<tr>
<td>Chloral hydrate</td>
<td>Breathlessness, pneumonia, heart failure, diarrhoea, profuse sweating</td>
<td>Convulsions, analgesia, anaesthesia, ataxia</td>
<td>Coryza, yellow vision, tinnitus, epiglottis oedema</td>
<td>Itch and acne-like rash</td>
</tr>
<tr>
<td>Cocaine</td>
<td>Aphrodisia, collapse, diarrhoea</td>
<td>Vertigo, delirium hyperaesthesia</td>
<td>Conjunctivitis throat irritation, 'Nettle' double vision</td>
<td></td>
</tr>
<tr>
<td>Opium</td>
<td>Aphrodisia, nausea gastralgia, diarrhoea, vomiting</td>
<td>Vertigo, stupor convulsion</td>
<td>Yellow vision fixed pupils (inability to focus)</td>
<td>Rash</td>
</tr>
</tbody>
</table>
## APERIENTS, EMETICS AND EXPECTORANTS

<table>
<thead>
<tr>
<th>Drug</th>
<th>General</th>
<th>C.N.S.</th>
<th>Eyes &amp; E.N.T.</th>
<th>Skin</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aloes</td>
<td>Vomiting, griping</td>
<td>Ataxia, spasm</td>
<td>Dim vision</td>
<td>Red skin</td>
</tr>
<tr>
<td>Cascara</td>
<td>Fever</td>
<td>Ataxia</td>
<td>Tinnitus</td>
<td>Reddened skin</td>
</tr>
<tr>
<td>Castor Oil</td>
<td>Vomiting</td>
<td>Vertigo</td>
<td>Tinnitus</td>
<td>Itch</td>
</tr>
<tr>
<td>Ipecacuhana</td>
<td>Diarrhoea</td>
<td>Vertigo</td>
<td>-</td>
<td>Reddened skin</td>
</tr>
<tr>
<td>Jalap</td>
<td>Nausea</td>
<td>Vertigo</td>
<td>Dim vision</td>
<td>Reddened skin</td>
</tr>
<tr>
<td>Potassium chloride</td>
<td>Nausea</td>
<td>Vertigo, delirium</td>
<td>Double vision</td>
<td>Roseola</td>
</tr>
<tr>
<td></td>
<td>Diarrhoea</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Epistaxis</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rhubarb</td>
<td>Nausea, constipation, penis haemorrhage</td>
<td>Vertigo</td>
<td>Double vision</td>
<td>Rash</td>
</tr>
<tr>
<td>Senna</td>
<td>Diarrhoea, nausea, griping</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>
APPENDIX 2

FEES

The charges made by medical men were assessed on a sliding scale. (from Whitakers Almanack 1889 p.382)

<table>
<thead>
<tr>
<th>RENTALS</th>
<th>£10 to £25</th>
<th>£25 to £50</th>
<th>£50 to £100</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ordinary Visit.....</td>
<td>2s 6d to 3s 6d</td>
<td>3s 6d to 5s</td>
<td>5s to 7s 6d</td>
</tr>
<tr>
<td>Night Visit...........</td>
<td>Double an ordinary visit</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mileage beyond two miles from Home...</td>
<td>1s 6d</td>
<td>2s</td>
<td>2s 6d</td>
</tr>
<tr>
<td>Detention per hour..</td>
<td>2s to 3s 6d</td>
<td>3s 6d to 5s</td>
<td>5s to 7s 6d</td>
</tr>
<tr>
<td>Letters of Advice...</td>
<td>Same charge as for an ordinary visit</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Attendance on servants</td>
<td>2s 6d</td>
<td>2s 6d to 3s 6d</td>
<td>3s 6d to 5s</td>
</tr>
<tr>
<td>Midwifery..........</td>
<td>21s</td>
<td>21s to 30s</td>
<td>42s to 105s</td>
</tr>
</tbody>
</table>

CONSULTANTS

| Advice or Visit alone.. | 21s | 21s | 21s |
| Advice or Visit with another Practitioner | 21s | 21s to 42s | 21s to 42s |
| Mileage beyond two miles from Home..... | 10s 6d | 10s 6d | 10s 6d |

Special visits - i.e. of which due notice had not been given before the practitioner started on his daily round, charged at the rate of a visit and a half. Patients calling upon the doctor were charged at the same rate as if visited by him.

When the ordinary medical attendant was called upon to meet another in consultation, he was entitled to charge double his ordinary fee. When he himself was called in, in consultation, he was entitled to the minimum fee of 21s.

When more members of one family were ill at the same time, half a fee was charged for each beyond the first visit.
In midwifery cases the fee generally covered all charges for visits, &c., if all went well, but if the illness was protracted, or if any special operation was performed, there was an extra charge.

If attendance on servants was paid for by their employer, or if he sent for the doctor, the charge was the same as to himself.

Certificates of health were charged for exactly the same as visits, except where special investigations were needed (as in certificates for lunacy, insurance offices, &c.) when the charge may have been from half a guinea to two guineas.

Vaccination was usually charged for according to the number of visits required.

Medical bills were commonly rendered once or twice a year and contained one amount - "Attendance and medicine" from date to date, so much - the patient had no means of checking the correctness of the charge, although medical men, like all others, were liable to err; they, however, were usually willing to show their ledgers when requested.
APPENDIX 3

STAMP-DUTIES ON MEDICINES

RATES OF DUTY

"For and upon every packet, box, bottle, pot, phial, or other enclosure, containing any drugs, herbs, pills, waters, essences, tinctures, powders or other preparation or composition whatsoever used or applied, or to be used or applied, externally or internally, as medicines or medicaments for the prevention, cure or relief of any disorder or complaint incident to or in anywise affecting the human body, which shall be uttered or vended in Great Britain, where such packet, box, bottle, phial or other enclosure with its contents

£. s. d.
Shall not exceed the price or value of one shilling 1½
s. d. s. d.
Shall exceed 1. 0 and not exceed 2. 6 0. 0. 3
" " 2. 6 " " 4. 0 0. 0. 6
" " 4. 0 " " 10. 0 0. 1. 0
" " 10. 0 " " 20. 0 0. 2. 0
" " 20. 0 " " 30. 0 0. 3. 0
" " 30. 0 " " 50. 0 0. 10. 0
" " 50. 0 ------------------------- 1. 0. 0"

(From Whitakers Almanack 1883 p.379)
APPENDIX 4

"The Readership of the Periodical Press in Mid-Victorian Britain"

<table>
<thead>
<tr>
<th>Magazine/Magazine</th>
<th>Frequency</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fortnightly Review</td>
<td>2s.0d monthly</td>
<td>2,500</td>
</tr>
<tr>
<td>Economist</td>
<td>8d weekly</td>
<td>4,000</td>
</tr>
<tr>
<td>Spectator</td>
<td>6d weekly</td>
<td>4,000</td>
</tr>
<tr>
<td>Westminster Review</td>
<td>6s.0d quarterly</td>
<td>4,000</td>
</tr>
<tr>
<td>Blackwood's Magazine</td>
<td>2s.6d monthly</td>
<td>7,000</td>
</tr>
<tr>
<td>Edinburgh Review</td>
<td>6s.0d quarterly</td>
<td>7,000</td>
</tr>
<tr>
<td>Athenaeum</td>
<td>3d weekly</td>
<td>15,000</td>
</tr>
<tr>
<td>Cornhill Magazine</td>
<td>1s.0d monthly</td>
<td>18,000</td>
</tr>
<tr>
<td>Fun</td>
<td>1d weekly</td>
<td>20,000</td>
</tr>
<tr>
<td>Saturday Review</td>
<td>5d weekly</td>
<td>20,000</td>
</tr>
<tr>
<td>Punch</td>
<td>3d weekly</td>
<td>40,000</td>
</tr>
<tr>
<td>All the Year Round</td>
<td>2d weekly</td>
<td>50,000</td>
</tr>
<tr>
<td>Chambers Journal</td>
<td>1½d weekly</td>
<td>60,000</td>
</tr>
<tr>
<td>The Times</td>
<td>3d daily</td>
<td>63,000</td>
</tr>
<tr>
<td>Illustrated London News</td>
<td>5d weekly</td>
<td>70,000</td>
</tr>
<tr>
<td>Leisure Hour</td>
<td>1d weekly</td>
<td>80,000</td>
</tr>
<tr>
<td>Daily Telegraph</td>
<td>1d daily</td>
<td>190,000</td>
</tr>
<tr>
<td>Reynolds Weekly</td>
<td>1d weekly</td>
<td>200,000</td>
</tr>
<tr>
<td>Lloyd's Weekly</td>
<td>1d weekly</td>
<td>500,000</td>
</tr>
</tbody>
</table>

(Alvar Ellegard, "The Readership of the Periodical Press in Mid-Victorian Britain". Goteborgs Universitets Arsskrift, lxiii, 1957)
APPENDIX 5

NEWSPAPER CIRCULATION IN 1831 AND 1864

1831

Stamps issued to Newspapers

<table>
<thead>
<tr>
<th>Country</th>
<th>Total for United Kingdom</th>
</tr>
</thead>
<tbody>
<tr>
<td>In England</td>
<td>32,000,000</td>
</tr>
<tr>
<td>In Ireland</td>
<td>4,360,564</td>
</tr>
<tr>
<td>In Scotland</td>
<td>2,287,750</td>
</tr>
</tbody>
</table>

Total for United Kingdom 38,648,314

1864

London Papers

<table>
<thead>
<tr>
<th>Daily circulation</th>
<th>248,000</th>
<th>87,776,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekly circulation</td>
<td>2,263,200</td>
<td>117,686,400</td>
</tr>
</tbody>
</table>

Total circulation of London papers 205,462,400

Provincial Papers

Daily circulation:

<table>
<thead>
<tr>
<th>Country</th>
<th>Copies in whole year</th>
</tr>
</thead>
<tbody>
<tr>
<td>In England (27 papers)</td>
<td>263,000</td>
</tr>
<tr>
<td>In Wales (1 paper)</td>
<td>2,000</td>
</tr>
<tr>
<td>In Ireland (14 papers)</td>
<td>96,000</td>
</tr>
<tr>
<td>In Scotland (9 papers)</td>
<td>77,000</td>
</tr>
</tbody>
</table>

(51 papers) 438,000 137,047,000

(In 1854 there were only 5 provincial daily papers with an aggregate circulation of 10,000 copies per day)

Weekly (561 papers)

(weekly circulation) 3,907,500 203,190,000

Total circulation of Provincial papers 340,597,000

Grand total in the United Kingdom 546,059,400

(J.S.S. Vol.xxvii 1864)
APPENDIX 6

LITERARY PERIODICALS AND SERIALS IN 1831 and 1864

<table>
<thead>
<tr>
<th>Description</th>
<th>No. of Publications</th>
<th>Price</th>
<th>Monthly Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Monthly</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Religious</td>
<td>84</td>
<td>½d to 5d</td>
<td>1,469,500</td>
</tr>
<tr>
<td>Religious magazines</td>
<td>22</td>
<td>6d &amp; more</td>
<td>400,000</td>
</tr>
<tr>
<td>Temperance</td>
<td>20</td>
<td>½d to 3d</td>
<td>793,250</td>
</tr>
<tr>
<td>'Useful', 'Educational' and 'Entertaining'</td>
<td>19</td>
<td>1d to 6d</td>
<td>338,500</td>
</tr>
<tr>
<td><strong>Total of Monthly Publications</strong></td>
<td></td>
<td></td>
<td>3,001,250</td>
</tr>
</tbody>
</table>

| **Weekly**                           |                     |             |               |
| Religious                            | 15                  | 1d & 1½d   | 489,600       |
| 'Useful', 'Educational' 'Entertaining' | 32              | 1d to 3d   | 734,000       |
| Journals containing novels, tales, biographical sketches | 13 | ½d & 1d | 1,053,000 |
| Romances, exciting wonder and horror | 8                   | 1d         | 195,000       |
| "Free thinking"                      | -                   | -          | 5,000         |
| **Total of Weekly Publications**     |                     |             | 2,476,600     |

An estimate of the circulation of monthly magazines in 1831 did not exceed 125,000. The sale of weekly magazines was estimated to be not more than 125,000.

(J.S.S. Vol.xxvii 1864)
APPENDIX 7

COMPARISON OF CHARGES FOR A PRECISELY SIMILAR ADVERTISEMENT - 1855

"Examiner" 3s 6d
"Times" 4s
"John Bull" 5s 6d
"English Churchman" 5s 6d
"Daily News" 5s 6d
"Morning Chronicle" 5s 6d
"Morning Post" 6s
"Morning Herald" 7s 6d
"Observer" 9s 6d
"Athenaeum" 10s 6d
"Punch" 15s
"Illustrated News" £1 8s

(Q.R. Vol. 97 1855)

FLUCTUATIONS IN CASH AND CREDIT RETURNS AND ADVERTISEMENTS OF ALL KINDS FOR NINE CONSECUTIVE WEEKS IN THE "TIMES" 1845

<table>
<thead>
<tr>
<th>Month</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>September 6</td>
<td>£2839 14 0</td>
</tr>
<tr>
<td>&quot; 13</td>
<td>3783 12 0</td>
</tr>
<tr>
<td>&quot; 20</td>
<td>3935 7 6</td>
</tr>
<tr>
<td>&quot; 27</td>
<td>4692 7 0</td>
</tr>
<tr>
<td>October</td>
<td></td>
</tr>
<tr>
<td>&quot; 4</td>
<td>6318 14 0</td>
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(Q.R. Vol. 97 1855)
A Chronological List of British Victorian Periodicals of Medicine

Sources

B.M. British Museum
B.M.A. British Medical Association
R.C.P. Royal College of Physicians
R.C.S. Royal College of Surgeons
R.F.P.S.G. Royal Faculty of Physicians and Surgeons of Glasgow
R.S.M. Royal Society of Medicine
1832  Cholera (The) Gazette. London, R.C.S., S.G.
1832-37  Doctor (The), a medical penny magazine. (Weekly)
          London, B.M., R.C.P., S.G.
1833  Liverpool (The) Medical Gazette, or monthly
          journal of medicine and the collateral sciences.
          London & Liverpool, S.G.
1833  Monthly (The) Journal of medico-chirurgical
          Knowledge. London, S.G.
1833-35  Medical (The) Quarterly Review. London, R.C.S., S.G.
          Continued as Brit. & Foreign med. Rev. 1836.
1833-53  Transactions of the Provincial Medical and
          Surgical Association. Worcester & London,
          R.C.S., S.G.
          Continuation of Midland med. & surg. Reporter 1828.
1834  Liverpool (The) Medical Journal published monthly
          under .... an Association of Physicians and
          Surgeons chiefly attached to the medical
          charities of Liverpool. Liverpool, B.M.
1834  Monthly (The) Archives of the Medical Sciences.
          London and Liverpool, B.M., S.G.
1834  Report of cases communicated to the Anatomical
          Society of Edinburgh. Edinburgh, S.G.
1834-35  Medical (The) Dissenter; or, Inquirer after
          truth in medicine. London, S.G.
1835-39  Christian (The) Physician and Anthropological
          Magazine, by Ebenezer Palmer. London, B.M., S.G.
1836  Magazine (The) of Health, conducted by a
          practising physician. London, B.M.
1836  New (The) Medical Adviser and Family Physician. London, S.G.


1836-47  British (The) and Foreign Medical Review, or quarterly journal of practical medicine and surgery. London, R.C.S., S.G.

1836- Guy's Hospital Reports. London, R.C.S., S.G.

1836; 1870-  St. Thomas's Hospital Reports, by John F. South (editor). London, R.C.S., S.G.


1837-38  Continental (The) and British Medical Review or Monthly Therapeutical Journal. London, R.C.S., S.G.

1839  Medical (The) Dispatch. (Weekly) London.

1839  Medical Miscellany. (Monthly) London, R.S.M.

1839  Newton branch of the Provincial Medical and Surgical Association. Proceedings at the 3. anniversary meeting. Warrington, S.G.


Continued as Retrospect of Medicine, 1846-

1840-47 Chemist (The) or reporter of chemical discoveries and improvements. (Monthly) London, R.C.S., S.G.
Each no. includes a section on Pharmacy.
Continued as Chemist, n.s., 1849.


1842 Medical (The) Record and monthly advertiser. Edited by an association of medical reformers. London, B.M.

1842 Transactions of the Cornwall Medical Association, for the year ending 8th Feb. 1842. London.
1842-43 Annals (The) of Chymistry and practical Pharmacy. London, B.M., S.G.
1842-43 Anti-Smoker (The) and Progressive Temperance Reformer. Leicester & London, S.G.
1842-43 Healthian (The), a journal of human physiology, diet and regimen. London, B.M.
1842-44 Provincial Medical Journal and Retrospect of the Medical Sciences.
1842-59 Chemical (The) Gazette, or journal of practical chemistry in all its applications to pharmacy (etc.). London, B.M., R.S.M., S.G.
   Incorporated with Chemical News & Journal, 1859.
1842-67 Hygeist (The); a semi-monthly publication.... British College of Health. London, B.M., S.G.
1843 Annals (The) of Mesmerism and Mesmero-Phrenology. London & Edinburgh, S.G.
1843 Mesmerist (The), a journal of vital magnetism. (Weekly) London, S.G., B.M., R.S.M.
1843 People's (The) Phrenological Journal and compendium of mental and moral science. London, R.C.S.
1843 Phreno-Magnet (The) and Mirror of Nature. A record of facts, experiments and discoveries in phrenology, magnetism, etc. London, S.G., B.M.
1843-44 Scottish (The) and North of England Medical Gazette. Edinburgh, R.S.M., S.G.
Continued as Northern J. of Med. 1844.

1843-56 Zoist (The): a journal of cerebral physiology and mesmerism and their application to human welfare. London, B.M., R.S.M., S.G.


London, S.G.


1844-57 Sydenham (The) Society, instituted 1843.
/Publications: separate monographs) R.C.S., S.G.
See also Observations on surgical diseases of the head, 1848.
For New Sydenham Society see 1859.

1845 Medical (The) Argus and Advocate of the general practitioner of medicine, surgery and midwifery. London, S.G.

1845-46 Transactions of the National Association of General Practitioners in medicine, surgery and midwifery. London, R.S.M.

1845-47 Liverpool (The) Health of Towns Advocate.
Liverpool, S.G., B.M.
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<td>Continued as Chemical Times &amp; Jour. of Pharmacy 1848.</td>
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<td>1846-1901</td>
<td>Retrospect (The) of Medicine, being a half-yearly journal. London, S.G.</td>
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<td>Merged in Proceedings of the Royal Society of Medicine 1907.</td>
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<td>1847-48</td>
<td>Health (The) of Towns Magazine and Journal of Medical Jurisprudence.</td>
<td>London, R.C.S.</td>
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<td>1847-59</td>
<td>Coffin's Botanical Journal and Medical Reformer.</td>
<td>Manchester, London, S.G., B.M.</td>
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1848 Medical (The) Chronicle, or weekly review of medical and surgical literature. London, S.G.

1848-49 British (The) Record of Obstetric Medicine and Surgery. (Semi-monthly) Manchester, R.C.S., S.G.


1848-49 Monthly Retrospect of the Medical Sciences. Edinburgh, R.C.S., S.G.


1848-67 Journal (The) of Health: a monthly magazine devoted to the illustration and advocacy of the true principles of health and longevity. London, B.M., S.G.
1848-70 Journal of the Ethnological Society of London.
   London, R.C.S., S.G.
1848-77 British (The) and Foreign Medico-chirurgical
   Review, or quarterly journal. London, R.C.S.,
   S.G.
1849 Unfettered (The) Canadian. Medical reform,
   asserting the rights and duty of every man to
   investigate and choose for himself in relation
   to the philosophy and means of health. (Monthly)
   Brockville, Toronto, S.G.
   London, R.C.S., S.G.
1849-53 Chemist (The). A monthly journal..... of chemistry
   applied to the arts.... and medicine, and record
   of pharmacy. London, S.G.
1849-54 Homeopathic (The) Times: review of British and
   Foreign medical literature and science.
   London, Manchester, S.G., B.M.
1849- Vegetarian (The) Messenger. (Monthly). Manchester,
   B.M., S.G.
1850 Forbidden (The) Book, with new fallacies of the
   Faculty; being the Chrono-Thermalist; or
   people's medical enquirer for 1850. London, S.G.
1850 Quarterly (The) Medical Recorder. London, S.G.
1850-51 Institute (The): a journal of medical, surgical
   and obstetrical science. (Weekly). London,
   R.C.S., S.G., B.M.


1850-54 Selection (A) of papers and prize essays on subjects connected with insanity read before the Society for improving the condition of the insane (instituted 1842). London, S.G.

1851-52 Chemical (The) Record and Drug Price Current. London, B.M.


1852 Journal (The) of Physical Regeneration. London and Brighton, B.M.


United with Northampton Homeopathic Record (1851) to form Provincial Homeopathic Gazette 1853.
1852-54 Annals of Pharmacy and practical chemistry. London, B.M., S.G.

1852-65 Medical (The) Circular and general medical advertiser; a register of the sayings and doings of the medical profession. London, R.C.S., S.G.

1852-85 Medical (The) Times and Gazette. London, R.C.S., S.G.
Continuation of Medical Times (1839) combined with London Medical Gazette (1827).

1853 Proceedings of the North London Medical Society. London, S.G.

1853-54 Homeopathist (The). London, B.M.

1853-54 Manchester (The) Homeopathic Lancet. Manchester, S.G.

1853-54 Provincial (The) Homeopathic Gazette. Medical, social and scientific. An amalgamation of the Northampton Homeopathic Record (1851) and the Norwich Homeopathic Journal (1852-3). Northampton Central Public Library. S.G., B.M.
Continued as Homeopathic Record 1855.

1853-58 Asylum (The) Journal of Mental Science, published by.... the Association of Medical Officers of Asylums and Hospitals for the Insane. London, R.C.S., S.G.
Continued as Journal of Mental Science 1858.
Continuation of Chemist 1849.
Merged in Proceedings of the Royal Society of Medicine 1907.
1856-58 Transactions of the Medical Society of King's College, London. London, R.C.S., R.S.M., S.G.
1856-1907 Monthly (The) Homeopathic Review. London, S.G.

1857-60  Proceedings of the St. George's Medical Society. London, R.S.M.


        Continuation of Association Med. Jour. 1853.
        For history of B.M.J. see issue for 29 June 1918, page 729.


1858    Eclectic (The) Medical Journal. London, B.M.

1858    Trocar (The). London, B.M.

1858-64 Anti-Tobacco (The) Journal. (Monthly). London, S.G.

1858-   Journal (The) of Mental Science. Published by the Association of medical officers of asylums and hospitals for the insane. London, R.C.S., S.G.

1859    Scalpel (The). London, B.M.

        Continued as Aberdeen Sanitary Reformer 1861.
1859-60 Medical (The) Observer and statistical inquirer into the relative merits of the homeopathic and allopathic methods of practice. London, Guernsey (printed), B.M.


1859- Chemist (The) and Druggist. London, S.G.

1860-63 London (The) Medical Review or monthly journal of medical and surgical science. London, R.C.S., S.G.


Continuation of and continued as Journal of Psychological Medicine 1848 and 1875.

1862 Health: a family medical journal. London, B.M.

1862 Physician (The), a medical and surgical referee. London, B.M.


Continued in Yearbook of Pharmacy 1869.

1864 Abstainer (The) and Temperance Physician. London, B.M.


1864-66 Yearbook of Pharmacy, Chemist's Desk Companion, for 1864. London, B.M.

1864-68 Clinical Lectures and Reports by the medical and surgical staff of the London Hospital. London, R.C.S., S.G.


Continuation of Yearbook of Medicine 1859.

1865- St. Bartholomew's Hospital Reports. London, R.C.S., S.G.


1866- Homeopathic (The) World; a monthly magazine. London, S.G.
Later: 'Heal thyself (The Homeopathic World)'

1867-71 Liverpool (The) Medical and Surgical Reports. (Issued annually in October.) London and Liverpool, R.C.S., S.G.
Continued in Liverpool & Manchester Medical & Surgical Reports 1873.

1867-78 Human Nature: a monthly journal of zoistic science and intelligence. London & Glasgow, B.M.

1868-69 Public (The) Health, a record and review.... London, R.C.S., S.G.

1868-70 Reports on the progress of practical and scientific medicine in different parts of the world. Edited by Horace Dobell. London, R.C.S.

Continued as Society of Medical Officers of Health 1873.


1869-1927 Year-book of Pharmacy.... with the Proceedings of the British Pharmaceutical Conference at the 7 (and following) annual meeting. London, R.C.S. (incomplete), S.G.

1871 Chloralum (The) Review; a sanitary journal. London, B.M., S.G.


1871 Medical (The) Free Press and Journal of Hygiene. London, B.M.

1871 Medical Freedom: the national free medical adviser. Manchester, S.G.

1871-72 Invalid's (The) Guide. London, B.M.
Continued as Medical Review and Invalid's Guide1872.


1871-76 West Riding (The) Lunatic Asylum Medical Reports. London, R.C.S., S.G. The Asylum is at Wakefield. The Reports contain David Ferrier's early neurological work.

1871-78 Doctor (The), a monthly review. London, B.M., S.G.

1872-73 Anti-vaccinator (The) and public health journal. (Fortnightly) London, B.M., S.G.

1872-87 Medical (The) Review and Invalid's Guide. London, B.M.
Continuation of Invalid's Guide 1871.

Continuation of, and continued as, Transactions 1810 and 1890.

1872- Guy's Hospital Gazette. London, R.C.S., S.G.

1873 Family (The) Physician and People's Medical Adviser. London, B.M.


1873-77 Public Health: a journal of sanitary science and progress. London, R.S.M., S.G.

1873-78 Liverpool (The) and Manchester Medical and Surgical Reports. Manchester and Liverpool, R.C.S., S.G.

1873-79 Annual Reports of the transactions of the South Durham and Cleveland medical Society. (Various places) S.G.

1873-79 Society of Medical Officers of Health, Annual Reports. London, R.C.S., S.G.


1873-84 Students' (The) Journal and Hospital Gazette: a fortnightly review... (from 1882, weekly). London, R.C.S., S.G.


1874-75 Medico-Pharmaceutical (The) Abstract and Review. (Monthly) London, B.M., S.G.

1874-78 Annual Reports of Diseases of the Chest, under the direction of Horace Dobell. London, R.C.S., S.G.
1874-78  Magnetic (The) Review. A record of the curative electric science and journal of health. London and Edinburgh, B.M.


1874-90  Proceedings of the Staffordshire Branch, British Medical Association. Stoke-on-Trent, B.M.A.


1875-81  Medical (The) Enquirer: a monthly journal and review, the organ of the National Association for the abolition of the state regulation of prostitution. Liverpool and London, B.M., R.S.M., S.G.

1875-84  Herald (The) of Health: a journal of sanitary and social science. (Monthly) London, B.M., S.G.

1875-89  Health Lectures for the People. Health lectures delivered, under the auspices of the Manchester and Salford Sanitary Association, in Manchester. Manchester, S.G.

1876-78  Reports on Diseases of the Chest, 1878, of Annual Reports on Dis. of Chest 1874-78.

1876-78  Medical (The) Examiner. London, R.S.M., R.C.S., S.G.

1877 Journal of the Congress and Exhibition of the Sanitary Institute of Great Britain held at Leamington 1877. London, B.M., S.G.

1877 Living (The) Age; a weekly condensation of news and thought. London, S.G.

Companion issue to Herald of Health 1875-84.

1877 Sanitary (The) Inspector, a monthly visitor and adviser. London, B.M.


1878 Penny (The) Herald of Health. (Monthly).

London, B.M., S.G.

Continuation of, and continued in, Herald of Health 1875.

1878-80 Modern (The) Physician and Family Adviser.

A monthly journal. London, B.M., S.G.

1878-80 Organon (The). A quarterly Anglo-American journal of homoeopathic medicine. Liverpool, S.G., B.M.

1878-83 Psychological Review. London, B.M.

1878-1902 Sanitary (The) Journal, a journal of hygiene and public health. (Monthly) Glasgow, S.G.

1878-1915 British (The) and Colonial Druggist, a monthly journal of pharmacy. London S.G.

Continued as British & Colonial Pharmacist 1915.
1878- Brain, a journal of neurology. London, R.C.S., S.G.

1878- Journal (The) of Physiology. London and Cambridge, R.C.S., S.G.


1879-82 Transactions (The) of the Perthshire Medical Association. Perth, S.G.

1879-87 Transactions of the Society of Medical Officers of Health. London, R.C.S., S.G.

Continued as Journal of the Sanitary Institute 1894. B.M., S.G.

Continued as New Generation 1922.

1879- Medical Missions at Home and Abroad. (Quarterly) London, B.M.

1879- Vaccination (The) Inquirer and Health Review. (Monthly) London & Glasgow, B.M., S.G.

1880-81 Specialist (The): a journal of medical and surgical science. Devoted to ophthalmology, otology, rhino-laryngology, odontology, dermatology, psychology and gynaecology. (Monthly) London, S.G.

1880-95 Edinburgh Health Society. Health Lectures for the people. Edinburgh, S.G.
1880-98 Aesculapian (The) Society (established 1880).
Abstract of Transactions. London, S.G.
incomplete.

1880-1917 Royal (The) London Ophthalmic Hospital Reports.
London, R.C.S., S.G.
Continuation of Ophthalmic Hospital Reports
1857.

1880- Transactions of the Ophthalmological Society of
the United Kingdom. London, R.C.S., S.G.

1881 Transactions of the Brighton Health Congress.
London, S.G., R.C.S.

1881-83 Family (The) Doctor. A popular monthly journal.
London, B.M., S.G.

1881-83 Medical News. A weekly journal of the medical
sciences. London, R.C.S. incomplete, S.G.

1881-89 Sanitary Engineering. London, B.M., S.G.

1881-1916 Ophthalmic (The) Review, a monthly record of
ophthalmic science. London.
Incorporated in British Jour. of Ophthalmology,
1917. R.C.S., S.G.

1882-85 Midland (The) Medical Miscellany. A monthly
magazine. Leicester, R.C.S., S.G.

1882-96 Proceedings of the West London Medico-Chirurgical
Society. London, R.C.S., S.G.

1883 Transactions of the Vaccination Inquiry. Part 1,
edited by Montague D. Makuna. Leicester,
R.C.S., S.G.


1883-88  Health (The) Journal and record of sanitary engineering: a monthly review. Manchester, S.G., B.M.

1883-98  Health Life and Hydropathic News. (Monthly) London, B.M., S.G.

1883-1901  Quarterly (The) Therapeutic Review. London, S.G.


1883-  Medical (The) Annual and Practitioner's Index. Bristol, R.C.S., S.G.

1884  Weekly (The) Exhibition Record: being a supplement of 'The Sanitary Record' (1874) the organ of the National Health Society. London, S.G.


1884-95  Asclepiad (The), by B.W. Richardson. (Quarterly) London, R.C.S., S.G.

1884-99  Year-Book (The) of Treatment for 1884-1899. London, R.C.S., S.G.


1885-92  Hospital (The) Gazette and Students' Journal, a weekly review. London. Continuation of Students' Journal and Hospital Gazette 1873. Continued in Medical Times and Hospital Gazette 1893. Revived as Hospital Gazette 1904. B.M., S.G.


1885-1907  Family (The) Doctor and People's Medical Adviser. London, S.G.
1886-87   Medical (The) and Professional Review, a monthly epitome. London, B.M., S.G.
1886-98   Quarterly Review of Deaf-mute Education. London, S.G.
1886-1921 Hospital (The). (Weekly) London S.G., R.C.S.
1887   Journal (The) of Hydrotherapeutics: Spas and Health Resolts. London, S.G.
1887-88  Magazine (The) of Health. London, S.G.
1887-     Journal (The) of Laryngology and Rhinology. (Monthly) v.1 London. From 1892 v.6 called Journal of Laryngology, Rhinology and Otology; from 1921, v.36 called Journal of Laryngology and Otology. R.C.S., S.G.
1887-     Nursing Notes. London, B.M.
1888-89  Health (The) Journal, a quarterly review. Title of Sanitary Journal 1874.
1888-91  London (The) Medical Recorder, a monthly review. London
1888-1902  Nursing Record. London, B.M., S.G.
Continued as British Journal of Nursing 1902.

1888-1907  Hospital (The) Nursing Mirror, being the extra nursing supplement of 'The Hospital' newspaper (1886). London, S.G., R.C.S.


1888-  Public Health, the journal of the Society of Medical Officers of Health. London, R.C.S., S.G.

1889-90  English (The) Eclectic Medical Practitioner and journal of the society of united medical herbalists of Great Britain. Hyde, S.G.

1889-90  Studies in Clinical Medicine: record of cases... in the Royal Infirmary. (Fortnightly) Edinburgh and London, S.G.


1889-1911  Archives of Surgery by Jonathan Hutchinson. (Quarterly) London, R.C.S., S.G.


1890-98  Medical Reprints with original essays: Home, foreign and colonial: Illustrated. (Monthly) London, S.G.

1891  Monthly (The) Medical Review. London, B.M.

1891  Psychological (The) Magazine. London, B.M.

1891-92  Homoeopath (The). London, B.M.

1891-92  Hygienic (The) Advertiser. London, B.M.
1891-92 Transactions (The) of the Pathological Society of Manchester. Manchester, R.C.S., S.G.

1891-95 Popular (The) Medical Monthly. London, B.M., S.G.


1891-99 London (The) Homeopathic Hospital Reports. London, B.M., R.C.S.


1891- Caledonian (The) Medical Journal. (Quarterly) Glasgow, 1894, S.G.

1891- St. Thomas's Hospital (The) Gazette. London, R.C.S., S.G.

1892 Dissertations by eminent members of the Royal Medical Society. lv. Edinburgh, S.G.


1892-93 Food, Drugs and Drink. London, B.M.A.

1892-93 Good Health. A weekly paper devoted to food, drink, medicine and sanitation. London, S.G.

1892-93 Sanitation in the West. A monthly record of sanitary progress. Tiverton, S.G.


1892-1917 Modern Medicine. London, B.M.


1892- St. George's Hospital Gazette. London, R.C.S.


1893 Sanitary (The) Officer. London, B.M.

1893-1900 Edinburgh Hospital Reports. Edinburgh, R.C.S., S.G.

1893-1900 Food and Sanitation. London, B.M.A.

1893-1903 King's College Hospital Reports..... King's College Hospital and the Medical Department of King's College. London, R.C.S., S.G.

1893-1907 Medical (The) Times and Hospital Gazette. (Weekly) London, R.C.S., S.G.

1893-1910 Journal (The) of the British Homœopathic Society. (Quarterly) London, B.M.

1893-1917 Doctor. London, B.M.
1894   Linacre Reports. London, B.M.A.
1894-97   Vegetarian (The) Review. London, B.M.
1894-1911   Phonographic (The) Record of Clinical Teaching and Medical Science. London, R.C.S., S.G.
1894-   First Aid and St. John's Ambulance Gazette. London, B.M.
1894-   London Hospital Gazette. London, R.C.S.
1895-96   Clinical Sketches illustrative of practical medicine and surgery. (Monthly) London, B.M., R.C.S.

1895- Magazine of the London (Royal Free Hospital) School of Medicine for Women. London, B.M., R.C.S.

1895- St. Mary's Hospital Gazette. London, R.C.S., S.G.

1896-1900 Medical (The) World, a weekly record. London, S.G.


1896-1904 Popular Phrenologist. London, B.M.


1897-1902 Food and Health. A supplement to the Sanitary Record (1874). London, S.G.

1897-1906 Public (The) Health Engineer. London, S.G.


1898 Medical Replies and Home Adviser. London, B.M.

1898-99 Medical (The) and Surgical Review of Reviews, a monthly summary. London, B.M., R.C.S., S.G.

1898-1900 British Dental Journal. London, B.M., R.C.S.


1898- Stethoscope (The). Bristol medical students' journal. (later; Bristol medical clubs' union journal) Bristol, B.M., S.G.

1899-1900 British (The) Physician. A monthly journal. London, S.G.


1899-1907 Archives of Neurology from the Pathological Laboratory of the London County Asylums, Claybury, Essex, edited by F.W. Mott. London. Continued as Archives of Neurology and Psychiatry 1909, R.C.S., S.G.
1899-1907 Medical (The) Examiner. London, B.M.

1899-1908 Tuberculosis, the journal of the national association for the prevention of consumption and other forms of tuberculosis. (Irregular) London, B.M., R.C.S., S.G.

1899-1917 Polyclinic (The); being the journal of the medical graduates' college. London, R.C.S., S.G.

1899-1932 Transactions of the Optical Society. London, B.M.

1899- British (The) Food Journal and Hygienic Review. The official organ of the International Committee on Adulteration. London, S.G.

1899- Charing Cross Hospital (The) Gazette. London, R.C.S., S.G.

1899- Medical (The) Review. London. Continuation of Medical and Surgical Review of Reviews 1898. R.C.S., B.M., S.G.

1899- Broadway (The) or Westminster Hospital Gazette. London, R.C.S.
Dear Sirs, As a member of the profession which has incontestably proved itself for some centuries now to be your friend, and, indeed the friend of all classes of suffering humanity, irrespective of purse or of anything but genuine need (we are not friends to humbug), I claim a sympathetic hearing from you as I try to explain some of the points now at issue between the medical profession, yourselves and some of the leaders of the Hospital Saturday movement. In doing this I would ask you to remember that we, who consistently give a great portion of our lives to your service and who if we finally get well-to-do, obtain this in competence chiefly out of the rich and not out of the pockets of the poor, are at least quite as deserving of consideration and respect as those employers of labour (estimable men though they be) who begin to make great fortunes from their youth up and this directly by the employment of your labour.

1. From your letters you are evidently dissatisfied with the general practitioners, or, as you rather rudely call him, the "G.P." Will you allow me to tell you that you are largely responsible for this? When provident societies and clubs were first started he was perhaps too generously glad to help you and between you both you have compounded a system of which you were supposed to obtain
good medical attendance and medicine at one penny a week or even less than this. Of course you do not obtain it. You cannot obtain it except in isolated instances. The penny wage does not amount to a living wage for the poor practitioner you employ and the utmost you can expect from him as he tries to see his 70 or 80 patients in the day is a kind word and a bottle of something which will not injure you (sic). He himself if I understand him aright will not take grave exception to my description of your relations, and ready and anxious though he be for opportunities of better work, will acknowledge that he cannot give this, and that you and circumstances are making his work shoddy and his life a burden.

2. Having succeeded in manufacturing a cheap and shoddy method of attendance at your homes you are now dissatisfied. You find, perhaps, that diseases are neglected and complaints overlooked. What is the remedy? Your wise and clever counsellors proceed to try and make for you a cheap and shoddy consultant, or what they call a consultant. In the present instance they choose a young man who has passed the examinations in Dublin successfully but who has never held any hospital appointments, and, so far as we know, has not done any original work. He comes to the City without any facilities for higher and scientific work and is necessarily cut off from all the best avenues of professional education and enterprise. The authoritative declaration by the General Medical Council that his
position is unprofessional now absolutely marks and for the present fixes this isolation. He is labelled a consultant by the wiseacres who exploit him, but of course he is not one. Even if he was just the stuff from which in course of time a true consultant might be developed, the very terms of his employment would mitigate against this development. He is not his own master. As the hired servant of his committee every day is portioned out for him by them for the convenience of the public, and if, as his masters hope, the work becomes more self-supporting, a dreary round of toil ensues which is fatal to all progress. Crushed between the upper and the nether millstones of his committee and his public he cannot well be anything but passive to the grinding, until every trace of originality and independence is finally destroyed in him.

3. How then is a true consultant made? The leaders in their profession are always those who have voluntarily made the task of money getting subservient to the study of disease. Only a portion of this study is involved in the actual seeing of patients; the study which is quite as great or of greater importance to the consultant's progress is that which he undertakes, without any immediate fee or reward, in the post-mortem room, in the laboratory, in the operating theatre, in the museum, at the meetings of learned societies, and in his own study. For this strenuous life, devoted to the mastering of his profession, a delicate and careful apportioning of time is needed, a division of his day proportionate both to the strength and needs of the master. The
consultant must emphatically be his own master. When he sees before him a new problem needing elucidation or some promising opening for special work he should be free at once to narrow down his energies to the special object needing them. If his chamber practice be too exacting he must be at liberty by raising his fees to lessen his work in this direction. If he require to visit other cities either at home or abroad he and his patients must be content to accept a temporary loss until the work is carried through. Whatever engagements he undertakes he will undoubtedly keep, but these should be voluntary and consistent with that utter devotion to his profession which should be the mainspring of his life.

I am drawing no ideal picture. What I have been describing is indeed the actual life of some of the best consultants personally known to me in Birmingham - consultants, who through charging good fees from those able to pay them, are not making large incomes, but spending much, if not most, of their time in original work and teaching, increasing their own knowledge and that of the profession generally in the special field of medicine or surgery which is their present study, and so acquiring a solid reputation among their brethren. 4. Are such consultants inapproachable by any but wealthy patients? By no means. The very poorest can see them at the hospitals and those less badly off but unable to pay the usual fees can always, directly or indirectly, ask for special consideration. This when really deserved is, in my experience, always granted. But a man of this stamp (and anyone lower than this in aim and work can
only be a bogus consultant) will not be dictated to. He will not be made to see Mr. Jones or Mr. Smith against his will, or be made to see 30 patients and receive 30 half guinea fees during the course of the day to the exclusion of all other work and impairment of this ideal. However much you may seek after it and try for it you will never make such a man see an indefinite number of you at half a guinea a time without "by your leave" or explanation. Understand this, realise it well and you will never again make the mistake of supposing that you can hire a real consultant and exploit him at your will.

5. But you may ask me, "What then should we do to improve our relations with the medical profession and to obtain better advice and attendance not only for ourselves but for all self-respecting families with little income?" Let me tell you. First, as regards those of you who are provident and belong to medical clubs and sick societies. We shall want that half-a-guinea you think of throwing away at the so-called Consultation Institute - which is, after all, only the office or room of a very expensive General Practitioner - and by help of it you may do a very great deal. Band yourselves together to alter your club rules, or if you cannot do this, start fresh clubs for medical attendance and let half-a-guinea a year be your regular insurance premium to your doctor. For this you may expect and obtain that care and consideration which your illness may demand. If only your financial relations with him are reasonable and right so that he can afford to give you time and trouble, you will find that the general
practitioner is much more worthy of your warm appreciation and a much more able guide than at present you have any conception of. Never in the whole history of the profession was the education for it made so stringent, so protracted and so costly. No other profession is really so expensive and so onerous in its demands, and the qualified practitioner who has successfully passed his examinations is usually far above the average man both in general intelligence and in special knowledge. He may not and will not know everything - you must not expect this - but if you do not degrade him as your slave you may look up to him as your friend. When you want the services of a consultant or specialist, and are unable to pay the usual fees, speak to this friend who knows your circumstances, and he will speak for you to the consultant.

But one difficulty lies in the path of the general practitioner and yourselves when arranging for a consultation - a difficulty that has never been fairly met by those who insure against ordinary medical attendance. The consultation is a very disturbing element in general practice. It upsets the order of the day, and by interference with the general course of work costs the practitioner a very considerable amount of extra trouble. If the practitioner is to welcome the consultation, he must be adequately compensated for the accompanying trouble. How is this to be done? I think a portion of the half a guinea (perhaps the sixpence will be sufficient) should be
set aside for this purpose and from the small fund accruing a fee of four or five shillings should be available to be paid directly to the practitioner for every consultation. In this way the requirements of the practitioner might possibly be met without any further call on the resources of the patient other than that necessitated by the consultant's fee.

Secondly as regards those who do not insure against illness, but are only able to pay very moderate fees for attendance. One of your great difficulties - perhaps your chief difficulty - is the danger of the doctor's bill for prolonged attendance and medicine, and you would rather when you consult a doctor pay a somewhat larger fee and have your prescription or advice, than be given a bottle of medicine and told to attend indefinitely. Well, then, say so when you consult your doctor and I have no doubt he will oblige you. There are some general practitioners who specially cultivate this kind of practice. In the treatment of diseases of special organs there are also specialists who may be consulted at a fee of one guinea or half a guinea, but every practitioner, without exception, will receive a request for such attendance with every consideration and respect and unless he sees grave reason against it (as in acute disease requiring careful watching) will willingly accede to the patient's desire. Even in those cases of acute and severe illness among those who are poorly off, the practitioner is usually willing to receive some system of weekly payment, so as to avoid the necessity of a long and heavy account.
6. I have dealt rather extensively with the difficulties of the patient and general practitioner, because these lie at the root of all the other difficulties between the patient and the consultant. Set these initial difficulties right and no genuine sufferer need go unrelieved if relief be anywhere attainable. The natural channel of communication between the patient and the consultant is the medical practitioner or general practitioner, and no other is so right or fitting. Therefore see to it that this channel is pure and effective. See to it that your doctor is not the overtasked slave of a medical aid association, but your independent adviser, who is properly and justly paid a reasonable fee for his services.

And when you need a consultant, if your doctor refuses to advise you, inquire for the physician, or surgeon, or specialist whose hospital work in your city is both well known and honourable, and do not be misled by the lax morality of the open market which booms the shoddy garment and the quack medicine, and now is even attempting to invade professional life with unhallowed advertisements.

Birmingham, December 15th 1900.

Published by Cornish Brothers, 37, New Street, Birmingham, 1900, 1d.
APPENDIX 10

Crude Death-rates per million living

<table>
<thead>
<tr>
<th></th>
<th>1858-60</th>
<th>1901-5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phthisis</td>
<td>2,565</td>
<td>1,215</td>
</tr>
<tr>
<td>Other tubercular and</td>
<td></td>
<td></td>
</tr>
<tr>
<td>scrofulous diseases</td>
<td>739</td>
<td>523</td>
</tr>
<tr>
<td>Diseases of the respiratory system (excluding croup)</td>
<td>3,265</td>
<td>2,476</td>
</tr>
</tbody>
</table>

Extracted from Registrar-General's Returns.
### APPENDIX 11

**Quinquennial death-rates per 10,000 living**

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Deaths</th>
<th>Average annual death rate per 10,000 living, for each quinquennial period</th>
</tr>
</thead>
<tbody>
<tr>
<td>1840</td>
<td>59,923</td>
<td>38.8 (1838-42)</td>
</tr>
<tr>
<td>1853</td>
<td>54,918</td>
<td>28.0 (1851-55)</td>
</tr>
<tr>
<td>1858</td>
<td>50,442</td>
<td>26.0</td>
</tr>
<tr>
<td>1863</td>
<td>51,072</td>
<td>25.2</td>
</tr>
<tr>
<td>1868</td>
<td>51,423</td>
<td>24.4</td>
</tr>
<tr>
<td>1873</td>
<td>51,355</td>
<td>22.1</td>
</tr>
<tr>
<td>1878</td>
<td>52,856</td>
<td>20.4</td>
</tr>
<tr>
<td>1883</td>
<td>50,053</td>
<td>18.3</td>
</tr>
<tr>
<td>1888</td>
<td>44,248</td>
<td>16.3</td>
</tr>
<tr>
<td>1893</td>
<td>43,632</td>
<td>14.5</td>
</tr>
<tr>
<td>1898</td>
<td>41,335</td>
<td>13.2</td>
</tr>
<tr>
<td>1903</td>
<td>40,132</td>
<td>12.1 (1901-05)</td>
</tr>
</tbody>
</table>

Extracted from Registrar-General's Returns.
APPENDIX 12

Mean annual mortality from scarlet fever per million living at successive age periods 1859-85, in England and Wales.

<table>
<thead>
<tr>
<th>Age</th>
<th>Males</th>
<th>Females</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-1</td>
<td>1,664</td>
<td>1,384</td>
</tr>
<tr>
<td>1-2</td>
<td>4,170</td>
<td>3,874</td>
</tr>
<tr>
<td>2-3</td>
<td>4,676</td>
<td>4,491</td>
</tr>
<tr>
<td>3-4</td>
<td>4,484</td>
<td>4,332</td>
</tr>
<tr>
<td>4-5</td>
<td>3,642</td>
<td>3,556</td>
</tr>
<tr>
<td>0-5</td>
<td>3,681</td>
<td>3,482</td>
</tr>
<tr>
<td>5-10</td>
<td>1,667</td>
<td>1,613</td>
</tr>
<tr>
<td>10-15</td>
<td>346</td>
<td>381</td>
</tr>
<tr>
<td>15-20</td>
<td>111</td>
<td>113</td>
</tr>
<tr>
<td>20-25</td>
<td>59</td>
<td>77</td>
</tr>
<tr>
<td>25-35</td>
<td>36</td>
<td>58</td>
</tr>
<tr>
<td>35 and upwards</td>
<td>13</td>
<td>15</td>
</tr>
<tr>
<td>All ages</td>
<td>778</td>
<td>717</td>
</tr>
</tbody>
</table>

Extracted from Registrar-General's Returns
APPENDIX 13

Ratio of Annual Death-Rate from Cancer
to 1,000,000 persons living through
period 1864-1888

<table>
<thead>
<tr>
<th>Year</th>
<th>Ratio</th>
<th>Year</th>
<th>Ratio</th>
<th>Year</th>
<th>Ratio</th>
<th>Year</th>
<th>Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>1864</td>
<td>385</td>
<td>1870</td>
<td>424</td>
<td>1876</td>
<td>471</td>
<td>1882</td>
<td>532</td>
</tr>
<tr>
<td>1865</td>
<td>372</td>
<td>1871</td>
<td>423</td>
<td>1877</td>
<td>488</td>
<td>1883</td>
<td>546</td>
</tr>
<tr>
<td>1866</td>
<td>385</td>
<td>1872</td>
<td>429</td>
<td>1878</td>
<td>503</td>
<td>1884</td>
<td>559</td>
</tr>
<tr>
<td>1867</td>
<td>392</td>
<td>1873</td>
<td>444</td>
<td>1879</td>
<td>502</td>
<td>1885</td>
<td>566</td>
</tr>
<tr>
<td>1868</td>
<td>401</td>
<td>1874</td>
<td>461</td>
<td>1880</td>
<td>512</td>
<td>1886</td>
<td>583</td>
</tr>
<tr>
<td>1869</td>
<td>417</td>
<td>1875</td>
<td>471</td>
<td>1881</td>
<td>520</td>
<td>1887</td>
<td>606</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1888</td>
<td>610</td>
</tr>
</tbody>
</table>

Extracted and calculated from Registrar-General's Returns.

The population of England and Wales progressed from 29,680,437 in 1864 to 37,440,494 in 1888.
### APPENDIX 14

**AGGREGATE MORTALITY FROM 'CANCER' 1864-1888**

<table>
<thead>
<tr>
<th>Year</th>
<th>Male</th>
<th>Female</th>
<th>Total Deaths from Cancer</th>
<th>Year</th>
<th>Male</th>
<th>Female</th>
<th>Total Deaths from Cancer</th>
</tr>
</thead>
<tbody>
<tr>
<td>1864</td>
<td>2,459</td>
<td>5,653</td>
<td>8,117</td>
<td>1876</td>
<td>3,747</td>
<td>7,852</td>
<td>11,599</td>
</tr>
<tr>
<td>1865</td>
<td>2,389</td>
<td>5,533</td>
<td>7,922</td>
<td>1877</td>
<td>3,988</td>
<td>8,134</td>
<td>12,122</td>
</tr>
<tr>
<td>1866</td>
<td>2,532</td>
<td>5,761</td>
<td>8,293</td>
<td>1878</td>
<td>4,207</td>
<td>8,457</td>
<td>12,664</td>
</tr>
<tr>
<td>1867</td>
<td>2,650</td>
<td>5,895</td>
<td>8,545</td>
<td>1879</td>
<td>4,183</td>
<td>8,616</td>
<td>12,799</td>
</tr>
<tr>
<td>1868</td>
<td>2,743</td>
<td>6,137</td>
<td>8,880</td>
<td>1880</td>
<td>4,461</td>
<td>8,817</td>
<td>13,278</td>
</tr>
<tr>
<td>1869</td>
<td>2,933</td>
<td>6,381</td>
<td>9,314</td>
<td>1881</td>
<td>4,611</td>
<td>8,931</td>
<td>13,542</td>
</tr>
<tr>
<td>1870</td>
<td>2,971</td>
<td>6,627</td>
<td>9,598</td>
<td>1882</td>
<td>4,685</td>
<td>9,372</td>
<td>14,057</td>
</tr>
<tr>
<td>1871</td>
<td>3,060</td>
<td>6,631</td>
<td>9,691</td>
<td>1883</td>
<td>4,967</td>
<td>9,647</td>
<td>14,614</td>
</tr>
<tr>
<td>1872</td>
<td>3,228</td>
<td>6,765</td>
<td>9,993</td>
<td>1884</td>
<td>5,346</td>
<td>9,852</td>
<td>15,198</td>
</tr>
<tr>
<td>1873</td>
<td>3,387</td>
<td>7,118</td>
<td>10,505</td>
<td>1885</td>
<td>5,195</td>
<td>10,065</td>
<td>15,260</td>
</tr>
<tr>
<td>1874</td>
<td>3,470</td>
<td>7,541</td>
<td>11,011</td>
<td>1886</td>
<td>5,754</td>
<td>10,489</td>
<td>16,243</td>
</tr>
<tr>
<td>1875</td>
<td>3,648</td>
<td>7,766</td>
<td>11,414</td>
<td>1887</td>
<td>6,262</td>
<td>10,851</td>
<td>17,113</td>
</tr>
<tr>
<td>1888</td>
<td>6,284</td>
<td>11,222</td>
<td>17,506</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Extracted from Registrar-General's Returns.

The population of England and Wales progressed from 29,680,437 in 1864 to 37,440,494 in 1888.
APPENDIX 15

Annual Death-Rates from Diphtheria and Croup
per million persons living 1858-94,
in England and Wales

<table>
<thead>
<tr>
<th>Period</th>
<th>Diphtheria</th>
<th>Croup</th>
<th>Diphtheria plus Croup</th>
</tr>
</thead>
<tbody>
<tr>
<td>Three years</td>
<td>1858-60</td>
<td>372.3</td>
<td>274.7</td>
</tr>
<tr>
<td>Five years</td>
<td>1861-65</td>
<td>247.6</td>
<td>287.6</td>
</tr>
<tr>
<td></td>
<td>1866-70</td>
<td>126.8</td>
<td>208.0</td>
</tr>
<tr>
<td></td>
<td>1871-75</td>
<td>120.8</td>
<td>184.2</td>
</tr>
<tr>
<td></td>
<td>1876-80</td>
<td>121.8</td>
<td>154.2</td>
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<tr>
<td></td>
<td>1881-85</td>
<td>156.2</td>
<td>163.4</td>
</tr>
<tr>
<td></td>
<td>1886-90</td>
<td>169.6</td>
<td>125.8</td>
</tr>
<tr>
<td>Four years</td>
<td>1891-94</td>
<td>251.2</td>
<td>74.0</td>
</tr>
</tbody>
</table>

Extracted from Registrar-General's Returns.
MORTALITY FROM PHTHISIS PER 10,000 LIVING AT EACH AGE

<table>
<thead>
<tr>
<th></th>
<th>MALES</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Decennium 1851-60</td>
<td>76</td>
<td>240</td>
<td>405</td>
<td>403</td>
<td>4P2</td>
<td>394</td>
<td>335</td>
<td>239</td>
</tr>
<tr>
<td>Year 1901</td>
<td>19</td>
<td>80</td>
<td>167</td>
<td>215</td>
<td>289</td>
<td>313</td>
<td>252</td>
<td>159</td>
</tr>
<tr>
<td>Decline (per cent)</td>
<td>75</td>
<td>67</td>
<td>59</td>
<td>47</td>
<td>28</td>
<td>19</td>
<td>25</td>
<td>33</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>FEMALES</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Decennium 1851-60</td>
<td>129</td>
<td>352</td>
<td>430</td>
<td>458</td>
<td>419</td>
<td>313</td>
<td>239</td>
<td>164</td>
</tr>
<tr>
<td>Year 1901</td>
<td>40</td>
<td>100</td>
<td>129</td>
<td>164</td>
<td>186</td>
<td>149</td>
<td>112</td>
<td>83</td>
</tr>
<tr>
<td>Decline (per cent)</td>
<td>69</td>
<td>72</td>
<td>70</td>
<td>64</td>
<td>56</td>
<td>52</td>
<td>53</td>
<td>50</td>
</tr>
</tbody>
</table>

Extracted from Registrar-General's Returns.
APPENDIX 17

THE HYGEIAN SYSTEM

There are ten points to this system, developed by James Morison the Hygeist.

1. The vital principle is contained in the blood.
2. Blood makes blood.
3. Everything in the body is derived from blood.
4. All constitutions are radically the same.
5. All diseases arise from impurity of the blood, or in other words, from acrimonious humours lodged in the body.
6. This humour which degenerates the blood has three sources, the maternine, the contagious and the personal.
7. Pain and disease have the same origin: and may therefore be considered synonymous terms.
8. Purgation by vegetables is the only effectual mode of eradicating disease.
9. The stomach and bowels cannot be purged too much.
10. From the intimate connection subsisting between the mind and the body, the health of the one must conduce to the serenity of the other.

(J. Greer, ed. The Hygeian Journal, Glasgow 1833, Vol. 1. p.22)
APPENDIX 18

CODE OF CONDUCT AND REGULATIONS OF THE

KEELEY GOLD CURE TREATMENT

1. No patient is accepted for less than a period of three weeks course of treatment. All patients are required to register and arrange ALL financial matters with the treasurer on arrival. Borrowing or loaning money between patients is positively prohibited.

2. Strict regularity must be observed in the use of the remedy every two hours during the day and promptness at the office for hypodermic injection four times a day.

3. The remedy for internal use is compounded to meet individual requirements and all exchanging or loaning between patients is interdicted.

4. The use of tobacco in any form is prohibited for fifteen minutes before and after office treatment.

5. Cigarette smoking and gambling will be punished by instant dismissal.

6. Baths are prescribed twice a week.

7. Patients are requested to preserve silence in the office, while in line, or when through office for treatment.

8. Gentlemanly deportment is expected from all, and profanity, lewd conversation, boisterous conduct on the street or at the hotels or boarding-houses will be severely reprimanded.
APPENDIX 19

ALCOHOLIC CONTENT OF MEDICATED WINES

<table>
<thead>
<tr>
<th>Wine</th>
<th>Alcohol Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>Claret</td>
<td>9 per cent</td>
</tr>
<tr>
<td>Hock</td>
<td>10 &quot;</td>
</tr>
<tr>
<td>Champagne</td>
<td>10-15 &quot;</td>
</tr>
<tr>
<td>Sherry</td>
<td>18 &quot;</td>
</tr>
<tr>
<td>Port</td>
<td>17-20 &quot;</td>
</tr>
<tr>
<td>Bovril Wine</td>
<td>20 &quot;</td>
</tr>
<tr>
<td>Lemco Wine</td>
<td>17 &quot;</td>
</tr>
<tr>
<td>Wincarnis</td>
<td>19.6&quot;</td>
</tr>
<tr>
<td>Bendles Tonic</td>
<td>20 &quot;</td>
</tr>
</tbody>
</table>

(without any indication that it is a wine)

Wines containing Coca (Alkaloid Cocaine)

<table>
<thead>
<tr>
<th>Wine</th>
<th>Alcohol Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ambrecht's Coca Wine</td>
<td>15 per cent</td>
</tr>
<tr>
<td>Sauer's Coca Wine</td>
<td>23 &quot;</td>
</tr>
<tr>
<td>Hall's Wine</td>
<td>17.8&quot;</td>
</tr>
<tr>
<td>Marza Wine</td>
<td>17 &quot;</td>
</tr>
<tr>
<td>Coleman's Coca Wine</td>
<td>16 &quot;</td>
</tr>
<tr>
<td>Robinson's Coca Wine</td>
<td>16 &quot;</td>
</tr>
</tbody>
</table>

Others

<table>
<thead>
<tr>
<th>Wine</th>
<th>Alcohol Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carrick's Liquid Peptonoids</td>
<td>20 &quot;</td>
</tr>
<tr>
<td>Elixir of Peptone</td>
<td>15 &quot;</td>
</tr>
<tr>
<td>Panopeptone</td>
<td>20 &quot;</td>
</tr>
</tbody>
</table>

(Report to the Select Committee on Patent Medicines 1914 p.210)
APPENDIX 20

REDUCTION IN EXPENDITURE ON ALCOHOL IN LONDON HOSPITALS

1. Hospital for Sick Children, Great Ormond Street

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Patients</th>
<th>Cost of Alcohol</th>
</tr>
</thead>
<tbody>
<tr>
<td>1873</td>
<td>572</td>
<td>£ 166 1 7</td>
</tr>
<tr>
<td>1888</td>
<td>1100</td>
<td>23 10 8</td>
</tr>
<tr>
<td>1898</td>
<td>2067</td>
<td>43 2 2</td>
</tr>
</tbody>
</table>

2. St. Thomas's Hospital

<table>
<thead>
<tr>
<th>Year</th>
<th>Average Daily No. of Patients</th>
<th>Annual Cost of Alcoholic Beverages</th>
</tr>
</thead>
<tbody>
<tr>
<td>1888</td>
<td>374</td>
<td>1063  - -</td>
</tr>
<tr>
<td>1898</td>
<td>407</td>
<td>241  - -</td>
</tr>
</tbody>
</table>

3. London Temperance Hospital (Received its first patient in 1873)

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Patients</th>
<th>Number of times Alcohol given</th>
</tr>
</thead>
<tbody>
<tr>
<td>1897</td>
<td>13,984</td>
<td>25</td>
</tr>
<tr>
<td>1898</td>
<td>1,290</td>
<td>6</td>
</tr>
</tbody>
</table>

(B.M.J. Vol.2, p.198, 1899)
APPENDIX 21

HAVE YOU FRIENDS WHO NEED OUR TREATMENT?

If you have anyone whom you think might derive benefit from the use of our Home Treatment, you will do them and us a great favour by noting hereon their names, addresses, and the trouble you believe them to be afflicted with. Upon receipt of the names we will send them information concerning our method of treatment but will not mention your name unless you desire it.

<table>
<thead>
<tr>
<th>NAME</th>
<th>ADDRESS</th>
<th>AILMENT</th>
</tr>
</thead>
</table>

Please return to The Weidhaas Hygienic Institute.

(Copy of a printed form routinely sent with other printed material to anyone answering one of the Institute's advertisements.)
APPENDIX 22

GUARANTEE BONDS

No.1 Bond

To .................

In consideration of you having paid me £2.12s.6d for a three months course of my treatment for consumption, I hereby guarantee that your health has, at the end of the three months, considerably improved to the satisfaction of your doctor (who must be a practitioner registered in the British Isles) under a penalty of refunding the whole of the amount paid viz. £2.12s.6d.

Signed, C.H. Stevens, Broadway, Wimbledon.

No.2 Bond

I hereby guarantee that it will be impossible to find any trace of the Tubercle Bacillus in your system, that you will be completely cured of Tuberculosis (consumption) to the satisfaction of your own Doctor and the Government Laboratory on or before ................. the only condition being that the sum of £........ is paid to me when this guarantee is fulfilled.

Signed, C.H. Stevens, Broadway, Wimbledon.
APPENDIX 23

SELECTED TESTIMONIALS FROM SAMUEL LA 'MERT'S
BOOK ON SELF PRESERVATION

Case 3

"A Gentleman applied to me in the winter of 1839 requesting my opinion respecting his son, who had been pronounced by several of the Metropolitan Physicians to be decidedly and hopelessly consumptive. He had been placed at an early age in one of our leading public seminaries while his father, immersed in a multiplicity of extensive commercial speculations, traversed for some years the Continental States. He left him at school, a joyous, high spirited lad, endowed with the incipient marks of genius and intellectual development of no ordinary character. His letters had latterly indicated a failure in the ambitious vivacity of youth, they were few, brief, desponding. He was described as having become morose, silent, abstracted; the very hue of health, the romping merriment of the careless boy, was exchanged for a pallid, haggard, vacant stare; he became reserved, shy, and distant, unwilling to approach his superiors, betraying a more than awkwardly boyish bashfulness in the presence of women, was frequently found alone or in unfrequented walks. Imaginative writers supplied the place of Euclid, the truths of science were exchanged for the most prurient of the heathen poets. I learned that about that time his nights became sleepless, or rest was
obtained while his fellow students were rambling the fields at sunrise.

Ultimately, marked emaciation rendered it necessary to ask for a medical opinion; his father had been delicately informed of his declining health, and at the period of his application to me, had come to England for the purpose of removing him where his own eye might be more immediately over him. Suspecting the cause of this strange alteration, I advised his immediate removal, and his father having some confidence in change of air and travelling, he was permitted to try for a time their effects. I freely communicated my suspicions and directed him how most efficiently to worm the secret from his son, and as a result a few months after, a letter from the broken hearted parent confirmed the dreadful truth. The previous history of his case was extracted from him only at broken intervals, but the dreadful change was too apparent, and the secret once told, all further reserve was lost. He confessed, that while at school he had been taught the practice of self pollution by an older boy, an inmate of the same bedroom and that the pleasurable excitement was sought as often as he was able to stimulate the genital organs to excretion, sometimes so frequently as thrice a day, mostly every night; or if a sensual idea was generated from an accidental passage in a book, a word, or a look from a female, it was sufficient to send him afresh to the filthy task, in which he sought escape from the crowding images of a diseased and polluted imagination. The father overwhelmed with sorrow, communicated the details of this
sad history in a long letter, imploring, by offer of any amount of pecuniary compensation, that I would make the attempt to snatch him from the inevitable destruction consequent upon his youthful criminality. Nocturnal emission, on an average twice a week, cough, difficulty in breathing, copious expectoration, an increase in urinary, beyond twice its natural quantity, formed the most prominent of the symptoms at the period of this communication. Before I had time to reply, I was surprised by a visit from father and son, who, taking advantage of the warmth and unusually protracted summer travelled to consult me personally. I found that this destructive propensity had been relinquished from the date of his confession to his agonized parent, whose evident solicitude doubtlessly had gained his confidence. I prescribed the usual remedies I adopt in these cases and with the most complete success; after six months, this youth who seemingly trembled on the very verge of the grave, was restored to the possession of that greatest of all earthly blessings, a sound mind and body. I advised hunting and shooting in place of his bookish studies, and from an indirect communication accompanying one of the frequent and delicate presents I have to acknowledge from the father, I have proof that his son is sufficiently robust and active; indeed, the apology for the youth's less frequent letters is offered in the fact that he is on the eve of marriage, precisely in the quarter where it was desirable his affections should alight."
Case 8

Glasgow, Setpember 1st 1842

Dear Doctor, Having read your treatise on "Self Preservation" I am convinced that I am suffering from a disease, the miserable consequences of which you have so truly depicted. I am twenty years of age, am subject to nocturnal emissions about every fourth night and have been a victim of that abominable habit of self pollution for five years. I never dreamt what would be the result, till a short time ago, on attempting intercourse with the sex, I, to my utter shame and confusion, failed, there being a want of sufficient firmness in the erection and the discharge being immediately produced. I am much troubled with indigestion, but have an almost insatiable craving for food, have also a great deal of nervous excitement, constantly burning in the face, also eruptions. When I am called to perform anything in public, I seem to have no command of my self, my whole body trembles. This had not used to be the case, for I was bold and fearless, cared for nothing; therefore I presume it is not natural to me. I, who at school was the first in the race, and the strongest in the wrestle, am afraid to try any physical exertion, knowing my weakness; the fact is, I am shorn of my strength. If you can restore me to my pristine bulk and vigour, you will confer the greatest boon it is possible in the world. I have no pain in the part, except in making water, it gives me slight pain at first. The penis is smaller than common - I really feel unhappy in thus stating my infirmities; if you want any further explanation please write. Enclosed is a sovereign (your consulting fee)."
After a period of treatment from Dr. S. La'Mert the following letter was received.

Glasgow, 22nd October 1842

"Dear Doctor, I beg to enclose you the other half of the £5 note which I trust you will safely receive. I am happy to say that now, since you have prescribed medicine, I can perceive a great change — an increase in spirits and manly vigour with a visible diminution of unsought irritability. This desirable state of things, which I cannot be too thankful to you for, is the more evident from the fact of the nocturnal emissions having occurred no less than three times in the last week of the fortnight I had been without the medicine causing of course a corresponding degree of depression. Since I have commenced the remedies, which now is nearly a fortnight, the emission has occurred once, and though it is now past the usual longest time. While taking the former course of medicine, they have happily so far ceased. As you were kind enough to say that you will send me some more medicine when this is done, I beg to inform you that I have only about one bottle in hand, which, at the rate I have taken the last two others, will barely last a week. My bowels are now much more regular with this than the former medicine.

P.S. I am happy to inform you, that having recourse to sexual indulgence last week, I found my powers greatly increased.
APPENDIX 24

MERCURY POISONING

CHRONIC
Mercury had, and still has, many industrial uses such as the manufacture of amalgams and compounds in the chemical industry. Mercuric nitrate was extensively used in the "carotting" of rabbit and other furs in the felting process in the hat industry: hence the phrase "mad as a hatter" for those affected by mercury poisoning. Chronic intoxication with mercury produced a wide variety of symptoms:-

Stomatitis. Inflammation of the mouth with soft bleeding gums. The teeth become loose and eating becomes painful. Excessive salivation is a common feature.

Erethism. This psychic disturbance has an insidious onset, characterised by irritability, shyness and an increasing deterioration in family and social activities.

Tremors. Trembling of the eyelids, lips, tongue and limbs. Coordination is poor (the handwriting for example will become illegible) and the patient may require assistance in eating.

ACUTE
Mercuric salts are quickly absorbed into the bloodstream. Metallic mercury is not well absorbed and the swallowing of mercury from, say, a broken thermometer is unlikely to be followed by ill effects.
The onset of symptoms is prompt with precipitate salivation and severe abdominal pain. There may be circulatory collapse and diarrhoea (adding to the degree of shock by loss of fluid).

References


APPENDIX 25

PINK DISEASE or INFANTILE ACRODYNIA

This was once a common and distressing disease of infancy but it has become quite rare since mercury in the form of grey powder or calomel has been removed from 'teething' or 'soothing' powders. There was no rational justification anyway for these preparations but they were undoubtedly popular with British mothers. (James H. Hutchinson, "Practical Paediatric Problems", London (Lloyd-Luke) 1972, p.488).

Evidence that the disease was connected with ingestion of mercury was gathered by J. Warkany and D.M. Hubbard (J. Paediatrics 42, 365, 1953) who showed that the cause was a mercurial toxicity reaction, either an actual mercury poisoning or an idiosyncrasy to the metal. Topical application of ammoniated mercury ointments may also induce the disease.

Children below the age of two years are mainly affected. The skin of the hands, feet, nose, ears and cheeks becomes red or pink, cold and clammy. Severe sweating is almost a constant feature. Other common features are extreme irritability, insomnia and gastro-intestinal upset. (W.G. Shafer, M.K. Hine and B.M. Levy, "Textbook of Oral Pathology", London (Saunders & Co.) 1966, p.474) In other words, mercury or calomel containing preparations could induce in a sensitive infant all those signs, held out to the mother to require the use of 'soothing' powders!
APPENDIX 26

An Advertisement for 'Mother Siegel's Curative Syrup'

"SOMETHING IS AFTER YOU"

Far away, in the jungle of Central India, a village lies asleep. Only a solitary human figure can be seen, following the winding jungle path in the moonlight. It is early night, and the native who comes has been delayed on his way home.

But what is that dark shadow that crosses the path behind him? Quite oblivious, the man marches on. He looks neither to right nor left, nor behind him, where crouches that dark shadow. A few yards more and he will be out of the jungle. A few minutes more, and he thinks he will be sleeping in the bosom of his family. But see, the Shadow moves! With two noiseless bounds like a giant cat the tigress is upon him. One despairing scream and all is quiet. Bitten through the head, the victim is snatched up and carried by the grim man-eater to her lair in the hills. Meanwhile the village slumbers peacefully on.

Was it the man's fault? Yes, I think it was. Had he not lingered, he would not have been caught. The tigress would not have attacked him in broad daylight. But he was no worse, I think, than those in this country who are today doing the very same thing. Thousands and thousands of English men and women have a shadow in their path. It is after them. The time will come, if they do not take heed, when they will feel, like Mrs. Lydia Golding, "as if something had overtaken" them. Here is a letter from her in which she tells her experience:
"All my life I had been a strong, healthy woman, and up to the autumn of 1891 I never ailed anything. At this time I began to feel weak, weary, and tired, and as if something had overtaken me. I had a foul taste in my mouth, my tongue being furred, and a sour fluid would rise into my mouth. I had no appetite to speak of, and the little food I took gave me no strength. After eating I had a heavy weight and pain across my chest, and a gnawing feeling in my stomach. I belched up a deal of frothy fluid, and in the night I awoke with a suffocating feeling. Cold clammy sweats broke over me, and what with loss of appetite, and not being able to sleep at night, I soon got so weak that I found it hard work to get about.

"On December 23, 1892 (one Sunday morning), whilst preparing breakfast for my husband, I was suddenly seized with paralysis, which affected the whole of my right side. I had no use of my hand or leg on that side, and a numb-ness took me on both left and right sides. My husband got me to bed, and fetched a doctor from Northfleet, who gave me medicines. After this I lost my strength rapidly and what I suffered I could not tell.

"I could not rest night or day and I was in and out of bed every now and again. I got little sleep, only dozing off for a short time and then starting up. I was afraid to be left alone, and often in the night I have been so nervous and frightened I could scarcely bear it. I took medicines of all kinds, but was little better for anything, until one day in August, 1893, my husband read in the paper, Weekly People, of Mother Seigel's Curative Syrup, and got me a bottle from Perry and Son, Chemists, High Street,
Gravesend. After taking it a short time, I began to gain strength, and got stronger and stronger, until I was free from the effects of the seizure. I now keep in good health. You can publish this statement if you wish."

Yours truly - Mrs. Lydia Golding, 12, Carter's Road, Perry Street, Gravesend, May 14, 1896.

What was this shadow that had crossed Mrs. Golding's path? What was it that "overtook" her and laid her helpless and suffering upon a bed of sickness? Surely you can recognise the monster that sprang upon her as the dreaded disorder Dyspepsia, which attacks you when you are most defenceless and weakest. Paralysis, yes, Mrs. Golding had it, and could feel it; but what she could not feel was what it was that had so acted upon her nerves and muscles as to cause them to become so helpless. Nor could she, I suppose, understand how Mother Seigel's Curative Syrup cured her so quickly, though we know now that it was because the dyspepsia was got rid of.

But as the native was never heard of more, so there are some who cannot get out of the clutches of Dyspepsia, even with such help as Mother Seigel's Curative Syrup, if the help comes too late. Hence the best way of all, say I, is to keep out of the jungle after dark; and, if you must go, walk quickly.

From 'Good Words' (Edited by Donald Macleod)
METHODOLOGY

(A) PRIMARY SOURCES of archivist material falling into four main categories:

1. Related to the Medical Profession.
   Transactions of Provincial Medical and Surgical Association
   British Medical Journal
   Lancet
   Guy's Hospital Gazette
   Medical Press and Circular
   & Miscellaneous

2. Related to Parliament and Political Attitudes to Regulation of Quackery and protection of orthodox medical practice
   Parliamentary papers and debates.
   Royal Commission Reports.
   Select Committee Reports
   Departmental Committee Reports
   & miscellaneous

3. Related to Pharmaceutical Companies whose early development was dependent upon the sale of "empirics"
   Wellcome Institute of Medical History, London
   Beecham's St. Helens, Lancs.
   Boots, Nottingham
   Allen and Hanbury's London
   & miscellaneous.

N.B. Permission to examine archive material from private sources has been given and used.
4. **Related to Newspapers and Periodicals**
   
   Times Newspaper
   
   Illustrated London News.
   
   Uncatalogued Advertisement Section, British Museum
   
   & miscellaneous

   Libraries containing these *primary sources* are:
   
   British Museum
   
   British Medical Association
   
   Royal College of Physicians
   
   Royal College of Surgeons
   
   Royal Faculty of Physicians and Surgeons of Glasgow
   
   Royal Society of Medicine
   
   University of Sheffield
   
   Wellcome Institute.

   (B) **SECONDARY SOURCES** have been obtained from the Index-Catalogue of the Library of the Surgeon General's Office, United States Army, Washington.
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London 1865

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New York 1904

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London 1848

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London 1844

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New York 1896

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London 1914

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London 1860
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   "Efficiency and Empire"
   London  1901
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   "Victorian City"
   London  1973
WOOD, Mrs. H.
   "East Lynne"
   London  1865
YOUNGSON, A.J.
   The Scientific Revolution in Victorian Medicine
   London  1979
Fig. 1

George Cruikshank's impression of London in 1851 illustrating Henry Mayhew's "The Worlds Show, 1851". Together, Mayhew and Cruikshank highlighted the vast scale of the provincial exodus to London. Perhaps fortuitously, the "Great Exhibition" coincided with a series of startling disclosures in the 'Lancet' which revealed the extent and danger of adulteration of foodstuffs.

Fig. 2

The food preserving industry was already flourishing in the 'fifties. Here 'The Graphic' (1862) illustrates the unhygienic conditions under which food was often prepared in these food factories and were a frequent source of zymotic disease.
LONDON, in 1851.

PEACE & GOOD WISH TO ALL THE WORLD

GOD SAVE THE QUEEN

PRINCE & ALBERT

1

2
Bethnal-Green Employment and Relief Association

"Bethnal Green, with its population of 120,000, has this winter been the scene of much exceptional suffering among the poor. A large part of the population at the best of times, is on the verge of pauperism, and the stagnation of trade which followed on the commercial crisis of 1866 has deprived many thousands of the industrious poor of their ordinary means of livelihood. The association endeavours to avoid degrading the industrious poor by any direct almsgiving, all relief, except in very special cases, being given in return for work. ........ At a cost of more than £200 a week, the association employs upwards of four hundred men at nine shillings a week wages. They are occupied in cleansing the streets and pathways, and in breaking granite for the roads. The latter operation, illustrated here, is carried on in three vacant railway arches, which have been kindly lent for the purpose."

(from Illustrated London News, February 15th, 1868)
Halfpenny Dinners for Poor Children in East London
from 'Illustrated London News' March 26th 1870.

"The soup-kitchen adjoins the schoolhouse and provides 1000 quarts of nutritious soup, during the winter, for distribution amongst the destitute and sickly poor. A dinner of Irish stew is given every Wednesday to poor children on payment of one half penny each."

"Among the different arrangements made for the relief of the distressed poor in East London, one of the most interesting is that opened at the Strangers Home, West India-road, Limehouse, by the Limehouse Special Relief Committee. The peculiarity of this kitchen is that the soup is made and served out to the poor by the inmates of the Home who are natives of India, Arabia, Africa, China, the Mozambique and islands of the Pacific Ocean, 2,870 of whom have been lodged there in the last 10 years."

(Illustrated London News Supplement, March 7th 1868)
All available evidence pointed to the need for high investment so as to provide proper sewerage and unpolluted water. In his second report Simon stressed that "by appropriate structural works all the excremental produce of the population shall be so promptly and so thoroughly removed, that the inhabited place, in its air and soil, shall be so absolutely without faecal impurities". (Second Report of the Medical Officer of the Privy Council, 1859 (1860) p.34)
THE "SILENT HIGHWAY" - MAN.
"Your MONEY or your LIFE!"
Fig. 6

Father Thames introducing his offspring to the Fair City of London

From Punch xxxv (1858) page 5

The smell from the River Thames was so obnoxious that the period was designated the "Great Stink". Gloomy predictions of epidemics were substantiated. Smell from the river was so bad that the House of Commons went into special recess.

"Is it true", 'Punch' asked, "that in order to ascertain the exact state of the Thames, the Government have sent out a Smelling Expedition?" The paper suggested the institution forthwith of an Order of Nasal Valour to decorate the survivors.
FATHER THAMES INTRODUCING HIS OFFSPRING TO THE FAIR CITY OF LONDON

(A Design for a Fresco in the New Houses of Parliament.)
This cartoon was a reaction to investigations carried out by the Lancet which revealed how extensively foods and drugs were adulterated, often with dangerous chemicals such as arsenic, copper and manganese and strychnine.
THE GREAT LOZENGE-MAKER.
A Hint to Paterfamilias.
In 1862 the duty on hops was repealed and penal clauses against the use of hop substitutes lapsed. The adulteration of beer with bitters of various sorts assumed alarming proportions, and its extent is indicated by the sale of 150 tons of hop substitutes in one week (February 1875).

"Under Section 6 of the new Adulteration Act, it will be possible to prosecute a tradesman who sells quassia beer (or strychnine beer) under the name beer (or hop beer)."

Tux adulteration of Beer, technically termed "Bobbing," is, unfortunately for the public health, a practice much resorted to by the sellers of London Porter. It is principally carried on in "cheap neighbourhoods," and may be considered as one of the evils of the Malt-Tax, as it would be scarcely worth while for the beer-seller to resort to adulteration if malt were free of duty.

It is stated to be a common practice for a certain class of publicans to make two or three casks of inferior beer from one genuine cask as received from the brewer. Among the ingredients of adulteration are salt and water; and the accompanying illustration is sketched at the moment when a block of salt is being thrown into the butt; whilst the assiduous is making a compound called "Black Jack," to which is sometimes added treacle, also to be thrown into the tub.

It is not, however, to be supposed that this practice is resorted to by all sellers of the national drink; and we hope that this exposure may be the means of lessening such adulteration, by cautioning our readers as to the flavour of the spurious compound, and the price at which it is sold. The appearance of the unadulterated Beer is quite equal to that of the genuine; but this factitious recommendation is obtained by other means than those we have described; fine head- ing, for instance, is the joint result of a copperas admixture, and the effect of drawing the beer through an engine.
In 1869 the Medical Department of the Privy Council enquired into the systems used in various northern towns for dealing with excrement. The considerations which prompted the enquiry were stated in the introduction to the Report "On the System in use in various Northern Towns for dealing with excrement" (Twelfth Report of the Medical Officer of the Privy Council, 1869).

"The propagation of certain epidemic diseases, especially cholera, enteric fever and diarrhoea, among communities as a result of excremental pollution of air and water is one of the best established facts of sanitary medicine. It is a fact which has been admitted for over a century and still various enquiries (of this department) show that it remains without practical recognition by a large proportion of the health authorities of the kingdom. It must be allowed that this inaction has been mainly due to the ignorance, or the parsimony or the carelessness of the bodies to which sanitary matters have been entrusted."
Disposing of enormous quantities of sewage was only one of the problems created by the rapidly developing 19th century towns. Donald Nicoll proposed a system which would (a) preserve the phosphates and (b) prevent pollution of rivers and the sea.

"Native phosphates represent the food supply of future generations and seem intended by nature to replace the unavoidable losses incident to any system of agriculture."

"A river which has been converted by human stupidity into a huge open sewer is a home for cholera and from which no one can tell how soon death might radiate."

"It may at first sight appear an absurd argument to read of the possibility of the sea being affected by sewage but there is more than a breath of possibility and more than a common fear of bad consequences upon the outpour of excreta of millions of human beings concentrated where shell fish are most usually caught."

Nicoll's Patent

Exhibited: International Health Exhibition.

The Cloacina System

Full Particulars at Sanitary Works Offices, 12, Buckingham Street, Charing Cross, London.
"The advent of advertising contractors, who purchased the right, exclusive and absolute, to stick bills on a boarding, narrowed the avocations of the predatory billsticker. For a long time the fight was fierce and often, as soon as an 'advertising station' had been finished off, its bills and announcements being all regulated with mathematical precision, a cloud of skirmishers armed to the teeth with bills, pots and brushes, would convert, in a few minutes, the orderly arrangements of the contractor to a perfect chaos. ....... A few magisterial decisions and an unaccountable alacrity on the part of the police has reduced the campaigning ground of the flying brigade. ....... It is now hard to find an enclosure in London which is not notified as being the 'advertisement station' of some contractor or another who would blush to be called a billsticker."

"A History of Advertising from its Earliest Times" by Henry Sampson.
Chatto & Windus, London, 1874, p.27.
AN OLD BILL-STATION.
Modern Advertising:
A Railway Station in 1874


Advertisements in railway carriages were untaxed. Bill posters shared the same immunity. These anomalies contributed towards abolishing the tax on press advertisements in 1853; on newspapers in 1856 and on paper in 1861.
A. 'Cherry Blossom' from Whitaker's Almanack 1888.

Illustrates another example of the value manufacturers attributed to a patented name, particularly in a field that was becoming increasingly competitive.

B. 'Pears' Soap' from Whitaker's Almanack 1888.

Pears' Soap started a massive publicity campaign using gimmicks such as optical illusions and puzzles. Pears' Soap solicited testimonials from the famous and developed the slogan "Good morning! Have you used Pears?"

In the series Analytical Records in the Lancet 1 p.125 1879, Pears' Transparent Soap Tablets, perfumed with Otto of Roses, was described as "Wonderfully pure soap, very highly perfumed. Though a toilet luxury, and as such of course somewhat expensive, it is nevertheless such a real luxury that it cannot fail to be popular."
Since using Pears' Soap I have discarded others.

For preserving the Complexion, keeping the skin soft, free from redness and roughness, and the hands in nice condition, it is the finest Soap in the world.

In the HIGH COURT OF JUSTICE.—Gosnell v. Dormant.—On Jan. 5th, 1885, Mr. Justice Chitty granted a perpetual injunction with costs restraining Mr. George Reynolds Dormant from infringing Messrs. John Gosnell & Co.'s Registered Trade Mark, CHERRY BLOSSOM.
Some of the most outstanding advertising of the 19th century was undertaken by Pears' Soap. Pears' is always cited as a classic example of intensive advertising and its Chairman, Mr. Barratt, admitted that £100,000 had been spent on advertising in 1889.

In his "Newspaper Handbook and Advertisers' Guide" of 1881 Samuel Deacon mentions "Pears large red posters face us on every hoarding and some 40 or 50 people may be seen staring.... the chief result being that Pears' Transparent Soap is indelibly impressed on their minds".

Vinolia Soap - also printed in brilliant red - was an attempt to use the same advertising trick, allying it with an appeal to patriotism. It was not a serious competitor to Pears' or Hudson's.
EVERY TABLET OF Vinolia Soap you buy from November 6th to December 5th means a HALFPENNY for the "TRANSVAAL WAR FUND."

Every Chemist, Store and Grocer is an Agent for Vinolia Soap.
a) **From the Front** (from Wensleydale and Swaledale Almanack, 1901)

Dr. Roberts Alterative Pills were laxatives. The main purgative ingredients were aloes or rhubarb and ginger in soap. They therefore had a similar composition to Beecham's Pills.

b) **Lamplough's Pyretic Saline** (from Whitakers Almanack, 1890)

The liability to medicine stamp duty on Lamplough's Pyretic Saline was decided in Attorney General v Lamplough in 1878. Judgement was given in favour of Lamplough. (The same decision has been accepted as governing all powders in that class, i.e. Eno's Fruit Salts.)

Lamplough's Pyretic Saline contained

- Potassium chlorate 1.9 per cent
- Tartaric acid 45.7 per cent
- Bicarbonate of Soda 52.4 per cent
FROM THE FRONT.
Zandspruit, Transvaal.
June 28th, 1900.

DR. ROBERTS' POOR MAN'S FRIEND has proved the ABSENT - MINDED BEGGAR'S FRIEND OVER AND OVER again.

Sergt. L. W.,
2nd Dorsets.

DR. ROBERTS' POOR MAN'S FRIEND is the OLDEST and BEST Ointment for all WOUND, AND SKIN DISEASES. Of all Chemists and Stores, £1 1/2 and 2/6.

Dr. Roberts' Alterative Pills for all Impurities of the Blood.
A Perfect Liver Pill and GENTLE APERIENT.

In a box 3/4. Of Stores and Chemists, or post free from Beach & Barnicott, Ltd., Bridport.

LAMPOULGH'S PYRETIC SALINE

The following unsolicited Testimonial, out of many thousands, the originals of which may be seen at the principal Depot, will serve to convince the most sceptical.

GRAND HOTEL, MANCHESTER,
March 7th, 1884.

Dear Sirs,—Madame MARIE ROZE desires me to say that she recognises in your preparation the precious Saline that she found so invaluable when she visited New Orleans during the last Yellow Fever epidemic. Madame ROZE was advised by Dr. Barnes, of London, to take your Saline with her, and we took several dozen bottles, and I really believe IT SAVED OUR LIVES! Having forgotten the name "Lampolough," we have frequently asked for effervescing magnesia and similar preparations, but failed to obtain anything equal to your preparation, and we are very pleased to be again provided with the very article we have been anxious to obtain for years.

Yours faithfully,
H. Mapleson, Colonel.
"Calverts Carbolic Tooth Powder"

from "Good Words" (Editor Donald Macleod) Isbister & Co. London, January 1901. A full page colour photograph.

An example of the use made by advertisers of some major topical event.

The inclusion of small amounts of phenol, cresolene, camphor and menthol in toothpastes helped to reduce halitosis, toothache and by temporarily stimulating blood flow to the surface produces a feeling of freshness and warmth. (Western Druggist Vol.15 p.70 and 325, 1893).
High Street, Islip, Oxford.
Sept. 13th, 1900.

To Messrs. F. C. CALVERT & CO.

Sirs,

My husband has sent to me from South Africa one of your Tooth Powder tins, which he tells me saved his life in June last. Several of his officers advised him to send it to you, thinking it might interest you to see it. It was a very fortunate thing for him (and me) that he took a supply of your Powder out with him, and that he happened to have a tin with him on that particular occasion,—it was full of powder at the time.

He intended sending it to you first as you will see from his letter, but changed his mind and sent it to me.

I must ask you to send it back to me please, as I shall keep it and value it as having saved my husband's life.

Yours truly;

BESSIE JAQUES.

Fac-simile of Box and Boer Bullet.

4th Cavalry Brigade, Pretoria, S.A.
June 27th, 1900.

To Messrs. F. C. CALVERT & CO.

Sirs,

I beg to forward to you one of your Tooth Powder tins, which I think you may like to see, as it probably saved my life during a fight before Johannesburg. My squadron were taking a small kopje, when the enclosed bullet entered my haversack and embedded itself into the tin of powder. Kindly forward the things to my wife c/o Mrs. Watson, High Street, Islip, Oxford, as I wish to keep them as a memento of the war.

I beg to remain, yours &c.,

3984, FRANK JAQUES, Pte.,
7th Dragoon Gds.,
Field Force, S. Africa.
'Carbolic Ointment'

from "Good Words" (Edited by Donald Macleod) Isbister & Co., London, April 1900.

The inclusion of small amounts of carbolic acid (up to 2%) has an antipruretic effect. These ointments are mildly antiseptic and may be used to prevent and reverse parakeratosis. At the time this advertisement appeared the medical profession regarded cresolene as less toxic for wound treatment.
"NEVER BE WITHOUT"

CALVERT’S

CARBOLIC OINTMENT.

"A SOVEREIGN REMEDY."

"I find that your Carbolic Ointment is a sovereign remedy for Chilblains. It at once relieves the sore and irritating pain, and a few applications complete the cure."—From Wm. Vaughan, Esq., Clark’s Green, Capel, Surrey.

"A MIRACULOUS OINTMENT."

"Having a very sensitive skin, much affected by cold winds, it made me a victim to great suffering, although having tried numerous remedies. A friend insisted on my trying your Carbolic Ointment, and gave me proof of its efficacy. I applied it also for a very bad burn on my hand, which, after a few applications, it entirely relieved; and having used it beneficially for other purposes, I can only describe it as a Miraculous Ointment."—From W. J. Ware, Esq., Nunhead, London.

"Court Circular" says—

"We cannot too highly recommend CALVERT’S CARBOLIC OINTMENT. It is the best general Ointment with which we are familiar, and ought to be a stock remedy in every house."

Editor of "La Mode Illustree" says

"CALVERT’S OINTMENT is a charming acquisition to the Toilet table—it allays irritation, softens the skin of the hands, producing a delicate whiteness, entirely cures chaps or chilblains, heals burns speedily, and is one of the best preparations of its kind for various skin eruptions."

Private Report from Limassol, Cyprus, says—

"I have never found anything to come up to it for Neuralgic and Rheumatic pains."

It has the powerful healing and antiseptic virtues of Carbolic Acid, its chief ingredient, recognised by the Medical Profession as the most useful agent known for the treatment of Wounds, Sores, &c.

It arrests all septic or putrefactive development and stimulates a healthy action of the skin.

IT WILL PREVENT HAIR FALLING OFF IF USED AS DIRECTED IN PAMPHLET SENT WITH EACH POT.

It was a common complaint that the treatment of Impotence, real or imaginary, was nearly or altogether in the hands of quacks. "I have frequently been surprised at the apathy of the profession in their abandoning to the unprincipled empiric this lucrative field of practice." Advertisements such as these were salacious pamphlets and books and helped to relegate the problem to approbria medicorum.

The first prosecution under the new Indecent Advertisement Act took place in Bristol in 1890 when a man was charged with advertising "Dr. Lilly's vitalttonic, the restorer of vitality and cures nervous debility". Since there was no such registered person as Dr. Lilly, the man was charged 10 shillings for the indecent advertisement and £10 for practising and representing himself to be a medical practitioner. (Med. Press & Circ. 12th February 1890 p.179). An implication of this case appears to be that the medical profession needed greater protection than the lay public.
DR MARSTON, M.R.C.S., L.S.A.,
on Nervous Debility, Impediments to Marriage,
and all secret diseases, showing a simple yet certain
means of restoration to vigorous health. Price 6d, post
free, direct from the Author, 47 Berners street, Oxford
street, London. Consultations, 11 to 2, and 4 to 8 daily.

MEDICAL REVELATIONS
(with Illustrations), through the aid of the Test
Tube and Microscope, when employed for special diag-
nosis. SELF-CURE of NERVOUS AND PHYSICAL DEBILITY,
Wasting and Withering of the Nervous Tissues, Lassi-
tude, Loss of Energy and Appetite, Groundless Fears,
and other disorders of the system: presented to sufferers
in order that they may cure themselves without medicine.
Sent free, on receipt of two stamps, by Dr Watson (of
the Lock Hospital), No. 27 Alfred place, Bedford square,
London. Consultations daily from 11 to 2 and 6 to 8.

For distinguished qualifications, vide diplomas.

DR CURTIS'S MEDICAL TREATISE
On Nervous and Generative Diseases.
The 140th thousand, with numerous plates, price 1s, or
post paid, by the Author, for twelve stamps, sealed
ends, twenty stamps.

THE CAUSE AND CURE OF
PREMATURE DECLINE in
MAN, with Plain
Directions for Perfect Restoration to Health and
Vigour, being a Medical Essay on Nervous and
Generative Diseases, their Prevention and Cure, the
result of twenty-five years' successful practice. By Dr
Consultations, Ten till Three and Six till Eight.

REVIEWS OF THE WORK.
"We feel no hesitation in saying that there is no
member of society by whom the book will not be found useful—whether such person hold the relation of a pa-
rent, preceptor, or clergyman."—SUN, evening paper.
"Dr Curtis has conferred a great boon by publishing
this little work, in which is described the sources of those diseases which produce decline in youth, or more
frequently premature old age."—DAILY TELEGRAPH,
March 27, 1858.

An enlarged edition of the above work has just been
published. Contents: Chapters on Human Physiology,
and the Exhaustive Causes, Physical and Mental, which
tend to embitter and shorten life. The modern treat-
ment of Nervous Debility, Impotency, Loss of Mental
and Physical Capacity, whether resulting from Youth-
ful Abuse, the Follies of Maturity, the Effects of Climate,
or Infection, &c.; with Observations on a new and suc-
sessful mode of detecting Spermatorrhoea, by Microscopic
Examination; to which are added curious and Interest-
ing Cases, with the Author's Receipt of a Preventive
Lotion.

Allen, 20 Warwick lane, Paternoster row; Mann, 3
Cornhill; and free from the Author for 12 stamps.
Medical Galvanism
(from Whitakers Almanack 1878)

The electrical quack seized upon the nerve
twitching experiments of Volta and Galvani as another
means of exploiting the gullible. Dr. James Graham
made a fortune out of his Celebrated Bed, in which the
electro-magnetic forces combined with harmonious and
exotic perfume coerced wilting couples to blissful and
hopefully productive union. A fee of £100 a night was
charged for the bed.

Elisha Perkins marketed his electrical tractors
at up to 5 guineas a pair.

Both Hale and Lobb depended for their more modest
success on a mixture of talismatic magic and dubious
electric theory.

There was a strong background of folklore attached
to magnets and sacrament rings. Sir Walter Scott wrote
about the Lee Penny in his book "The Talisman".
MEDICAL GALVANISM.

NATURE'S GREAT REMEDY.

HALE & SON, Medical Galvanists, 105 Regent Street, W.

Sole Inventors of the ONLY GENUINE ELECTRIC BELTS and BATTERIES that convey Electricity through the body for the RELIEF and CURE of RHEUMATISM, LUMBAGO, SCIATICA, GOUT, NEURALGIA, NERVOUS EXHAUSTION and DEBILITY, IN. DIGESTION, and WEAK STOMACH, without blistering or injuring the skin. Medical References—No metal contact whatever. PRICE ONE GUINEA.

ELECTRIC BELT AND SUSPENSOR, PRICE 42s.

For VARICOCELE, NERVOUS DEBILITY and EXHAUSTION, BLADDER WEAKNESS, &c.

Pamphlets Gratis. Consultations Free.

HALE & SON, 105 Regent Street, London, W.
Close to St. James's Hall.

NERVOUS DISEASES

AND

THEIR SUCCESSFUL TREATMENT

DEMONSTRATED IN THE WORKS OF

Mr. HARRY LOBB, Surgeon-Electrician, 31, Sackville St.,
PICCADILLY, LONDON, W.


CURATIVE ELECTRICITY, especially addressed to Sufferers from Paralysis, Rheumatism, Neuralgia, and Loss of Nervous and Physical Powers.

Second Edition. Price 2s. 6d.

HYPOGASTRIA IN THE MALE, treating upon those Symptoms accompanying and resulting from a debilitated constitution, and suggesting a rational and successful treatment.

1. Incontinence of urine in childhood.
2. Hystera in the male.
4. Spinal debility; Spinal irritation.
5. Fives.
7. Enlargement of the prostate.
8. Nervous exhaustion.
9. Tabes dorsalis; Progressive Locomotor Ataxy.
10. Hypochondriasis—i.e., certain symptoms hitherto classified under this head, but which I have detached from it, and defined Hypogastriasis.

ALMOST without exception, Patients affected with Hypogastria complain most of their symptoms in the morning; as the day advances they improve; and after dinner is their best time. Instead of waking up refreshed, ready to turn out of bed immediately, the hypogastic is languid, dull, heavy, disinclined to move, desirous again to sleep; the limbs are heavy, sometimes even stiff, the back feels weary, and altogether he feels worse than when he retired to rest, unrefreshed, and more tired, apparently, than when he went to bed.

Published by SIMPKIN, MARSHALL, and Co., or of Mr. LOBB, 31, Sackville Street, London.
Title page of a pamphlet by one of London's 'Nervous debility' quacks, Dr. A. Bell. Bell was a registered medical practitioner.

The pamphlet advertised "a self generating electromagnet appliance which was worn as a truss supporting the scrotum. The rationale for the appliance (which claimed historical support from Wesley) was the traditional 'cramp ring', which was a ring or charm made from coffin handles or hinges. These were deemed to be especially efficacious but while their curative powers were undoubtedly enhanced in popular belief by their contact with the dead, their efficacy was also drawn from the metal itself.

Galvanic rings made from silver with a piece of copper let into the inside replaced the vogue for coffin rings. (Edward Peacock, "A Glossary of Words used in the Wapentakes of Manley and Corringham, Lincolnshire 1877")
THE LATEST DISCOVERY IN ELECTRICITY,
EXTRAORDINARY INFLUENCE OF MILD BUT CONTINUOUS
CURRENTS OF ELECTRICITY ON THE HUMAN FRAME.

BY ROYAL LETTERS PATENT.
A Coloured Specification may be seen in the Museum of Patents,
South Kensington, No. 372.
ENTERED AT STATIONERS' HALL.

"To expel Disease and Death, to infuse Life and Health, is the Highest
Triumph of Medical Science."

"CURE YOURSELF;"
AN ESSAY ON THE CURATIVE PROPERTIES OF
"THE SELF-RESTORER,"
And Regenerator of Health and Strength,
A VOLTA-ELECTRIC BELT,
Patented in England, Channel Islands, Isle of Man, America,
France and Belgium,
FOR THE CERTAIN AND SPEEDY CURE OF
DISEASES & INFIRMITIES OF THE GENERATIVE
AND NERVOUS ORGANIZATION,
With plain Directions and Instructions as regards diet,
regimen, &c.

FOR
Complete Restoration and Indigoration
THROUGH THE
WONDERFUL & LIFE-IMPARTING PROPER-
TIES OF THIS GREAT DISCOVERY.

SOLE PROPRIETOR,
DR. A. BELL,
Author of "Generative Debility, its Cause and Cure," "Health," "Hints,
Warnings, and Friendly Counsel," and other popular Medical Works.

Wholesale and Retail Depot for the "Self-Restorer."

VOLTA HOUSE,
175, Wardour Street, Oxford St., London.

Price Sixpence.

1882.
Testimonials from many satisfied clients formed a large part of the advertisements for electrical corsets, and the electric corset craze corresponded with the peak use of testimonials.

The electropathic belt retailed from one to ten guineas at a time when advertising columns were offering a Singer sewing machine for £1.12.6d or a tailor-made dress for 14s.6d.

The difficulty of proving fraud in such cases as the Harness Belt were found to be insuperable. In a well known case in 1893-4 a great deal of evidence was taken - doctors and others came forward to say that the belt could not cure people but the defence called a large number of persons of respectability who declared they had been cured by it. The result of the case was that Harness was discharged.
ALL IN SEARCH OF HEALTH

SHOULD WEIRE THE

PALL-MALL ELECTRIC ASSOCIATION'S (21, Holborn Viaduct, London)

ELECTROPATHIC BELT.

 Universally approved by the Leading Physicians as the Best, Safest, and most Effective Remedy for

SCIATICA, LUMBAGO, RHEUMATISM, KIDNEY DERANGEMENTS, CONSTIPATION, LOSS OF NERVE POWER, DEFICIENT VITAL ENERGY, ASTHMA, BRONCHITIS, EPILEPSY, PARALYSIS, HYSTERIA, INDIGESTION, SLUGGISH LIVER, etc.

And here are some of the most obvious and distressing cases: after all other Remedies (so-called) have failed.

"The Electric Current it produces is the BEST TONIC IN THE WORLD."

TESTIMONIALS.

From Mrs. J. HAWKES, 14, Millal-street, Roxbury.

"I have received great benefit from wearing your ELECTROPATHIC BELT. Wearing it has improved my appetite and digestion and I have no stomachache. I have had all sorts of stomachache from the moment I was born and now I feel all right."

From Mr. RICHARD SMITH, 29, Westmoreland-street, Middlesex, England.

"I am very much obliged to you for this Electrothermic Belt, which I have worn every day for the last 3 months. It has done me a great deal of good, especially on my abdomen."

From F. M. EVANS, Esq., 1 Victoria-street, Hereford.

"I have been using the ELECTROPATHIC BELT for the last 2 months and feel a great deal of improvement in my health."

From Mr. GEORGE CARLTON, Doncaster.

"I have been using the ELECTROPATHIC BELT for the last 3 months and I feel a great deal of improvement in my health."

From Dr. J. S. GIBSON, 11, Barnard's Inn, London.

"I have been using the ELECTROPATHIC BELT for the last 3 months and feel a great deal of improvement in my health."

From Dr. W. J. CRAWLEY, 11, Holborn Viaduct, London.

"I have been using the ELECTROPATHIC BELT for the last 3 months and feel a great deal of improvement in my health."

IMPORTANT TO INVALIDS

From the Medical Officers of the Association, to whom the public are referred for advice and treatment in connection with the Electrothermic Belt. The Electrothermic Belt is a valuable adjunct to medical treatment. It is worn on the body and its electric power is transmitted to the parts of the body in contact with it. It is used for the treatment of all chronic diseases, as well as for the relief of the symptoms of acute diseases.

THE PALL MALL ELECTRIC ASSOCIATION, 21, Holborn Viaduct, London.

CLEAN AND SHARP.

To Assist Digestion.

ELECTROPATHIC BELTS

The Electrothermic Belt is the most effective remedy for the treatment of all chronic diseases. It is worn on the body and its electric power is transmitted to the parts of the body in contact with it. It is used for the treatment of all chronic diseases, as well as for the relief of the symptoms of acute diseases. It is worn on the body and its electric power is transmitted to the parts of the body in contact with it. It is used for the treatment of all chronic diseases, as well as for the relief of the symptoms of acute diseases.
Fig. 22

"Hot Water Bottle and Douche"

and

"Doublugee Whirling Spray"

(from Catalogue of W. George, Surgical & Drug Stores Ltd.)
Manchester and Sheffield 1892

The contraceptive douche was widely used (perhaps more on the Continent than in this country) but it had one serious disadvantage, namely that there must be some period of time between the completion of intercourse and douching.

The "hot water bottle and douche" was convenient and disguised its true function as a source of douche water (to which quinine powder or vinegar was often added).

The "whirling douche" was popular because its powerful flushing action was thought to be more effective.
A REALLY USEFUL ARTICLE SUMMER OR WINTER.

—British Seamless Combined Hot-Water Bottle and Douche.—The ideal combination for travelling. The bottle is manufactured of best quality seamless rubber, highly polished surface, large filler neck, tag at bottom to hang for draining or douche purposes. Complete with best seamless stout rubber tubing, 3 vulcanite fittings and clip flow regulator.

There is a great demand for this extremely useful appliance, which can be instantly converted into either a douche or a high-class hot-water bottle, and we can strongly recommend it.

Price complete.

<table>
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Postage 6d. extra.

All parts supplied separately.

Very Useful for Travelling.

THE "DOUBLUGEE" WHIRLING SPRAY.

Guaranteed Perfect

Made of extra strong moulded rubber which will not split. Best polished vulcanite mount. Top unscrews for filling and cleaning.

Simplicity itself. Nothing to go wrong.

We have studied the faults and disadvantages of the various types of Sprays now being sold, and we realise that we have produced a most perfect Spray. We have complete confidence in recommending it.

—Price 10.6 each. Postage 6d. extra.

Cheaper Sprays.—These give excellent service. 5/6 and 8.6 each. Postage 6d. extra.
The author expressed assurance that readers "would appreciate his endeavours to alleviate the sum of human misery" and went on to give his reason for writing the book. "Many works have been written on medical science by men of scholastic education; but these works are either too expensive, or written in language which the bulk of the people do not understand, and the remedies are of such a nature that it is like putting a sword into the hand of a child."

The book was based on the medical writings of an American, Dr. Samuel Thomson, and propagated Thomson's 'New system' which forbade "the use of poisons whether as remedial agents or as stimulants. The use of the lancet was held to be quite unnecessary; and the use of that formidable enemy - the sheet-anchor, the Goliath of medicine - that all-potent remedial agent of the medical profession, Mercury, is altogether repudiated by the author."
THE WORKING-MAN'S MODEL

Family Botanic Guide

OR,

EVERY MAN HIS OWN DOCTOR;

BEING AN EXPOSITION OF

THE BOTANIC SYSTEM,

GIVING A CLEAR AND EXPLICIT EXPLANATION OF THE
BOTANIC PRACTICE, THE CAUSE, CURE, AND
PREVENTION OF DISEASE;

EMBELEISHED WITH ENGRAVINGS
OF THE HUMAN BODY AND HERBS USED IN THE BOTANIC PRACTICE.

BY

WILLIAM FOX, M.D.

---

ENLARGED BY


---

REVISED AND CORRECTED BY A. RUSSELL FOX.

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PRICE - - - 2/6 net.

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SHEFFIELD:

WILLIAM FOX AND SONS, MEDICAL BOTANISTS, CASTLE ST.

[ENTERED AT STATIONERS' HALL.]
The proprietor, H. Pontis, at his shop in Rotherham, circa 1896.

Medical Herbalists were popular and carried on extensive 'practices' in South Yorkshire, Lancashire and Wales. Most medical herbalists belonged to "The National Association of Medical Herbalists of Great Britain, Limited". This Association was founded in 1864 "for the development and progress of Botanic Medicine". As a group, Medical Herbalists were active pamphleteers. For example:-

"Roots of Power and Herbs of Healing" by 'Trimmell, the Herbalist', Cardiff (price 1d.)


"The Complete Herbalist: or The Peoples Own Physician by the Use of Natures Remedies", by O. Phelps Brown (price 5s.)
Pontis's Tonic and Nervine Essence

An excellent Herbal Medicine for Weak Digestion and Nervous Affections.

For Indigestion, Headache, Liver Complaint, Faintness, Sickness, Rheumatism, Biliousness, Giddiness, Heartburn, Palpitation, Low Spirits, Spasms, Wind, Nervous Debility, Neuralgia, Influenza, Gravel, Backache, and Side Pains.

It gives tone to the Digestive Organs, promotes a healthy action to the Liver and Kidneys, purifies the Blood, and strengthens the Nervous System. It may be used with much benefit in all complaints peculiar to females, equalising and restoring a healthy action to the circulation of the Blood, and imparting vigour and energy to the whole system.

Bottles 1/½ and 2/9 each. Prepared only by

HENRY W. PONTIS (MEDICAL HERBALIST).

24, Wellgate, Rotherham.

(LATE OF 22, COLLEGE STREET).
An example of a fraudulent invention which was initially widely praised.

"The ammoniaphone is an ingenious instrument, invented by Dr. Carter Moffat, for artificial voice cultivation. By close observation and careful analysis of the purest air of Italy, Dr. Moffat has succeeded in obtaining a chemical combination thereof, many years having been bestowed by him in the realisation of his purpose. This seems now to have been effectually done so as to place within easy reach a means of improving the quality and the outstanding power of the vocal organs, whether used in singing or public speaking; besides affording relief in chest complaints. The process is a simple one, consisting merely of a few inhalations from a metal tube inside which is some absorbent material with the chemical liquor. The invention has been secured by the Medical Battery Company, Regent Street."

(Illustrated London News, September 27th 1884)
I G. A. Nelson, Sec., The MEDICAL BATTERY CO., and enrich the vocal Ion.

F.R. E. We are Nathan that it is au untili Mould be used by all who hate weak otees Petent AmmeohPbane m • thoningislt genuine how. et It

Should he limed by VOCALISTS, CLERGYMEN, PUBLIC SPEAKERS, PARLIAMENTARY MEN, READING, RETTERS, LECTURERS, LEADERS OF PRAYER, SCHOOLMEN, ANATOMY,

FRANCES CURR, RAILWRIGHT, and all persons who have to use their voice professionally, or who desire to greatly improve their powers. It is an invaluable instrument for restoring

the voice, and of the greatest assistance in all sorts of cases. I have used it for years and feel assured it will be of the utmost benefit to many persons.

A leading article in HEALTH 1.111.1 1.)

ILLUSTRATED SPORTING AND DRAMATIC NEWS

We ma meert that Dr Carter Moffat*, Aconsoustplo. o a

From

Mt. CARTER MOFFAT'S AMMONIAPHONE Pots III oil! Is ot fret 

any port of lite ['navel Kingdom on nvcapt of PALO. or Cheque for Al.., crowd

THE

the Human Voice.

DR. MOFFAT'S AM MON LAPHO N

The AMMONIAPHONE being patent. In on .at

205, REGENT-STREET, LONDON, W.

THE MEDICAL BATTERY COMPANY, 205, REGENT-STREET, LONDON, W.

DR. CARTER MOFFAT'S AMMONIAPHONE

Recommended by the Best Physicians. Has won its way to Royai favour.

The AMMONIAPHONE is invaluable in all PULMONARY AFFECTIONS. It is constructed of a specially prepared non-corrosive

metal, with handle of ebony, polished. Having patent spring valves, it is charged with a chemical compound combined so as to resemble

in its effect that which is produced by the SOFT HAMMER of the ITALIAN PIANOLAY when beaten into the image, hence the term

ARTIFICIAL ITALIAN AIR.

5000 TESTIMONIALS.

From

From

From

From

From

Dr. W. HARNESS, of New York...

All men and women, and all persons who have to use their voice professionally, or who desire to greatly improve their powers, will find the AMMONIAPHONE of the greatest

use and advantage. It is especially recommended for all sorts of cases where the voice is weak, and for all persons who have to use their voice professionally, or who desire to greatly

improve their powers. It is an invaluable instrument for restoring the voice, and of the greatest assistance in all sorts of cases. I have used it for years and feel assured it will be of the utmost

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benefit to many persons.
Examples of Victorian enterprise. The 'railway mania' opened up the possibility of long journeys "in trains without corridors" but the india rubber urinal afforded relief to the incontinent and the urgent — at a high price.

The 'patent masticator' aimed to preserve good teeth. Artificial teeth were expensive and inefficient.
India-rubber Urinals for Male and FEMALE RAILWAY TRAVELLERS, INVALIDS, and CHILDREN.

The above Urinals are made on the most approved principles, and are all fitted with the recently-invented valve, which will not allow any return of the water by the upper part, by being placed in any position, and from their improved construction are better than any similar articles at present in use. Manufactured by SPARKS & SON, Patent Surgical Truss and Bandage Makers, 23, Conduit Street, London, W.

A liberal discount to the Medical Profession. And descriptive Circulars sent per post.

URINAL FOR TRAVELLING, Price 15s. and 16s.
URINAL FOR BED USE, Price 15s., 18s., and 21s.
Manufacturers of French Spiral Elastic Stockings, Knee Caps, Belts, etc.

THE PATENT MASTICATOR.
16 BLADES in ONE.

To use in place of Knife for preparing chops, steaks, and all roast or boiled meats for mastication by mashing and pulping same on your warm plate, and so preserving all the nutriment. Those with good teeth should use the Masticator to save them; those with defective teeth should do so to assist mastication, and those with artificial teeth should use it to prevent damage or breakage; in fact no dinner table is complete without the Masticator.

It is invaluable to the Aged, Young Children, and all suffering from Weak Digestive Organs, or those who eat quickly. Retail of all Chemists, Ironmongers and Cutlers, or sent Post Free direct from the Manufacturers upon receipt of Postal Order.

The Masticator on White Metal Fork, 2/6 each, or Superior Finish on Electro Plated Fork 5/- each. Complete in Box. Only the 5/- Masticator sent Post Free abroad.

FORDHAM & SMITH,
41, HELMET BUILDINGS, WORMWOOD STREET, LONDON, E.C.
ESTABLISHED 1851.
Snuff was an old remedy for catarrh and deafness. The practice continued until the 20th century but restrictions imposed on advertisements purporting to cure blindness and deafness suppressed products such as 'Grimstones Eye Snuff'.

Snuff was used to abort coryza and hay fever.

Borax, capsicum and cocaine hydrochlorate were popular ingredients in hay fever snuff. Menthol, sodium bicarbonate and cocaine were popular ingredients in cold snuff. (Western Druggist vol. 13 p.420 1891 and vol. 15 p.59 1893)
A few of the many thousand Testimonials of Sight Restored and Deafness cured by GRIMSTONE'S EYE SNUFF:

To Mr W. Grimstone
434 Oxford Street.

General Post Office, Inland Department,
9th Oct. 1814.

SIR,—For the last 3 or 4 years I have been labouring under a nervous deafness, so much so at times as to be almost incapable of hearing. After trying several very eminent aurists, from whom I derived scarcely any relief, I was induced, at the solicitation of a friend, to try your excellent Eye Snuff; I, accordingly, procured one of your small canisters, after taking which I found considerable benefit, so much so that I sent for two more, which, having used, I found my hearing completely restored, and I have not been deaf since. I should mention, that the time I commenced taking your Eye Snuff was in April last, and have continued taking it since.—I remain, sir, your obedt. servant,

WM. H. ADAMS.

Mr W. Calvert, wood-engraver, 35 Tavistock street, Covent Garden, cured of weakness of sight of long standing. Aug. 12, 1844.

Mrs Macgregor, cured of deafness, from which she had suffered for many years. Granton, Scotland, April 20, 1844. Witness, Mr Shuter, Kentbury, Berks.

G. J. Guthrie, Esq. F.R.S. This eminent surgeon strongly recommends Grimstone's Eye Snuff.—See J. B. Lachfield's letter.

Dr Abernethy used it, and by that ablest Physician it was termed the Faculty's Friend and Nurses' Vade Mecum.

Dr Andrews also recommends its use as a preventative. See his Reports in Nov. 1831. He states that the tenacious sympathy of the membrane, within the nostrils, with the nervous system, that Grimstone's Eye Snuff, when frequently taken, must be of the greatest benefit to the consumer; and further recommends its universal adoption as a preventative.

Dr Thomson of Hatfield having witnessed many cases of cure, both of headache and opthalmia, has kindly given his testimony thereof.

G. W. M. Reynolds, editor of Chambers's London Journal, &c. &c., relieved of excruciating pains, and can now write without spectacles. 36 Stamford street, Blackfriars' road, 3d Oct. 1842.

Sold in canisters at 8d, 1s 3d, 2s 4d, 4s 4d, 8s, and 15s 6d each.

Any quantity can be forwarded through the General Post by sending money orders. A 2s 4d canister, with postage, will cost 3s, and so on in like proportion.

All letters addressed to W. Grimstone, 434 Oxford street, and 24 King street, Long Acre, London.
Urine, like blood and spittle, was formerly believed to have magical and healing powers. It was often used as a 'Life Index', when the urine of an absent man was securely corked in a bottle and hung in a safe place in the house. If the liquid remained clear, it showed he was safe and well. If it became cloudy, he was ill or in danger, and if it wasted and dried away, he was dead.

Young women whose monthly periods were delayed were recommended to make water upon a newly thrown up mole hill (cited in Sir Thomas Browne's "Vulgar Errors" included in "The Works of Sir Thomas Browne" ed. Geoffrey Keynes 1928-31).

There is still a widespread belief that an acid in urine will heal chilbrains and chapped hands. Warts are also believed to yield to similar treatment. Actually urea is included in some present day dermatological preparations to reduce roughened scaly skin, e.g. Calmurid.
THE WATER DOCTOR.
(After David Teniers the Younger.)
At the time he launched his pill business Morison wrote several promotional pamphlets. A collection of these appeared in Morisoniana in 1829 and then annually. The 1831 edition ran to over 600 pages.
MORISONIANA;

OR,

FAMILY ADVISER

OF THE

BRITISH COLLEGE OF HEALTH.

BEING A COLLECTION OF THE

WORKS OF MR. MORISON, THE HYGEIST;

COMPRISING

"ORIGIN OF LIFE, AND TRUE CAUSE OF DISEASES EXPLAINED"
—"IMPORTANT ADVICE TO THE WORLD"—"LETTER ON
CHOLERA MORBUS OF INDIA"—"ANTI-LANCET," IN SIX
NUMBERS—AND "MORE NEW TRUTHS."

FORMING A

COMPLETE MANUAL

FOR

INDIVIDUALS AND FAMILIES

FOR EVERYTHING THAT REGARDS PRESERVING THEM IN
HEALTH, AND CURING THEIR DISEASES.

THE WHOLE THOUGHT AND PROVED BY THE

MEMBERS OF THE BRITISH COLLEGE OF HEALTH,
AS THE ONLY TRUE THEORY AND PRACTICE OF MEDICINE;
And thus furnishing ample testimony that

THE OLD MEDICAL SCIENCE IS COMPLETELY WRONG.

WITH

AN APPENDIX,

CONTAINING

A SHORT TREATISE ON THE ORIGIN AND ERADICABILITY OF
THE SMALL POX,
Numerous well-authenticated Cures, and other interesting matter.

"Every one may now be his own doctor and surgeon, at a cheap rate, and enjoy a
sound mind in a sound body."

THIRD EDITION.

PRINTED FOR AND SOLD AT THE COLLEGE OF HEALTH
LONDON;
AND BY ALL THE AGENTS IN TOWN AND COUNTRY
Price 10s.
1831.
After some early success with his 'Pill', Morison moved to Hamilton Place, New Road (across from the present site of St. Pancras Station) where he built an imposing building with a name to match: "The British College of Health". The College remained on this site for almost 100 years but became a Salvation Army Shelter from 1916-1928.


The imposing building was an astute commercial manoeuvre and pandered "to the British reverence for learned societies".

(E. Maple, "Magic, Medicine and Quackery", London 1968, p.146-7)
BRITISH COLLEGE OF HEALTH.
EUSTON ROAD, LONDON.
WHERE ALONE MORISON'S VEGETABLE UNIVERSAL MEDICINES ARE COMPOUNDED.
James Morison (1770-1840) self-styled "Hygeist" and founder of the 'British College of Health' announced his medical notions in his treatise 'On the Origin of Life, and the Supreme Agency of Blood and Air only, on the Human Body; illustrative of the Hygiene Theory of Medicine and the Cause of Diseases' (1828). The 'Morisonian System' averred that "purgation by vegetables is the only way of eradicating disease which arises from the impurities in the blood".

Little is known about the artist, T.H. Jones, except that he lived in London at about the time of Morison's greatest notoriety.
A TREE under the ORGANIC or DOCTORS' SYSTEM — being undrained of Corrupt Matter is in a State of DECAY throughout

TREE under the HYGEIAN or MORISONIAN SYSTEM, being drained of all IMPURITIES is in a FLOURISHING STATE!!!

"DRAINAGE IS TO A TREE, WHAT PROPER PURGING IS TO THE HUMAN BODY."
"Shall Morison have a Monument?"
(from 'Punch' Vol.XXI p.141, 1851)

W. Manneville, an agent of Morison's company, suggested at a meeting of the British College of Health that a statue be erected "to the glory of James Morison" ('Hygeist' N.S. 1851 p.146). A fund was to be set up from contributions, of no more than a penny each, from those who had taken Morison's Pills with positive (i.e. beneficial) results. The gift was intended as an expression of gratitude to Morison.

Punch (Vol.XXI p.118 1851) ridiculed the idea under a headline:

"A Monument for the Man of Pills:

The grateful admirers of Morison, the Hygeist, are called upon by advertisement in the papers to subscribe towards a monument to the memory of the great pill-compiler. We think that a simple slab of stone erected in a churchyard fullest of the Doctor's late patients would be sufficient."
SHALL MORISON HAVE A MONUMENT?

This question is being put almost daily to the "People of England" in a series of advertisements; and as the parties concerned are doing all they can to turn it into a public question, they cannot blame us for saying a word or two in reply to it. We have no hesitation in saying, by all means let Morison have a Monument; and we go even further, for we beg leave to offer a design, which the Morisonians are quite at liberty to adopt if they think it appropriate. We recommend its construction, not of ordinary stone, but of the very stoutest "monumental brass," that being the material most in character with the intended object.

As the advertising columns of the papers are daily teeming with

REASONS WHY A MONUMENT SHOULD BE ERECTED,

We think ourselves at perfect liberty to add a few Reasons of our own, which have, perhaps, not occurred to those in whose hands the affair has hitherto rested.

1. Because Morison was one of the most remarkable pillers of society.
2. Because he had a thorough knowledge of what his fellow-creatures would swallow.
3. Because he sent forth his pills in numbers, and Number One was the chief object of his solicitude.
4. Because he was engaged in a great struggle, and dealt out many a death blow in pursuit of his object.

We might add some special reasons why the Monument we have designed should be the one selected; but it may be sufficient to say that he contributed to numerous undertakings, and that his eulogy can be most appropriately conveyed in Mute eloquence.
James Morison (1770-1840) propounded an all-embracing theory of health and disease. He was the most successful proprietary medicine vendor of his time and in continuous verbal conflict with the most successful contemporary medical editor, Thomas Wakely.

Morison, and his Universal Pill, became household words and inspired authors, poets, cartoonists and song writers to contribute, contemptuously and negatively, to their lasting reputation.

Thomas Holloway (1800-1884) died of bronchitis at the age of eighty-four. He had risen from the obscurity of a Devonport grocer's shop to become the largest proprietary remedy vendor of his time, and a worthy successor to James Morison. He applied Morison's technique of extravagant advertising. During the closing years of his life, Holloway showed great munificence and endowed a sanatorium and the Royal Holloway College for Women.
I. JAMES MORISON, 1770—1840

THE LATE MR. THOMAS HOLLOWAY.
In 1873 Thomas Holloway put aside a quarter of a million pounds sterling to erect an asylum or sanatorium for the insane. He subsequently bestowed a further large sum of money upon its completion and endowment.

The Holloway Sanatorium cost about £350,000 and was to be partly self-supporting. There was accommodation for four hundred patients, male and female. It was intended for the reception, "during twelve months and no longer" of curable cases of mental disease, from the middle classes such as professional men, clerks, teachers and governesses. It was assumed that the lower working classes were provided for in the public asylums.
Thomas Holloway gave three quarters of a million pounds sterling for a building to be called "The Holloway College for the Higher Education of Women". It was intended as a memorial to his wife. The College was opened by Queen Victoria on June 30th 1886, (two years after Holloway's death). The splendour of the occasion as well as the extravagance of the building raised some doubts about the wisdom of making students too comfortable. The Graphic (July 10th 1886) for example, recalled Horace Walpole's saying that "singing birds should not be too well fed!"
OPENING OF THE ROYAL HOLLOWAY COLLEGE FOR WOMEN BY THE QUEEN—THE ROYAL PARTY LEAVING THE CHAPEL AFTER THE RELIGIOUS CEREMONY
Holloway's Pills and Ointments

Top Left from 'Economist' March 22nd 1845.
Bottom Left from Wensleydale & Swaledale Almanack 1895.
Top Right from Wensleydale & Swaledale Almanack 1898.
Bottom Right from Wensleydale & Swaledale Almanack 1900.

These labels reflect the history of advertising constraints on claims made for a particular remedy. The 'diminishing promise' of the advertisement was imposed by legislation or concensus.

Early advertisements contained significant references to "menstrual irregularities" and "the elimination of poisonous matter from the blood". Holloway's Pills may have been successful in treating both since it contained powerful purgatives.
HOAR
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ViZIASI	 .a..:BENT2
ARE THE
BEST FAMILY MEDICINES.
HOLLOWAY'S PILLS
Cure Indigestion and Restore Lost Appetite.
HOLLOWAY'S OINTMENT
Cures Sore Throat, Quinsy, &c.
HOLLOWAY'S PILLS
Cure Bilious and Sick Headache, and all Liver and Stomach Disorders.
HOLLOWAY'S OINTMENT
Cures Piles, Fistulas, Glandular Swellings, &c.
HOLLOWAY'S PILLS
are Invaluable for the use of Females.
HOLLOWAY'S OINTMENT
Cures every form of Skin Disease.
Mar. far ?..1 ord. at 75, Nee Oaf rd S re
HOLLOWAY'S PILLS & OINTMENT
Have held the lead for nearly sixty years, and are universally acknowledged to be the
BEST REMEDIES OF THE AGE.
HOLLOWAY'S PILLS
Cure Indigestion, Biliousness, Sick Headache, Loss of Appetite, Flatulency, and all Liver and Stomach Disorders.
By their use all poisonous matter is eliminated from the system, and the Blood rendered pure.
HOLLOWAY'S PILLS & OINTMENT
Cures Bronchitis, Asthma, Gout, Rheumatism, Piles, Fistulas, Stiff Joints, Muscular Contractions, and ALL FORMS OF SKIN DISEASE.
MANUFACTURED ONLY AT 78, NEW OXFORD STREET, LONDON.
SOLD BY ALL CHEMISTS AND MEDICINE VENDORS.

IMMENSE DEMAND FOR HOLLOWAY'S PILLS IN THE EAST INDIES.

Extract of a Letter dated 29th September, 1842, from Messrs S. Ferdinand and Son, Agents for the Sale of "Holloway's Medicines," in the Island of Ceylon:

"All classes of people here are desirous to purchase your WONDROUS MEDICINES, and we regret that we have now scarcely any left to meet the IMMENSE DEMANDS that are daily made upon us for them. We include you a testimonial from J. Davison, Esq., the Superintendent of Lord Elphinstone's Sugar Estate, at Colombo, Ceylon: and we can, if necessary, send you abundant other proofs, not only from the middle classes, but also from the opulent and influential here, many of whom have derived immense benefit from the use of your invaluable medicines.

Copy of a Letter from J. Davison, Esq., which is the same addressed to in the Extract of the Letter above:

"Colombo, 7th Aug., 1843.

"My Dear Sir,—Messrs Davisons have received so much benefit already from HOLLOWAY'S PILLS, that I am induced to trouble you for another supply, viz., an Eleven Shilling Box.—Your's truly,

J. Davison.

"To Messrs Ferdinand and Son, Holloway's Agents for the Island of Ceylon, Colombo.

This should not be lost in taking this remedy for any
of these Diseases—

Ague  Tympanism
Asthma  Jaundice
Bilious Complaints  Liver Complaints
Brushes on the Skin  Limbs
Bowel Complaints  Piles
Colics  Rheumatism
Conspiration of Bowels  Retention of the Urine
Consumption  Swell Throat
Dysentery  Scorbut or King's Evil
Dyspepsy  Stone and gravel
Edema  Secondary Symptoms
Epilepsy  Toxins
Female Irregularities  Tumors
Fever of all kinds  Ulcers
Fits  Worms of all kinds
Gout  Weakness from whatever causes
Headache
Indigestion

These truly invaluable Pills can be obtained at the establishment of Professor Holloway, near Temple Bar (where Advice May Be Had Gratuitously); and of most respectable Vendors of Medicine throughout the civilized world, and at the following prices—Is 4d, 2s 6d, 4d, 1ls, 22s, and 10s each box.—There is a considerable saving by taking the larger sizes.

N. B.—Directions for the Guidance of Patients in every Disorder are affixed to each box.

('SECOND TO NONE,
The Regimental Motto of the
Scots Greys and the
Universal Verdict pronounced on
HOLLOWAY'S PILLS
Manufactured only at 78, New Oxford Street, London.
SOLD BY ALL CHEMISTS AND MEDICINE VENDORS

HOLLOWAY'S PILLS & OINTMENT

These truly invaluable Pills can be obtained at the establishment of Professor Holloway, near Temple Bar (where Advice May Be Had Gratuitously); and of most respectable Vendors of Medicine throughout the civilized world, and at the following prices—Is 4d, 2s 6d, 4d, 1ls, 22s, and 10s each box.—There is a considerable saving by taking the larger sizes.

N. B.—Directions for the Guidance of Patients in every Disorder are affixed to each box.
"Eade's Gout and Rheumatic Pills"
(From Wensleydale & Swaledale Almanack up to 1905)

Gout and rheumatism cures were frequently changing the emphasis of their claims. Proprietary remedies dealing with arthritic and muscular disorders never became the great fortune makers that many in the cathartic class became. There was a tendency for this 'group' of complaints to lapse into the hands of 'fringe medicine', which later developed as osteopathy and later given respectability by Sir Herbert Barker.
CELEBRATED
GOUT & RHEUMATIC PILLS,

THE SAFEST AND MOST EFFECTUAL CURE FOR
GOUT, RHEUMATISM,
RHEUMATIC GOUT, LUMBAGO,
AND ALL MUSCULAR PAINS.

THEY REQUIRE NEITHER CONFINEMENT NOR ALTERATION OF DIET,
AND IN NO CASE CAN THEIR EFFECT BE INJURIOUS.

EMMETT'S ARMS, 125, WESTGATE, BRADFORD, 27th October.

Eade's Gout and Rheumatic Pills have proved of incalculable benefit to me for acute attacks
of Rheumatic Gout, to which I am subject. I have taken them on every occasion required
for nearly eight years, and they have always afforded me immediate relief. I used to be
troubled almost weekly, but now the attacks, owing to your pills, are much less frequent. I
have recommended them to hundreds of friends who have never known them to fail for the
same complaint.

CHARLES BALAAM.

16, BURTON CRESCENT, DEWSBURY ROAD, LEEDS.

DEAR SIR,—It is with unbounded pleasure I send you a few lines in praise of your most
excellent Pills. It is six years since I first had Rheumatic Gout, and I had three months in
bed with it. Of course I had the doctor, and he sweated me down almost to a skeleton. The
next Spring I had another attack, and was persuaded by a friend to try your Pills. I did so,
and am quite sure they prevented my being laid up again. Ever since when I have had the
least pain I have taken two or three Pills, and have been alright again directly.

I WOULD NOT BE WITHOUT THEM IF THEY COST ONE POUND A BOTTLE.

You are quite at liberty to make what use you like of this, and I shall be pleased to answer
any poor sufferer who cares to write me (enclosing stamped address). Wishing you every
success.

Yours truly,

M. R. G. EaDe.

2, COLLEGE PARK VILLAS, KENSSAL GREEN, LONDON, W.

DEAR SIR,—I feel it my duty to tell you I had Rheumatic Gout once, and had to stop at
home for three weeks. I cannot describe the pain I suffered. I read your advertisement, and
looked upon it as all others. A brother signalman said "Try them," I did so.

THE FIRST TWO PILLS TOOK THE PAIN AWAY
in a few hours, and I was able to resume my work. No one need be frightened to take them.
I have recommended them to all whom I have heard complaining of Rheumatism, Gout,
Lumbago, Neuralgia. &c. I hope no one will doubt my statement.

Yours sincerely,

M. R. G. EaDe.

PREPARED ONLY BY

GEORGE EADE, 232, GOSWELL RD., LONDON,

And Sold by all Chemists, in Bottles. 1/1½; three in one, 2/9.
These advertisements appeared widely in those newspapers especially "likely to fall into the hands of the domestic class".

A case concerning the continuance of an advertisement of this type was reported in the 'Times' March 10th 1898 (Owen v Greenberg).

A Lancet analytical enquiry into the composition of these 'abortifacient' remedies revealed that they were mostly innocuous. Beecham's Pills or Holloway's Pills or even caster oil would have been more effective.

"Lady Montrose's Tabules" formed part of the racket carried on by the notorious Chrimes Brothers.
LADIES ONLY.

THE "LADY MONTROSE"

1/4" MIRACULOUS "F"

FEMALE TABULES

Are positively unequalled for all FEMALE AILMENTS. The most OBSTINATE Obstructions, Irregularities, etc., of the female system are removed in a few doses. Being SPECIALLY prepared, they are guaranteed STRONGER in action than the strongest (or "No. 2" and "3") LIQUID Female Mixture, Pill, or Fluid Medicine on earth. Failure is impossible. Post free, under cover, with full directions and advice 4e. 6d., with SWORN EVIDENCE as an absolute guarantee enclosed in every case. One case sufficient. A special and valuable OUTWARD Remedy sent free.

A FEW TESTIMONIALS FROM MANY THOUSANDS.

"Am overwhelmed with delight to say that your miraculous (for miraculous they are) Tabules painlessly restored regularity before taking one quarter of a box."—Mrs. X., Long-lane, Orford, Warrington.

"After taking the last dose late Saturday night I was quite well early Sunday morning."—Mrs. C., Mount Pleasant, East Hill, Dartford.

I received a box from my sister, Mrs. Weentell, to say they had proved successful. She is exceedingly grateful."—Mrs. H., Northern Hospital, London.

"The Tabules you sent were marvellous. I was advised by a friend who had relieved herself after a few doses. Mine being a case of MONTHS, I tried a box, and after taking a few doses I was astounded to find myself relieved. I had spent a great deal in 'FAMOUS' FEMALE MIXTURE, etc., but only had pain and no relief. I enclose 4s. 6d. for another box for another lady friend."—Mrs. L., Merton-street, Huddersfield, Yorks.

THE ABOVE TESTIMONIALS (AND THOUSANDS OF OTHERS) ARE EACH SEEN AND SWORN TO, UNDER OATH, BEFORE ONE OF HER MAJESTY'S COMMISSIONERS FOR OATHS, TO BE TRUE AND GENUINE.

Don't delay. Send To-day for full particulars, and absolutely Conclusive Proofs. Be cured without trouble and expense with these startling Tabules. Address, H. A. N. MONTROSE, 54, Imperial Buildings, Ludgate Circus, London.

CAUTION.—Don't waste money on useless "Famous," "Important," etc., Fluid mixtures, Cones, "Without Medicine" Remedies, "Indispensable" Pills, etc. It is utterly impossible for these weak "Water and Medicine," etc., Remedies, to be as strong as my powerful, irresistible Compressed Tabules, and I have a Certificate GUARANTEEING these Tabules.

LADIES.—Absolutely Indispensable to LADIES! Particularly those who desire a quick, safe and reliable and non-injurious remedy for all obstructions and irregularities, a medicine which cures (usually in a few hours) cases which have baffled the skill of the best medical men. No lady need despair, as the most obstinate and helpless cases have been immediately relieved by this remedy. Mrs. Wilson, of Honor Oak Park, Forest Hill, says: "Your invaluable remedy took immediate effect; in less than 12 hours I was all right, after 18 weeks of misery and hopelessness." A properly certified guarantee is enclosed with testimonials and medicine. One package at 4/6 is usually sufficient for any case. Ladies send at once fully directed envelope for particulars and proofs. I will forfeit £2,000 if the testimonials are not genuine. Thousands of unsolicited testimonials have been received. Do not be misled by showy advertisements and other so-called remedies which are utterly worthless and fraudulent imitations.

NOTICE.—This wonderful remedy guaranteed to have the largest sale in the entire world, being the oldest and only harmless medicine of its kind for ladies, and cures more patients in one month than all other Female Remedies put together in twelve months. This can be proved by our Testimonials.

If you require more particulars I will send you per return of post, in sealed letter, post free, a splendid Book (34 pages) and Guide (cloth covers, 60 pages and 40 illustrations of Ladies' Appliances), and full particulars of the wonderful effective remedies as advertised and sold in every town and village in Great Britain. Consultations Free every day 3 to 7. Established over 100 years.

Do not delay, but write at once privately to Madame FRAIN, Medical Institute, Hackney-road, London, N.E. (opposite Shoreditch Church).
"Deaf?"

(From Illustrated London News, December 15th 1894)

J.H. Moore, M.D. (U.S.A.) professed to cure deafness and 'catarrh' by a system of "Aerial Medicine". He claimed that 6,000 physicians of high standing had employed his system. It was a fraud. (Truth vol. 63, p.308 and Vol.65, p.995)

"Parr's Life Pills"

(from Economist, 19th July 1845)

Thomas Parr died at the legendary age of 152 years in 1635. An autopsy was carried out the following day by the great William Harvey. Many stories gathered round the legend of Thomas Parr including one that at the age of 105 he was forced to do penance for having begotten a bastard child. This gave credence to his virile old age and it was perpetuated by a document. 'Old Parr's Will' was invented by writers of Chapbooks issued from 1835 onwards to advertise a nostrum known as "Old Parr's Life Pill", which was also a laxative. Eventually the recipe was bought from a Manchester druggist by Herbert Ingram who employed a schoolmate to write its history. (Medical Circular 23rd February and 2nd March 1853).

Herbert Ingram was proprietor of the Illustrated London News (first published in 1842) which gained impetus from the Great Exhibition.
"The Alofas Company"
(from Whitakers Almanack 1890)

An example of repetitious advertising using parallelisms.
DEAF?

FREE.

To prove beyond doubt that Aerial Medication is a positive cure for deafness, catarrh, throat and lung diseases, I will, for a short time, send medicines for three months' treatment, free. For symptom form and particulars and testimonials, address: J. H. Moore, M.D. (U.S.A.), Dept. V. 4. Bloomsbury, London, W.C.

PARR'S LIFE PILLS.

THE extraordinary success of this Medicine is the wonder of the age; it has been tried by hundreds of thousands as an aperient, and has in every instance done good, it has never in the slightest degree impaired the most delicate constitution. Tens of thousands have testified that perseverance in the use of PARR'S LIFE PILLS will completely cure any disease, and are living witnesses of the benefit received from this invaluable medicine.—Sheets of testimonials, and the "Life and Times of Old Parr," may be had gratis, of every respectable Medicine Vendor throughout the Kingdom.

Beware of spurious imitations of the above medicine. None are genuine unless the words "PARR'S LIFE PILLS," are in white letters on a red ground, engraved on the Government Stamp, pasted round each box; also the fac-simile of the signature of the Proprietors, "T. ROBERTS and Co.," London, on the directions.

Sold in boxes at 1s 1½d, 2s 9d, and family packets at 11s, by Edwards, 67 St Paul's; Barclay and Sons, Farringdon street; Sutton and Co., Bow Church yard, London; Mottershead and Co., Manchester; and J. and R. Raimes and Co., Edinburgh; Mitchell, Glasgow; and by all respectable druggists and patent medicine retailers throughout the kingdom.—Directions are given with each box.

THE ALOFAS COMPANY'S SAFE HERBAL SPECIALITIES.

ALOFAS TINCTURE.—Sure Cure for Consumption, Bronchitis, Phthisis, and all Throat and Chest diseases.

ALOFAS POWDER.—Cures all Wasting Diseases, Night Sweats, Debility, Brain Fag, &c.

ALOFAS PILLS, for Indigestion, Constipation, and all Liver and Bowel Disorders.

ALOFAS STOMACHIC cures Flatulence, Heartburn, Sour Eructations, and all Kidney and Heart Troubles.

ALOFAS EMBROCATION.—A Boon to Athletes. Cures Sprains, Rheumatism, Stiff Joints, &c.

ALOFAS OINTMENT for Chaps, Chilblains, Cracks, Rough Skin, Ulcers, &c.

ALOFAS RINGWORM OINTMENT.—A Sure Cure.

The ALOFAS Remedies, price 1s. 1½d. per Box or Bottle; larger sizes, 2s. 9d. and 4s. 6d. Sold by all Chemists, or post free from

The ALOFAS COMPANY, 20, New Oxford St., London, W.C.

Send post-card for the Alofas Guide to Health, and Almanack for 1890.

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Richard Haynel was director of the Weidhaas Hygiene Institute. The institute advertised a home treatment for asthma, consumption and a variety of other respiratory diseases. Diagnosis was made by correspondence.

Lysol was a proprietary disinfectant manufactured in Germany. It was designed to supplant carbolic acid, which it claimed to equal if not exceed, in effectiveness, while being free from its toxic and caustic properties. Cresolene was analogous to lysol. The compound found favour amongst the medical profession and public as a 'disinfectant' for the sickroom.

This proprietary remedy initially received generous recommendation from the medical profession. (See Lancet July 23, 1881.)
ASTHMA,
BRONCHITIS,
CHEST DISEASES,

Shortness of Breath,

BLOOD SPITTING.

Those suffering from the above receive POST FREE particulars of my Special Cure, which is not of a TRANSIENT, BUT A TRACEABLE, LASTING EFFECT, not only combating single symptoms, but removing the causes of those diseases. Therefore a PERMANENT CURE is assured.

I HAVE TRIED THE TREATMENT ON MYSELF, and have practised it for 16 years on many thousands—of Special Cases, with the very best results, and many Medical Men and many Clergymen have acknowledged to me that my cure is a successful one.

Officially confirmed letters of thanks testify to surprising successes by patients who have suffered for 30 years, and more, though in advanced years—say 70 to 80. Many are cured after having been GIVEN UP AS INCURABLE.

No interference with daily occupation. Send description of complaint, and mention if you suffer from COLD FEET.

PAUL WEIDHAAS, Pulmonary Institute,
39 T. L., YORK ROAD, HOVE, BRIGHTON.

SEVERE CHRONIC BRONCHITIS with PROSTRATION (Fourteen Years' Standing) CURED.

"DEAR SIR,—It is with great joy and heartfelt gratitude I write to you, and with profound thanks to Almghty God that He, in His infinite mercy, in answer to earnest prayer, caused me to hear of, and I induce any wife to place herself under your care, with a view to remove the causes of your disease. For fourteen or fifteen years she was a martyr to Chronic Bronchitis, which at times caused her to be so weak she could not stand upright and was totally unable to see her household duties. The winter of 1896 and 1897, her cough was terrible, in fact I expected every day she would be suffocated. She consulted four different doctors; they all told her she would never be any better—one went so far as to say he could not give her new lungs, and another told her several times that she would go into Consumption. She commenced your treatment twelve months ago last July, and at the end of four months she was perfectly cured and has never since had a relapse, and for the past eight months she has been doing the whole of her household duties, including washing, with greater ease and with less fatigue than would have caused her to draw herself before placing herself in your hands.—MR. CLARK, Worcester." (Post address on application.)

Mr. Weidhaas is prepared to pay £1000 to any Charitable Institution if the above are not genuine extracts from letters of patients. The original letters may be seen at his Institute by any bona-fide inquirers.

WHOOPING COUGH

PAGE'S PATENT VAPORIZER & CRESOLENE.

The Inhalation of the Vapour of Crespene (a Coal Tar product) gives extraordinary relief in Whooping Cough, and commonly puts an end to the disorder in a few days. It has also proved valuable in Asthma and other affections, and is stated to be the most powerful antiseptic and disinfectant at present known.

Vaporizer complete, including Apparatus, Lamp, and 2 oz. Bottle of Crespene, 7s. 6d.

Ditto for Gas attachment, 7s. 6d.

2 oz. Bottle of Crespene, 1s. 8d.

4 oz. 3s.

Full Descriptive Circulars from any Chemist.

SOLE AGENTS FOR EUROPE:

ALLEN & HANBURYS.
Fig. 41

"Ozone Paper"
(from Illustrated London News, November 3rd 1894)

A great deal of literature was produced on the antibacterial properties of ozone as well as the value of ozone in respiratory infections. An experiment carried out on bacterial culture showed that ozone did not affect bacteria one way or the other. (Lancet 1 p.609, 1901)

The therapeutic value of ozone was ascribed to it being more active than oxygen as well as being more abundant at higher altitudes but "when it is present in considerable proportions it is an active poison". (Western Druggist, Vol. 15 p.367, 1893)

Clarke's Blood Mixture
(from Whitakers Almanack 1878)

Clarke's Blood Mixture was one of the most widely advertised blood purifiers and apparently had no difficulty in showing that almost any disease can take its rise from some impurity in the blood.

The main ingredients of Clarke's Blood Mixture were potassium iodide, sal volatile, spirit of chloroform, burnt sugar and simple syrup. The ingredients contained in an 8 fluid ounce bottle selling for 2s.9d. were estimated to cost 1s.7d.
ASTHMA, CHRONIC BRONCHITIS.

BRONCHITIC ASTHMA, HAY FEVER, and INFLUENZA.

The "Lancet."—"A convenient and valuable remedy."

Dr. Thorowgood.—"Pure spasmodic Asthma and Asthma due to Emphysema of the lungs with co-existent bronchitis alike appear to me to be materially relieved by the Ozone Paper."

Harrison Weir, Esq.—"Your Ozone Paper has got rid of my Asthmatic affection; it is the only remedy which gave me permanent relief."

2s. 9d. and 4s. 6d. per Box, of all Chemists; or from the Proprietor for the amount in stamps or P.O.O. to any country within the Postal Union.

R. HUGGINS & Co., Chemists, 199, Strand, LONDON.

"FOR THE BLOOD IS THE LIFE."

CLARKE'S
WORLD FAMED
BLOOD MIXTURE
Trade Mark.—"Blood Mixture."

THE GREAT BLOOD PURIFIER AND RESTORER.

For cleansing and clearing the blood from all impurities, cannot be too highly recommended. For Scrofula, Scurvy, Skin Diseases, and Sores of all kinds it is a never-failing and permanent cure. It Cures Old Sores, Cures Ulcerated Sore Legs, Cures Scurvy Sores, Cures Cancerous Ulcers, Cures Glandular Swellings, from whatever cause arising.

This mixture is pleasant to the taste, and warranted free from anything injurious to the most delicate constitution of either sex, the Proprietor solicits sufferers to give it a trial to test its value.

THOUSANDS OF TESTIMONIALS FROM ALL PARTS.

Sold in Bottles 2s. 6d. each, and in Cases, containing Six times the quantity, 11s. each—sufficient to effect a permanent cure in the great majority of long-standing cases. BY ALL CHEMISTS AND PATENT MEDICINE VENDORS throughout the World, or sent to any address on receipt of 30 or 132 stamps by the Proprietor.

F. J. CLARKE, Chemist, APOTHECARIES' HALL, LINCOLN.
"Du Barry's Revelenta"

(from Illustrated London News March 1st 1884)

This 'cure all' accumulated startling testimonials of dubious authenticity and the claim of 100,000 annual cures of cases considered hopeless" bolstered by meticulous enumeration of each case appears exaggerated.

On November 3rd 1911 the 'Times' reported an inquest on an infant dead from quack food. The coroner made very strong remarks on the practice of foolish people giving starchy food to young children. Almost adjacent to that report is an advertisement for Du Barry's Revelenta patent food for infants and invalids. "This quack food is a preparation of lentils and young infants fed on that food would die as surely as if they were fed on so much bran or sawdust". (Report of Select Committee on Patent Medicines". Evidence of Mr. Sewell, p.270)
PERFECT HEALTH RESTORED, WITHOUT MEDICINE OR EXPENSE,
TO THE STOMACH, BLOOD, BRAIN, NERVES, LUNGS, BREATH, AND SKIN, BY
DU BARRY'S DELICIOUS REVALENTA ARABICA FOOD AND TONIC BISCUITS,
Which cures effectually dyspepsia, indigestion, constipation, acidity, cough, asthma, bronchitis, consumption, pleurisy, diarrhoea, dysentery, liver complaints, flatulence, distension, hemorrhoids, nervousness, biliousness; typhus, typhoid, scarlet, gastric, enteric, bilious,ague, and other fevers; sore throats, diphteria, measles, catarrhs, colds, rheumatism, gout, eruptions, impurity and poverty of the blood, hysteric, neurasthenic, irritability, sleeplessness, low spirits, spleen, palpitation, heartburn, headache, nervous debility; nausea and vomiting after eating, even in pregnancy or at sea; sinking fits, exhaustion, epilepsy, paralysis, apoplectic, wasting diseases, feverish breath. Thirty-seven years' invariable success with adults and delicate children. 100,000 annual cures of cases considered hopeless. Four times as nourishing and sustaining as meat, and digesting when no other food will stay on the stomach, it saves fifty times its cost in other remedies. We quote a few of the Cures:—Cure No. 49,432, of sixty years' indescribable agony from dyspepsia, nervousness, asthma, cough, constipation, flatulence, spasms, sickness, and vomiting, by Du Barry's Food.—Maria Jolly. Cure No. 100,016.—Preservation of an Ebbing Life.—'A dangerous illness having left my stomach too weak to assimilate ordinary food of any kind sufficient to keep me alive, I owe my preservation to Du Barry's Revalenta Food and Biscuits, on which I subsisted for months, recovering a healthy digestion, and strength, and muscle, to the astonishment of myself, my medical adviser, and friends.—Edward Wood, Bolton, June 14, 1885.' Cure No. 98,418.—Consumption.—Madame H. de B., in a hopeless state of pulmonary consumption, took the Revalenta Arabica by advice of her physician. So rapid and favourable was the change it produced in her health that the dangerous period of her confinement, which her physician had predicted would be fatal, passed over without danger or difficulty, though her baby weighed sixteen pounds; and her husband cannot speak too highly of this excellent Food, upon which both his wife and child are now living.—Bern, Aug. 20, 1862. Cure No. 70,421.—Nine Years' Constipation.—'I have taken Du Barry's Excellent Food for the last three months. It has given me new life, and I thank you sincerely. I had suffered during nine years from a most obstinate constipation, which resisted all medical treatment, and the best medical practitioners had declared it impossible to save me. A. Spadaro, Merchant, Alexandria, March 22.' Cure No. 94,618.—Nervousness and Debility.—'Upper Park, Dedham, March 9, 1880.—With gratitude I testify to the great efficacy of Du Barry's Food in restoring and sustaining health, having taken it for nervousness and weakness. I gave it also to a poor workman who was totally incapacitated to gain his livelihood by a gastric disorder, but who is now once more able to go to his work.—(Mrs.) E. Gretton.' No. 46,801.—The Marchioness de Brachan, of 4, Rue Remont, Versailles, of seven years' liver complaint, dyspepsia, sleeplessness, and the most intense nervous agitation, debility, and melancholy, rendering her unfit for social intercourse. No. 85,132.—Dr. F. W. Beneke, Professor of Medicine in Ordinary to the University, writes, April 8, 1872;—'I shall never forget that I owe the preservation of one of my children to Du Barry's Food. The child suffered from complete emaciation, with constant vomiting which resisted all medical skill, and even the greatest care of two wet-nurses.' No. 48,320.—'Du Barry's Food has cured my wife of twenty years' most fearful suffering from nervous and bilious attacks, palpitation of the heart, and an extraordinary swelling all over, sleeplessness, and asthma. Medical aid never saved her.'—Atanasio la Barbera, Mayor of Trapani, Sicily; No. 70,018.—'Du Barry's Food has cured me of thirty-six years' asthma, which obliged me to get up or five times every night to relieve my chest from a pressure which threatened suffocation.—Rev. P. Boillet, Ercuisville, France.' Cure No. 89,915 of twenty years' fearful debility.—'Avignon, April 18, 1876. Du Barry's Food has perfectly cured me of twenty years' dyspepsia, oppression, and debility, which prevented my dressing or undressing myself, or making even the slightest effort. I am now, at the age of 50, restored to health and strength.' (Madame) Boëllé, née Car- Boëzetti. 100,000 Cures, including those of H.H. the late Pope Pius IX., the late Emperor Nicholas of Russia, Major Edic, Dr. Livigstone, and Mr. W. H. Stanley, the African Explorer, who saved 220 of his men from insurrection: Lord Stuart de Decies; the Rev. Charles Tuson, Trinity Church, Monmouth; of Dr. Urs. Warzer, Elnsile, Routh, Physician of the Samaritan Hospital for Women and Children, London, &c. Also best adapted Food for rearing Infants more successfully than with Milk. DU BARRY'S REVALENTA ARABICA FOOD Sells: Packet for all Climates, in Tins of ½ lb., at 2s.; 1½ lb., 3s. 6d.; 2 lb., 6s.; 2½ lb., 14s.: 12 lb., 32s. 24 lb., 60s.; costing about 2d. per meal. All Tins are sent carriage-free against Postal Order. Also DU BARRY'S REVALENTA TONIC BISCUITS impart health and energy and sound sleep. In Tins at 3s. 6d. and 6s. All Tins are sent free of carriage in the United Kingdom and France against Postal Order.

DU BARRY & CO., LIMITED,
No. 77, REGENT-STREET, LONDON, W.; SAME HOUSE, AT No. 8, RUE CASTIGLIONE, PARIS; AND THROUGH ALL GROCERS AND CHEMISTS IN THE WORLD.
The drug was brought to this country from Fiji where it enjoyed a reputation as a remedy for neuralgia. The Lancet (1 p.360 1880) carried out an unreliable clinical trial on the drug and on this relatively scant evidence gave 'Tonga' unqualified approval. The article was extensively copied into the American press and Parke, Davis & Co. instructed their representatives to obtain a sufficient quantity of the drug "to warrant its introduction to the medical profession of America". A year later Allen & Hanbury's brought an action against Parke, Davis & Co. for alleged infringement of trade mark. They claimed first that the word 'Tonga' was coined by them and was in consequence their property; second, that the word was first applied by them to medical substances in 1879; third, the demand existing in America for 'Tonga' was due to their advertising. The defendants denied these allegations, pointing out that Tonga was the name of one of the Fijian islands where this concoction of bark was a common remedy.

According to common law regulating the use of trade marks the Supreme Court ruled that no-one has a right to assume control of the only name by which an article is known "If then the peculiar composition referred to is only known by the name 'tonga', the English firm has no right whatever to assume control thereof, to the detriment of science and humanity at large". (Extracts from "Therapeutic Gazette" cited in Lancet 2, p.1075 1881).
TONGA is the name given to a remarkable remedy for Neuralgia. It is a fluid Extract of a special combination of the Barks, Roots and Leaves of several plants, the peculiar efficacy of which was discovered by a resident in the South Pacific, whilst seeking relief from intense neuralgia. The drug was first introduced to us during the summer of 1879. On submitting it to trial, it was at once found by competent medical authorities to possess extraordinary power in relieving Neuralgic pains. The following Extracts from papers in The Lancet, written by eminent medical men, will sufficiently testify to the great value of this remedy:—

A woman, aged twenty-three, had suffered for fourteen days from severe neuralgia of the infra-orbital and great orbital nerves. She had four severe paroxysms in the day, lasting from half an hour to an hour and a half. Many of her teeth were bad. Three doses cured her.

"A woman suffered from neuralgia in the left great occipital nerve. Four half-drachm doses cured her.

"A man, aged twenty-five, had suffered for a fortnight from severe bilateral neuralgia in the temples, in the eyes, and under the eyes. Half a drachm dose thrice daily cured him in three days.

"A woman, aged twenty, for ten days had suffered from severe neuralgia in the first and third branch of the fifth nerve. She had daily about five paroxysms, each lasting from one to two hours. A drachm thrice daily cured her in three days.

"A girl, aged eighteen, suffered from toothache and severe neuralgia along the lower jaw, and in front and behind the ear. Half a drachm cured the neuralgia in twenty-four hours.

"This remedy, whilst apparently highly useful in neuralgia, produces no toxic symptoms."—From a Paper by SYDNEY RINGER, M.D., and WILLIAM MURRELL, M.D., M.R.C.P., in The Lancet, March 6th, 1880.

"The results obtained from Tonga by Drs. Ringer and Murrell fully coincide with mine. I have notes of cases of brain and kidney disease in which Tonga alone succeeded in removing pain. All cases of neuralgia (supra- and infra-orbital branches of the fifth nerve), with swelling of the temporal veins during the attack, were benefited."—From a Paper by C. BADER, Esq., Ophthalmic Surgeon to Guy's Hospital, in The Lancet, Mar. 30, 1880.

"W. H.—, aged thirty-one, had been suffering from most severe neuralgia for nearly ten days. The teeth, both in the upper and lower jaw, were in a very decayed condition. One teaspoonful of Tonga was ordered to be taken every six hours till the pain was relieved. The paroxysms entirely ceased after the fourth dose.

"A woman, aged twenty-nine, in a very weak, amemic state, with inflamed axillary glands, had suffered from supra-orbital neuralgia for six or seven days. She was ordered one teaspoonful three times a day. The paroxysms ceased, and did not return, after the fifth dose had been taken.

"Wm. P.—, aged thirty-two, had suffered greatly from neuralgia for nearly two years. He was ordered one teaspoonful in water three times a day. The pain very much decreased after the fourth dose, and entirely ceased after the sixth dose had been taken. In my case-book I find the following note on April 16th on this case:—"Had another bad attack, though less severe than the last. The neuralgic pain entirely disappeared after the third dose."


"Invaluable in facial neuralgia."—Medical Press and Circular, Dec. 29th, 1880.

"Has proved effective in all those cases of facial neuralgia in which we have prescribed it. It is an elegant and easily-taken remedy."—Medical Press and Circular, Jan. 20th, 1881.

Extract from a Letter to the British Medical Journal, March 20th, 1881.

"After trying quinine, arsenic, iron, morphia, and the pills above mentioned (gelseminum, croton-chloral-hydrate and morphobromide of camphor), Tonga was used, and the effect was almost instantaneous.

—(Signed) G. W. WIGNER.

We have also had further overwhelming testimony, both from the medical profession and the public, of the remarkable efficacy of Tonga. It is in truth what it professes to be—"A specific for Neuralgia."

Captain H. PADDON, Hounslow, writes to,—, Esq., Bickley:—"Some time ago you very kindly gave me a remedy for neuralgia (Tonga), and I have intended to write to you as to its value, and now do so. It stopped an attack of neuralgia to my astonishment when in full progress, and is the only remedy I have ever tried that would do it."—(Signed) H. PADDON.

G. W. WIGNER, Esq., F.I.C., F.C.S., writes:—"Gentlemen,—I have tried Tonga myself for neuralgia and acute rheumatism with perfect success in each case. I have given it away in fourteen other cases, and have inquired carefully as to the results. It has succeeded in every case, and a third dose has but seldom been required."—(Signed) G. W. WIGNER.

TONGA, unlike opium and other anodynes, produces its remarkable specific action on the nerves without giving rise to any derangement of the digestive or other organs.

DOSE: A teaspoonful in water three times a day. Relief generally follows the third or fourth dose.

N.B.—No ill effects follow from larger doses.

TONGA (which name is a registered Trade Mark) is sold only in bottles at 4s. 6d. and 1ls. each, and may be obtained of any Chemist, or of the Sole Consignees and Manufacturers,

ALLEN & HANBURYS, Plough Court, Lombard Street, LONDON, E.C.
James Crossley Eno (1820-1915) had a pharmacy in Newcastle-upon-Tyne where he used his skill to manufacture a 'Fruit Salt' or 'Fruit Saline'. Through the use of the term 'Fruit Salt' Eno made trademark history when the House of Lords decided in his favour. Despite the fact that both words - Fruit Salt - were in common use it was held to be a registrable mark.

Eno's style of advertising was unique. His advertisements usually began with some reminiscence with a topical theme and concluded with numerous testimonials purporting to originate from all parts of the world. A testimonial included in one of Eno's advertisements appearing at the time of the typhoid outbreak in London in the '90s went a bit too far. It said, "I used my Fruit Salt freely in my last attack of fever and have every reason to say it saved my life" (signed) J.C. Eno."
WOULD not have sufficed to TONS weight of official correspondence.TWO Great Asiatic Powers, while HAS bridged over difficulties between "THE PRINCE OF WALES in Russia RUSSIA and ENGLAND."

WAR. "0 World! What are ye, and our best designs. That we must work by crime to punish crime. And lay, as if death had but that one gate." Byron.

RUSSIA AND ENGLAND. "THE PRINCE OF WALES in Russia HAS bridged over difficulties between TWO Great Asiatic Powers, while TONS weight of official correspondence

THE FATE OF A NATION WILL ULTIMATELY DEPEND THE FIVE SENSES. THE COMBINED USE IN A PRACTICAL FORM MEANS COMMON SENSE, or in other words THE ACME OF THIS LIFE. No Power is of any Value, save to him who can put it to a Good Use. "WAR IN A CHRISTIAN LAND IS A LIVING LIE." —Times. WHICH EXISTS IN ENGLAND Year after year! Kingsley.) How much longer must the causes Of the startling array of Preventive deaths continue unchecked? WHAT higher aim can man attain THAN conquest over human pain? FOR THE PREVENTION OF DISEASE by natural means use ENO'S "FRUIT SALT." TO ALL LEAVING HOME FOR A CHANGE. DON'T GO WITHOUT A BOTTLE OF ENO'S "FRUIT SALT." IT prevents any over-acid state of the blood. It should be kept in every bed-room in residence for any emergency. Be careful to avoid rash acidulated failures, and use ENO'S "FRUIT SALT" to prevent the bile becoming too thick (and impure), producing a gummy, viscous, clammy stickiness or adhesiveness in the mucous membrane of the intestinal canal, frequently the proof of diarrhoea and disease.

ENO'S "FRUIT SALT" prevents and removes diarrhoea in the early stages. Without such a simple precaution the jeopardy of life is immensely increased. There is no doubt that when it has been taken in the earliest stages of a disease it has in many instances prevented what would otherwise have been a serious illness.

AID OF ENO'S "FRUIT SALT" "We ought to be friends. Why should two European Powers quarrel over a few Asiatics? WE OUGHT TO BE FRIENDS. WE STRONGLY WISH IT." —The Remains of the Late John Macr, page 58.

ENGLAND AND RUSSIA. CONVERSATIONS WITH GENERAL SKOBEEFF!! "Bokhara is a wretched place to live in." According to his account, the Khanate is so unhealthy that a Russian occupation is ONLY possible by the

THE VALUE OF ENO'S "FRUIT SALT" cannot be told. Its success in EUROPE, ASIA, AFRICA, AMERICA, and AUSTRALIA PROVES IT. PREPARED ONLY AT ENO'S "FRUIT SALT" WORKS, LONDON, S.E., BY J.C. ENO'S PATENT.
"CHLORODYNE"

"Freemans Original Chlorodyne", from Wensleydale & Swaledale Almanack 1891.
"Dr. J. Collis Brownes Chlorodyne", from Wensleydale & Swaledale Almanack 1890.

Chlorodyne advertisements provide another example of the importance attached to a trade mark (Times, 24th July 1873).

Chlorodyne was invented by Dr. Collis Browne in 1846 (Pharmaceutical Formulas" 8th Edition 1911 p.568).
"After a thorough trial of it in India the compound was 'popularised' in this country with the assistance of Davenports." Imitations of it were quickly put forward the first being communicated by Mr. A.P. Towle to the second number of The Chemist and Druggist' October 15th, 1859.

Chlorodyne had a very complicated formula and of the various analyses put forward (Pharmaceutical Formulas op. cit.) imitations of chlorodyne were as divergent from each other as they were from the original. Chloroform, morphine and opium were universal constituents.

Cases of chlorodyne poisoning were not infrequent and one such case was fully reported in Lancet 2 p.688, 1898. A modern review and discussion of chlorodyne dependence appears in Br. Med. J. 1 p.427, 1974.
THIS valuable medicine, discovered and invented by Mr. Richard Freeman in 1844, introduced into India and Egypt in 1850, and subsequently all over the world, maintains its supremacy as a special and specific Remedy for the Treatment and cure of Coughs, Colds, Consumption, Cancers, Bronchitis, Asthma, Ague, Sore Throat, Influenza, Neuralgia, Diarrhoea, Dysentery, Asiatic Cholera, Colic, Gout, and all Fevers.

At 1s. 1d., 2s. 9d., 4s. 6d., 11s., and 20s. per bottle.

Sold by Patent Medicine Dealers in all parts of the world.

N.B.—Lord Chancellor Selborne, Lord Justice James, and Lord Justice Mellish, decided in favour of Freeman's Original Chlorodyne, and against Brown and Davenport, compelling them to pay all costs in the suit.—See Times of July 24th, 1873.

FOR COUGHS, Colds, Asthma, Bronchitis.

Dr. J. Collis Browne's CHLORODYNE

Is the GREAT SPECIFIC FOR CHOLERA.

Diarrohæa, Dysentery, General Board of Health, London, report that it ACTS as a Charm, one dose generally sufficient. Dr. Gibbon, Army Medical Staff, Calcutta, states: "BROWN'S COMPLETELY CURED ME OF DIARRHOEA."


To J. T. Davenport, London.

Dear Sir,—We congratulate you upon the widespread reputation this juculately esteemed medicine has earned for itself all over the East. As a remedy of general utility, we much question whether a better is imported, and we shall be glad to hear of its finding a place in every Anglo-Indian home. The other brands, we are happy to say, are now relegated to the native bazaars, and, judging from their pale, we fancy their sojourn there will be but evanescent. We could multiply instances ad infinitum of the extraordinary efficacy of Dr. Collis Browne's Chlorodyne in Diarrhoea, Dysentery, Asiatic Cholera, and all Fevers, that have occurred under our personal observation during many years. In Cholera Diarrhoea, even in the more terrible forms of Cholera itself, we have witnessed its surprisingly controlling power. We have never used any other form of this medicine than Collis Browne's, from a firm conviction that it is declared the best, and, actuated by a sense of duty we owe to the profession and the public, as we are of opinion that the substitution of any other than Collis Browne's is a deliberate breach of faith on the part of the chemist to prescriber and patient alike.—We are, Sir, faithfully yours.

Dr. J. Collis Browne's Chlorodyne is a liquid medicine which assuages PAIN OF EVERY KIND, affords a calm, refreshing sleep WITHOUT HEADACHE, and INVIGORATES the nervous system when exhausted.

Important Caution.—The immense sale of this Remedy has given rise to many Unscrupulous imitations. Be careful to observe Trade Mark. Of all Chemists, Is. lid., 2s. 6d., 4s. 6d. Sold Manufacturers, J. T. Davenport, 8, Great Russell St., W. O.
"It touches the spot"
from Illustrated London News, November 3rd 1894

'Homoea' was a speculative product. Although it was heavily advertised in expensive newspapers (the cost of advertising in the 'Illustrated London News' and 'Times' for example was high) it didn't 'catch on'. There are several likely causes for this failure. First, considering it was first advertised in the '90s, the style and form were 'dated' (compare it for example with any Pears' or Beecham's advertisements). Secondly, the overused testimonial system was clumsy (compare with Eno's). Thirdly, the illustrations were inferior to its contemporary rival 'Elliman's Embrocation'.

Fig. 46
It touches the Spot.

Who when in slumber broke my rest
With "Homocea" to rub my chest,
And said "For Croup it is the best"!

My Mother.

Who stopped his hair from falling out
With "Homocea" which made it sprout,
And cured himself of painful Gout!

My Father.

Who used it for Rheumatic Pains,
Neuralgia, Toothache, and Chilblains,
And Bruises, too, and Ankle Sprains!

My Brother.

Moral.
In every household far and near,
There's always use for "Homocea,"
Delay brings danger, do not wait,
But send off to your Chemist straight.
In every case, no matter what,
This "Homocea" will "touch the spot."

Sold by all Chemists at 1s. 1d. and 2s. 9d. per box, or direct from the Wholesale Agency, 21, Hamilton Square, Birkenhead, at 1s. 3d. and 3s.

TELLING TESTIMONY.

The Great African Explorer, HENRY M. STANLEY, writes re Inflammation—
"Homocea was found to be the most soothing and efficacious unguent that I could possibly have for my fractured limb... It is as soft as oil, and instantly mollifying in the case of severe inflammation.

A YORKSHIRE VICAR writes—
"I have derived much benefit from the use of Homocea, and, under God's blessing, consider it has been the means of curing a painful attack of Sciatica. I shall always keep Homocea in the house."

NEURALGIA.

The HON. MRS. THOMPSON desires to testify to the great value of Homocea as a cure for Neuralgia, having received great benefit from using it. Mrs. Thompson, therefore, has great pleasure in strongly recommending it, and in allowing her testimony to be publicly used. — Ackworth Moor Top, Pontefract.

MR. M. A. FRYNE says—
"Homocea is beneficial in my case for Rheumatism, chiefly in the thigh, from the pin bone to the knee. I shall take every opportunity to recommend it to others." — Wadebridge, Cornwall.

LUMBAGO.

A Croydon lady says—
"I have derived the greatest benefit from the use of Homocea, and I feel quite certain nothing could be better. I tried it for Lumbago, and found it most successful."

ECZEMA.

The REV. J. WILLIAMS BUTCHER writes—
"I was very much inconvenienced by a very irritating species of Eczema. Several remedies that I tried failed to give me more than a very temporary relief. I finally tried Homocea, with happiest results. The relief was almost instantaneous, and, what is more to the point, the soothing effect remained, and a complete cure resulted."—33, Park Road, East, Birmingham.

INVALUABLE INFORMATION.

Homocea may be considered one of the most important discoveries of the Nineteenth Century. It is absolutely indispensable in every household, and a day seldom passes when the Homocea tin has not to be brought out. You cannot afford to be without it. Homocea is an infallible cure for Piles, Rheumatism, Sciatica, Neuralgia, Toothache, Eczema, Sores, Cuts, Bruises, Wounds, Inflammation, Stiffness, Sprains, and Strains.
Fenning's Fever Curer!

from Wensleydale and Swaledale Almanack 1892.

"Fenning's was cited by the Select Committee on Patent Medicines as an example of "infamous and dangerous advertising". Fenning's Powders contained potassium chlorate and liquorice and a packet retailing for 2s.9d. contained ingredients estimated to cost 6d. The fever curer contained dilute nitric acid and sugar of milk.
DO NOT LET YOUR CHILD DIE.
Fennings' Children's Powders Prevent Convulsions.
ARE COOLING AND SOOTHING.

FENNINGS' CHILDREN'S POWDERS!
FOR CHILDREN CUTTING THEIR TEETH.
To prevent Convulsions. (Do not contain Calomel, Opium,
Morphia, nor anything injurious to a tender babe).
Sold in Stamped Boxes, at 1s. 1½d. and 2s. 9d. (great saving),
with full directions. Sent post-free for 15 stamps. Direct to
ALFRED FENNINGS, West Cowes, I.W.
Read FENNINGS' EVERY MOTHER'S BOOK, which
contains Valuable Hints on Feeding, Teething, Weaning, Sleeping, &c. Ask your Chemist for a Free Copy.
FENNINGS' EVERY MOTHER'S BOOK sent Post-Free on
application by letter or post-card Direct, ALFRED FENNINGS,
West Cowes, I.W.

COUGHS, Colds, Bronchitis.
FENNINGS' LUNG HEALERS
ARE THE BEST REMEDY TO CURE ALL
COUGHS, Colds, Asthmas, &c.
Sold in Boxes at 1s. 1½d. and 2s. 9d. with directions. Sent
post-free for 15 stamps. Direct to ALFRED FENNINGS, West
Cowes, I.W.
The largest size Boxes, 2s. 9d. (35 stamps post-free), contain
three times the quantity of small boxes.
Read FENNINGS' "EVERYBODY'S DOCTOR." Sent
post-free for 13 stamps. Direct, A. Fennings, West Cowes, I.W.

SORE THROATS CURED WITH ONE DOSE!
FENNINGS' FEVER CURER!
BOWEL COMPLAINTS cured with One Dose.
TYPHUS or LOW FEVER cured with Two Doses.
DIPHTHERIA cured with Three Doses.
SCARLET FEVER cured with Four Doses.
CHOLERA cured with Five Doses.
INFLUENZA cured with Six Doses.
Sold in Bottles, 1s. 1½d. each, with full directions, by all Chemists.
Read FENNINGS' "EVERYBODY'S DOCTOR." Sent
post-free for 13 stamps.

Observe, on each of the genuine Powders is printed FENNINGS' CHILDREN'S
POWDER, with my Trade Mark in the Centre—"A Baby in a Cradle."
"Teething Powders"

'Doctor Stedman's Teething Powders'
from Wensleydale & Swaledale Almanack 1904.

'Steedman's Powders'
from Wensleydale & Swaledale Almanack 1896.

Only a small number of proprietary infants' powders were generally advertised but some of them sold in very large numbers. In addition, many powders for the same purpose were largely supplied by retailers put up by themselves; but they were usually of similar composition.
Experience in the treatment of Disease or Illness is especially valuable in the case of Children, hence

DOCTOR STEDMAN'S

TEETHING POWDERS

carry with them that guarantee for the Proprietor, when Medical Officer to the Royal Waterloo Hospital for Children, compounded and used these Powders with great success.

TRADE MARK, A GUM LANCET.

1/4 and 2/9 per packet, or single powders may be had of all Chemists.

Depot—125, NEW NORTH ROAD, LONDON, N.
Toothache Elixir and Soothing Syrup

'Sweetings Toothache Elixir'
from Whitakers Almanack 1894.
Mrs. Johnson's American Soothing Syrup'
from Whitakers Almanack 1893.

Both products were owned and distributed by
Barclay & Sons.

There was a widespread, but erroneous, view that
'cutting the teeth' always produced a constitutional
upset in an infant and sometimes led to bronchitis.
This view may have arisen because of the increased
salivation which occurred as the teeth erupted, (it
also occurred with excess calomel, bromide or iodide
intake) and this would produce a 'wheeze'.
A REAL BLESSING TO MOTHERS.

The Dangers and Difficulties of INFANTILE TEETHING are reduced to a minimum by using

MRS. JOHNSON'S AMERICAN SOOTHING SYRUP,

A perfectly Harmless and Non-Poisonous preparation for CHILDREN CUTTING THEIR TEETH.

Mothers who value the health and comfort of their infants, no less than the value of quiet nights for themselves, should always have a bottle of

Mrs. Johnson's American Soothing Syrup at hand during the teething period.

Mrs. Johnson's American Soothing Syrup has been in use for over eighty years, and has been the means of saving thousands of children from fits and convulsions.

Mrs. Johnson's American Soothing Syrup is a delicious balsamic embrocation, which, rubbed on the hot, swollen gums according to the directions, immensely relieves Baby, opens the pores and assists the passage of the teeth.

Mrs. Johnson's American Soothing Syrup contains nothing that can injure the most delicate infant, and is, therefore, recommended in preference to "Soothers" which have to be taken internally, as these latter usually depend for their effect on some more or less dangerous narcotic, which may relieve the little sufferer for a time, but will not remove the cause, and may prove disastrous to the general health.

Price 1s. 1d. per Bottle.
"A Splitting Headache"
from Wensleydale and Swaledale Almanack 1900.

The 'Daisy' advertisements fulfilled the essentials of a successful advertisement and had attention value, readability, memorability and selling power.

Daisy powders contained acetanilid and phenacetin which are now considered dangerous and no longer prescribed.

Ingredients contained in ten 'Daisy' powders were estimated to cost $\frac{1}{11}$ d.

"LORD ELDON's Aperient Pills"
from 'Economist' 6th September 1845

The pills contained aloes, jalop and rhubarb. This advertisement is an example of the use of aristocratic associations and testimonials to push its sales. Messrs. Barclay & Co. became much more involved later on with Mrs. Johnson's American Soothing Syrup. The advertisement played on the fear of mercurial medications.
My Wife has tried
ALMOST EVERYTHING for Headache, BUT IN VAIN! SHE TRIED A 'DAISY,' and FOUND ALMOST INSTANT RELIEF. Signed (Rev.) T. ARMSTRONG, Chapel-en-le-Frith.

A SPLITTING HEADACHE
CURED IN A PHEW MINUTES.

Sample "Daisy" Free upon receipt of Post Card mentioning this Almanack, and addressed to—

"DAISY," LIMITED,
HOLBECK, near LEEDS.

SOLD BY MOST CHEMISTS.

FIVE DAISIES, 4d.
TEN DAISIES, 7d.

12,000,000 daisies sold in 12 months.

LORD ELDON'S APERIENT PILLS, for HABITUAL COSTIVENESS, have been the means of positive cure to many thousands; they are peculiarly adapted for persons of both sexes who are of sedentary habits, they are patronised by the nobility and gentry, and are the mildest and most efficacious medicine extant. Sold in boxes at 1s 1½d, 2s 9d, and 4s 6d, by Messrs Barclay and Co., 95 Farringdon street; Sutton and Co., 10 Bow Church yard; Newbury, 45, and Edwards, 65 St Paul's; Sanger, 150 Oxford street; and by all respectable Druggists and Medicine Vendors in the kingdom, and wholesale at 13 Great St Thomas Apostle, London.

Testimonial to Lord Eldon's Pills.

SIR,—I have subjected to a careful chemical analysis the Pills prepared by you, and find them to consist of effectual but safe aperients, without any mercurial preparation whatever.—Yours, &c.,

A. URE, M.D., F.R.S.

13 Charlotte street, Bedford square, London.
About 1845, Thomas Beecham (1820-1907) opened a chemist's shop in Wigan, South Lancashire and then invented a formula for pills. His first patent medicine licence was dated Liverpool 8th July 1847. By that time Thomas Holloway was spending £10,000 a year on advertising his universal pill. Beecham must have learned a great deal from Holloway's technique because the Beecham Pill was similar in appearance and effect (both were aperient pills). Their composition was similar; both contained aloes, ginger and soap.

Beecham began an 'orgy of advertising' (see Anne Francis' "A Guinea a Box" 1968 pp.117-134). Just as the advertisements of most of Beecham's competitors lacked moderation in their claims; they also lacked artistry. The success of these early quacks set the stage for an era of unrestrained competition in which the growing power of press and posters was exploited for short term gain. "A barely literate public was expected to be on its guard against false pretences; *caveat emptor* was the ruling doctrine." (Ralph Harris and Arthur Seldon, "Advertising and the Public" 1962 p.18).

Thomas Beecham was content to recommend his pills as being "worth a guinea a box"; an inspired slogan which he is reported to have picked up by chance from a lady who had purchased some of his pills. The quality of Beecham's advertisements matched the quality of the periodical in which he advertised. In style the Beecham advertisements rivalled Pear's soap under the direction of Thomas Barratt.
Fig. 52

BEECHAMS PILLS

from Illustrated London News, July 23rd 1887.
From the earliest days of medicinal science no antidote has achieved such a reputation as 

BEECHAM’S PILLS.

Their fame has reached the uttermost parts of the earth; their curative power is universally 
acknowledged to a degree unprecedented in the annals of physical research; and it is echoed 
from shore to shore that for Bilious and Nervous Disorders, Indigestion with its dreaded 
allies, and for assisting Nature in her wondrous functions, they are 

WORTH A GUINEA A BOX.
"Superabundant Fat"
from 'Good Words' September 1898

The delightful association of breakfast with rolls and coffee and the morning newspaper came to an end when several columns of the Times, Daily News, Telegraph and Standard were taken each day to advertise anti-obesity cures. The Illustrated London News (August 16th 1879) complained that the advertisements were timed to appear in summer when "no fat man could defend his girth".

Russel's anti corpulent preparation was sold in 12½ fluid ounce bottles and cost 6s. The principal ingredient was citric acid. There was a trace of iron and ammonium citrate, rectified spirit and the rest was water. The ingredients of a 12½ fluid ounce bottle were estimated to cost 2d.
RAPID METHOD OF BANISHING SUPERABUNDANT FAT.

A POSITIVE REMEDY FOR CORPULENCE.

A SPANISH COUNT REDUCES his Weight 34 lbs. in 22 Days.

Any remedy that can be suggested as a cure or alleviation for stoutness will be heartily welcomed. We have recently received a well-written book, the author of which seems to know what he is talking about. It is entitled, "Corpulency, and the Cure" (256 pages), and is a cheap issue (only 6d.), published by Mr. F. C. Russell, of Woburn House, Store Street, Bedford Square, London, W.C. Our space will not do justice to this book; send for it yourself. It appears that Mr. Russell has submitted all kinds of proofs to the English Press. The editor of the Tablet, the Catholic organ, writes: "Mr. Russell does not give us the slightest loophole for a doubt as to the value of his cure, for in the most straightforward and matter-of-fact manner he submitted some hundreds of original and unsolicited testimonial letters for our perusal, and offered us plenty more if required. To assist him to make this remedy known, we think we cannot do better than publish quotations from some of the letters submitted. The first one, a marchioness, writes from Madrid: 'My son, Count ——, has reduced his weight in twenty-two days 16 kilos—i.e. 34 lbs.' Another writes: 'So far (six weeks from the commencement of following your system) I have lost fully two stone in weight.' The next (a lady) writes: 'I am just half the size.' A fourth: 'I find it is successful in my case. I have lost 8 lbs. in weight since I commenced (two weeks).’ Another writes: 'A reduction of 18 lbs. in a month is a great success.' A lady from Bournemouth writes: 'I feel much better, have less difficulty in breathing, and can walk about.' Again, a lady says: 'It reduced me considerably, not only in the body, but all over.' The author is very positive. He says: 'Step on a weighing-machine on Monday morning and again on Tuesday, and I guarantee that you have lost 2 lbs. in weight without the slightest harm, and vast improvement in health through ridding the system of unhealthy accumulations.'—Cork Herald.

ISBISTER & CO.'S NEW BOOKS.
"Consumption"
(from Wesleyan-Methodist Magazine, September 1886)

G.T. Congreve advertised widely in religious magazines. The proprietor claimed his elixir had "enjoyed a world-wide reputation for 80 years as the best remedy for Consumption, Asthma, Chronic Bronchitis, Coughs, Colds and Whooping Cough. Safe and Effective. Free from any poison."

The bright red coloured elixir was found on analysis to contain 28.5 per cent by volume of alcohol and 2.5 per cent of total solids. There was a minute trace of alkaloid. This concoction sold in bottles from ls.1½d to 22s. (Secret Remedies, B.M.A. London, 1909 p.26)
CONSUMPTION
AND ALL LUNG DISEASES.

By G. T. CONGREVE Coombe Lodge, Peckham.

The following Case is selected from the SEVENTEENTH SERIES.

PHTHISIS—CASE near SHEFFIELD.
(This patient, writing me March 17th, says: 'In publishing my case, please do not give my name in full; but if any one should write to enquire of me, you may give it privately, and I shall be glad to confirm it.')

Mr. J. T. P. visited Coombe Lodge June 14th (year before last). Several of the family had died of Consumption. He had been ailing for several years. For six months cough had been severe. There was pain in the right side; breathing short; loss of flesh and strength. Examined by Dr. Brown: 'Upper lobe of right lung diseased.'

Letters followed about every month, for about twelve months, reporting gradual improvement.

I received a letter, dated March 17th, of this year, in which he says: 'I esteem it my bounden duty to write you as to the beneficial results of a diligent use of your medicine and advice. I am sincerely grateful to Almighty God that my attention was directed to your treatment, which has been so blessed by Him, that I am now better than I ever was before; all my symptoms are gone, and there has been a complete cure. I am now engaged as a Scripture-reader. My humble prayer is that your labours may be still abundantly blessed.'

CONSULTATIONS AT COOMBE LODGE on TUESDAY, THURSDAY, AND SATURDAY MORNINGS ONLY.
EVERY PATIENT SHOULD READ THE BOOK BEFOREHAND.

** Mr. Congreve is publishing one recent case every week in the 'Christian World,' and about twenty-five other Weekly Papers.
"Salt Regal"
(from Wensleydale and Swaledale Almanack, 1891)

'Salt Regal' was a 'speculative' product aiming for a quick improvement in sales following a flurry of advertising in local almanacks. The reference to "the torture of seasickness" is an unusual inclusion in proprietary remedy advertisements. As 'Salt Regal' was mainly a mail order product it was probably aimed at the aspiring emigrants who were leaving the rural areas (i.e. readership areas for many of the almanacks) for Canada and U.S.A. (F.C. Tring, N.Dakota Hist. 38, p.361, 1971).
All who value their Health and Comfort will do well to give Salt Regal a trial.

"A CLEAR HEAD."

A pleasant and refreshing effervescent Drink. Developes OZONE, the Principal of Life, Cleanses the Mouth, Sweetens the Breath, and Corrects all Impurities arising from Errors in Diet.

A Boon to Ladies. Maintains a clear, healthy condition of the skin, Purifies the System, and destroys the sources of bad Complexion.

Prevents and Instantly Relieves Nausea, FLATULENCE, GIDDINESS and HEARTBURN. Invaluable for Bilious Headache, DYSPEPSIA, General Debility, &c.

A most valuable Remedy for Relieving the Torture of Sea-sickness. It relieves and never depresses. No traveller should leave home without it.

SALT REGAL, when regularly used, is a certain guarantee of health. One draught per week will maintain health, while a daily draught will restore health to the debilitated.

"Has attained a high reputation."—*The Analyst.*

"Free from impurities and injurious substances."—Dr. A. Norman Tate, F.I.C., F.C.S., *Analytist.*

Sold by all Chemists and Stores, 2s. 9d. per bottle. Free by Post on receipt of Postal Order addressed to the Manager, Salt Regal Works, Liverpool.