

THE INFLUENCE OF VICTORIAN 'PATENT MEDICINES'

ON THE DEVELOPMENT OF EARLY 20th CENTURY MEDICAL PRACTICE.

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APPENDIX 1

UNTOWARD EFFECTS OF DRUGS

(from contemporary sources in Western  
Druggist, Vol. 13 1891)

ALTERATIVES AND TONICS

| <u>Drug</u>   | <u>General</u>  | <u>C.N.S.</u>                                    | <u>Eyes &amp; E.N.T.</u>                                  | <u>Skin</u>       |
|---|---|--|---|-------------------|
| <u>Arsenic</u>                                      | Fever, Gastralgia,<br>Nausea, Salivation,<br>Diarrhoea, profuse<br>sweating                       | Vertigo  | Tinnitus,<br>Eyelid swelling,<br>Double vision            | Urticaria<br>Rash |
| <u>Cod Liver Oil</u>                                | Nausea  | Vertigo  |   | Rash              |
| <u>Iodine</u>                                       | Fever, Salivation,<br>Cardiac irregular-<br>ity, gastralgia,<br>epistaxis,<br>nausea, haemoptysis | Delirium,<br>vertigo<br>Ataxia                   | Catarrh,<br>double vision<br>tinnitus,<br>swollen eyelids | Rash              |
| <u>Mercury</u>                                      | Salivation, Fever,<br>diarrhoea/constip-<br>ation, gastralgia                                     | Insomnia,<br>Ataxia,<br>Insanity,<br>Anaesthesia | Tinnitus,<br>Double vision                                | Rash              |
| <u>Quassia</u><br>(included in<br>beer for example) | Nausea  | Vertigo and<br>contractions                      | Tinnitus  | Rash              |
| <u>Sarsaparilla</u>                                 | Nausea, gastralgia,<br>profuse sweating   | Vertigo<br>Ataxia                                | Tinnitus<br>Oedema  | Rash              |
| <u>Strychnine</u>                                   | Fever,<br>breathlessness  | Localised<br>tingling,<br>vertigo,<br>Ataxia     | Conjunctivitis<br>photophobia,<br>Tinnitus                | Rash              |

NARCOTICS, ANTIPIRETTICS, HYPNOTICS

| <u>Drug</u>                                  | <u>General</u>   | <u>C.N.S.</u>  | <u>Eyes &amp; E.N.T.</u>  | <u>Skin</u>             |   |
|--|--|--|---|-------------------------|---|
| <u>Acetanilide</u><br>or<br><u>Antipyrin</u> | Heart failure, Lung oedema, Cyanosis, Fever, Breathlessness, Wasting, Diarrhoea, Profuse sweating        | Anaesthesia, Hyperaesthesia Delirium, Stupor, Ataxia, Headache | Pharyngitis, Conjunctivitis, Double vision.                     | Rash                    |   |
| <u>Belladonna</u>                            | Diarrhoea, nausea, vomiting, collapse, Difficulty in swallowing  | Delirium, stupor vertigo ataxia                                | "Granulated" lids, Conjunctivitis, Profuse tears, Pharynx spasm | Itching Rash            | 1 |
| <u>Bromides</u>                              | Collapse, heart failure, lung oedema, nasal discharge, 'bad' breath, gastralgia, suppressed menstruation | Delirium, spasms, insanity, ataxia, aphrodisia                 | Throat irritation, spasmodic cough, conjunctivitis              | Acne-like rash, itch    | 2 |
| <u>Chloral hydrate</u>                       | Breathlessness, pneumonia, heart failure, diarrhoea, profuse sweating                                    | Convulsions, analgesia, anaesthesia, ataxia                    | Coryza, yellow vision, tinnitus, epiglottis oedema              | Itch and acne-like rash | 1 |
| <u>Cocaine</u>                               | Aphrodisia, collapse, diarrhoea  | Vertigo, delirium hyperaesthesia                               | Conjunctivitis throat irritation, double vision                 | 'Nettle' rash           |   |
| <u>Opium</u>                                 | Aphrodisia, nausea gastralgia, diarrhoea, vomiting   | Vertigo, stupor, convulsion                                    | Yellow vision fixed pupils (inability to focus)                 | Rash                    |   |

APERIENTS, EMETICS AND EXPECTORANTS

| <u>Drug</u>               | <u>General</u>                                | <u>C.N.S.</u>       | <u>Eyes &amp; E.N.T.</u> | <u>Skin</u>   |
|---------------------------|---|---------------------|--------------------------|---------------|
| <u>Aloes</u>              | Vomiting, griping                             | Ataxia, spasm       | Dim vision               | Red skin      |
| <u>Cascara</u>            | Fever   | Ataxia              | Tinnitus                 | Reddened skin |
| <u>Castor Oil</u>         | Vomiting                                      | Vertigo             | Tinnitus                 | Itch          |
| <u>Ipecacuhana</u>        | Diarrhoea                                     | Vertigo             | -                        | Reddened skin |
| <u>Jalap</u>              | Nausea  | Vertigo             | Dim vision               | Reddened skin |
| <u>Potassium chlorate</u> | Nausea<br>Diarrhoea<br>Epistaxis              | Vertigo<br>delirium | Double vision            | Roseola       |
| <u>Rhubarb</u>            | Nausea,<br>constipation,<br>penis haemorrhage | Vertigo             | Double vision            | Rash          |
| <u>Senna</u>              | Diarrhoea, nausea,<br>griping                 | -                   | -                        | -             |

APPENDIX 2

FEES

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

RENTALS

|                                       | £10 to £25                           | £25 to £50'   | £50 to £100 |
|---------------------------------------|--------------------------------------|---------------|-------------|
| Ordinary Visit.....                   | 2s 6d to 3s 6d                       | 3s 6d to 5s   | 5s to 7s 6d |
| Night Visit.....                      | Double an ordinary visit             |               |             |
| Mileage beyond two miles from Home... | 1s 6d                                | 2s            | 2s 6d       |
| Detention per hour..                  | 2s to 3s 6d                          | 3s 6d to 5s   | 5s to 7s 6d |
| Letters of Advice...                  | Same charge as for an ordinary visit |               |             |
| Attendance on servants                | 2s 6d                                | 2s 6d to 3s6d | 3s 6d to 5s |
| Midwifery.....                        | 21s                                  | 21s to 30s    | 42s to 105s |

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

S T A M P - D U T I E S O N M E D I C I N E S

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"

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

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

APPENDIX 5

NEWSPAPER CIRCULATION IN 1831 AND 1864

1831

Stamps issued to Newspapers

|                          |                   |
|--------------------------|-------------------|
| In England               | 32,000,000        |
| In Ireland               | 4,360,564         |
| In Scotland              | 2,287,750         |
| Total for United Kingdom | <u>38,648,314</u> |

1864

| <u>London Papers</u>               |           | <u>Copies in whole year</u> |
|------------------------------------|-----------|-----------------------------|
| Daily circulation                  | 248,000   | 87,776,000                  |
| Weekly circulation                 | 2,263,200 | <u>117,686,400</u>          |
| Total circulation of London papers |           | <u>205,462,400</u>          |

Provincial Papers

Daily circulation:

|                        |               |             |
|------------------------|---------------|-------------|
| In England (27 papers) | 263,000       |             |
| In Wales (1 paper)     | 2,000         |             |
| In Ireland (14 papers) | 96,000        |             |
| In Scotland (9 papers) | <u>77,000</u> |             |
| (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 (961 papers)<br>(weekly circulation) | 3,907,500 | <u>203,190,000</u> |
| Total circulation of Provincial papers      |           | <u>340,597,000</u> |
| Grand total in the United Kingdom           |           | <u>546,059,400</u> |

APPENDIX 6

LITERARY PERIODICALS AND SERIALS IN 1831 and 1864

| <u>Description</u>   | <u>No. of Publications</u> | <u>Price</u> | <u>Monthly Issue</u> |
|--|----------------------------|--------------|----------------------|
| <u>Monthly</u>   |                            |              |                      |
| Religious  | 84                         | ½d to 5d     | 1,469,500            |
| Religious magazines  | 22                         | 6d & more    | 400,000              |
| Temperance   | 20                         | ½d to 3d     | 793,250              |
| 'Useful', 'Educational'<br>and 'Entertaining'                  | 19                         | 1d to 6d     | 338,500              |
| Total of Monthly Publications                                  |                            |              | 3,001,250            |
| <br><u>Weekly</u>  |                            |              |                      |
| Religious  | 15                         | 1d & 1½d     | 489,600              |
| 'Useful', Educational'<br>'Entertaining'                       | 32                         | 1d to 3d     | 734,000              |
| Journals containing<br>novels, tales,<br>biographical sketches | 13                         | ½d & 1d      | 1,053,000            |
| Romances, exciting<br>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

|             |            |
|-------------|------------|
| September 6 | £2839 14 0 |
| " 13        | 3783 12 0  |
| " 20        | 3935 7 6   |
| " 27        | 4692 7 0   |
| October 4   | 6318 14 0  |
| " 11        | 6543 17 0  |
| " 18        | 6687 4 0   |
| " 25        | 6025 14 6  |
| November 1  | 3230 3 6   |

(Q.R. Vol. 97 1855)

APPENDIX 8

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<br>of Glasgow   |
| R.S.M.     | Royal Society of Medicine  |
| S.G.       | Index - Catalogue of the Library of the<br>Surgeon General's Office, United States<br>Army, Washington |

- 1832 Cholera (The) Gazette, London, R.C.S., S.G.
- 1832-33 Hygeian (The) Journal. (Monthly). London, 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.  
Continuation of London med. & Phys. J. 1815.  
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.
- 1836-37 New (The) Doctor. (Weekly) London, R.C.S., S.G.  
See V.G. Plarr: An early Victorian medical  
journal, B.M.J. 1925, i, 1101.
- 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 British Annals of Medicine, Pharmacy, Vital  
Statistics and General Science. (Weekly)  
London, B.M., R.S.M., S.G.
- 1837 Journal of Ophthalmology by Richard Middlemore.  
Birmingham. Prospectus in Lond. med. Gaz.  
1836, v.18, p.895 and in Lond. med. & surg.  
1837, p.187.
- 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.
- 1839 Proceedings of the Border Medical Society.  
Papers read at the anniversary meeting.  
London.

- 1839-51 Medical (The) Times. From 3 Jany. 1852 joined  
with Lond. med. Gaz. (1827) to form Med. Times  
& Gaz. London, R.C.S., S.G.
- 1840-44 Annals of the London Homeopathic Medical  
Dispensary. London, B.M., S.G.
- 1840-45 Retrospect (The) of Practical Medicine and  
Surgery. London, R.C.S., 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.
- 1840-52 Provincial Medical and Surgical Journal. London,  
R.C.S., S.G. P.M.J. & Retrospect of the  
medical sciences, Oct. 1852 incorporates Lond.  
J. of Med. (1849).
- 1841 Edinburgh (The) Monthly Journal of Medical Science.  
Running title of n. 1-8, v.1, Jany-Aug. 1841 of:  
1841-55. London (The) and Edinburgh Monthly  
Journal of Medical Science. R.C.S., S.G.
- 1841- Pharmaceutical Journal and Transactions. London,  
R.C.S., S.G. From Jany. 1909-June 1933 called  
Pharmaceutical Journal and Pharmacist.
- 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 London (The) Physiological Journal. London,  
R.C.S., S.G.

- 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.
- 1843-84 British (The) Journal of Homeopathy. (Quarterly) London. v.28 et seq. contain also Annals & Trans. of the Brit. Hom. Soc. and Annals of the London Homeop. Hosp. S.G., B.M.
- ? 1844 People's (The) Medical Adviser. (Weekly). London, S.G.
- 1844-46 Northern (The) Journal of Medicine. Edinburgh, R.C.S., S.G.  
Continuation of Scottish & North of England Med. Gaz. 1843. Merged in Monthly Jour. of Med. Sci. (1841).
- 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.

- 1845-54 Monthly Journal of Medical Science. London & Edinburgh Monthly Jour. of Med. Sci. 1841.
- 1845-73 Half-yearly (The) Abstract of the Medical Sciences. London, R.C.S., S.G.
- 1846-48 Pharmaceutical (The) Times. A journal of chemistry, applied to the arts, agriculture, manufactures. London, R.C.S., S.G.  
Continued as Chemical Times & Jour. of Pharmacy 1848.
- 1846-49 Journal (The) of Health and Disease. London, B.M.  
Continued as Monthly Journal of Homeopathy 1850.
- 1846-52 Report of the Proceedings of the Pathological Society of London.
- 1846-1901. Retrospect (The) of Medicine, being a half-yearly journal. London, S.G.
- 1846-1907 Transactions of the Pathological Society of London. London, R.C.S., S.G.  
Merged in Proceedings of the Royal Society of Medicine 1907.
- 1847-48 Health (The) of Towns Magazine and Journal of Medical Jurisprudence. London, R.C.S.
- 1847-49 Journal of Public Health and Monthly Record of Sanitary Improvement.... Metropolitan Health of Towns Association. London, R.C.S., S.G.
- 1847-49 Water Cure (The) Journal and Hygienic Magazine. (Monthly). London, S.G., B.M.
- 1847-59 Coffin's Botanical Journal and Medical Reformer. Manchester, London, S.G., B.M.

- 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 Chemical (The) Times and Journal of Pharmacy.  
London. Continuation of Pharmaceutical Times  
1846-48, B.M., S.G.
- 1848-49 Monthly Retrospect of the Medical Sciences.  
Edinburgh, R.C.S., S.G.
- 1848-49 Proceedings of the Westminster Medical Society.  
London, R.C.S., S.G.
- 1848-51 Vegetarian (The) Advocate: the recognized organ  
of the Vegetarian Society. (Monthly). Douglas  
and London, B.M., S.G.
- 1848-60 Journal (The) of Psychological Medicine and  
Mental Pathology. (Quarterly). London, R.C.S.,  
S.G.  
Continued as Medical Critic and Psychological  
Journal 1861-63, revived as Journal of Psycho-  
logical Medicine and Mental Pathology. London,  
1875-83, R.C.S., S.G.
- 1848-66 Ethnological (The) Journal; a monthly magazine  
of ethnology, phrenology and archaeology.  
Edited by Luke Burke. B.M., 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.
- 1849-52 London Journal of Medicine. A monthly record.  
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.

- 1850-51 People's (The) Medical Journal and Family  
Physician. (Weekly). London, S.G.
- 1850-52 London Medical Examiner, Monthly Review and  
Statistical Journal of Practical Medicine.  
London, R.C.S., S.G.
- 1850-52 Monthly (The) Journal of Homeopathy and Journal  
of Health and Disease. London, B.M.  
Continuation of Journal of Health and Disease  
1846.
- 1850-53 Annals of Anatomy and Physiology. Edinburgh,  
R.C.S., S.G.
- 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.
- 1851-53 Newcastle and Gateshead Pathological Society.  
Communications made to the society during the  
sessions 1851-53. London, S.G.
- 1851-53 Northampton (The) Homeopathic Record.  
Northampton. Northampton Central Public Library.  
Continued in Provincial Homeop. Gazette 1853.
- 1852 Journal (The) of Physical Regeneration. London  
and Brighton, B.M.
- 1852-53 Norwich (The) Homeopathic Journal. (Monthly)  
Norwich, S.G.  
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.
- 1853-56 Association Medical Journal. Edited for the  
Provincial Medical and Surgical Association,  
being a new series of the Provincial Medical  
and Surgical Journal. (Weekly). London,  
R.C.S., S.G.  
Incorporates also London Journal of Medicine (1849).  
Continued as Brit. Med. Jour. 1857.

- 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.
- 1854-58 Chemist (The), a monthly journal. London, R.C.S.,  
S.G. Contains articles on pharmacy.  
Continuation of Chemist 1849.
- 1854-61 Edinburgh Medical Missionary Society.  
Occasional papers. Edinburgh, B.M., S.G.
- 1855-58 Journal (The) of Public Health and Sanitary  
Review. (Quarterly). London, R.C.S., S.G.
- 1855-1907 Transactions of the Epidemiological Society  
of London. London, R.C.S., S.G.  
Merged in Proceedings of the Royal Society  
of Medicine 1907.
- 1855- Edinburgh (The) Medical Journal. Edinburgh,  
R.C.S., S.G.
- 1856-58 Transactions of the Medical Society of King's  
College, London. London, R.C.S., R.S.M., S.G.
- 1856-69 Notes of a new truth, a monthly journal of  
homeopathy. Issued by the English Homeo-  
pathic Association. London, B.M., S.G.
- 1856-99 Proceedings of the Royal Medical and Chirurgical  
Society of London. London, R.C.S., S.G.
- 1856-1907 Monthly (The) Homeopathic Review. London, S.G.
- 1857-58 Midland (The) Quarterly Journal of the Medical  
Sciences. Birmingham, Manchester and London,  
R.C.S., S.G.

- 1857-58 Report of Proceedings of the North Stafford-  
Shire Medical Society. Newcastle, R.S.M.
- 1857-60 Proceedings of the St. George's Medical Society.  
London, R.S.M.
- 1857-70 Archives of Medicine. (Quarterly). London,  
R.C.S., S.G.
- 1857-79 Ophthalmic Hospital Reports and Journal of the  
Royal London Ophthalmic Hospital. London,  
R.C.S., S.G.
- 1857- British Medical Journal: being the journal of  
the British Medical Association. London, R.C.S.  
Continuation of Association Med. Jour. 1853.  
For history of B.M.J. see issue for 29 June 1918,  
page 729.
- 1857- Liverpool (The) Medical-Chirurgical Journal.  
Liverpool, R.C.S., S.G.
- 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.
- 1859-60 Aberdeen (The) Water-cure Journal and family  
guide to health. (Weekly). London and  
Aberdeen, S.G.  
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.
- 1859-64 Year-book of Medicine, Surgery and their allied sciences. Edited for the New Sydenham Society. London, R.C.S., S.G.
- 1859-1932 Chemical (The) News and Journal of Physical Sciences (with which is incorporated the Chemical Gazette (1842)). A journal of pharmacy. London, R.C.S., S.G.
- 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.
- 1860-91 Report of the Proceedings of the Northumberland and Durham Medical Society. Sessions. Newcastle-upon-Tyne, R.C.S. and S.G. (incomplete).
- 1861-63 Medical (The) Critic and Psychological Journal. (Quarterly). 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.
- 1862-63 Stethoscope (The). A quarterly review. London, R.C.S., S.G.

- 1863 Annals of Military and Naval Surgery and Tropical  
Medicine and Hygiene. London, R.C.S., S.G.
- 1863-69 Proceedings of the British Pharmaceutical  
Conference. London, Bolton.  
Continued in Yearbook of Pharmacy 1869.
- 1864 Abstainer (The) and Temperance Physician.  
London, B.M.
- 1864 Journal (The) of British Ophthalmology and  
Quarterly Report of ophthalmic medicine and  
surgery. London, R.C.S., S.G.
- 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.
- 1864-70 Medical (The) Mirror. A monthly magazine of  
current medical literature and news.  
London, R.C.S., S.G.
- 1865-74 Biennial (A) Retrospect of medicine, surgery and  
their allied sciences for 1865-1874.... New  
Sydenham Society. London, R.C.S., S.G.  
Continuation of Yearbook of Medicine 1859.
- 1865- St. Bartholomew's Hospital Reports. London,  
R.C.S., S.G.
- 1866-1916. Journal (The) of Anatomy and Physiology  
(normal and pathological). London, R.C.S., S.G.
- 1866- Homeopathic (The) World; a monthly magazine.  
London, S.G.  
Later: 'Heal thyself (The Homeopathic World)'

- 1867-71 Journal of Cutaneous Medicine and Diseases of the Skin. A quarterly record. London, R.C.S., S.G.
- 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.
- 1868-73 Association of Medical Officers of Health. Annual report. London, S.G.  
Continued as Society of Medical Officers of Health 1873.
- 1868-1907 Transactions of the Clinical Society of London. London, R.C.S., S.G.
- 1868- Practitioner (The). A monthly journal of therapeutics. (2 vols. annually.) London, R.C.S., S.G.
- 1869-92 Medical (The) Temperance Journal, published quarterly for the National Temperance League. London, B.M., S.G. Continued as Medical Pioneer 1892.

- 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 London (The) Medical Journal. London, B.M.
- 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 Guide 1872.
- 1871-74 Food, Water and Air in relation to the public health. (Monthly) London, B.M., S.G.
- 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.
- 1872-89 Proceedings of the Medical Society of London. London, R.C.S., S.G.  
Continuation of, and continued as, Transactions 1810 and 1890.

- 1872-1919 Birmingham Medical Review: a quarterly journal. Birmingham, S.G.
- 1872- Guy's Hospital Gazette. London, R.C.S., S.G.
- 1873 Family (The) Physician and People's Medical Adviser. London, B.M.
- 1873 Photographic Clinique of the British Hospital for Diseases of the Skin. A quarterly periodical. Edited by Balmanno Squite. London, n.d. (? 1873) R.C.S., S.G.
- 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.
- 1873-80 Obstetrical (The) Journal of Great Britain and Ireland. (Monthly) 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.
- 1873-87 London (The) Medical Record. (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.
- 1874-78 Transactions of the Bristol Medico-Chirurgical Society. London, R.C.S., S.G.
- 1874-90 Proceedings of the Staffordshire Branch, British Medical Association. Stoke-on-Trent, B.M.A.
- 1874-1916. Sanitary (The) Record. A journal of public health. London, S.G.  
Continued as Municipal Engineering and Sanitary Record 1916.
- 1875-76 Sanitary (The) Review. London, B.M. Incorporated in Public Health (1873).
- 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.
- 1876- Mind. A quarterly review of psychology and philosophy. London, 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.
- 1877-79 Sanitary (The) Register, a monthly record of  
sanitary news. London, B.M., S.G. incomplete.  
Continued as Sanitary Engineer 1880.
- 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.
- 1879-81 Annals of Chemical Medicine. London, 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.
- 1879-94 Transactions of the Sanitary Institute of Great Britain. London.  
Continued as Journal of the Sanitary Institute 1894. B.M., S.G.
- 1879-1921 Malthusian (The). A monthly journal. London, 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.

- 1883-84 Edinburgh (The) Clinical and Pathological  
Journal. (Weekly) Edinburgh, B.M., S.G.
- 1883-84 Water. A journal for collecting and diffusing  
information on water supply and sanitary  
science. (Weekly). Merged in Sanitary  
World 1884. B.M., S.G.
- 1883-85 Transactions of the Willan Society of London,  
a society for the study of dermatology and  
syphilis. London, R.C.S., S.G.
- 1883-88 Collective (The) Investigation Record, edited  
for the Collective Investigation Committee  
of the British Medical Association. London,  
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.
- 1883-1907 Transactions of the Glasgow Pathological and  
Clinical Society. Glasgow. Reprinted from  
Glasgow medical journal (1828). Amalgamated  
with Trans. Medico-chirurgical Society of  
Glasgow (1895) R.C.S., S.G.
- 1883- Medical (The) Annual and Practitioner's Index.  
Bristol, R.C.S., S.G.
- 1883- Proceedings of the Physiological Society. Issued  
in Journal of Physiology.

- 1884 Weekly (The) Exhibition Record: being a supplement of 'The Sanitary Record' (1874) the organ of the National Health Society. London, S.G.
- 1884-87 Journal of the Hospitals Association. London, S.G.
- 1884-87 Sanitary (The) World. Food, health, water supply and sanitary science. 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.
- 1884-1902. Proceedings of the Society for the Study and cure of Inebriety. London, R.C.S.
- 1884-1916 Medical (The) Chronicle. A monthly record of the progress of the medical sciences. London and Manchester, 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.
- 1885-95 Provincial (The) Medical Journal. A monthly review. Leicester. Continuation of Midland Medical Miscellany 1882. R.C.S., S.G.
- 1885-1907 British (The) Gynaecological Journal: being the Journal of the British Gynaecological Society. (Quarterly) London, R.C.S., 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 Results. 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.
- 1887- Proceedings of the Anatomical Society of Great Britain and Ireland. Issued in Journal of Anatomy & Physiology. R.C.S., S.G.
- 1888-89 Diet and Hygiene. A monthly magazine of food, dietetics and health. London, B.M., R.C.S. & S.G. Continued as Hygiene 1890.
- 1888-89 Health (The) Journal, a quarterly review. Title of Sanitary Journal 1874.
- 1888-90 Illustrated (The) Medical News. (Weekly) London, R.C.S., S.G.
- 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-  
British (The) Journal of Dermatology (and  
Syphilis, from 1917, v.29). London, R.C.S., S.G.
- 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.
- 1889-92 Tocsin (The): a journal of medical and general  
philosophy. (Monthly) London, R.C.S., S.G.
- 1889-93 Journal of British and Foreign health resorts.  
A monthly record. London, B.M., R.C.S., S.G.
- 1889-1911 Archives of Surgery by Jonathan Hutchinson.  
(Quarterly) London, R.C.S., S.G.
- 1890-91 Journal of the Leprosy Investigation Committee.  
(Half-yearly) 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.
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APPENDIX 9

"The Medical Profession and the Working Man"

by

A Birmingham Consultant

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

|   | <u>1858-60</u> | <u>1901-5</u> |
|---|----------------|---------------|
| Phthisis  | 2,565          | 1,215         |
| Other tubercular and<br>scrofulous diseases             | 739            | 523           |
| Diseases of the respiratory<br>system (excluding croup) | 3,265          | 2,476         |

Extracted from Registrar-General's Returns.

APPENDIX 11

Quinquennial death-rates per 10,000 living

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

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.

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

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

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

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

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

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

| <u>Period</u>       | <u>Diphtheria</u> | <u>Croup</u> | <u>Diphtheria<br/>plus Croup</u> |
|---------------------|-------------------|--------------|----------------------------------|
| Three years 1858-60 | 372.3             | 274.7        | 647.0                            |
| Five years 1861-65  | 247.6             | 287.6        | 535.2                            |
| 1866-70             | 126.8             | 208.0        | 334.8                            |
| 1871-75             | 120.8             | 184.2        | 305.0                            |
| 1876-80             | 121.8             | 154.2        | 276.0                            |
| 1881-85             | 156.2             | 163.4        | 319.6                            |
| 1886-90             | 169.6             | 125.8        | 295.4                            |
| Four years 1891-94  | 251.2             | 74.0         | 325.2                            |

Extracted from Registrar-General's Returns.

MORTALITY FROM PHTHISIS PER 10,000 LIVING AT EACH AGE

MALES

|                    | 10-15 | 15-20 | 20-25 | 25-35 | 35-45 | 45-55 | 55-65 | 65-75 |
|--------------------|-------|-------|-------|-------|-------|-------|-------|-------|
| Decennium 1851-60  | 76    | 240   | 405   | 403   | 4P2   | 394   | 335   | 239   |
| Year 1901          | 19    | 80    | 167   | 215   | 289 . | 313   | 252   | 159   |
| Decline (per cent) | 75    | 67    | 59    | 47    | 28    | 19    | 25    | 33    |

FEMALES

|                    |     |     |     |     |     |     |     |     |
|--------------------|-----|-----|-----|-----|-----|-----|-----|-----|
| Decennium 1851-60  | 129 | 352 | 430 | 458 | 419 | 313 | 239 | 164 |
| Year 1901          | 40  | 100 | 129 | 164 | 186 | 149 | 112 | 83  |
| Decline (per cent) | 69  | 72  | 70  | 64  | 56  | 52  | 53  | 50  |

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

|  |       |     |      |         |
|--|-------|-----|------|---------|
| Claret                                     | 9     | per | cent | alcohol |
| Hock                                       | 10    | "   | "    | "       |
| Champagne                                  | 10-15 | "   | "    | "       |
| Sherry                                     | 18    | "   | "    | "       |
| Port                                       | 17-20 | "   | "    | "       |
|  |       |     |      |         |
| Bovril Wine                                | 20    | "   | "    | "       |
| Lemco Wine                                 | 17    | "   | "    | "       |
| Wincarnis                                  | 19.6" | "   | "    | "       |
| Bendles Tonic                              | 20    | "   | "    | "       |
| (without any indication that it is a wine) |       |     |      |         |

Wines containing Coca (Alkaloid Cocaine)

|                      |       |     |      |         |
|----------------------|-------|-----|------|---------|
| Ambrecht's Coca Wine | 15    | per | cent | alcohol |
| Sauar's Coca Wine    | 23    | "   | "    | "       |
| Hall's Wine          | 17.8" | "   | "    | "       |
| Marza Wine           | 17    | "   | "    | "       |
| Coleman's Coca Wine  | 16    | "   | "    | "       |
| Robinson's Coca Wine | 16    | "   | "    | "       |

Others

|                             |    |   |   |   |
|-----------------------------|----|---|---|---|
| Carrick's Liquid Peptonoids | 20 | " | " | " |
| Elixir of Peptone           | 15 | " | " | " |
| Panopeptone                 | 20 | " | " | " |

(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

| <u>Year</u> | <u>Number of Patients</u> | <u>Cost of Alcohol</u> |
|-------------|---------------------------|------------------------|
| 1873        | 572                       | £ s d<br>166 1 7       |
| 1888        | 1100                      | 23 10 8                |
| 1898        | 2067                      | 43 2 2                 |

2. St. Thomas's Hospital

| <u>Year</u> | <u>Average Daily No. of Patients</u> | <u>Annual Cost of Alcoholic Beverages</u> |
|-------------|--------------------------------------|---|
|             |                                      | £ s d                                     |
| 1888        | 374                                  | 1063 - -                                  |
| 1898        | 407                                  | 241 - -                                   |

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

| <u>Year</u> | <u>Number of Patients</u> | <u>Number of times Alcohol given</u> |
|-------------|---------------------------|--------------------------------------|
| 1897        | 13,984                    | 25                                   |
| 1898        | 1,290                     | 6                                    |

(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.

---

NAME

ADDRESS

AILMENT

---

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).

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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 numbness 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)  
Isbister & Co. London, December 1899.

METHODOLOGY

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

1. Related to the Medical Profession.

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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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"Morisoniana"

London 1831

MORTON, R.S.

"Venereal Diseases"

London 1966

MORTON, R.S.

"Sexual Freedom and Venereal Disease"

London 1971

NEFF, W.F.

"Victorian Working Women"

New York 1929

NEWMAN, G.

"Interpreters of Nature"

London 1927

NEWSOME, Sir A.

"Evolution of Preventive Medicine"

New York 1927

NICHOLS, T.L.

"Forty Years of American Life" (Vol. 1)

London 1864

OWEN, Robert

"Moral Philosophy" (4th Edit.)

London 1831

PACKARD, F.R.

"The History of Medicine in the United States"

Philadelphia 1901

PAGET, Sir James

"Memoirs and Letters of ....." 4th Edit.

London 1901

PIKE, Royston E. (Editor)

"Busy Times: Human Documents of the Age of the Forsytes"

New York 1970

POTTER, D.M.

"The Toadstool Millionaires"

Chicago 1954

POWLES, J.

"On the Limitations of Modern Medicine"

Science, Medicine and Man 1 1973

PURCELL, F.A.

"On Cancer ..... Medical and Surgical Treatments"

London 1882

READER, W.J.

"Professional Men. The Rise of the Professional  
Classes in 19th Cent. England"

London 1966

REID, D.A.

"Memoirs of the Crimean War 1855-56"

London 1911

ROBERTS, D.C.

"Victorian Origins of the British Welfare State"

London 1960

RODALE, J.I. and ADAMS, R.

"The Health Finder"

London 1956

ROWNTREE, R.S.

"Poverty. A Study of Town Life"

London 1901

RUDDOCK, E.H.

"The Homeopathic Vade Mecum"

London (Circa) 1880

RUS, J.A.

"The Battle with the Slum"

New York 1902

SAMPSON, H.

"A History of Advertising"

London 1874

SAVILLE, J.

"Rural Depopulation in England and Wales. 1851-1951"

London 1957

SCOTT, Cyril

"Crude Black Molasses - The Natural Wonder Food"

London (Circa) 1920

SHAFTESBURY, The Earl of

"Speeches ... on Subjects ... to Claims and Interests  
of the Labouring Class"

London 1868

SHAW, G.B.

Everybody's Political Whats What

2nd Edit. London 1943

SHELDON, C.

A History of Advertising

London 1950

SIGERIST, H.E.

Civilisation and Disease

Cornell 1944

SMITH, F.B.

The Peoples Health 1830-1900

London 1979

SNOW, H.

"22 Years Experience .... Cancer ... Remedy for  
that Disease"

London 1898

SNOW, J.

On the Mode of Communication of Cholera

London 1849

SOLLMAN, T.

Manual of Pharmacology

Philadelphia 1957

SPRIGGE, S.S.

"The Life and Times of Thomas Wakley"

London 1897

SPRIGGE, S.S.

"Medicine and the Public"

London 1905

STARBUCK, Mrs.

"A Woman Against the World"

London 1864

THACKRAY, W.M.

"Pendennis"

New York 1908

THORNE, R.

"Progress of Preventive Medicine During the

Victorian Era. 1837-88"

London 1888

TREASE, G.E.

"Pharmacy in History"

London 1964

TURNER, E.S.

"The Socking History of Advertising"

London 1952

TURNER, E.S.

"Call the Doctor: A Social History of Medical Men"

London 1958

TROLLOPE, A.

"Miss Mackenzie"

London 1865

VAN BEHRING, E.

"The Suppression of Tuberculosis"

New York 1904

WALLACE, Ellen

"Mr Warene The Medical Practitioner"

London 1848

WALSH, W.H.

"Anatomy, Physiology, Pathology ... Treatment of Cancer"

London 1844

WARREN, S.

"Diary of a Late Physician"

London 1832

WELLS, H.G.

"The Island of Dr Moreau"

New York 1896

WELLS, H.G.

Tonay Buneay

London 1914

WELLS, Sir T.S.

"Cancer Cures and Cancer Curers"

London 1860

WHITE, Arnold

"Efficiency and Empire"

London 1901

WOLFF, M. and DYOS, E.J. (Editors)

"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.

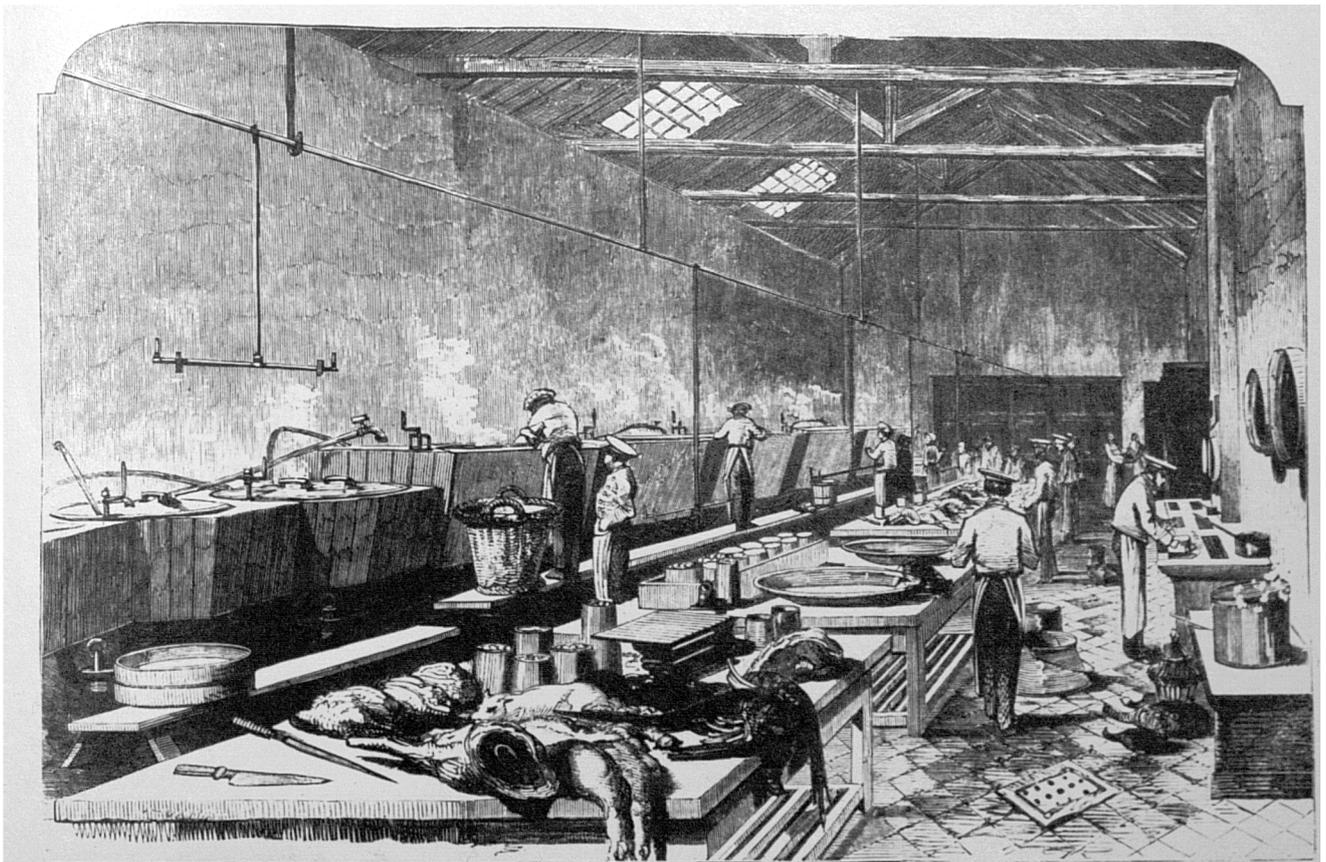
Fig. 2

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.



1



2

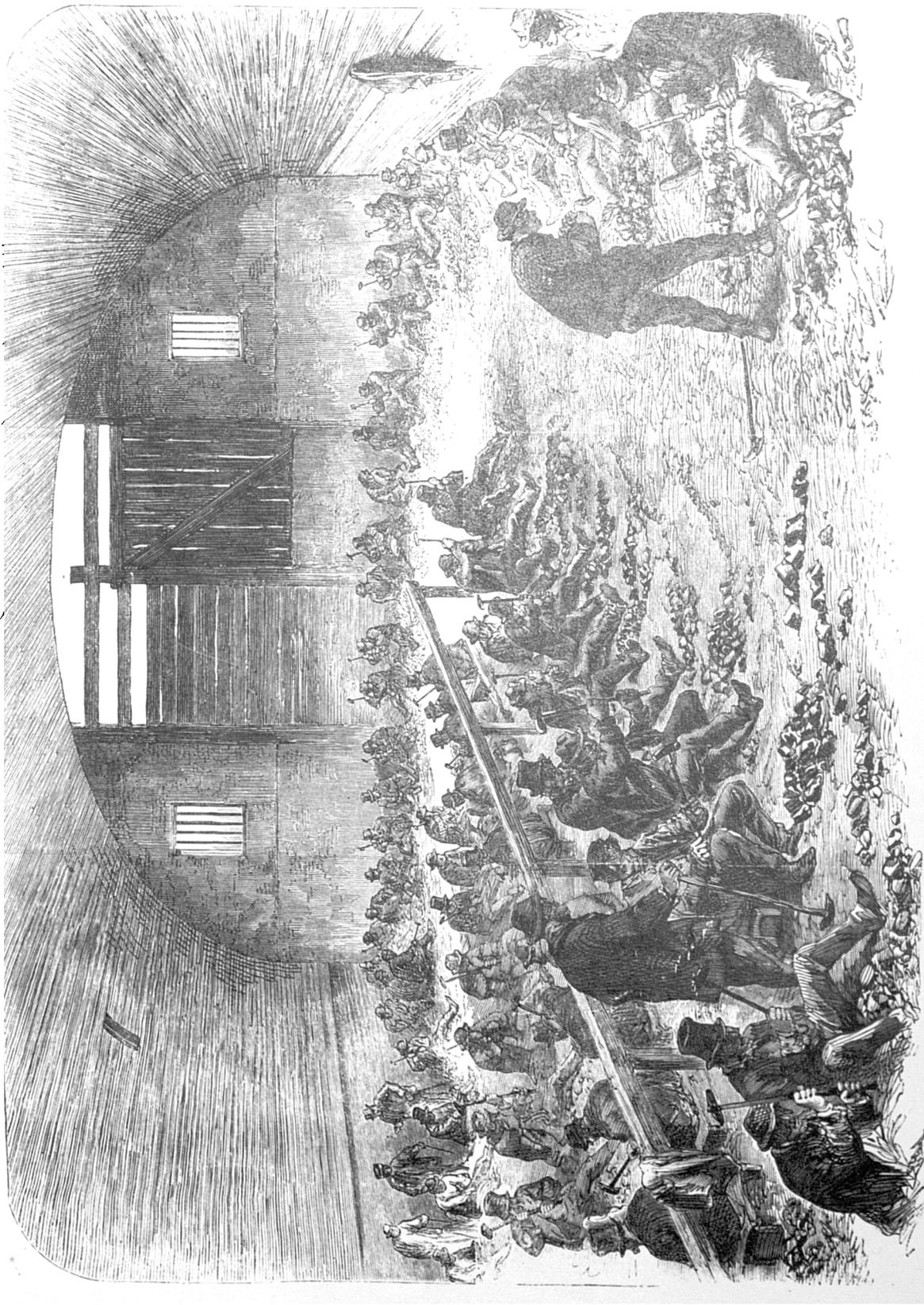
Fig. 3

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)

T H E   D I S T R E S S   I N   E A S T   L O N D O N .



T H E   L A B O U R - Y A R D   O F   T H E   B L I T H N A L - G R E E N   E M P L O Y M E N T   A S S O C I A T I O N .

Fig. 4

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)



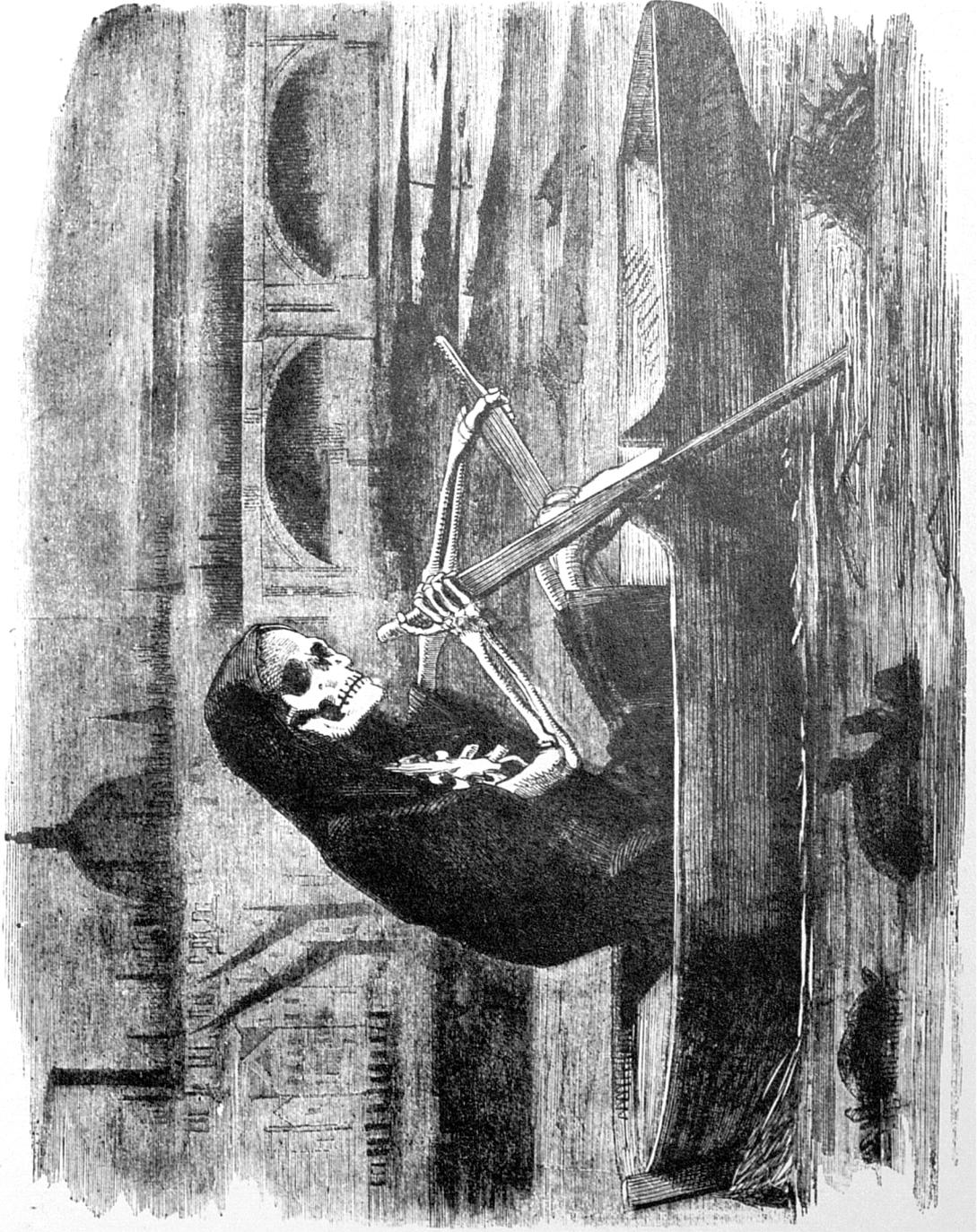
HALF PENNY DINNERS FOR POOR CHILDREN IN EAST LONDON.  
SEE PAGE 821.

Fig. 5

From Punch xxxv (1858) p.15.

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)

PUNCH, OR THE LONDON CHARIVARI.—JULY 10, 1858.



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.

PUNCH, OR THE LONDON CHARIVARI.—July 3, 1858.



**FATHER THAMES INTRODUCING HIS OFFSPRING TO THE FAIR CITY OF LONDON**  
DIPHTHERIA. ST. BOPHIA. CHOLERA.  
*(A Design for a Fresco in the New Houses of Parliament.)*

Fig. 7

The Great Lozenge Maker

From Punch xxv (1858) page 207

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.

Fig. 8

Bobbing the Beer

from Illustrated London News, February 2nd 1850.

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)."

Br. Med. J. 1 p.282, 1875.



"BOBBING THE BEER"

"BOBBING THE BEER."

THE 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 assistant is mixing 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 adulterated Beer is quite equal to that of the genuine; but this factitious recommendation is obtained by other means than those we have described: fine heading, for instance, is the joint result of a copperas admixture, and the effect of drawing the beer through an engine.

Fig. 9

Means of Preventing Excremental Nuisances

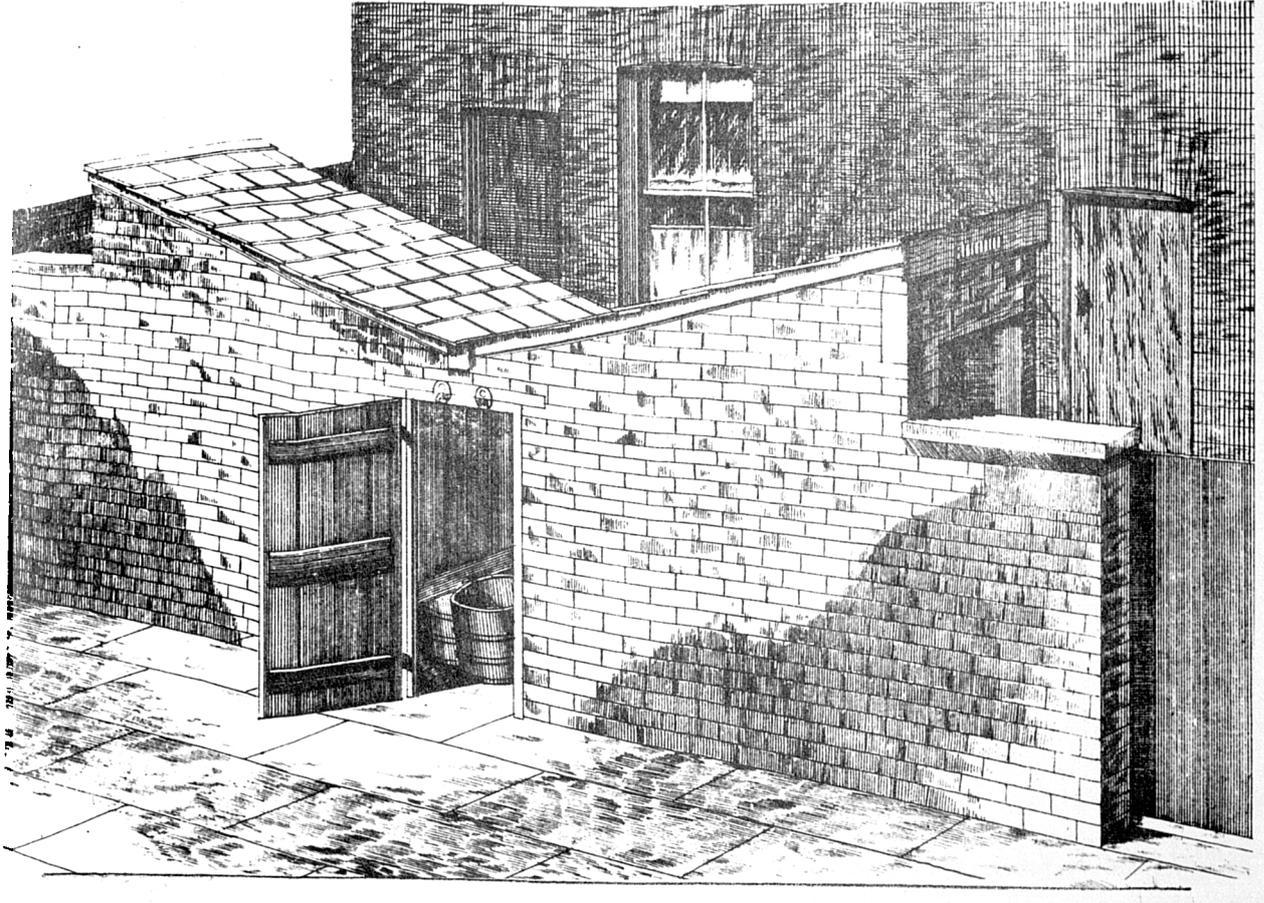
Plates XI and XIII from "Report to the Local Government Board on Certain Means of Preventing Excrement Nuisances in Towns and Villages" by Mr. J. Netten Radcliffe, one of the Board's Medical Inspectors 1875.

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."

ROCHDALE CORPORATION. *Pail Closets as Erected on New Property.*

No. 1



ROCHDALE CORPORATION.



*Excrement Pail with lid on, fit to return to Works.*

*Ash Tub (Empty)*

*Excrement Pail empty ready for use.*

*Excrement Pail; Diameter, mouth 19 1/2 in. bottom 16 1/2 in. Height 16 1/2 in. Ash Tub; Diameter, mouth 23 1/2 in. bottom 20 in. Height 15 1/2 in.*

Fig. 10

'Nicolls Patent Cloacina System for  
intercepting and disposing of Sewage'

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.

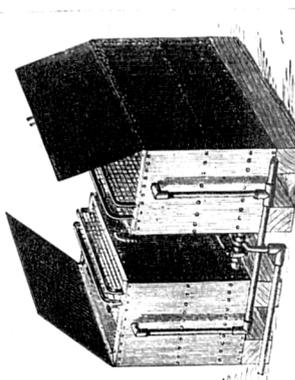
"Native phosphates represent the food supply of future generations and seem intended by nature to replace the unavoidable losses incident to any system of agriculture."

"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."

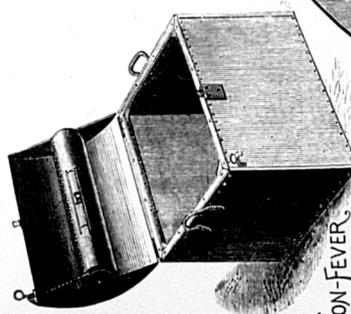
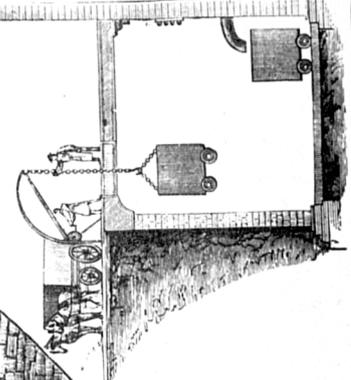
Donald Nicoll, "Health and its Appliances (Engineering, Structural and Sanitary)". Edwin Duck, London 1885 pp.8, 9 and 10.

**NICOLL'S PATENT**  
 EXHIBITED: INTERNATIONAL HEALTH-EXHIBITION.



TWIN WATER FILTERING CISTERN

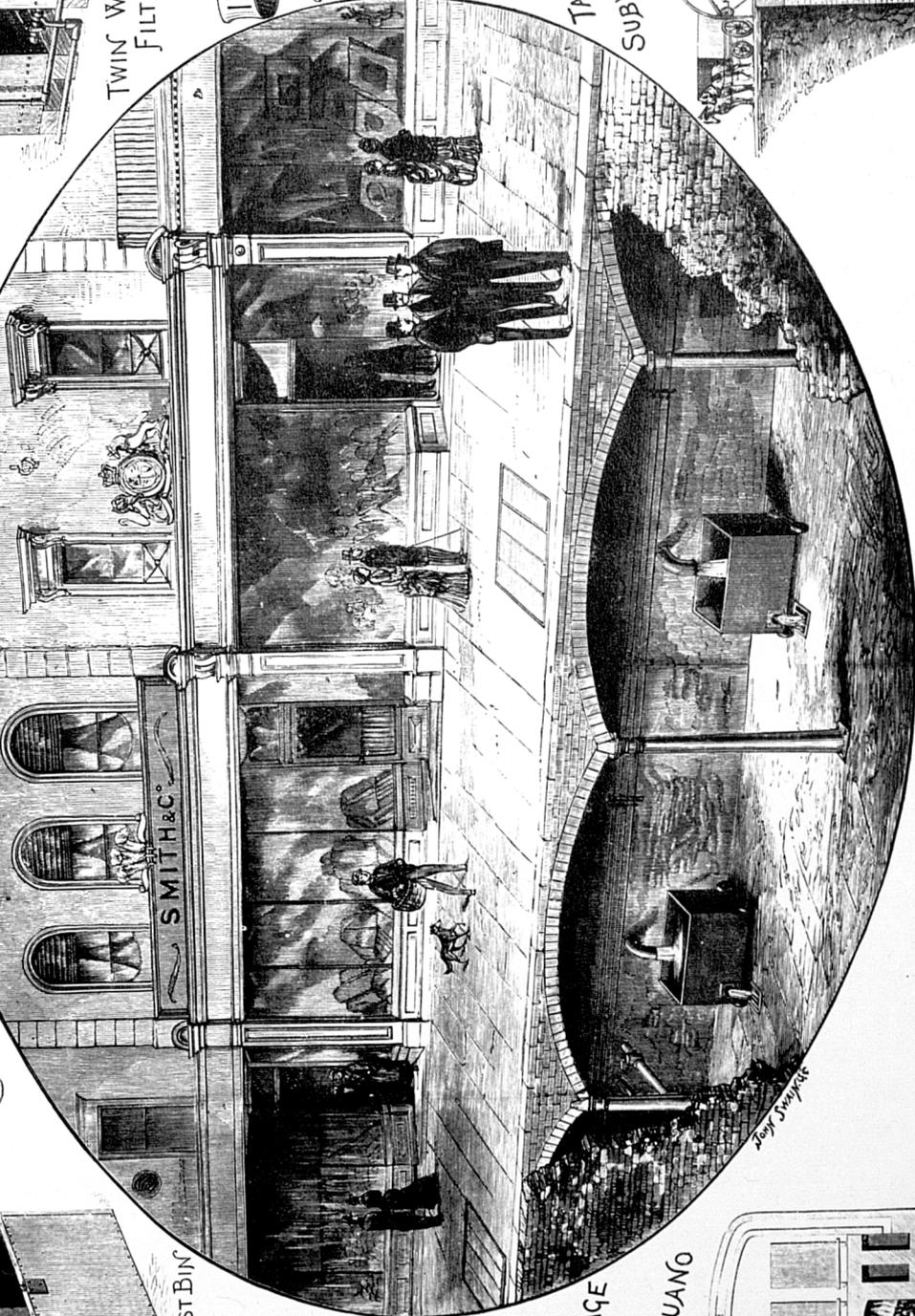
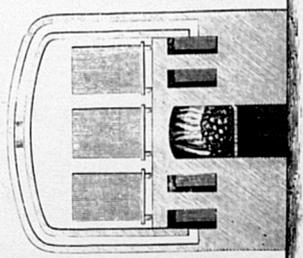
INTERCEPTING  
 DEODORISING  
 HOISTING  
 TAKES FROM  
 SUBWAY IN  
 TOWNS



NON-FEVER DEODORISING DUST BIN

THE  
 CLOACINA  
 SYSTEM

KILN FOR DRYING SEWAGE  
 TO FORM  
 NATIVE QUANG



FULL PARTICULARS AT SANITARY WORKS OFFICES, 12, BUCKINGHAM STREET, CHARING CROSS, LONDON.

Fig. 11

An Old Bill-Station

"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.

Fig. 12

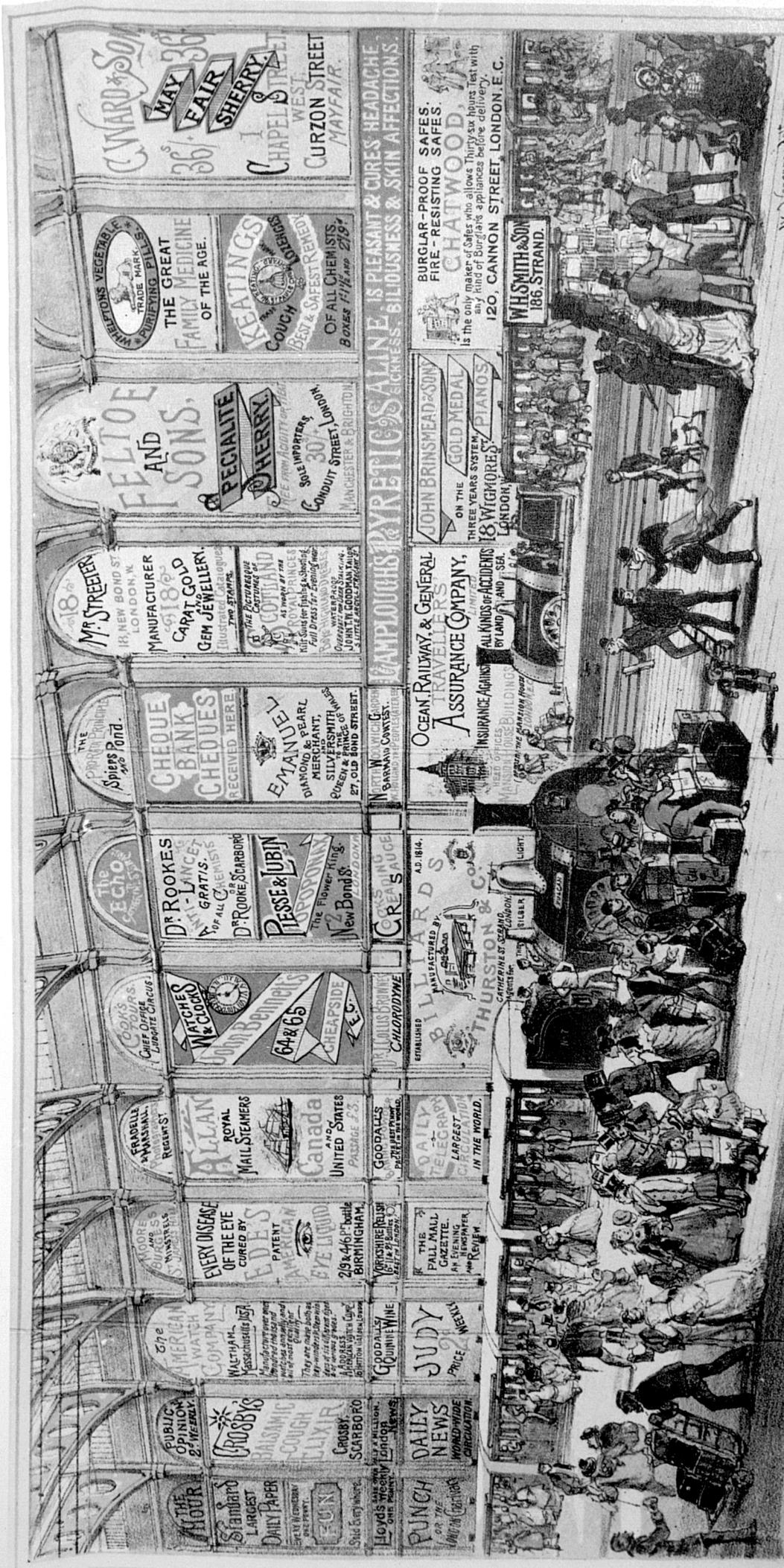
Modern Advertising:

A Railway Station in 1874

Coloured frontispiece in "A History of Advertising from the Earliest Times", Henry Sampson.

Chatto & Windus, London, 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.



W. G. CONNELL DEL.

A. GONCALVES, EST. ET. LITH.

MODERN ADVERTISING: A RAILWAY STATION IN 1874.

Stannard & Son, Imp.

**CWARD & SON**  
MAY FAIR  
SHERRY  
WEST  
CURZON STREET  
MAY FAIR  
CHAPEL STREET

WELTONS VEGETABLE  
TRADE MARK  
PURIIFYING PILLS  
THE GREAT  
FAMILY MEDICINE  
OF THE AGE.  
WHEATINGS  
SECRET  
COUGH  
BEST & SAFEST REMEDY  
OF ALL CHEMISTS  
BONES F/H AND 2/6

**FELTONE AND SONS**  
SPECIALITE  
CHERRY  
SOLE IMPORTERS  
30, CONDUIT STREET, MANCHESTER & BRIGHTON

**MR. STREETER**  
18, NEW BOND ST. LONDON, W.  
MANUFACTURER  
CARPET GOLD  
GEM JEWELLERY  
The Certificate of the  
GUILD OF  
AS MANY OF THE  
ROYAL PRINCES  
Wear Gold for Fish & Shooting &  
Full Dress for Evening wear  
Sole Importers  
JOHN T. GOODMAN, TALKING  
SIZES, BONES, FINEST

**CHEQUE BANK**  
CHEQUES RECEIVED HERE  
**EMANUEL**  
DIAMOND & PEARL  
MERCHANT,  
SILVERSMITH  
POWELL & COY. OF  
27, OLD BOND STREET,  
NORTH WICHAMPTON

**D. ROOKES**  
GRATIS  
UP ALL CASES  
D. ROOKES OF SCARBORO  
**PESSÉ & LUBIN**  
The Flower Kings  
New Bond St.  
AUSTRALIAN

**Watches**  
Watches & Clocks  
64 & 65  
CHEAPSIDE  
E.C.

**FRADDELL**  
MARSHALL  
REGENT ST.  
**ITALIAN**  
ROYAL  
MAIL STEAMERS  
Canada  
AND  
UNITED STATES  
PASSAGE 7/3

**EVERY DISEASE**  
OF THE EYE  
CURED BY  
PATENT  
AMERICAN  
EYE LIQUID  
2/6 & 4/6 per bottle  
BIRMINGHAM

**THE HOUR**  
Standard  
LARGEST  
DAILY PAPER  
SOLD EVERYWHERE

**EMPHYSIASE, RETICULINE** IS PLEASANT & CURES HEADACHE, SICKNESS, BILIOUSNESS & SKIN AFFECTIONS.

**CREAS**  
CHLORODYNE  
ESTABLISHED  
1844

**THURSTON & CO.**  
MANUFACTURED BY  
IN LONDON  
THE SILVER  
LIGHT

**GOODALL'S**  
DAILY  
TELEGRAPH  
LARGEST  
IN THE WORLD.

**THE PALL MALL**  
GAZETTE  
PRINTED BY  
THE REVIEW

**JUDY**  
PRICE 1/6  
15 PENN

**PUNCH**  
OR THE  
LONDONER  
SOLD EVERYWHERE

**CHATWOOD**  
BURGLAR-PROOF SAFES,  
FIRE-RESISTING SAFES.  
Is the only maker of Safes who allows Thirty-six hours test with  
any kind of Burglars appliances before delivery.  
120, CANNON STREET, LONDON, E. C.

**JOHN BRINSMEAD & SON**  
ON THE GOLD MEDAL  
THREE YEARS SYSTEM  
**WIGMORES**  
PIANOS  
LONDON

**OCEAN RAILWAY & GENERAL**  
TRAVELLERS  
**ASSURANCE COMPANY,**  
LIMITED  
ALL KINDS OF ACCIDENTS  
BY LAND AND SEA.

**W.H. SMITH & SON**  
186, STRAND.

**WIGMORES**  
PIANOS  
LONDON

Fig. 13

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."



In the HIGH COURT OF JUSTICE.—Gosnell v. Durrant—On Jan. 28, 1887, Mr. Justice Chitty granted a perpetual injunction with costs, restraining Mr. George Reynolds Durrant from infringing Messrs. John Gosnell & Co.'s Registered Trade Mark, CHERRY BLOSSOM.

# Pears' Soap

*I have found it matchless for the hands and complexion*  
*Louisa Patti*

*Since using Pears' Soap I have discarded all others.*  
*Miss Partridge*

*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*  
*M. Fortescue*

Fig. 14

"Vinolia Soap"

(From "Good Words" (Editor Donald Macleod) Isbister & Co.  
London, December 1894.

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.

# VINOLIA WAR FUND.

---

EVERY TABLET OF

## Vinolia Soap

you buy from November 6th to December 31st

means a HALFPENNY for the

### “TRANSVAAL WAR FUND.”

---

*Every Chemist, Store and Grocer is an  
Agent for Vinolia Soap.*

---

Fig. 15

The use of topical events or personalities in advertising

- 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 |



G. L. Roberts, M.D. Born 1766. Died 1834

## 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 Wounds and SKIN  
DISEASES. Of all Chemists and  
Stores, 1/1 1/2 and 2/9.

*Dr. Roberts' Alterative Pills  
for all Impurities of the Blood.*

A Perfect Liver Pill and  
Gentle Aperient.

40 in a box 1/1 1/2. Three Quantities 2/3.

Of Stores and Chemists, or post free  
from

Beach & Barnicott, Ltd., Bridport.

# LAMPLOUGH'S PYRETIC SALINE

**THE GREAT SPECIFIC**  
For all diseases arising from Disordered Stomach, such as Overflow  
of Bile, Sick Headache, Loss of Appetite, Nausea, Palpitation of the  
Heart, Indigestion, Constipation, and Fevers of every kind.



Such is as those below mentioned cannot be gainsaid. Be careful in ordering to emphasize  
"LAMPLOUGH'S PYRETIC SALINE," and don't be persuaded into accepting any of the spurious  
substitutes which unscrupulous imitators may endeavour to foist upon you.

Every Chemist keeps it, and will be glad to supply you.  
Sold in Glass Stopped Bottles at 2s. 6d., 4s. 6d., and 11s. each, or you can obtain it  
direct from the Sole Proprietors:—

H. LAMPLOUGH, LIMITED, 118, HOLBORN, LONDON, E.C.

*Faithfully Yours  
Marie Roze*

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, 1888.

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 "LAMPLOUGH," we have frequently asked for effervescent 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.

[255.]

Fig. 16

"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 fresh-  
ness and warmth. (Western Druggist Vol.15 p.70 and 325,  
1893).

# How Calvert's Carbolic Tooth Powder Saved a Soldier's Life

SOUTH AFRICA

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.,  
3954, FRANK JAQUES, Pte.,  
7th Dragoon Gds.,  
Field Force, S. Africa.

Fig. 17

'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 antipruritic 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.

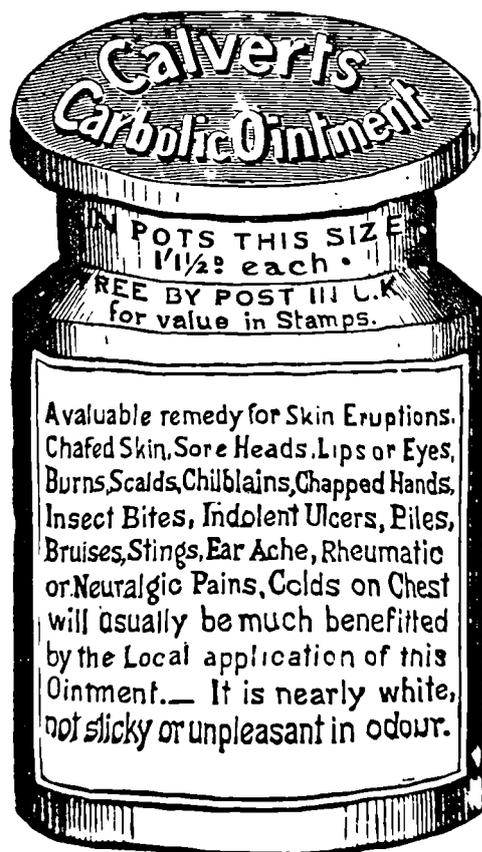
# "NEVER BE WITHOUT" CALVERT'S CARBOLIC OINTMENT.

## "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 Illustrée" 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.

F. C. CALVERT & Co., Manchester.

Fig. 18

"Nervous Debility"

from 'Economist' November 25th 1854.

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 vital tonic, 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, Lassitude,  
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  
J. L. CURTIS, 15 Albemarle street, Piccadilly, London.  
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 Youthful  
Abuse, the Follies of Maturity, the Effects of Climate,  
or Infection, &c.; with Observations on a new and suc-  
cessful mode of detecting Spermatorrhœa, 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.

Fig. 19

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, INDIGESTION,** 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.**

Third Edition, free by post, 13 Stamps.

**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. Hysteria in the male.
3. Stammering.
4. Spinal debility; Spinal irritation.
5. Piles.
6. Varicocele.
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 hypogastric 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.

Fig. 20

"The Self Restorer"

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 electro magnetic 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 Invigoration**

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 Depôt for the "Self-Restorer."*

**VOLTA HOUSE,**

**175, Wardour Street, Oxford St., London.**

**Price Sixpence.**

1882.

Fig. 21

"The Electropathic Belt"

(From "Illustrated London News", January 12th 1884)

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.



Fig. 22

"Hot Water Bottle and Douche"

and

"Doublugee Whirling Spray"

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

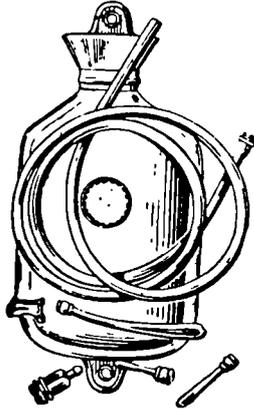
The contraceptive douche was widely used (perhaps more on the Continent than in this country) but it had one serious disadvantage, namely that there must be some period of time between the completion of intercourse and douching.

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.

|         |      |      |      |      |
|---------|------|------|------|------|
| 2-quart | .... | .... | each | 9,6  |
| 3-quart | .... | .... | „    | 10/6 |

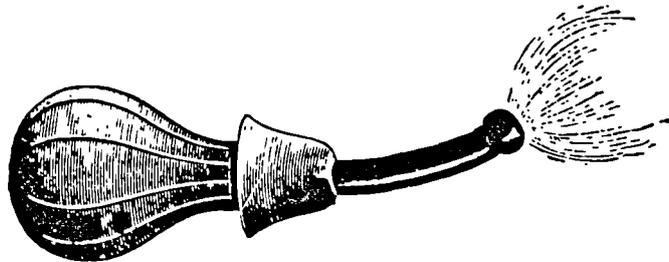
Postage 6d. extra.

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.

Fig. 23

Title page of a book by a 'Herbal Specialist'  
1916

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;

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

BY  
**WILLIAM FOX, M.D.**

---

ENLARGED BY  
A. R. FOX, F.L.S., M.P.S., (SON OF THE AUTHOR).

---

REVISED AND CORRECTED BY A. RUSSELL FOX.

---

**PRICE - - - 2/6 net.**

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SHEFFIELD:  
WILLIAM FOX AND SONS, MEDICAL BOTANISTS, CASTLE ST.

[ENTERED AT STATIONERS' HALL.]

Fig. 24

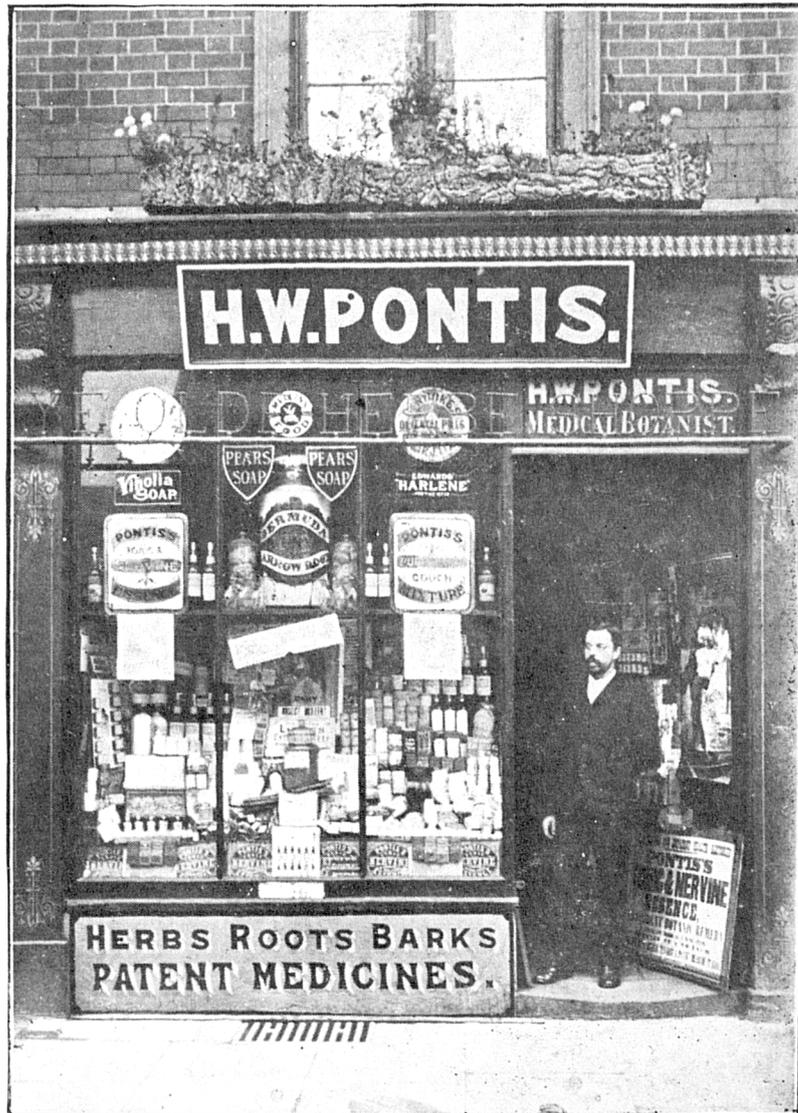
The proprietor, H. Pontis, at his shop in Rotherham, circa 1896.

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.)

"Herbert's Guide to Health Recipe Book or How to Cure Yourself with Herbs", Baldwin & Co., Herbalists, Holloway, London (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 1/1½ and 2/9 each.** *Prepared only by*

**HENRY W. PONTIS (MEDICAL HERBALIST),**

**24, Wellgate, Rotherham.**

(LATE OF 22, COLLEGE STREET).

Fig. 25

"Ammoniaphone"

(from Illustrated London News, October 18th 1884)

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)



**PRICE 21s.**  
 POST-FREE. For extending the range of the Human Voice.

Recommended by the Best Physicians. Has won its way to Royal 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 BALMY AIR of the ITALIAN PENINSULA when inhaled into the lungs; hence the term—  
**ARTIFICIAL ITALIAN AIR.**

**WILL LAST A LIFETIME.**

**DR. CARTER MOFFAT'S AMMONIAPHONE**

Should be used by VOCALISTS, CLERGYMEN, PUBLIC SPEAKERS, PARLIAMENTARY MEN, READERS, RECITERS, LECTURERS, LEADERS OF PSALMODY, SCHOOLMASTERS, AMATEURS, CHURCH CHOIRS, BARRISTERS, and all persons who have to use their voices professionally, or who desire to greatly improve their speaking or singing tones, producing a rich, powerful, melodious voice of extraordinary ringing clearness and range. A poor weak voice becomes rich and massive, while great good is done to the general health.

**5000 TESTIMONIALS.**

Have been received, from which the following are selected:—  
 From **MISS CARLISFORD**, the eminent operatic singer, late of the Savoy and Comedy Theatres:—"I have much pleasure in stating that I purchased one of your Ammoniaphones some time ago, and have used it daily. My experience of it is, that it has caused my voice to become stronger, with much improvement in tone, flexibility, and facility in overcoming the difficulty of the breaks between the registers. I also consider it a most valuable instrument for sustaining the voice during prolonged vocal exertion."

From **MADAME LOUISE LIENHART**, 67, Warwick-pool, Maida-vale, N.W.:—"I have pleasure in stating that I have given your Ammoniaphone a thorough trial on myself and pupils, and am satisfied with the result."

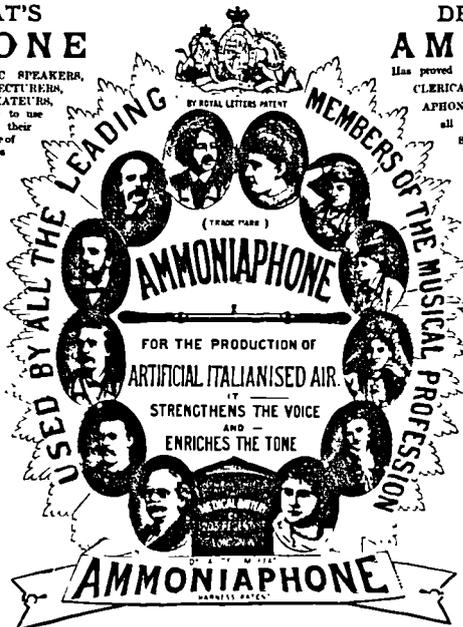
**PRESS NOTICES.**

**ILLUSTRATED LONDON NEWS** of Sept. 27 writes:—"We can assert that Dr. Carter Moffat's Ammoniaphone is a wonderful invention, and will undoubtedly strengthen the voice and enrich the vocal tone."

**ILLUSTRATED SPORTING AND DRAMATIC NEWS** speaks of it in the most flattering terms.

**The Echo**:—"We have satisfied ourselves that Harness' Patent Ammoniaphone is a thoroughly genuine instrument. It should be used by all who have weak voices."

A leading article in **HEALTH** lately by Dr. Andrew Wilson, F.R.S.E.:—"We are satisfied that it is an article which will prove of great service to vocalists."



**CANNOT WEAR OUT**

**DR. CARTER MOFFAT'S AMMONIAPHONE**

Has proved of the utmost value in the treatment of COUGHS, COLDS, CLERICAL THROAT, BRONCHITIS, ANTHRA, CONSUMPTION, APHONIA, or LOSS OF VOICE; DEAFNESS, resulting from COLDS; all AFFECTIONS OF THE THROAT AND CHEST, AND SLEEPLESSNESS. Such ailments may be entirely overcome by means of this simple and beneficent invention.

**5000 TESTIMONIALS.**

From the leading Vocalists and Amateurs of the day.  
**LIONEL BROUGH, ESQ.**, the inimitable comedian, writing in reply to an inquiry from a friend, says:—"The Ammoniaphone has certainly strengthened my voice."

**LADY ARCHIBALD CAMPBELL** writes, January, 1884:—"I experienced a decided benefit in tone."

**PULMONARY AFFECTIONS.**

**MR. F. WHITE**, Holme Works, Bedford, Feb. 2, 1884:—"The inhalation of the Artificial Italian Air acted like a charm. My wife at once felt relieved, and within the hour was able to take some nourishment. In two days she was down stairs, and I am now in a fair way for recovery. A friend to whom I lent the Ammoniaphone is astonished and delighted with the remarkable and beneficial effect it had upon him."

**PRESS NOTICES.**

**500 Press Notices** in month of August, 1884.  
**PALL MALL GAZETTE** says:—"This is wonderful, and opens up a new era in voice cultivation."

**The Musical World** says:—"A most remarkable invention, and well calculated to play an important part in the development of the vocal power."

**The Musical World** says:—"Our London correspondent says this is an important discovery."

Five hundred other papers in England and the Colonies have favourably noticed the Ammoniaphone, and all musical journals allude to its use. Send for copies of Testimonials and Press Notices, Post-free.

**CAUTION.**  
**DR. MOFFAT'S AMMONIAPHONE.**  
 HARNESSES' PATENT. Price 21s.  
 Can only be obtained from the Sole Licensees,  
**THE MEDICAL BATTERY COMPANY,**  
 205, REGENT-STREET, LONDON.  
 The AMMONIAPHONE being patented in Great Britain, the United States of America, France, Belgium, Germany, Austria, and other Countries, this Company gives notice that it will prosecute any Manufacturer, Wholesale Dealer, or other person infringing their Patent Rights. Registration, or Copyright.

**NOTICE.**  
**DR. CARTER MOFFAT**  
 Attends Daily at the Rooms of  
**THE MEDICAL BATTERY COMPANY,**  
 205, REGENT-STREET, LONDON, W.,  
 TO DEMONSTRATE THE EXTRAORDINARY UTILITY OF THE  
**AMMONIAPHONE.**  
 Write for "THE HISTORY OF THE AMMONIAPHONE,"  
 Eighty Pages, POST-FREE.

Paris: Agents, **ROBERTS and CO.**, 5, Rue de la Paix. Wholesale Agents: **THE PALL-MALL ELECTRIC ASSOCIATION, Limited**, 21, Holborn Viaduct, London, E.C.  
 Dr. CARTER MOFFAT'S AMMONIAPHONE Harness' Patent will be sent free by post to any part of the United Kingdom on receipt of P.O.O. or Cheque for 21s., crossed "London and County Bank," payable to  
**G. A. Nelson, Sec., The MEDICAL BATTERY CO., 205, REGENT-STREET, LONDON, W.**

Fig. 26

"India Rubber Urinals"

from Br.Med.J. 15th May 1858

also 'Economist' 22nd March 1845.

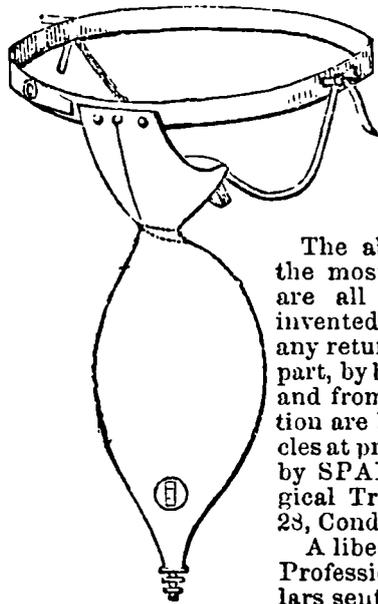
"The Patent Masticator"

from Wensleydale & Swaledale Almanack 1894.

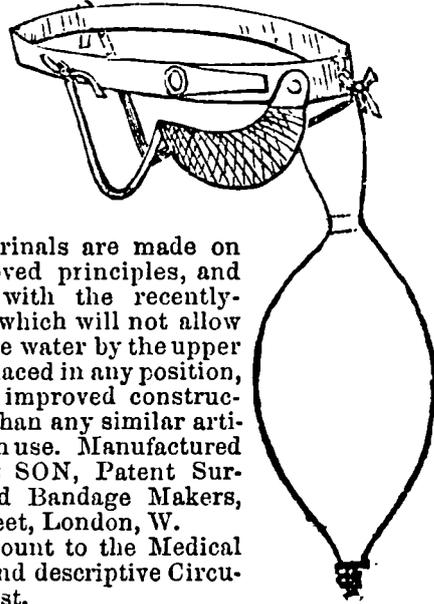
Examples of Victorian enterprise. The 'railway mania' opened up the possibility of long journeys "in trains without corridors" but the india rubber urinal afforded relief to the incontinent and the urgent - at a high price.

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.



URINAL FOR TRAVELLING,  
Price 15s. and 18s.



URINAL FOR BED USE,  
Price 15s., 18s., and 21s.

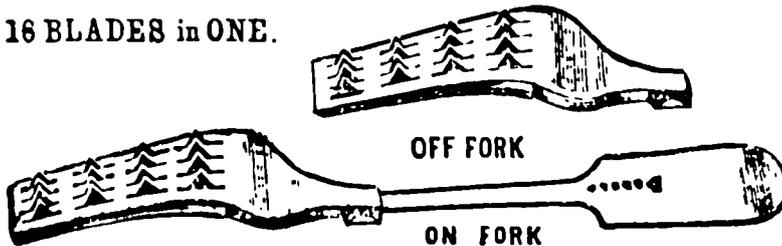
The above Urinals are made on the most approved principles, and are all fitted with the recently-invented valve, which will not allow any return of the water by the upper part, by being placed in any position, and from their improved construction are better than any similar articles at present in use. 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.

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 mincing 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 a 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.

Fig. 27

"Grimstones Eye Snuff"

from Economist 22nd March 1845

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)

SIGHT RESTORED—NERVOUS HEADACHE  
AND DEAFNESS CURED.

UNDER THE PATRONAGE OF HIS LATE MAJESTY,  
H. R. H. THE DUCHESS OF KENT, AND THE  
LORDS OF THE TREASURY.



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. 1844.

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 able Physician it was termed the Faculty's Friend and Nurses' Vade Mecum.

Dr Andrews also recommends its use as a preventive. 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 preventive.

Dr Thomson of Hatfield having witnessed many cases of cure, both of headache and ophthalmia, 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.

Warbury Highgate.

Fig. 28

"The Water Doctor"

(from Brit. Med. J. 1 p.1261 1911)

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.)*

Fig. 29

"Morisoniana"

Title page of Morisoniana, from the Wellcome  
Institute of the History of Medicine.

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 EVERY THING THAT REGARDS PRESERVING THEM IN  
HEALTH, AND CURING THEIR DISEASES.  
THE WHOLE TRIED 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,  
*Sumnerous 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.

Fig. 30

The British College of Health, Euston Road, London

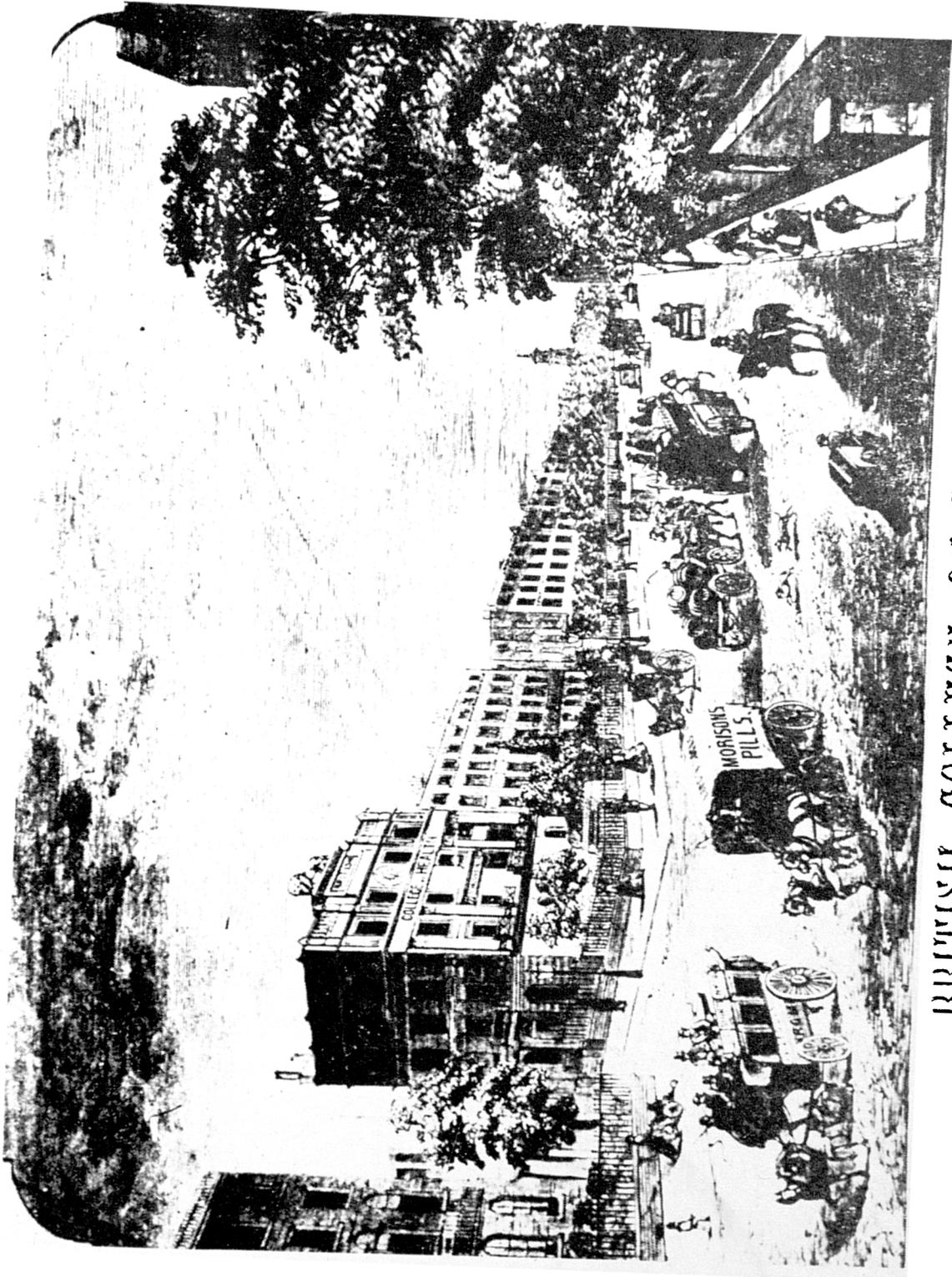
(from the collection of William H. Helfand)

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.

(Wm. H. Helfand, "Trans. Br.Soc.Hist.Pharm. Vol.1  
No.3 1973)

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.

Fig. 31

A Tree under the Organic or Doctor's System  
and  
Tree under the Hygiene or Morisonian System

Engravings by T.H. Jones (ca. 1845)  
(New Haven, Yale Medical Library,  
Clement C. Fry Collection)

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.



Fig. 32

"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.

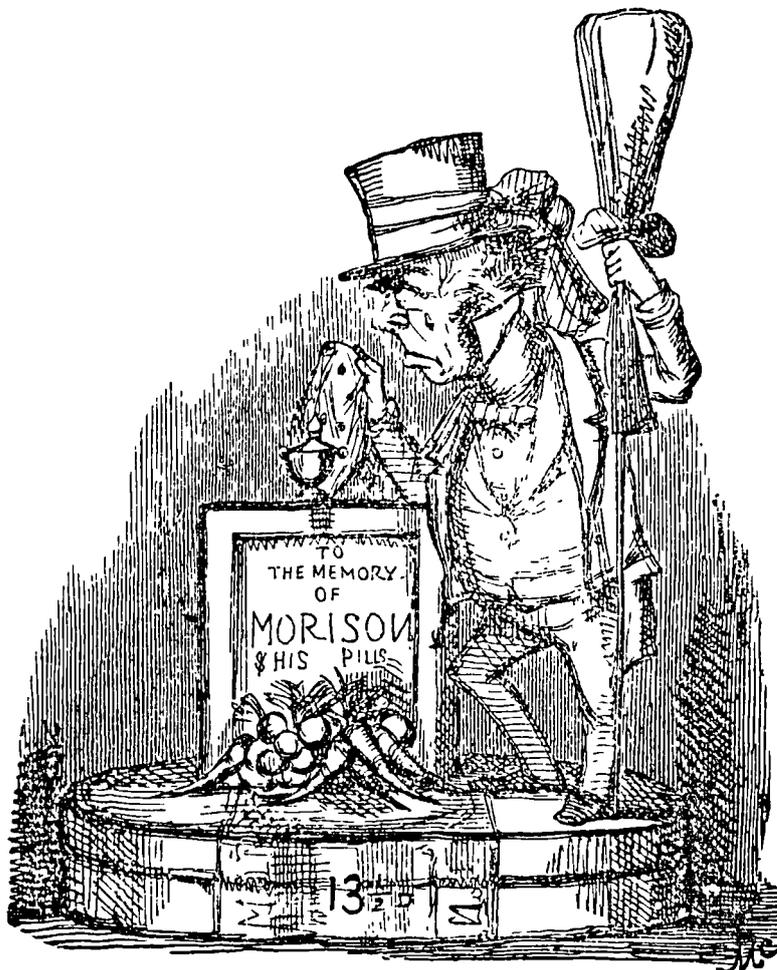
Punch (Vol.XXI p.118 1851) ridiculed the idea under a headline:

"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 pillars 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.

Portrait of James Morison

(from the Wellcome Institute of the History of Medicine)

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.

Portrait of Thomas Holloway

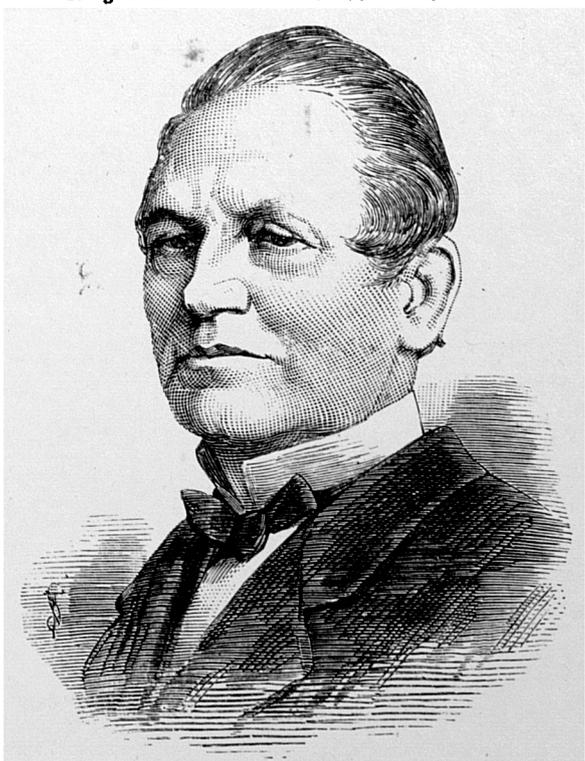
(from Illustrated London News, January 5th 1884)

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.



JAMES MORISON, The Organist  
Friend of the British College of St. Andrew  
  
LONDON, A.D. 1828

I. JAMES MORISON, 1770—1840



THE LATE MR. THOMAS HOLLOWAY.

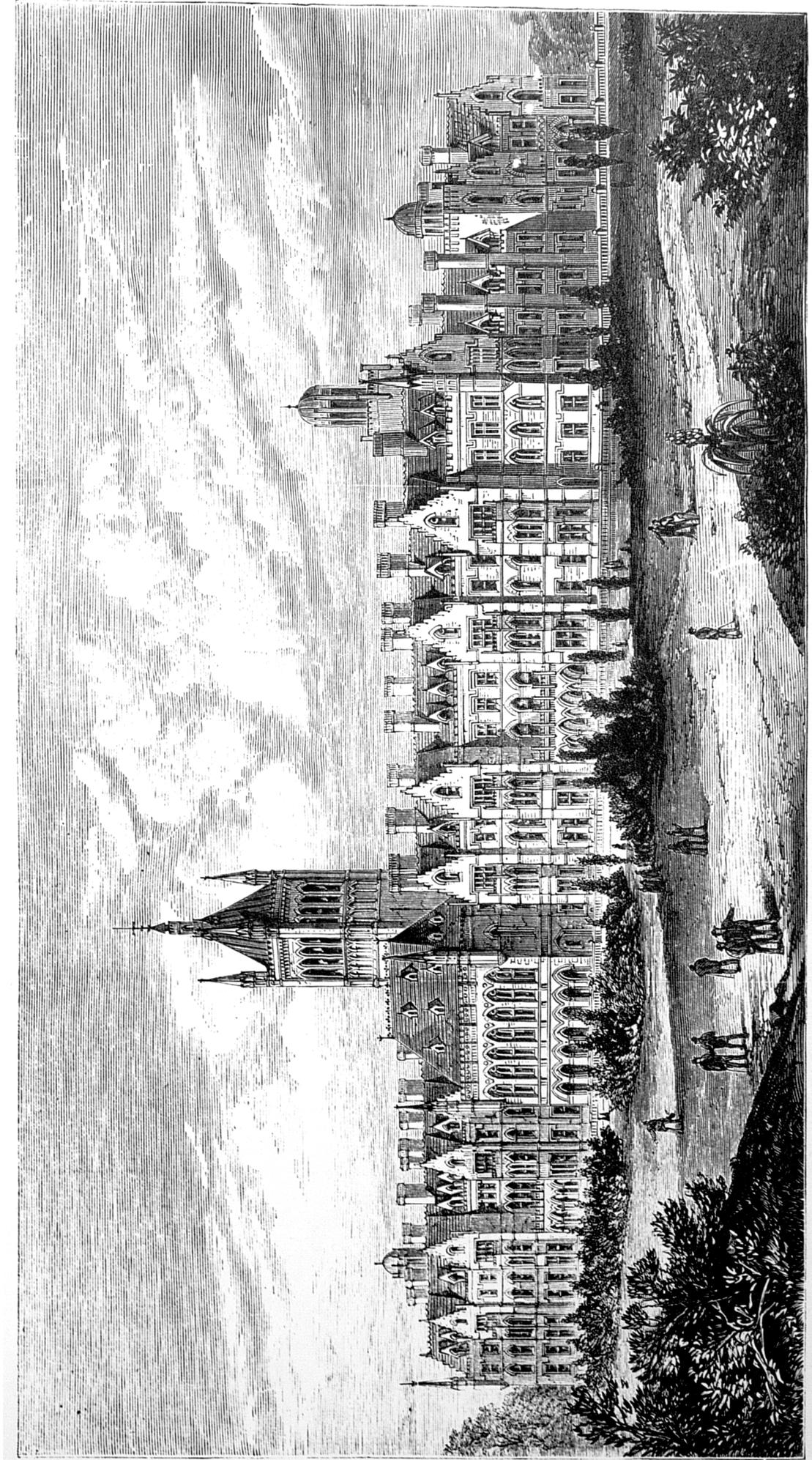
Fig. 34

"The Holloway Sanatorium"

(from Illustrated London News, January 5th, 1884)

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.



THE HOLLOWAY SANATORIUM FOR MENTAL DISEASE, AT VIRGINIA WATER.

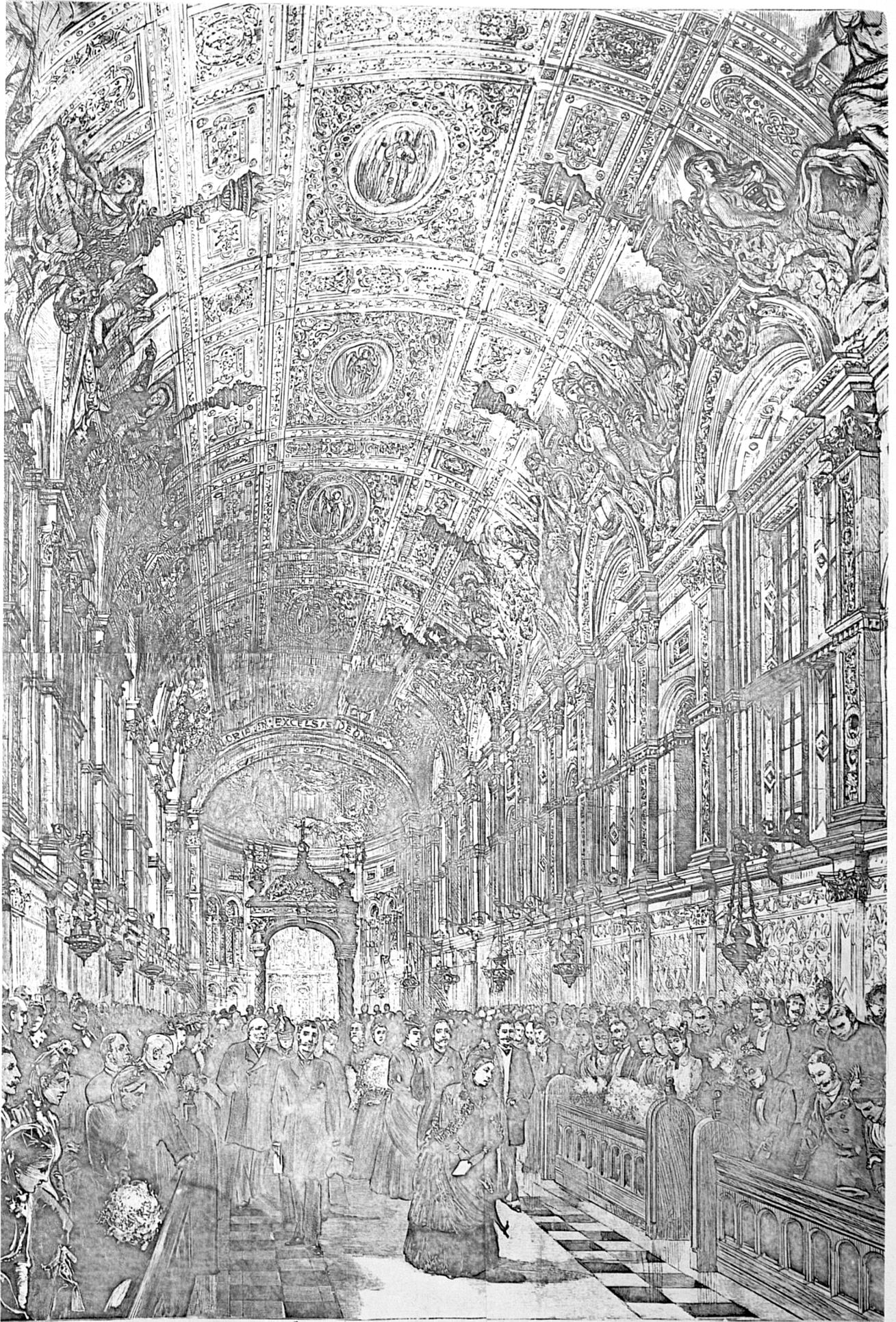
Fig. 35

Opening of Royal Holloway College

(from 'The Pictorial World', July 8th 1886)

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

Fig. 36

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.

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

*Extract of a Letter dated 20th September, 1843, from Messrs S. Ferdinand and Son (Agents for the Sale of "Holloway's Medicines," in the Island of Ceylon); these Gentlemen state,—*

"All classes of people here are desirous to purchase your **WONDERFUL 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 inclose you a testimonial from J. Davison, Esq., the Superintendent of Lord Elphinstone's Sugar Estate, at Caltura, Ceylon; and we can, if necessary, send you abundant other proofs, not only from the middling classes, but also from the opulent and influential here, many of whom have derived immense benefit from the use of your invaluable medicine.

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

"Caltura, 7th Aug. 1843.  
"MY DEAR SIR,—MRS DAVISON has 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."

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

- |                        |                               |
|------------------------|-------------------------------|
| Ague                   | Inflammation                  |
| Asthma                 | Jaundice                      |
| Bilious Complaints     | Liver Complaints              |
| Blotches on the Skin   | Lumbago                       |
| Bowel Complaints       | Piles                         |
| Colic                  | Rheumatism                    |
| Constipation of Bowels | Retention of the Urine        |
| Consumption            | Sore Throat                   |
| Debility               | Serofula or King's Evil       |
| Dropsy                 | Stone and Gravel              |
| Dysentery              | Secondary Symptoms            |
| Erysipelas             | Tic-Douloureux                |
| Female Irregularities  | Tumours                       |
| Fevers 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 GRATIS**), and of most respectable Venders of Medicine throughout the civilized world, and at the following prices:—1s 1/2d, 2s 9d, 4s 6d, 11s, 22s, and 33s 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.

# HOLLOWAY'S PILLS & OINTMENT

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.

Made and Sold only at 78, New Oxford Street, London. Sold by all Chemists and Medicine Vendors.

## HOLLOWAY'S PILLS & OINTMENT



Have held the lead for nearly sixty years, and are universally acknowledged to be the **BEST REMEDIES OF THE AGE.**

### \* THE 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.

### THE 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.

## "SECOND TO NONE"



Made and Sold only at 78, New Oxford Street (lat. 53, Oxford St.), London; and by all Chemists.

Fig. 37

"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.

# EADE'S

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 whenever 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, *May 2nd.*

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.

MR. G. EADE.

Yours truly,

ALBERT MOUNTAIN.

2, COLLEGE PARK VILLAS, KENSAL 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.

MR. G. EADE.

Yours sincerely,

JAS. PETTENGALL.

---

PREPARED ONLY BY

**GEORGE EADE, 232, COSWELL RD., LONDON,**

Great Britain,

And Sold by all Chemists, in Bottles. 1/1½; three in one, 2/9.

Fig. 38

"LADIES ONLY"

from 'Lancet' Vol. 2 p.1807, 1898.

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 castor 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"

THE MIRACULOUS

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 4s. 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. N., 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 heard 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 been 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, 64, 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).

Fig. 39

"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.

(Geoffrey N. Leech, "A Linguistic Study of Advertising in Great Britain", 1966, London)

# 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.

**T**HE 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. Raines 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, Pleurisy, 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.

**ALOFAS OINTMENT** for Piles.—Most efficacious.

*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.

*Forwarded post-free on application.*

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Fig. 40

"Asthma, Bronchitis and Chest Diseases"

from "Good Words" (Edited by Donald Macleod) Isbister & Co., London, March 1899.

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.

"Whooping Cough"

from Wesleyan Methodist Magazine, February 1881.

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.

"Tonga"

from Wesleyan Methodist Magazine, November 1882.

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 18 years on many thousand 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 for 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.

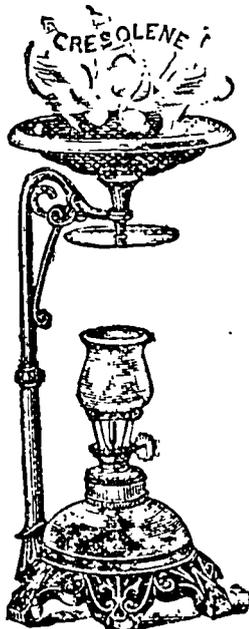
"DEAR SIR,—It is with great joy and heart-felt gratitude I write to you, and with profound thankfulness to Almighty God that He, in His infinite mercy, in answer to earnest prayer, caused me to hear of, and I to induce any wife to place herself under your marvellous treatment. For fourteen or fifteen 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 to 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 dress herself before placing herself in your hands.—WM. CLARK, Worcester." (Full 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 Cresolene (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 Cresolene, 7s. 6d.

Ditto for Gas attachment, 7s. 6d.

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

4 oz. " " 3s.

Full Descriptive Circulars from any Chemist.

SOLE AGENTS FOR EUROPE:  
ALLEN & HANBURYS.

TONGA for  
Neuralgia.

"Invaluable in facial Neuralgia."—Med. Press and Circ. See also important papers in the Lancet, March 6th and 10th, and May 25th, 1890. Tonga maintains its reputation in the treatment of Neuralgia. —Lancet, July 23rd, 1891. It cannot injure the most delicate. —In bottles at 4s. 6d. and 11s. Of all chemists. Sole consignees, ALLEN & HANBURYS, Lombard Street, London.

Fig. 41

"Ozone Paper"

(from Illustrated London News, November 3rd 1894)

A great deal of literature was produced on the anti-bacterial 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".

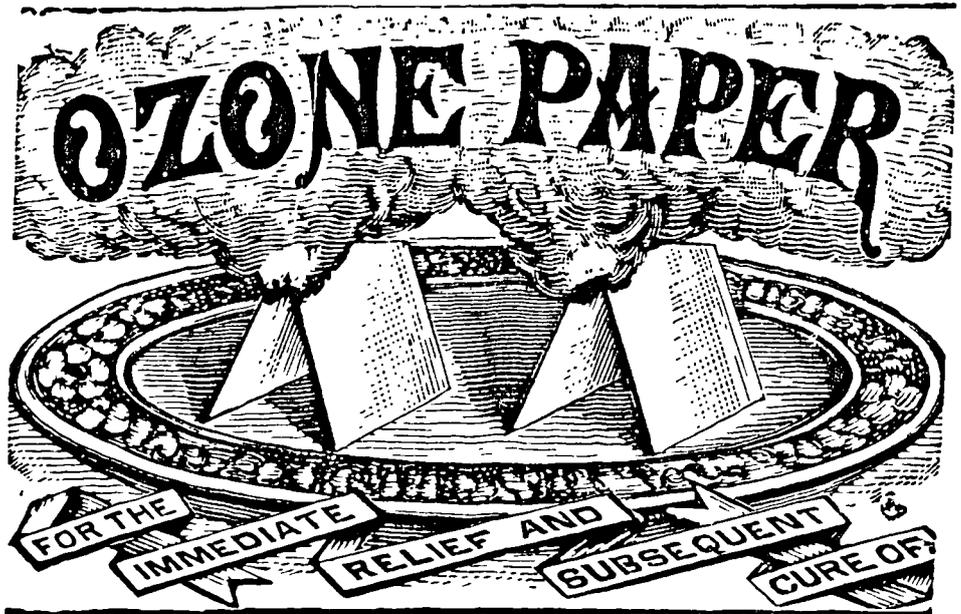
(Western Druggist, Vol. 15 p.367, 1893)

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  $1\frac{1}{3}$ d.



## 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,*

*It Cures Blackheads, or Pimples on the Face,  
Cures Blood and Skin Diseases,  
Cures Ulcerated Sores on the Neck,  
Clears the Blood from all Impure Matter,  
From whatever cause arising.*

As 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.

Fig. 42

"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, phlegm, diarrhoea, dysentery, liver complaints, flatulency, distension, hæmorrhoids, nervousness, biliousness; typhus, typhoid, scarlet, gastric, enteric, bilious, ague, and other fevers; sore throats, diphtheria, measles, catarrhs, colds, rheumatism, gout, eruptions, impurity and poverty of the blood, hysteria, neuralgia, 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, atrophy, 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 fifty years' indescribable agony from dyspepsia, nervousness, asthma, cough, constipation, flatulency, spasms, sickness, and vomiting, by DU BARRY'S FOOD.—MARIA JOLLY. Cure No. 100,516.—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, 1883.” 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.—BIRM, Aug. 20, 1852. 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 Brchan, 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 availed her.—ATANASIO LA BARBERA, Mayor of Trapani, Sicily.” No. 70,048.—“DU BARRY'S FOOD has cured me of thirty-six years' asthma, which obliged me to get up four or five times every night to relieve my chest from a pressure which threatened suffocation.—Rev. P. BOILLET, Ecrainville, 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 sixty-one, perfectly restored to health and strength.—(Madame) BORELL, nee CARONVERTI.” 100,000 Cures, including those of H.H. the late Pope Pius IX., the late Emperor Nicholas of Russia, Major Edic, Dr. Livingston, and Mr. H. W. Stanley, the African Explorer, who saved 220 of his men from inanition; Lord Stuart de Decies; the Rev. Charles Tuson, Trinity Church, Monmouth; of Drs. Ure, Wurzer, Elnushe, 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: Packed for all Climates, in Tins of  $\frac{1}{2}$  lb., at 2s.; 1 lb., 3s. 6d.; 2 lb., 6s.; 5 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.

"Tonga"

from Wesleyan-Methodist Magazine November 1882

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 defendents 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

A SPECIFIC FOR

# NEURALGIA.

**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 a 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 occipital 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. 20, 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, anæmic 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 15th on this case:—'Had another bad attack, though less severe than the last. The neuralgic pain entirely disappeared after the third dose.'"—From a Paper by **W. J. H. LUSH, M.D., F.R.C.P. Ed., M.R.C.S.E., &c.**, *The Lancet*, May 29th, 1880.

"Tonga maintains its reputation in the treatment of neuralgia."—*The Lancet*, July 23rd, 1881.

"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. 26th, 1881.

Extract from a Letter in the *British Medical Journal*, March 26th, 1881.

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

I am, &c., **KENNETH W. MILLICAN, B.A., L.R.C.P. Ed.**"

We have also had further overwhelming testimony, both from the medical profession and the public, of the remarkable efficacy of TONGA. It is in short 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 11s. each, and may be obtained of any Chemist, or of the Sole Consignees and Manufacturers,

**ALLEN & HANBURY'S, Plough Court, Lombard Street, LONDON, E.C.**

Barclay & Fry, Printers, 68, Queen Street, London, E.C.

Fig. 44

"The Five Senses"

(from Illustrated London News, December 22nd 1894)

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."

# 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*.

WAR.

"O World!

O Man! What are ye, and our best designs,  
That we must work by crime to punish crime,  
And lay, as if death had but this 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  
WOULD not have sufficed to  
RAISE a mere plankway."  
WHAT is more terrible than war?  
OUTRAGED NATURE.

She kills, and kills, and is never tired  
Of killing till she has taugnt man  
The terrible lesson he is slow to learn—  
That Nature is only conquered  
By obeying her. . . . Nature is fierce  
When she is offended, as she is  
Bounteous and kind when she is obeyed.  
Oh! would to God that some man  
Had the pictorial eloquence  
To put before the mothers of England  
The mass of preventible suffering



Which exists in England  
Year after year! Kingsley.)  
How much longer must the causes  
Of the startling array of  
Preventible 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  
readiness for any emergency. Be careful to  
avoid rash acidulated Salines, 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 pivot 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  
where 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.

THE FATE OF A NATION WILL ULTIMATELY DEPEND UPON THE STRENGTH  
AND HEALTH OF THE POPULATION.—*Beaconsfield*.

## ENGLAND AND RUSSIA.

CONVERSATIONS WITH GENERAL SKOBELEFF!!

"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

### 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 Russian Advance towards India*.—C. MARVIN, page 88.

AT HOME, MY HOUSEHOLD GOD; ABROAD, MY "VADE MECUM."

A GENERAL OFFICER, writing from Ascot on Jan. 2, 1886, says:—" Blessings on your 'FRUIT SALT'! I trust it is not profane to say so, but in common parlance, I swear by it. Here stands the cherished bottle on the chimney-piece of my sanctum, my little idol—at home my household god, abroad my 'vade mecum.' Think not this the rhapsody of a hypochondriac. No: 'tis only the outpouring of a grateful heart. The fact is, I am, in common, I dare say, with numerous old fellows of my age 67, now and then troubled with a tiresome liver. No sooner, however, do I use your cherry remedy than exit pain—Richard is himself again!" So highly do I value your composition that, when taking it, I grudge even the sediment that will always remain at the bottom of the glass. I give, therefore, the following advice to those wise persons who have learned to appreciate its inestimable benefits—

When Eno's Salt betimes you take  
No waste of this Elixir make;

But drain the dregs, and lick the cup  
Of this, the perfect pick me up."

WRITING again on Jan. 21, 1888, he adds:—" Dear Sir,—A year or two ago I addressed you my grateful recognition of the never-fading virtues of your world-famed remedy. The same old man in the same strain now salutes you with the following—

When Time, who steals our years away,  
Shall sit at our pleasure too,

Eno's Fruit Salt will prove our stay,  
And till our health renew."

FEVERS, BLOOD POISONS, &c.—" Egypt, Cairo.—Since my arrival in Egypt, in August last, I have on three occasions been attacked by fever, from which on the first occasion I lay in hospital for six weeks. The last attacks have been completely repulsed in a short time by the use of your valuable 'FRUIT SALT,' to which I owe my present health at the very least, if not my life itself. Heartfelt gratitude for my restoration and preservation impels me to add my testimony to the already overwhelming store of the same, and in so doing I feel that I am but obeying the dictates of my duty.—Believe me to be, Sir, gratefully yours, A CORPORAL 10TH HUSSARS.—May 26, 1883.—Mr. J. C. Eno."

PHENOMENAL HEALTH IN EQUATORIAL AFRICA.—" Cavendish Square, W., Oct. 26, 1891.—Dear Sir,—I have recently returned from eastern Equatorial Africa, where I lived for upwards of twelve years. I enjoyed phenomenal health, and, in my opinion, it was undoubtedly owing to the daily use of your 'FRUIT SALT,' the beneficial qualities of which I had previously found in England. I have no hesitation in saying that my life was preserved by it. On my way home I had a severe attack of intermittent fever, the sea was rough, and the ship's medical attendant was so that officer usually is prostrate with 'malaria fever,' and unable to attend to anyone. The fever gained and gained on me, but after a few doses of 'FRUIT SALT' I at last fell into a refreshing sleep, and found on awakening that the intense thirst had gone, and long before I had arrived at Aden was as well as I had ever been in my life.—I am, dear Sir, yours truly, ANGLIO-ARABIAN."

THE VALUE OF ENO'S "FRUIT SALT" cannot be told. Its success in EUROPE, ASIA, AFRICA, AMERICA, and AUSTRALIA PROVES IT.

CAUTION.—Examine each bottle, and see the Capsule is marked ENO'S "FRUIT SALT." Without it you have been imposed upon by a worthless imitation.

PREPARED ONLY AT ENO'S "FRUIT SALT" WORKS, LONDON, S.E., BY J. C. ENO'S PATENT.

Fig. 45

"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.



# FREEMAN'S ORIGINAL CHLORODYNE.

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.

**T**HIS 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, Cancer, Bronchitis, Asthma, Ague, Sore Throat, Influenza, Neuralgia, Diarrhœa, Dysentery, Asiatic Cholera, Colic, Gout, and all Fevers.

At 1s. 1½d., 2s. 9d., 4s. 6d., 11s., and 20s. per bottle.

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

## FOR COUGHS, COLDS, ASTHMA, BRONCHITIS. DR. J. COLLIS BROWNE'S CHLORODYNE

ONLY GENUINE



ORIGINAL AND

AS  
THE GREAT  
SPECIFIC  
FOR  
CHOLERA,

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 decidedly the best, and also from 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, SYMES & CO., Members of the Pharm. Society of Great Britain, His Excellency the Viceroy's Chemists.

**D**R. J. COLLIS BROWNE (late Army Medical Staff) DISCOVERED A REMEDY to denote which he coined the word CHLORODYNE. Dr. Browne is the SOLE INVENTOR, and, as the composition of Chlorodyne cannot possibly be discovered by Analysis organic substances defying elimination, and since the formula has never been published, it is evident that any statement to the effect that a compound is identical with Dr. Browne's Chlorodyne must be false.

This Caution is necessary, as many persons deceive purchasers by false representations.

**D**R. J. COLLIS BROWNE'S CHLORODYNE.—Vice Chancellor Sir W. PAGE WOOD stated publicly in Court that Dr. J. COLLIS BROWNE was UNDOUBTEDLY the INVENTOR OF CHLORODYNE, that the whole story of the defendant Freeman was deliberately untrue, and he retracted to say it had been sworn to.—See *The Times*, July 13th, 1864.

**D**R. J. COLLIS BROWNE'S CHLORODYNE is the TRUE PALLIATIVE in NEURALGIA, GOUT, CANCER, TOOTHACHE, RHEUMATISM.

**D**IARRHŒA, DYSENTERY. GENERAL BOARD OF HEALTH, London, REPORT that it ACTS as a CHARM, one dose generally sufficient. Dr. GIBBON, Army Medical Staff, Calcutta, states: "2 DOSES COMPLETELY CURED ME OF DIARRHŒA." From SYMES & Co., Pharmaceutical Chemists, Simla, Jan. 5, 1880.

To J. T. DAVENPORT, London.  
DEAR SIR.—We congratulate you upon the widespread reputation this justly-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 sale, 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 Diarrhœa and Dysentery, Spasms, Cramps, Neuralgia, the Vomiting of Pregnancy, and as a general sedative, that have occurred under our personal observation during many years. In Cholera's Diarrhœa, and even in the more terrible forms

**D**R. 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.

**D**R. J. COLLIS BROWNE'S CHLORODYNE rapidly cuts short all attacks of

**E**PILEPSY, SPASMS, COLIC, PALPITATION, HYSTERIA.

**I**MPORTANT CAUTION.—The IMMENSE SALE of this REMEDY has given rise to many UNSCRUPULOUS IMITATIONS. Be careful to observe Trade Mark. Of all Chemists, 1s. 1½d., 2s. 9d., and 4s. 6d.

SOLE MANUFACTURER, J. T. DAVENPORT, 33, St. Russell St. W. C.

Fig. 46

"It touches the spot"

from Illustrated London News, November 3rd 1894

'Homocea' 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'.

## INVALUABLE INFORMATION.

Homoeocea 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 Homoeocea tin has not to be brought out. You cannot afford to be without it. Homoeocea is an infallible cure for Piles, Rheumatism, Sciatica, Neuralgia, Toothache, Earache, Eczema, Sores, Cuts, Bruises, Wounds, Inflammation, Stiffness, Sprains, and Strains.

### HEMORRHOIDS.

LORD CARRICK writes, *re* Hemorrhoids—  
 "I suffered from this distressing malady for five months, during which time I tried various remedies, and had caustic applied twice, but without any relief. I was advised to undergo a severe operation under ether as the only cure. At last I tried Homoeocea, and in two or three days I found the healing had begun, and in a fortnight I was cured. I strongly advise all who suffer from this most distressing malady to give Homoeocea a trial."

Dear Sirs,—I have been a great sufferer from this distressing complaint for some years. I have tried a great many remedies, which have cost me a great deal of money. I have been in Leeds Infirmary, and was advised to undergo an operation. I got into a very depressed state of mind, and began to think there was no cure for me. My reading Lord Carrick's statement in the papers caused me to give Homoeocea a trial. It has done so much good for me that I shall never cease to sing its praises to all sufferers.—Respectfully yours, JOHN HILLTON, Longcliffe.

### RHEUMATISM.

LORD COMBERMERE writes *re* Rheumatism—

"I have tried your Homoeocea upon myself for Rheumatism, and I found it did more good to me than any other embrocation I have ever used, and several of my friends have benefited by its use."

MRS. IRWIN begs to inform the Homoeocea Co. that she used Homoeocea for Rheumatism, and found it of great benefit.—St. Catherine's Park, Lexlip.

# It touches the Spot.



Who when in slumber broke my rest  
 With "Homoeocea" to rub my chest,  
 And said "For Croup it is the best" I  
*My Mother.*

Who stopped his hair from falling out  
 With "Homoeocea," 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 "Homoeocea,"  
 Delay brings danger, do not wait,  
 But send off to your Chemist straight.  
 In every case, no matter what,  
 This "Homoeocea" will "touch the spot."



Sold by all Chemists at 1s. 1½d. and 2s. 9d. per box, or direct from the Wholesale Agency, 21, Hamilton Square, Birkenhead, at 1s. 3d. and 3s. Hooper, Chemist, 43, King William Street, London Bridge, sells it.

## TELLING TESTIMONY.

The Great African Explorer, HENRY M. STANLEY, writes, *re* Inflammation—

"Homoeocea 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 Homoeocea, and, under God's blessing, consider it has been the means of curing a painful attack of Sciatica. I shall always keep Homoeocea in the house."

### NEURALGIA.

The HON. MRS. THOMPSON desires to testify to the great value of Homoeocea 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. PRYNNE says—

"Homoeocea 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 Homoeocea, 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 Homoeocea, with happiest results. The relief was almost instantaneous, and, what is more to the point, the soothing effect remained, and a complete cure resulted."—35, Park Road, East, Birmingham.

Fig. 47

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  $\frac{1}{6}$ d. The fever curer contained dilute nitric acid and sugar of milk.

**READ FENNINGS' EVERY MOTHER'S BOOK.**

Ask your Chemist or Grocer for a FREE Copy, or one will be sent Post Free on application by letter or post-card. Direct, A. Fennings, West Cowes, I.W.

**DO NOT LET YOUR CHILD DIE.**

*Fennings' Children's Powders Prevent Convulsions.*

ARE COOLING AND SOOTHING.

**FENNINGS' CHILDREN'S POWDERS!**

**SAFE TEETHING!**

**EASY TEETHING!**

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**

**BRONCHITIS CURED!**

**COUGHS CURED!**

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!**

**SORE THROATS CURED**

**WITH ONE DOSE!**

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 POWDERS, with my Trade Mark in the Centre—"A Baby in a Cradle."

Fig. 48

"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.

1/12 and 2/9 per packet, or single powders may be had of all Chemists.

Depot -125, NEW NORTH ROAD, LONDON, N.

**STEDMAN'S**

IN USE  
OVER FIFTY YEARS  
SOOTHING

RELIEVE  
FEVERISH HEAT.  
Prevent  
Fits, Convulsions etc  
Preserve  
a Healthy State of the  
Constitution during the  
period of TEETHING

**POWDERS**

For Children  
cutting TEETH.

**WALWORTH, Surrey.**

Please Observe the E.E.S.,  
IN **STEDMAN**

Fig. 49

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'.

# SWEETING'S TOOTHACHE ELIXIR



1s

THE FINEST NERVINE TONIC  
EVER DISCOVERED,

Which will be found to stop decay and restore the teeth and gums to a healthful condition without the slightest inconvenience or injury to the constitution.

From "Ally Sloper's Half-Holiday."

Both above standard remedies are sold by all respectable Chemists, 1s. 1½d. per bottle.

SOLE OWNERS:

BARCLAY & SONS, Ltd., 95, Farringdon St., London.

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## 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. 1½d. per Bottle.

Fig. 50

"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  $\frac{1}{48}$  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, 7½d.

*12,000,000 daisies sold in 12 months.*

**L**ORD 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 Ed-  
wards, 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 pre-  
paration whatever.—Yours, &c.,

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

13 Charlotte street, Bedford square, London.

"Beecham Pills"

(from Illustrated London News, October 22nd, 1887)

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.



SOLD  
BY ALL  
MEDICINE  
VENDORS



# BEECHAM'S

**BEECHAM'S PILLS.**

Are admitted by thousands to be worth a Guinea a Box for Nervous and Bilious Disorders, such as wind and pain in the stomach, sick headache, giddiness, fulness and swelling after meals, dizziness and drowsiness, cold chills, flushings of heat, loss of appetite, shortness of breath, costiveness, scurvy, blotches on the skin, disturbed sleep, frightful dreams, and all nervous and trembling sensations, &c. The first dose will give relief in twenty minutes. This is no fiction, for they have done it in thousands of cases. Every sufferer is earnestly invited to try one box of these Pills, and they will be acknowledged to be WORTH A GUINEA A BOX.

For females of all ages these Pills are invaluable, as a few doses of them carry off all humours, and bring about all that is required. No female should be without them. There is no medicine to be found to equal BEECHAM'S PILLS for removing any obstruction or irregularity of the system. If taken according to the directions given with each box, they will soon restore females of all ages to sound and robust health.



**BEECHAM'S PILLS.**

For a weak stomach, impaired digestion, and all disorders of the liver they act like "MAGIC," and a few doses will be found to work wonders upon the most important organs in the human machine. They strengthen the whole muscular system, restore the long-lost complexion, bring back the keen edge of appetite, and arouse in action with the ROSE-BUD of health the whole physical energy of the human frame. These are "FACTS" admitted by thousands, embracing all classes of society, and one of the best guarantees to the nervous and debilitated is that BEECHAM'S PILLS have the largest sale of any patent medicine in the world.

Prepared only, and sold Wholesale and Retail, by the Proprietor, T. BEECHAM, Chemist, St. Helens, Lancashire, in Boxes, 1s. 1/4 and 2s. 9d. each. Sent post-free from the Proprietor for 15 or 35 stamps. Sold by all Druggists and Patent Medicine Dealers in the United Kingdom.

N.B.—Full directions are given with each Box.

# PILLS



IN  
BOXES  
1/3 1/2 & 2/9  
EACH

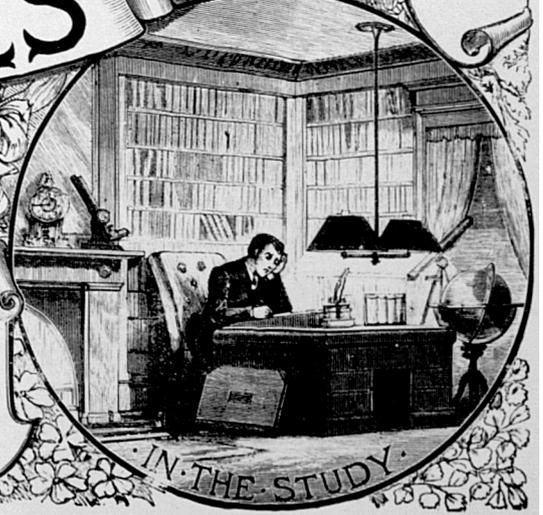


Fig. 52

BEECHAMS PILLS

from Illustrated London News, July 23rd 1887.

THE WILD WAVES SAYING?  
WHAT ARE TRY BEECHAM'S PILLS!



**THE WORLD'S MEDICINE.**

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 marchicness, 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*.

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**ISBISTER & CO.'S NEW BOOKS.**

Fig. 54

"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 1s.1½d to 22s. (Secret Remedies, B.M.A. London, 1909 p.26)

POST-FREE FOR SIX STAMPS, or LARGE EDITION (bound in cloth), 1s. 3d., from  
the AUTHOR.

# CONSUMPTION

## AND ALL LUNG DISEASES.

By G. T. CONGREVE *Coombe Lodge, Peckham.*

The Nature, Progress, and True Treatment of this Scourge of England.

*The following Case is selected from the SEVENTIETH 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 Wicly Papers.*

Fig. 55

"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 emmigrants 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).

# SALT REGAL

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*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. Develops 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.

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.

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.

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

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

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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.