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THREE SECTIONS

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APRIL 9, 2007

For coughs, colds and consumption



Above: A Water-lily-shaped trade card for Hood's Sarsaparilla.

BY TIBIAN ABRAMOVITZ M.D.

On Oct. 7, 1905, a young ambitious reporter published in *Collier's* magazine the first in a series of 10 articles titled *The Great American Fraud*. His name was Samuel Hopkins Adams, and soon he was destined to become a legendary crusader against a mighty empire – the patent medicines and those who made them.

He started the first article with this, "Gullible America will spend this year some \$75 millions of dollars in purchase of patent medicines. In consideration of this sum, it will swallow huge quantities of alcohol, an appalling amount of opiates and narcotics, a wide

assortment of varied drugs ranging from powerful and dangerous heart depressants to insidious liver stimulants; and, far in excess of all other ingredients, UNDILUTED FRAUD."

These articles helped lead to the enactment of the Federal legislation known as The Pure Food and Drug Act, signed by President Roosevelt, which went into effect Jan. 1, 1907. Known also as Dr. Wiley's law, (the chief chemist of the Department of Agriculture), it changed the way manufacturers labeled and advertised their products.

The law required manufacturers to state on the label and package, if certain substances, such as alcohol, opi-

ates and other narcotics, were present, and state the amounts. The law "prohibited misinformation about the state, territory or country, in which the product was made ... Any statement, design or device regarding the medication or ingredients, false or misleading, was prohibited as well ..."

Until then, the patent medicines were advertised and sold as a cure to just about any disease under the sun. Marketed as tonics, elixirs, blood bitters, and compounds, they all had one thing in common. The maker "guaranteed" the cure of one or many diseases, often offering substantial cash

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Above: This 1900 Hood's Sarsaparilla 1900 calendar card features a full calendar on the back.

This Week...

NATIONAL

Declaration sets record

A rare, official 1823 copy of the Declaration of Independence hammered down on March 22 for \$477,650 (including the 16½ percent buyer's premium) – a record auction price for that particular printing.

National p 1

Case of the bogus Bordeaux

The story first broke in early September 2006: a lawsuit filed in late August by billionaire William I. Koch (pronounced coke) against German wine merchant Hardy Rodenstock. Koch alleged that four of five bottles of wine he purchased in 1988 (for more than \$500,000) were fakes.

National p 1

REGIONAL

Kovels to attend AAPA meeting

CLEVELAND – Nationally-known antique experts and Clevelanders Ralph and Terry Kovel will host an informal session telling stories about their pottery-collecting through the years during the American Art Pottery Association's annual convention April 25-29.

p 3

Auction Roundup

Auction results from various locations throughout the central-states.

p 7

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NEWS

Photo of youngster with copy of *AntiqueWeek* shown in Times Square

FORT WAYNE, Ind. — When Kenneth Burkholder caught his 9-year-old grandson, Griffin Tutwiler, sitting in his recliner and flipping through his copy of *AntiqueWeek*, he did what any proud grandfather would do — he grabbed his camera and captured the moment for posterity. What separates this incident from your ordinary, run-of-the-mill grandfather's bragging rights story is that the photograph ended up being broadcast in front of thousands of people on a giant television screen in New York's Times Square.

The photo — taken late last summer — was one of 200 selected from submissions from across the country to be featured during the National Association for Down Syndrome's Buddy Walk last October. The photos were flashed on the big screen for about half an hour during the national fund-raising event. It was actually the second time one of Griffin's photos had been selected to be shown.

"Griffin enjoys to 'pretend read' various newspapers, magazines and grocery ads," said Burkholder. "While we are very proud of his basic reading skills, his reading ability does not allow him to really read these materials."

Burkholder said he and his wife, Sharon, are both longtime *AntiqueWeek* subscribers and collectors. Burkholder collects Bakelite pencil sharpeners, as well as miscellaneous items (banks, advertising, cookbooks, bottles, etc.) from his hometown of Wabash, Ind., while his wife prefers to collect Bakelite jewelry, dolls, teddy bears and kitchenware, including napkin rings and salt and pepper shaker sets. The retired couple's home is also furnished with antiques.

"We're both regular antiquers," said



Above: 9-year-old Griffin Tutwiler pretends to read his grandfather's copy of *AntiqueWeek*. This photo was one of 200 shown on a giant television screen in Times Square during the National Association for Down Syndrome's Buddy Walk held last fall in New York.

Burkholder. "We love *AntiqueWeek* and the information it provides. Whenever we see a good show or flea market in our area, we try to attend. However, since our house is already full, we try to be a little more selective than we used to be in what we buy."

Two of the items from his collection Burkholder is most proud of are a brass clock in the shape of a meter box from the Ford Meter Box Co. of Wabash and a mechanical pencil from the Brewers Milk & Dairy Bar that he was given when he graduated from Wabash High School in 1953.

"It says *Congrats to a senior member of the 1953 class of Wabash High from the Brewers Milk & Dairy Bar* and when

CONTINUED ON PAGE 4

Harriet Tubman program coming to Scottsburg

SCOTTSBURG, Ind. — Harriet Tubman is coming to dinner, well in program form that is. Virginia Wesley and her daughter, Annamarie Crider, will present a dinner program entitled *Tragedy, Trains, Truth and Tales* at 6:30 p.m. April 12 at Jeeves and Co., located at 64 S. Main St.

The program still has a few tickets available, but April 9 is the reservation deadline. Tickets are \$20 per person and may be purchased at Jeeves and Co. or the Scott County Heritage Center and Museum.

Called the "Moses of her People," Tubman guided runaway slaves on their trip north to freedom. Tubman was born as a slave on the Eastern Shore of Maryland in about 1820. She fled to freedom in Philadelphia and later became involved in the movement helping others escape slavery. She died in 1913. She was an African-American abolitionist serving the Union as a scout, spy and nurse during the Civil War.

The Scott County Heritage Center and Museum is located at 1050 S. Main St. and is open 9 a.m. to 5 p.m. Monday-Saturday.

Contact: (812) 752-1050

Get all the current antiquing news and share your thoughts with other antiquers in online forums at www.antiqueweek.com

Cow-and-calf pair brings \$13,000 at Red Wing MidWinter GetTogether

DES MOINES, Iowa — Hundreds of collectors roamed the halls of the Holiday Inn Hotel & Suites, looking for the perfect piece to add to their

Below (top): A blue King of Tarts cookie jar made \$360.

Below (bottom): Although unsigned, this Red Wing Potteries Albany slip cow-and-calf pair brought \$13,000 at the Red Wing Collectors Society's MidWinter GetTogether auction.



collection during this year's Red Wing Collectors Society's MidWinter GetTogether held Feb. 9-11.

The event was highlighted by the sale of a Red Wing Potteries Albany slip cow and calf pair at the Saturday night auction. Although the piece was unsigned, the gavel fell at \$13,000 and drew a nice round of applause from those in attendance.

Cow-and-calf figures are highly desired by those who collect Red Wing stoneware animals and they rarely find their way to the open market. A single cow and calf figure brought \$5,250 in last summer's official RWCS Convention Auction.

The auction was once again conducted by Richard and Todd Houghton of Houghton's Auction Services, Red Wing, Minn. — experts in selling Red Wing items throughout the Midwest. Although no items could touch the cow and calf pair in terms of price, several items still did well at the auction, which primarily consisted of stoneware.

An Albany slip zinc-glaze hen sold for \$1,000, a bisque Albany slip pig sold for \$400 and a zinc-glaze sheep sold for \$1,350. Despite several glaze lines, an attractive 3-gallon molded elephant-ear

Below: An Albany slip zinc-glaze hen realized \$1,000.



churn with oval on top brought \$1,250.

A nice white cherryband pitcher with crisp August Becker advertising sold for \$1,600. A 4-gallon beehive jug with wing and oval, which had a hairline, brought \$250, and a 3-gallon salt glaze ribcage crock was a steal at \$110.

Other highlights from the auction included a blue King of Tarts cookie jar, \$360; a mini jug with Dells Extra Tea and Coffee advertising, \$420; a half-gallon blue-sponged bail-handle jug, \$350; and a unique Western Stoneware ice water cooler, \$400.

The MidWinter GetTogether is a precursor to the national RWCS Convention held every July. The July convention attracts thousands of collectors to Red Wing for a week of educational meetings, auctions, buying, selling and fun for the whole family. This summer's event — July 11-14 — promises to be bigger and better than ever, as members celebrate the 30th anniversary of the RWCS.

Contact: (800) 977-7927,
www.redwingcollectors.org

Below: This 3-gallon salt glaze ribcage crock was a steal at \$110.



FEATURE

Opiates, alcohol and marijuana in the mix

CONTINUED FROM FRONT PAGE

rewards to back up their claims.

For example, the makers of Orangeine claimed that the compound "prevents and cures Headache, Neuralgia, All Pains, "Grip," Catarrh, Chills, Fatigue, Insomnia, Woman's Suffering, Stomach Upsets, Hay Fever and Asthma." Not bad, 12 cures for one price.

The term "patent medicines" is a misnomer, as the formulas were almost never patented by the U.S. Patent Office. In order to obtain a patent, the maker would have to submit the list of ingredients, and that would be the last thing a manufacturer would want to do.

These medications were often referred to as nostrums (from Latin, "our remedy"), or quack medicines.

So, what was the secret to the enormous popularity of these nostrums?

First, it was the closely guarded formula. Adams had most of these compounds chemically analyzed and revealed the mystery. The main ingredient was either alcohol, opium, cannabis or a mixture of all three. Some had up to 29 percent alcohol.

Second, there was no formal organized medical treatment by trained physicians. The medical treatment was done at home. With the help of home medical books, the mother or the wife would diagnose the disease and treat the sick with herbs and nostrums listed in the book or available at the corner drug store. Physicians, if available in the area, were called only when everything else failed. Their ability to cure diseases was severely impaired by lack of effective medications, and their fees were considered high.

The nostrums manufacturers exploited this situation, and launched an advertisement campaign with the motto: Avoid the doctors if you value your health. A famous cartoon of the time had two parts. On the first, a nurse is helping an ill-looking woman by administering to her a slew of treatments prescribed by the doctor. The caption says "The doctor won't charge you more than \$40 or \$50."

The second part shows a well-looking woman who tells her husband that she is all cured after taking Spenee's

Positive Powders, "That cost only two cents and a half a piece."

But the most important reason for the success was the massive advertising campaign to promote these nostrums. According to the 1900 census, 80 million Americans spent about \$59 million a year on patent medicines. The manufacturers used the majority of the money for advertisement and profits, and a small fraction for production.

Even some medical magazines accepted ads for quack medicines, despite the fact that the medical organizations of the time were crusading against the nostrums. The manufacturers of quacks, organized as the Proprietary Association of America, were successful in controlling the media for the most part. To protect themselves from legislature against their products, they invented the Red Clause. This clause, which was part of the advertisement contracts, made the contract void if "any law is enacted by the State, restricting or prohibiting the manufacture or sale of proprietary medicines."

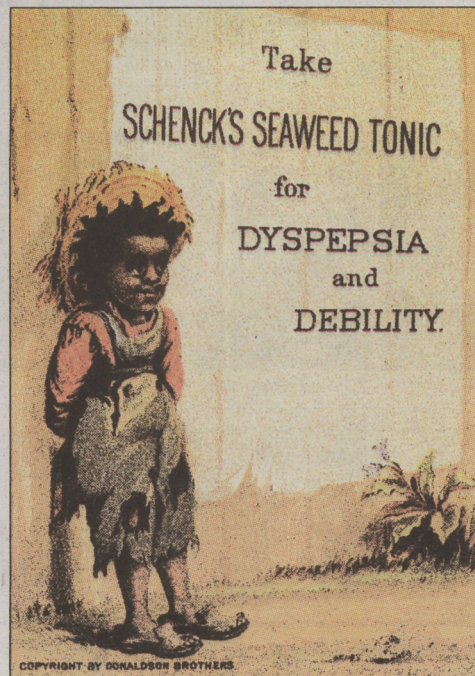
Anybody with capital and an enterprising mind could become a nostrum manufacturer. Some were doctors by training such as Dr. R.V. Pierce, (The Golden Medical Discovery); Dr. Kilmer, (Swamp Root remedies); Dr. S.B. Hartman, (PERRUNA); and Dr. Ayer (Cherry Pectoral) are few famous names who founded empires with their nostrums.

Their faces, often sporting an imposing beard, adorned the ads and the label on the bottles (the beard was considered a solid mark of a respectable businessman).

And then, there was Lydia Pinkham. Her Vegetable Compound was primarily advertised as a cure for the weakness of females. The advertising campaign used primarily her face, and soon she became the best known face in the country. She published *The Pinkham Guide for Women*, which primarily printed letters from women asking for her advice. Her answers were considered the highest authority. However, a scandal broke when *Ladies' Home Journal* published a story in 1905 that some of the 450 company employees, (mostly women) read and answered letters on Pinkham's behalf, a practice that continued even after her death.

The success of her remedy continued well after her death in 1883, and the compound was sold into the 1950s. The secret of this longevity — "a combination of a good herb remedy, and alcohol, from 13 to 18 percent."

The heyday of the patent medicine



Left: The front of a Thomas Eclectic Oil card. The back of the card lists all the cures with a timetable including the guarantee to cure deafness in two days.

Thomas' Eclectic Oil

What it has Done.
What it will Do.

IT WILL POSITIVELY CURE

the	in	5 Minutes
he	"	2 "
ne	"	2 Hours
ss	"	2 Days
ness	"	20 Minutes
ness	"	1 Hour
ness	"	24 Hours
throat	"	12 "
s	"	2 Days
Burn	"	5 Minutes
Scald	"	5 "

It will cease in 5 minutes, and positively cure when used at the outset. Every bottle of Dr. Thomas' Eclectic Oil is only 50 cents, and one bottle will go farther than half an ordinary medicine.

Presented By
F. ROWE & SON
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NEW HAVEN, N. Y.

sellers produced a wealth of collectibles for today's connoisseur.

Trade cards were probably the most popular and common form of advertisement. The earliest cards were black-and-white, but the development of color chromolithography in the 1870s made these cards popular. The cards were given free by merchants, drug stores and sometimes by street walkers and traveling salesmen. Women and children collected them and pasted them into scrapbooks. The popularity of these cards peaked between 1880 and 1900.

Riding on the success of other industries, the patent medicines manufacturers had advertisement cards printed for just about any nostrum they made. The front of the card usually featured typical themes for the era: Victorian ladies, children with cherubic faces, and cute animals. The product was usually featured on the front as well, often with a short message. The back was either blank or had a store stamp imprinted with the name and address. Other cards featured more elaborate advertisements for the product on the back, mixed with testimonials from satisfied customers.

As the printing industry evolved, the card manufacturers became more creative. The cards became more entertaining, featuring puzzles, hold-to-light patterns (when held against light, a change in the picture occurred) and a "before-and-after" picture card. These cards, known as metamorphic, were constructed in such way to show a person before and after consuming the product. Of course he/she was happier and better looking after taking that particular nostrum. Humor and sometimes risqué situations were used as appealing factors as well.

Another popular form of advertisement was the almanac. Besides the usual contents of an almanac, they had advertisements for all the product line made by the manufacturer, testimonials from satisfied customers and medical information about diseases.

Magazine ads and bottle labels are popular collectible items as well. The most sought after (and commanding high prices) are ads or labels for products that contained heroin, cannabis or a combination of both with alcohol.

Die-cut doll figurines were used to

Left: A Schenck's Pulmonic Syrup hold-to-light card. When held against a light source, the girl's eyes open.

advertise patent medicines on the store counters or were mailed by request. The back was used to advertise the products. Some were elaborate and beautiful, with extra sets of "clothes."

Research and knowledge is advised before starting a specific type of collection. Following the auctions on Internet sites gives an idea about the market value. While some cards can be found in the \$4-15 range, those with unusual shapes or featuring African-American subjects can easily climb to \$100. Rarity and unusual designs can push the price even higher. A metamorphic card in very good condition sold for \$278 in an Internet auction recently. Some other rare cards sold for as much as \$500-600 in recent years.

There are many books on trade cards, and they provide useful information about collecting. *Victorian Trade Cards* by Dave Cheadle is an excellent reference source for trade card collectors.

Almanacs usually sell for \$10-20, based on condition, size and rarity. Most show significant wear-and-tear due to the fact that they were used extensively. Calendar prices vary, with smaller ones selling for \$20-35, and larger examples for \$30-50. The price is higher if all monthly pages are still attached. The usual factors apply here as well as condition, rarity, and subject matter, which also can drive the prices higher.

Blotters usually sell for \$8-12. Die-cut doll prices vary widely, based on size condition and rarity. Prices can range from \$20-80 or more.

Magazine ads became more popular recently as a collecting item. Here, the graphic design, the subject, the condition and the size dictate the price. Small ads sell for \$5-15, while half-page and full-page ads, and the ones with elaborate graphics, can reach \$20-40.

References

Victorian Trade Cards by Dave Cheadle, Collector Books

The Golden Age of Quackery by Stewart Holbrook, Macmillan Co.

The Great Patent Medicine Era by Adelaide Hechtlinger, Galahad Books

The Toadstool Millionaires: A Social History of Patent Medicines in America Before Federal Regulations by James Harvey Young PhD, Princeton University Press.



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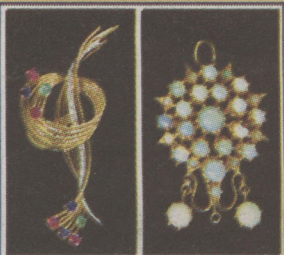
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Sample of misc. clocks



Exceptional cloisonne and bronze Victorian crystal regulator



Sample of gold jewelry

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NOTE: Jewelry to sell at 5 PM followed by mixed categories. There is an exceptional group of merchandise from Palm Beach, Florida as well as featured items from Columbus, Ohio collection. One of the most important auctions we have held to date. Don't miss this one!



Exquisite silver tray



Nice selection of Victorian gold cameos



Large signed bronze inkwell of man

Berner's

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Coyote Levent Isik



H. Butner 1879,
Hans Butner 1850-1891



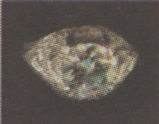
Unusual Meriden
coffee grinder



Important folk art circus stand,
front view 2



Important folk art circus stand,
view 1



1.93 ct.
blue white
diamond
IVVS and
platinum
filigree



HVVS2 1.11 ct.
diamond
solitaire in
platinum set



Signed J. Parsons 1889



A. Cipriani ada.
Cipriani Italy, exquisite
marble head bust
with original base



Pair of Victorian bronze
figural candelabras,
signed



Teco animals



Rosewood tea caddy



Tiffany
student lamp



Silas Martin
1841-1906
portrait of
George Bellows



Edmund Osthaus
1858-1928 graphite dogs
with 100% provenance



Exquisite
Victorian
oak table
base



Massive gold pin
with diamond,
sapphires and
large opal



HS12 3.04 ct.
diamond
solitaire ring



Folk art
watch
holder



Tepfitz
Lizard
vase



1 of several
exceptional
Victorian
carriage clocks



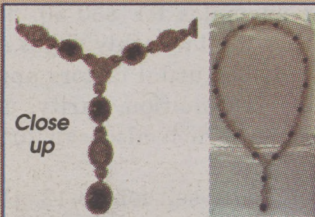
El Diablo Suave
Levent Isik



Frank Pickle
devil figure,
German
Village



Victorian rosewood
stereoptic card viewer



Close
up

Important 1950s sapphire
and diamond platinum set
necklace



Tiffany & misc. art glass



J.E. Bundy 1915,
John Elwood Bundy
1853-1933



Victorian boy
getting haircut



Salvador Dali



Victorian
rose cut
diamond pin



Yeend King, Henry John
Yeend King 1855-1924



Example of exceptional art collection



7 Rolex watches



Early Hudson River scene

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