

'Golden Age Of Quackery' Is Newest Holbrook Book

By FLORENCE JENKINS

"Vitamins can never take the place of Hostetter's or Pinkham's" are the words penned by author Stewart H. Holbrook in his autobiography of "one of the six Author Copies" of The Golden Age of Quackery which he presented to us on our most recent trip to Portland.

The book, containing 11 parts, complete with acknowledgements, bibliography, index and epilogue is an entertaining compilation of individual case histories of 19th and 20th century nostrums, pain-killers and cure-alls. Because all of his published works are well authenticated, the histories may be accepted as entirely factual.

Interest in the subject matter, according to the author, began more than 15 years ago when, through the late Henry L. Mencken, he met Samuel Hopkins Adams who died a year ago last November just under the age of 88 years. An energetic reporter around the turn of the century, Mr. Adams wrote a series of magazine articles exposing a vast number of pseudo cures of the day. His publicity on the frauds in that field led to the passage of the Pure Food and Drug Act which was signed in 1906 by President Theodore Roosevelt and became law on January 1 of the following year.

While Mr. Holbrook was doing research for this book, Mr. Adams is reported to have said to him: "The foundation of the original food and drug act and of supplementary legislation is based on the old admonition, 'He that hath eyes to see, let him see.' The laws were passed to give the public a chance to know, not to save fools from their folly." That may have been Mr. Adams' way of saying that you can't legislate judgment into a people any more than you can legislate morals.

Both Lydia Estes Pinkham and David Hostetter were born in 1819. The former lived 64 years and the latter 89 years, neither setting any records of longevity to substantiate

claims of their bottled patent medicines.

Lydia Pinkham, whose face became the best known woman's face in America, was a schoolteacher when she was married at the age of 24 to Isaac Pinkham. Three sons and a daughter were born to the union and, upon their mother's death in 1883, continued what had become a thriving business.

Lydia Pinkham's Vegetable Compound was depression-born. A well-educated woman, Mrs. Pinkham subscribed to the theories of Dr. Jacob Bigelow of Harvard Medical School who proposed that many disorders, if left to the natural recuperative powers of the patient, would disappear more rapidly than from dosage with drugs. At the same time, she brewed home remedies for herself and family as was the custom of the day.

The formula which became her Vegetable Compound came into the family when her husband had to make good on a note for \$25 he had signed for a friend. The only reimbursement from the friend was a formula which he described vaguely enough as a "cure for the weaknesses of females." Mrs. Pinkham added and subtracted (like any good cook) from the original recipe and the resultant formula was the "finest remedy of her experience" and she gave it away by the gallon until the nationwide panic of 1873 wiped out the already slim fortunes of the family. In the nick of time, along came two strangers "in a handsome carriage" seeking to buy some of the compound which, with understandable embarrassment (because the money was sorely needed) she sold at \$5 for six bottles.

Advertising in the newspapers followed and it is estimated that more than 40 million dollars has been spent to run her picture and message in the last 85 years. Hers was probably the first face to appear in an advertisement on page one of any newspaper in the nation. Her son, Dan Pinkham, paid

\$60 to run his mother's picture as an advertisement on the front page of the Boston Herald. The results were so overwhelming that, after a family conference, young Dan Pinkham went back to the Herald with the offer of a \$1,000 mortgage on the Pinkham home as security for a like amount of front page advertising.

Dan Pinkham was probably one of the first really successful advertising managers in this country and, one after another, patent medicines were to succeed or fail depending upon their advertising.

The Pinkham Vegetable Compound formula was not patented because exclusive rights to the patent would expire at the end of 17 years. Pitcher's Original Castoria, one of the early American patent medicines, had gone into public domain and become lost to the founders at the expiration of the patent. Instead, Mrs. Pinkham registered her trade-mark, which was her portrait, under the copyright law. Imitators could copy the formula but they could not use her portrait.

It is said that many a small-town newspaper ran that cut over obituaries of Queen Victoria, Carry Nation and even the ill-famed Lizzie Borden.

The Lynn, Massachusetts, laboratory grew and no small part of the organization was devoted to wording of advertising and the answering of the voluminous mail. Apparently based on a fairly sound knowledge of herbs, the compound has withstood all attacks and exposures.

Dr. Hostetter's remedy, on the other hand, made a lot of money for three generations which followed him and passed into oblivion after the sale of the company in 1934.

Hostetter's Celebrated Stomach Bitters was a prescription of Dr. Jacob Hostetter, a reputable physician of Lancaster County, Pennsylvania, who used it in cases of colic, constipation and "intermittents," the term for a type of fever of that era. On retirement from practice, in 1853, he is said to have given consent to his son David to manufacture and sell the remedy. It was the son who brought the formula to fame. Born in 1819, he went to California with the 49ers and, failing to make his fortune there, returned to market the patent medicine based on his father's formula. The Bitters were widely used by the Union Army during the Civil War, partly due, of course, to the percentage of alcohol. For many years, the nostrum ran to approximately 47 per cent alcohol and Author Holbrook recalls duck hunting trips in Oregon when a bottle of Hostetter's served as a substitute for the whiskey which in those days "all duck hunters held to be as necessary as powder and shot."

The author states that David Hostetter's death was occasioned by kidney trouble — an ailment the Bitters did not claim to cure. The Pure Food and Drug Act brought a lowering of the alcoholic content to 25 per cent by volume and a change in the text of the label. The name, however, was still painted on fences and barns across the land. That, and newspaper advertising spurred its sales, according to the author.

Despite the demise of the company, the name will continue to live through one of the paintings of Mr. Otis which is owned and displayed in a Klamath Falls residence. "Someone Has Been Here Before Us, Merriwether," depicts Mr. Lewis and Mr. Clark finding at the end of the Oregon Trail, Hostetter's Bitters emblazoned on a boulder.

Similarity of authorship might account for the Hostetter's chapter in The Golden Age of Quackery being titled Dr. Hostetter Was Here.

The book covers the field from the sarsaparillas, the celeries and the perunas through the manhood-

restoratives, electronic devices and the short-lived medical diploma factories in the Midwest.

We're only sorry we didn't tell the author about the Sagebrush Hair Tonic fad in and about Shoshone, Idaho. The sign on the old dilapidated barn of a factory was fading but still visible during our high school days and we know Mr. Holbrook would have traced to it beginnings of the slogan which read "Did you ever see a baldheaded Indian?"

Ornamental Crop Course To Be Held

Oregon horticulturists will have a chance to review trends and new ideas in production and management of nursery and greenhouse ornamentals at a special short course Feb. 2 and 3 at Oregon State College.

The short course is designed for landscape gardeners, nurserymen, florists, bulb growers, and holly growers, according to A. N. Roberts, OSC horticulturist. A general session will be held each morning, with special sessions for each interest group in the afternoons, he said.

A registration fee of \$3 per person will be charged those attending. Roberts added. The short course will open February 2 at 9 a.m. in the OSC Home Economics auditorium.

One main speaker will be Neil W. Stuart, plant physiologist with the ornamentals section of the USDA Agricultural Research Service, Beltsville, Md. He will discuss present use of chemicals for control of plant growth, and outline future possibilities in this area. He will also tell about recent developments in forcing irises and lilies.

In another presentation, Brian O. Mulligan of the University of Washington arboretum will describe the arboretum and discuss new and unusual ornamental plants being tested for possible use by Northwest nurserymen and landscape gardeners.

Other out-of-state speakers at the short course include Fred Bode of the Southern California Geranium Gardens, Gardena, Calif.; Jack F. Schneider, president of the California Association of Nurserymen, Fresno, Calif.; C. F. Doucette, USDA entomologist from Sumner, Wash.; and C. J. Gould of the Western Washington experiment station, Puyallup, Wash.

A special banquet for the group is scheduled for the night of February 2. Speaker will be Frank P. McWhorter, USDA plant pathologist at OSC, who will give an illustrated talk on Oriental ornamentals.

Floor Polish Held Safe

Many falls in the home these wet winter days may be traced to the floor underfoot, say extension home management specialists at Oregon State College.

The once popular notion that a highly polished floor is dangerous is no longer true. The brighter the shine, the safer the floor, specialists advise. A high gloss shows that the wax has been thoroughly buffed to give a hard, safe walking surface.


Polishing waxes used on wood, linoleum and vinyl floors should be thoroughly buffed, preferably with an electric polisher, to give a hard dry finish. If floors aren't buffed enough, they get tacky and smeary. These floors are unsafe, say OSC home economists, because wet heels are likely to skid easily on them.

THE COVER
This shot was made last fall in the Great Northern yards here when Herald and News photographer Wes Guderian saw these wheels all lined up in the sunlight and saw the possibilities for an outstanding picture. At this rate a lot of potential rolling stock is represented.

CLEAN POTS
NEW YORK (UPI) — Frozen foods are being packed in plastic pouches that you can boil in water. The advantage is that you can serve a wide range of dishes without dirtying a pot.

Farmers! Ranchers! Stockmen!
SEE JUCK
for
Your Truck!
JUCKELAND
MOTORS, Inc.
Your International Dealer
11th & Klamath Ph. 2-2581

Now Is the Time to Immunize Your Stock



FRANKLIN
Vaccines, Medicinals and Supplies for Cattle, Horses, Sheep Hogs and Poultry

Our LIVESTOCK DEPARTMENT is designed to Save and Serve.

VACCINE AND LIVESTOCK SPRAY

Your One Stop Shopping Center
We Give 2% Green Stamps

MERRILL PHARMACY
Merrill, Ore. Ph. 2451




STEWART H. HOLBROOK, dean of Pacific Northwest authors, and Mrs. Holbrook live in Portland with their two daughters, Sibyl Morningstar Holbrook and Bonnie Stewart Holbrook. Credit is given the daughters in his new book, The Golden Age of Quackery, for assistance in preparing the index.

DOUBLE UP
On protection against
BLACKLEG and SHIPPING FEVER
with **ANCHOR**
2 in 1 VACCINE

- Gives long time immunity to blackleg.
- Seasonal protection against shipping fever.

One injection does the job calves normally protected in 14 days.
It is ideal for routine vaccination of all calves 6 to 18 months; for a "booster" shot when calves are ready to ship, and when vaccination history is uncertain.

do the job yourself and save money



Pacific Supply COOPERATIVE
1537 S. 6 TU 2-4456