



The WHITTLEMARK

A PUBLICATION OF THE
LOS ANGELES HISTORICAL BOTTLE CLUB
FIFTH CHARTER MEMBER OF THE FEDERATION OF HISTORICAL BOTTLE COLLECTORS

MAY 2009

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B. Greenman, Editor.

R. Selenak, Contributing Editor.

156 South Pepper St.

Orange, CA 92868

714-633-5775

E-mail: randyselenak@yahoo.com

www.lahbc.org

President's Message

Hello Everyone,

We had a great April meeting with many interesting topics to discuss. Pam talked about our efforts for the National Bottle Show as part of old business. Show table sales are coming in slowly. At the current rate of table sales, it does not appear that enough tables will be sold before the June deadline to move to the larger show hall. At this time only six displays out of the seventeen available display slots have been filled. I would like to ask all of our members to consider putting a display in the National Show. The souvenir program advertising sales are going very well thanks to Dar's efforts to secure the ads. Dar also has a number of individuals writing articles for the program as well. I discussed seminars for the National Show and we have six seminar requests at this time. I would also like to ask all our members to consider putting on a seminar. It would be nice to have seminars on West Coast collecting to share with the rest of the bottle collectors attending the national event.

April's show and tell theme was anything the members wanted to share. Members brought in some very rare and interesting items for the show and tell. The bottles ranged from the items found in Dave Garcia's last dig to bottles purchased at the Morro Bay Show and the April Glassworks Auction. Dwayne Anthony brought in a very rare insulator and shared the insulator's patent history. Dwayne also shared a great story about a lucky individual who found a box of these extremely rare insulators in a junk shop. This was the type of rare find collectors dream about. We also had some interesting pictures of the Pacific Glass Works and items they produced. Everyone had a fun time with the show and tell. Please

note next month will not have a show and tell as we will be holding the annual club auction. We will resume the show and tell at our June meeting.

April's drawing for the member's bottle was nice red amber J.H. Cutter whiskey bottle. Mike Polak was the lucky club member drawing the winning ticket. Congratulations to Mike on winning a nice western whiskey.

I would like to wish a happy birthday to Tom Hanna, Pam Selenak, "Nick" Nicodemo and Randy Driskill who have birthdays this month. If I have missed anyone's birthday this month let me know so we can add them to our birthday celebration with cake at the next meeting.

Please do not forget that we have our annual club benefit auction in May. The benefit auction will replace the regular meeting agenda for May. Take a look on your shelves, closets and forgotten places for items to donate. We would like a nice selection of good quality bottles to donate for the auction. Make sure to invite your collecting friends to our May benefit auction.

Hope to see you at our next meeting,
Your President, Dave



*Los Angeles Historical
Bottle Club
2009 Board*

President: Dave Maryo.

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Contributing Editor:
Randy Selenak (714) 633-5775.

THE PURPOSE OF THE CLUB: To socially unite the bottle collectors of Los Angeles County and to promote, foster and encourage all legal activities toward the betterment of bottle collecting. We encourage the exchanging of information and the exhibiting, promoting and researching of bottles and related collectibles.

MONTHLY MEETINGS are held at 7:00 P.M., the third Thursday of each month. Our meeting location is at the Arcadia Masonic Lodge, 50 West Duarte Road, Arcadia, CA. 91007. Cost of membership is \$25.00 year. Please see application on the reverse cover for membership information.

Opinions expressed in *The Whittlemark* are those solely of the editors or others who contribute editorial and other material to the newsletter. These opinions do not necessarily reflect those of the members. Any corrections or comments should be addressed to the current President and Secretary at the Whittlemark.

For information about the **Federation of Historical Bottle Collectors** write to June Lowry 401 Johnston Court Raymore, MO 64083 (816) 318-0160 OSUBuckeyes71@aol.com

This newsletter won first place in the 2008 and 2002 FOHBC national newsletter contest. Second place in 2006, 1996 and 1993. And third place in the 1991 and 1995 national newsletter contest. This newsletter is dedicated to all those members, past and present, that have contributed so much of their time and efforts to keep our club the "Best in the West"!

MINUTES OF APRIL 16TH MEETING.

Meeting called to order at 7:30 p.m.

TREASURER'S REPORT:

Club is solvent and advertising for the National Program is paid for.

OLD BUSINESS:

Pam gave her report on the National Show. She said that 65 tables have been sold and that she has 34-36 reservations for the banquet. Hotel reservations outnumber table sales which indicates that some people have not signed up for tables yet.

Dwayne Anthony volunteered to put an ad for the National Show in Crown Jewels.

Tim Blair volunteered to put an ad in the West Coast Peddler. Dave Maryo reported that we have six seminar requests at this point. Ken Lawler is working on making appreciation display plaques while Dar Furda is continuing work on soliciting ads for the National Program.

OLD BUSINESS:

Dave Maryo mentioned that blank t-shirts can be purchased from the FOHBC and digitally printed to match the cover of the National Program for approximately \$8.50 each. Dar to check with June Lowry as to what is the latest date that the order for the t-shirts can be placed. Quantity ordering has been shelved until later to determine number of dealer participants.

Tim Blair gave his take on the Morro Bay Show. He said that the lodging was cheaper this year and that the barbeque was special.

Pam reported that club member Sue

Morris informed her that her husband Bill is probably in his final stages of cancer. Our thoughts are with Sue and her family.

Pam mentioned that the FOHBC Newsletter contest deadline is June 1. Blaine Greenman will not be able to make the May meeting, so Pam is going to bring in Blaine's selection of sample newsletters to be considered for entering the contest. Club members will be asked to view them and help with the decision.

Members were reminded that there will be no regular meeting in May. Our annual auction will be held in lieu of the meeting. Remember no theme for May. As our President states in his May message, it is desirable that members select good quality bottles to be donated to the auction.

There were lively discussions during the meeting with the result that a lot of folks have some good ideas.

MAY'S THEME:

No member displays this month.

DRAWING WINNERS:

\$ 5 Ed Beck
\$10 Blaine Greenman
\$20 Blaine Greenman
Members Only: Mike Polak
Best Theme: Don Wippert

Meeting Adjourned: 9:30 p.m.

Respectfully Submitted,
Secretary, Ken Lawler





May Announcements

ANNUAL AUCTION: Bring your money and auction items to the meeting!

This month we will be holding our annual club auction and sale. This year looks to offer some good buys on all kinds of bottles and collectables. Donations are always welcome.

DUES ARE DUE: It that time of year again folks!

All memberships are \$25.00 per year. If joining the club OR renewing your membership, please mail the form on the back and your check to the club's treasurer Maxine Hanna or talk to Maxine at the next meeting. Maxine's address is: 515 El Centro St. South Pasadena CA 91030 626/441-1627. Make your check payable Los Angeles Historical Bottle Club.

SHOW UPDATE: FOHBC National Bottle Show!

As Dave has mentioned the contracts are coming in slowly. I have 75 contracts as of 4/25. I know most of you are planning to be selling at the show. If anyone is not aware that we have 2 buildings on hold for the show. One will hold up to 225 tables max. In order to move to the larger building which is 105,000 sq. ft. and can hold more than we could ever imagine we need to sell 287 tables in order to break even. I will have to give the Fairplex an answer to which building by June 1. At that time the other building will be open for rent to anybody else in having a function at that time. So as you see by procrastinating in sending in your contracts can ultimately make our show into a small function rather than a very large and successful event. Also I am dating the contracts as they come in so that those who sent in their contracts first will be guaranteed a table. Contracts coming in at 226 through 286 will be on hold and will be turned down if we cannot get the larger building. I have 9 displays spoken for at this time. I was able to get Dick Homme, Richard Siri, and Richard Tucker to commit. That leaves 8 more openings for displays if we were to stay in the smaller building. If we are to move into the larger building we can accommodate many more displays. I know that you all have wonderful potential for displays because I've seen them at our own show. Lets show the rest of the country what bottle collecting is really about. Western Glass is the best!!!!

There are 36 reservations for the banquet as of right now. Anyone is allowed to attend. I went to my first one in York and had a very good time. I have found an outstanding speaker that you wouldn't want to miss. The dinner will be right there at the Sheraton and since you're already there why not join us for a great social time and meet some your fellow collectors. I'm going to reserve a table or tables up front for our club members. You guys have done an amazing job. I would like to be able to show the Federation how much support we have by having a large attendance from our members. You have to eat anyway, so join us and I can guarantee you a great time. I also sent in the paperwork into the Antique Trader magazine to advertise for the show. Anyone having anymore ideas on advertising let me know. There are only 3 more months left. Pam

<p>2009 FOHBC National Bottle Show <i>Hosted by the Los Angeles Historical Bottle Club</i> California or Bust</p>	<p>Banquet: Friday, July 31 6:00 pm Sheraton Fairplex Hotel</p> <p>Early Admission: Saturday, August 1 1:00 pm to 5:00 pm Sunday, August 2 8:00 am to 9:00 am</p> <p>General Admission: \$5 Sunday, August 2 9:00 am to 3:00 pm</p> <p>Pomona Fairplex 1104 W McKinley Ave, Pomona, CA 91768</p>
	<p> Show Chairman: Pam Selenak 156 S Pepper St Orange, CA 92868 (714) 633-5775 pselenak@yahoo.com </p> <p> FOHBC Convention Director R. Wayne Lowry 401 Johnston Ct Raymore, MO 64083 (816) 318-0161 JarDoctor@aol.com </p>

Patented Medicines

The phrase patent medicine comes from the late 17th century marketing of medical elixirs, when those who found favor with royalty were issued letters of patent authorizing the use of the royal endorsement in advertising. The name stuck well after the American Revolution made these endorsements by the crowned heads of Europe obsolete. Few if any of the nostrums were actually patented; chemical patents didn't come into use in the United States until 1925, and in any case attempting to monopolize a drug, medical device or medical procedure was considered unethical by standards upheld during the era of patent medicine. Furthermore, patenting one of these remedies would have meant publicly disclosing its ingredients, which most promoters sought to avoid.

Instead, the compounders of these nostrums used a primitive version of branding to distinguish themselves from the crowd of their



Burdock's Bitters Almanac



Patented medicines claimed to cure everything and then some!

competitors. Many familiar names from the era live on today in brands such as Luden's cough drops, Lydia E. Pinkham's vegetable compound for women, Fletcher's Castoria and even Angostura bitters, which was once marketed as a stomach remedy. Many of these medicines, though sold at high prices, were made from cheap ingredients. Their composition was well known within the pharmacy trade, and druggists would sell (for a slightly lower price) medicines of almost identical composition that they had manufactured themselves. To protect profits, the branded medicine advertisements laid great emphasis on the brand-names, and urged the public to accept no substitutes.

Within the English-speaking world, patent medicines are as old as journalism. "Anderson's Pills" were first made in England in the 1630s; the recipe was allegedly learned in Venice by a Scot who claimed to be physician to King Charles I. The use of letters of patent to obtain exclusive marketing rights to certain labelled formulas and their marketing fueled the

circulation of early newspapers. The use of invented names began early. In 1726 a patent was also granted to the makers of "Dr. Bateman's Pectoral Drops"; at least on the documents that survive, there was no Dr. Bateman. This was the enterprise of a Benjamin Okell and a group of promoters who owned a warehouse and a print shop to promote the product.

A number of American institutions owe their existence to the patent medicine industry, most notably a number of the older almanacs, which were originally given away as promotional items by patent medicine manufacturers. Perhaps the most successful industry that grew up out of the business of patent medicine advertisements, though, was founded by William H. Gannett in Maine in 1866. There were few circulating newspapers in Maine in that era, so Gannett founded a periodical, *Comfort*, whose chief purpose was to propose the merits of Oxien, a nostrum made from the fruit of the baobab tree, to the rural folks of Maine.

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Warner Safe Cures were available worldwide.

Another method of publicity undertaken mostly by smaller firms was the "medicine show," a traveling circus of sorts which offered vaudeville-style entertainments on a small scale, and which climaxed in a pitch for the nostrum being sold. Muscle man acts were especially popular on these tours, for this enabled the salesman to tout the physical vigor offered by the potion he was selling. The showmen frequently employed shills, who would step forward from the crowd and offer "unsolicited" testimonials about the benefits of the medicine for sale. Often, the nostrum was manufactured and bottled in the same wagon that the show travelled in. The Kickapoo Indian Medicine Company became one of the largest and most successful medicine show operators; their shows had an American Indian or Wild West theme, and employed many Native Americans as spokespeople. The medicine show lived on in American folklore and Western movies long after they had vanished from public meeting places.

In 1913 the quack John R. Brinkley, calling himself an "Electro Medic Doctor," began injecting men with colored water as a virility cure, claiming it was "electric medicine from Germany." (Brinkley would go on to even greater infamy through transplanting goat testicles into mens' scrotums as a virility treatment.)

Towards the end of the period, a number of radioactive medicines, containing uranium or radium, were marketed. These apparently actually contained the ingredients promised, and there were a number of tragedies among their devotees; most notoriously, steel heir Eben McBurney Byers was a supporter of the popular radium water "Radithor." He contracted fatal radium poisoning and had to have his jaw removed in an unsuccessful attempt to save him from bone cancer after taking more than a thousand bottles of "radium water."

While various herbs, touted or alluded to, were talked up in the advertising, their actual effects of-

ten came from procaine extracts, cocaine, or grain alcohol. Those containing opiates were at least effective in relieving pain, though they could result in addiction. This hazard was sufficiently well known that many were advertised as causing none of the harmful effects of opium (though many of those so advertised actually did contain opium). In the case of medicines for "female complaints", the principal "complaint" that the medicine was intended to treat was early pregnancy such products contained abortifacients, ingredients capable of inducing abortion, such as pennyroyal, tansy or savin.

Until the twentieth century alcohol was the most controversial ingredient; for it was widely recognized that the "medicines" could continue to be sold for their alleged curative properties even in prohibition states and counties. Many of the medicines were in fact liqueurs of various sorts, flavored with herbs



Hulbert Harrington Warner

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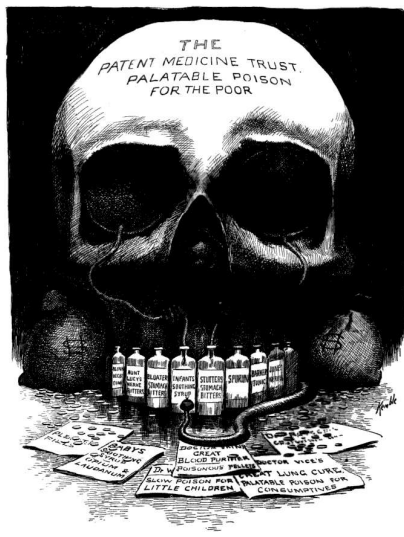
Patented Medicines

Continued

said to have medicinal properties. Peruna was a famous "Prohibition tonic," weighing in at around 18% grain alcohol. A nostrum known as "Jamaican ginger" was ordered to change its formula by Prohibition officials; to fool a chemical test, some vendors added a toxic chemical, cresyl phosphate, an organophosphate compound that had effects similar to a nerve agent. Unwary imbibers suffered a form of paralysis that came to be known as jake-leg. Some included laxatives such as senna or diuretics, in order to give the compounds some obvious medical effects. The narcotics and stimulants at least had the virtue of making the people who took them feel better, and in the eyes of the advertisers this was scored as a "cure."

When journalists and physicians began focusing on the nar-

Collier's
THE NATIONAL WEEKLY



Patent medicines are poisoning people throughout America today. Baited who cry are fed bandannas under the name of cure. Women are led to injure themselves for life by reading in the papers about the meaning of health. Young men and boys are robbed and contaminated by various nostrums who lure them to their doom through seductive advertisements.

'Death's Laboratory' in Collier's 1906



Warner's Log Cabin patented medicines came in a wide variety of cures.

cotic contents of the patent medicines, some of their makers began substituting acetanilide, a particularly toxic nonsteroidal anti-inflammatory drug, discovered in 1886, for the laudanum they used to contain. This ingredient change probably killed more of the nostrum's users than the narcotics did, since the acetanilide was toxic to the liver and kidneys.

Patent medicines were supposedly able to cure just about everything. Nostrums were openly sold that claimed to cure or prevent venereal diseases, tuberculosis, and cancer. Bonnore's Electro Magnetic Bathing Fluid claimed to cure cholera, neuralgia, epilepsy, scarlet fever, necrosis, mercurial eruptions, paralysis, hip diseases, chronic abscesses, and "female complaints." A panacea so universally effective cannot be bought today at any price. William Radam's Microbe Killer, a product sold widely on both sides of the Atlantic in the 1890s and early 1900s, had the bold claim 'Cures All Diseases' prominently embossed on the front of the bottle.

Muckraker journalists and other investigators began to publicize instances of death, drug addiction, and other hazards from the compounds. This took some small courage on behalf of the publishing industry that circulated these claims, since the typical newspaper of the period relied heavily on the patent medicines, which founded the U.S. advertising industry. In 1905, Samuel Hopkins Adams published an exposé entitled "The Great American Fraud" in Collier's Weekly that led to the passage of the first Pure Food and Drug Act in 1906. This statute did not ban the alcohol, narcotics, and stimulants in the medicines; it required them to be labeled as such, and curbed some of the more misleading, overstated, or fraudulent claims that appeared on the labels. In 1936 the statute was revised to ban them, and the United States entered a long period of ever more drastic reductions in the medications available unmediated by physicians and prescriptions.

The patent medicine makers moved from selling nostrums to

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selling deodorants and tooth-pastes, which continued to be advertised using the same techniques that had proven themselves selling nostrums for tuberculosis and "female complaints." One survival of the herbal exoticism that once characterized the patent medicine industry is the marketing of shampoos, which are often promoted as containing perfumes such as vetiver or ylang-ylang, and foods such as mangoes, bananas, or honey; consumers are urged to put these ingredients in their hair despite lack of any evidence that these ingredients do anything other than make the hair smell like the ingredients.

In more recent years, also, various herbal concoctions have been marketed as "nutritional supplements". While their advertisements are careful not to cross the line into making explicit medical claims, and often bear a disclaimer that asserts that the products have not been tested and are not intended to diagnose or treat any disease, they are nevertheless marketed as remedies of various sorts.

One of the most notorious such elixirs, however, calls itself "Enzyte", widely advertised for "natural male enhancement". Despite being a compound of herbs, minerals, and vitamins, Enzyte formerly promoted itself under a fake scientific name *Suffragium asotas*. Enzyte's makers translate this phrase as "better sex," but it is in fact ungrammatical Latin for "refuge for the dissipated." A sad end for 'Happy Bob'!

Bottles & Etcetera

California Waters of Life

In 1892, Alfred Huntington Isham turned a spring north of the Sweetwater Dam in Spring Valley into San Diego's most famous mineral water. \$100,000 in debt and hounded by lawsuits, he began marketing his "Isham's California Waters of Life" nationally. The waters could cure baldness, he claimed, and rheumatism, gastric catarrh, addictions from alcohol to opium, cancer, and diabetes.

Isham's bottling plant, near the northwest corner of today's Jamacha and Sweetwater Springs boulevards, was a cobblestone-and-mortar spring house. Enclosed, one-room structures, spring houses were built over running water and, before refrigeration, used to keep food cool. Isham's workers placed 12 bottles, ordered from the Illinois Glass Works, onto a wooden frame and dipped it into the water. Someone corked the full bottles immediately — to preserve their essence, it was said.

The thick, filmy glass bottles, embossed with "Isham's Waters of Life," became known countrywide. When the plant ran out, which it often did, workers labeled any container they could find. This was loaded onto a mule-driven wagon, which transported them to the La Presa railroad head. Shipments went by train to San Diego, then to distribution centers in Chicago and New York, and on to the rest of the world.

According to Samuel Hopkins Adams, who wrote "The Great American Fraud" series about medical quackery in *Collier's Magazine* (1906), Isham was the greatest of all." The "Waters of Life," Adams concluded, "are probably a fairly good mineral water. They will no more cure cancer, Bright's disease, diabetes, or paralysis than will Croton," New York's often brackish drinking water. "To Isham himself, I give the benefit of the doubt. I believe him to be mentally unsound. On any other premise, he is the most arrogant and blasphemous faker now before the public."

To protect consumers against medical fraud, and inspired in part by the *Collier's* campaign, in 1906 Congress passed the nation's first Federal Food and Drug Act. The



Isham's California Waters of Life.

Federal Pure Food and Drug Act brought an end to the proliferation of "snake oil remedies". Isham's financial empire began to crumble. In an attempt to save his business, he sold distribution rights to the waters to some East Coast investors for Great Britain, South Africa, India and the United States. In 1908, despite all Isham's efforts, his San Diego operation was closed. He moved to New York City and died there two years later.

Through the 1920s, as the spring house crumbled into a cobblestone ruin, picnickers frequented the site. They quenched their thirst with the allegedly rejuvenating liquid — and may have lugged a few gallons home, just in case.

For about a decade, various entrepreneurs tried to reestablish Isham's bottled water business, but none of the attempts proved successful. San Diego's most famous bottled beverage was gone for good.



Event Calendar



JUNE 5-6 - BUTTE, MT

The Montana Bottle Collectors Assoc. 8th Annual Antique Bottle, Insulator, and Collectable Show & Sale (Sat. 10 AM to 4 PM, early buyers Fri. 4 to 8 PM), at the Butte Civic Center, 1340 Harrison Ave., Butte, MT. INFO: BILL HENNESS, 5430 Wagon Wheel Dr., Helena, MT 59602; PH: (406-459-3038), E-mail: bhenness@bresnan.net or ERICH WEBER, 3883 Flaxstem St., East Helena, MT 59635, PH: (406-227-8154), eeweber@bresnan.net.

JULY 25 - LEADVILLE, CO

Antique Bottle Collectors of Colorado, Annual Leadville Show 9 AM to 4 PM (Setup at 6AM) National Mining Hall of Fame and Museum Convention Center, 117 W. 10th St.,

Leadville, CO, INFO: JIM and BARB SUNDQUIST, PH: (303) 674 4658

JULY 31, AUG 1-2 - POMONA, CA

FOHBC is hosting **The Annual National Show, Pomona Fairplex, 1104 W. McKinley Ave., Pomona, CA 91768**, Banquet – July 31 (6pm), Dealer unloading – August 1 (8am – 12 noon), Setup and early admission – August 1 (1pm – 5pm), General admission (\$5) – August 2 (9am – 3pm). INFO: PAM SELENAK, 156 S Pepper St, Orange, CA 92868, PH: (714) 633-5775, E-mail: pselenak@yahoo.com or R. WAYNE LOWRY, 401 Johnston Ct, Raymore, MO 64083, PH: (816) 318-0161, E-mail: JarDoctor@aol.com.

For complete list of bottle shows, visit: WWW.FOHBC.COM



Los Angeles Historical Bottle Club

APPLICATION FOR 2009 MEMBERSHIP/RENEWAL/CHANGE OF ADDRESS NOTIFICATION

NAME(S) _____

ADDRESS _____

CITY _____

STATE _____

ZIP _____

PHONE _____

EMAIL _____



NEW MEMBER



ADDRESS CHANGE



RENEWAL

All memberships are \$25.00 per year. If joining the club OR renewing your membership, please mail this form and your check to the club's treasurer Maxine Hanna or talk to Maxine at the next meeting. Maxine's address is: 515 El Centro St. South Pasadena CA 91030 626/441-1627. Make your check payable Los Angeles Historical Bottle Club.