

# The Promotion of Remedies to Pharmacists in the USA, 1800- 2000

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# Remedies

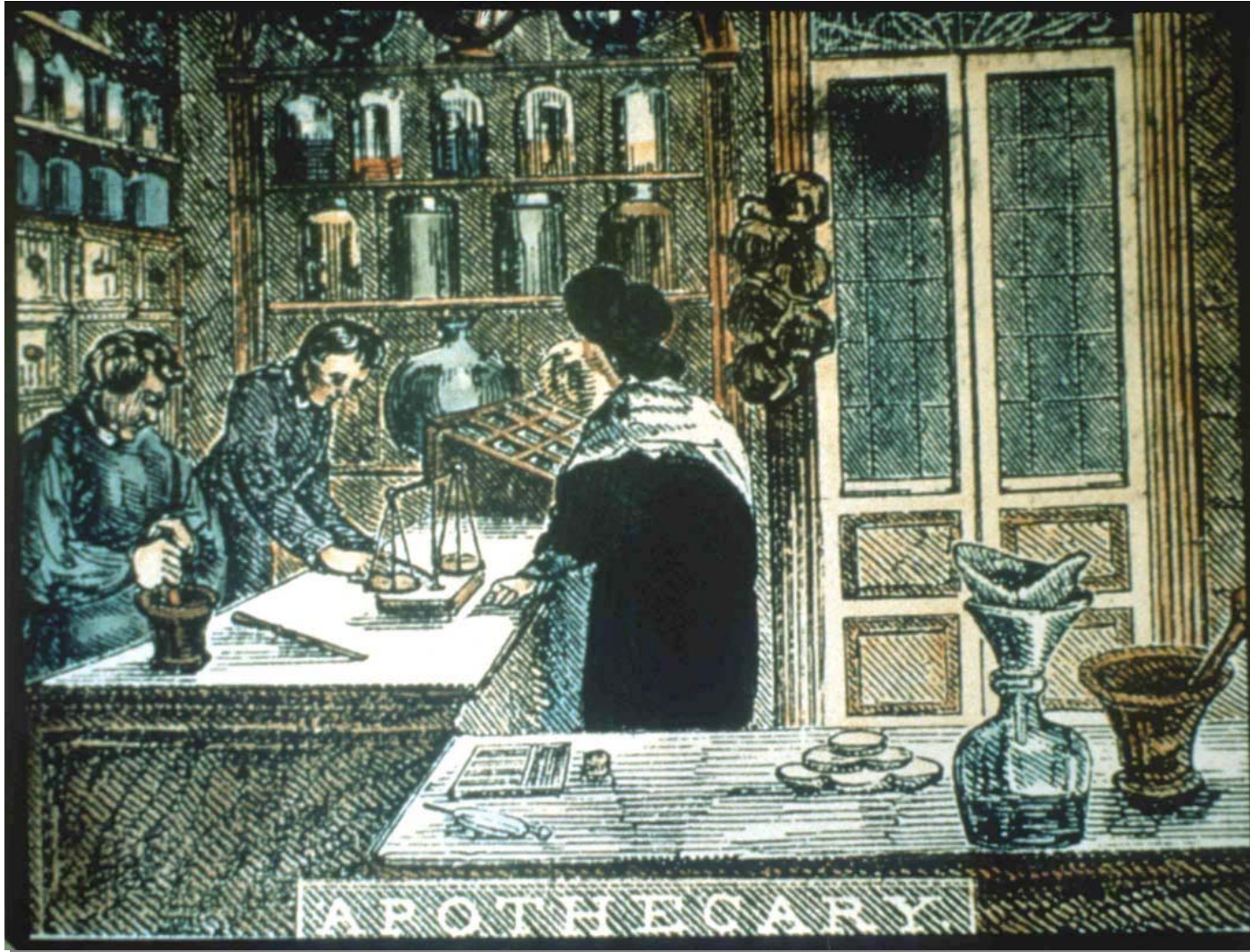
- Medicines produced for self-treatment
- Today called OTCs
  - “Over-the-Counter” medicines
- 1800s called Patent Medicines
  - Term from British patent medicines
- Also called proprietary products
  - Mass produced, not made by pharmacist

# Remedy Promotion to Public



- Explored by William Helfand and others
- Fantastic claims
- Panaceas
- Potent or inert
- Promoted via all media
  - Newspapers, posters, trade cards

# Begin at the Beginning





# Early Pharmacy in young USA

- Apothecary shops uncommon
- Apothecaries practiced pharmacy and medicine together
- Apothecary primarily a shopkeeper selling
  - Herbs
  - Oils and flavorings
  - Combs and brushes
  - Soap and face powders
  - Books and stationery
  - **Remedies (patent medicines from Britain)**
- Few prescriptions (Physicians dispensed.)

# Benedict Arnold,

*Has just imported (via New-York) and sells  
at his Store in New-Haven,*

**A very large and fresh Assortment  
of DRUGS and CHYMICAL PREPARATIONS ;**

<b>E</b> SSENCE Water	West and Littleton on	Berrystreet Sermons
Dock	the Resurrection	Addison's Works
Effence Balm Gilend	Hebrew Bibles	Rambler
Bigamot	History of the late War	Guardain
Lemons	Real Christian	Smollet's hist. England
Tincture of Valerian	New whole Duty of	Chefelden's Anatomy
Pectoral Balsam Honey	Man	Sharp's Surgery
Bateman's Pectoral	Row's Letters and	Hudibras
Drops	Miscellanies	Lady's Library
British Oil	Young's Satires and	Tom Jones
Godfrey's Cordial	Complaint	Pamela
Turlington's Balsam	Paradise Lost and Re-	Dialogues the Dead
Life	gain'd	Apophthegms of the
Balsam Health	Watts's Poems, Ser-	Ancients
Eaton's Styptick	mons, Psalms and	Doddsley's Poems
Francis' Female Elixir	Hymns	Attorney's Practice
Greenough's Tincture	Letter Writer	King's Bench and
for the Teeth	Spectator	Common Pleas
Spirits Scurvy Grass	Female ditto	Virtue the Source of
Eau de Luce	Martin's Philosophical	Pleasure
Æther. Bateman's	Grammar, and	Chamberlain's Mid-
Cordial Elixir	Philosophia Britannia	wifery
Bostock's Elixir	Freemason's Pocket	Love's Surveying
Daffy's Elixir	Companion	Latin, Greek and
Hooper's, Locker's &	Dryden's Poems	French Grammars
Anderson's or the	Ben Johnson's Works	Swan's Sydenham
Scotts Pills	Prior's Poems	New Duty Man
James's Fever Powder	Pope's & Swift's works	Armstrong on Health
Oil Rhodium	Locke on Human Un-	Pleasures Imagination
Lavender, Mace	derstanding	Law's Call
Cinnamon, Cloves	Mariner's Compass &	Francis's Horace
Rosemary, Raisins	Kallenders	Solyman & Almena
Figgs, Currants, Al-	Present State Europe	Almena & Hamet
monds, Tamarinds,	Complete House-Wife	Rassela's
Spaw&pirmont waters	Ward's Mathematics	Tristram Shandy
Rose Water	Clarke's Nepos	Yorrick's Sermons
Cold Cream	Virgil's Delphos	Joseph Andrews
Pomatum	Tully's Orations	Aristotle's Works
Ladies Court Plaster	Dryden's Virgil	Lambert's Works

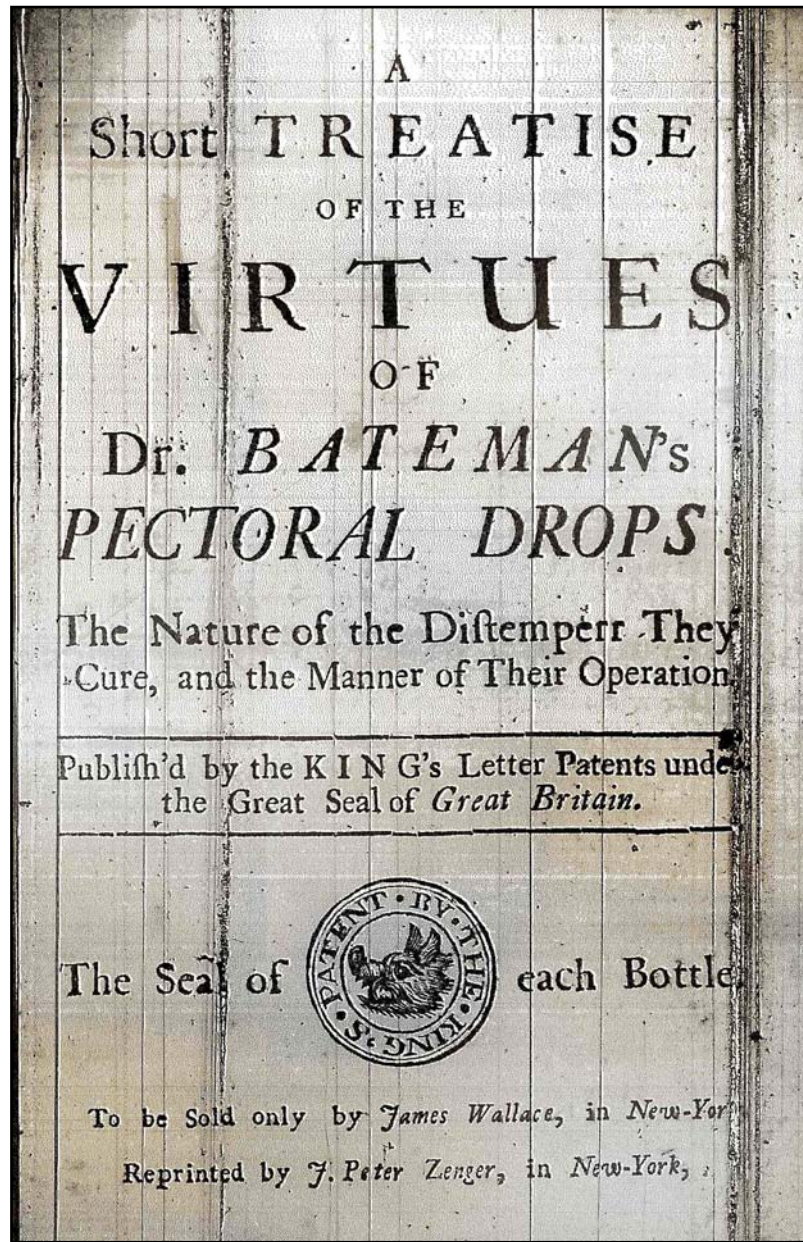
Benedict Arnold

**Pectoral Balsam Honey**  
**Bateman's Pectoral**  
**Drops**  
**British Oil**  
**Godfrey's Cordial**  
**Turlington's Balsam**  
**Life**  
**Balsam Health**  
**Eaton's Styptick**  
**Francis' Female Elixir**  
**Greenough's Tincture**  
**for the Teeth**  
**Spirits Scurvy Grass**  
**Eau de Luce**  
**Æther. Bateman's**  
**Cordial Elixir**  
**Bostock's Elixir**  
**Daffy's Elixir**  
**Hooper's, Locker's &**  
**Anderson's or the**  
**Scotts Pills**  
**James's Fever Powder**  
**Oil Rhodium**  
**Lavender, Mace**  
**Cinnamon, Cloves**  
**Rosemary, Raisins**

# British Patent Medicines



- Cure-alls
- Laxatives
- Analgesics
  - Internal
  - External
- Tonics
- Eye drops or salve
- Miscellaneous
  - Soothing syrups
  - Women's menstrual regulators
  - Foot or other powders



Treatise on  
Bateman's  
Pectoral  
Drops, New  
York, 1731



# Doctor Benjamin Godfrey's Cordial.

Dieses ist eine Medicin welche ihren Namen vielfältig erweist, und hat eine allgemeine Wirkung viele Krankheiten zu curiren; in allen heftigen Schmerzen, durch welche der Kranke in grosser Angst fast aufgerieben wird, als in der Cholice, Grimmen in den Gedärmen, in allen Arten der Ruhr und Durchlauf und die heftige Wirkung einiger Vergiftung und Laxierung, von welcher Art solche auch seyn mag, zu erleichtern und zu stillen, wird sie mit glücklichem Erfolg gebraucht.

Desgleichen, Schlingeln, Seitenstechen, Gliederschmerzen, Catarhen, oder Flüsse auf den Lungen, welche einen kugelnden Husten verursachen, werden alle dardurch wunderbarlich gestillet.

Diese Herzkraftung recommendire ich als die vornehmste Hilfe für schwächliche Weiber wenn sie schwanger sind, frühzeitige Geburt zu verhüten, und die ermüdende

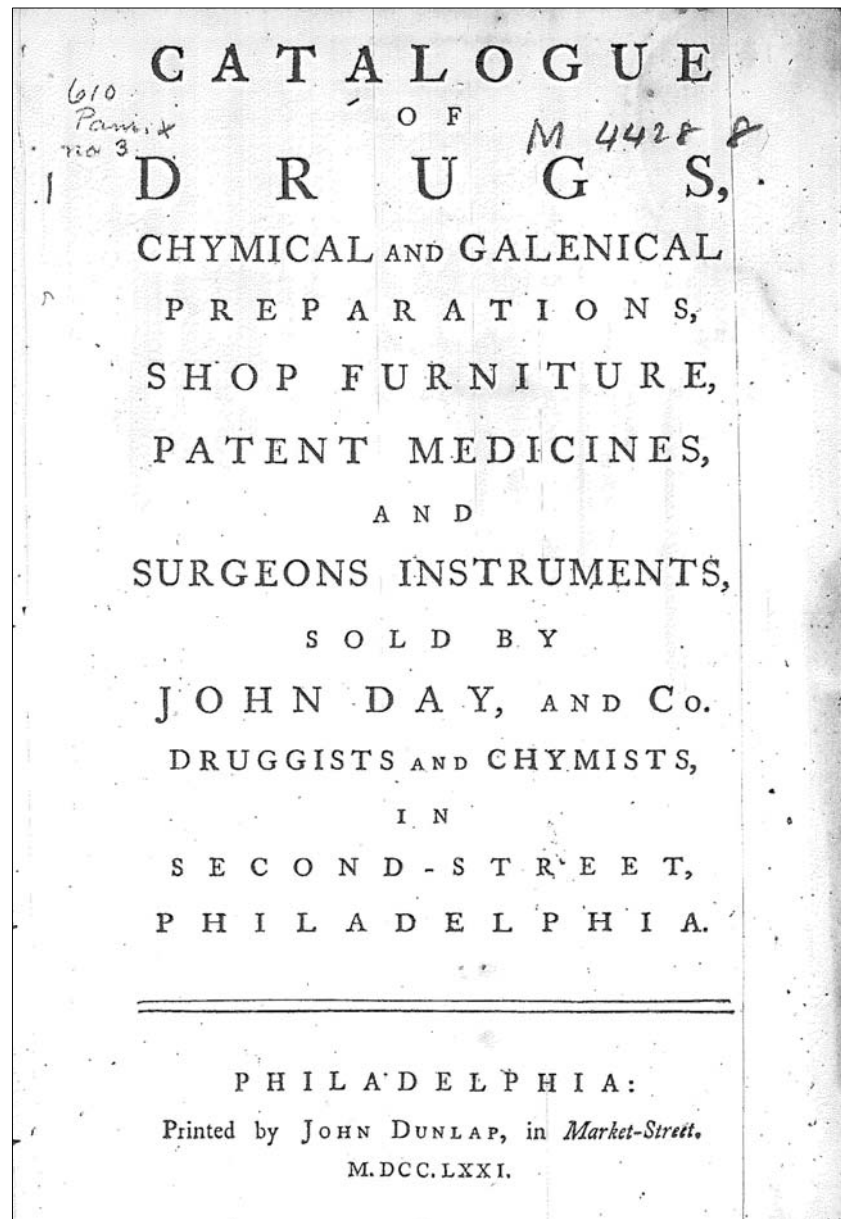
en oder Durchlauf geplaget sind, schaffet es schnelle Hilfe.

Es ist von grossem Nutzen für Kinder die hart zähnen; wie auch für solche die zum Auswachsen am Rückgrad geneigt oder sonst schwächlich sind; es ist in einigen Zufällen eine stärkende Arznei; in allen Fiebern, Blattern, und Maaßern (Rötheln) ist es höchst dienlich.

Es ist sicher und mit gutem Erfolg solchen zu gebrauchen die mit Bräuchen geplaget sind, besonders zur wann sie grosse Schmerzen haben, indem es sehr kräftig ist die Winde abzutreiben, die Plin und Schmerzen des Magens und Eingeweide wunderbar zu lindern, und treibet die Winde übersich und untersich ab, welches öfters die Ursache solches Schmerzens ist.

So vortreflich ist der Gebrauch dieser Herzkraftung, (durch Segen) daß diejenige welche Erfahrung davon haben, in größter Noth ihre Zuflucht dazu nehmen.

Broadside for Godfrey's Cordial



John Day  
Wholesale  
Catalog, 1771

## PATENT MEDICINES.

	Gros.	Dozen	Single
Anderson's pills,		4	
Bateman's drops,		4	
Beaume de vie,		1	
Bostock's elixir,		6	
British oil,		2	
Daffy's elixir,		4	
Essence of peppermint,			
Frauncis's elixir,		1	
Fryar's balsam,		6	
Godfrey's cordial,			
Greenough's tincture for the teeth and gums,		1/2	
Greenough's tincture for the tooth-ache,		4	
Hooper's pills,			
Golden spirit of scurvy-grafs,		2	
James's fever powders,		1	
Jesuits drops,			
Imperial tincture for the tooth-ache,			
Issue plasters,		1/2	
Lockeyr's pills,			
Pike's ointment for the itch,			
Radcliff's elixir,			
Squire's elixir,		4	
Stoughton's elixir,		4	
Turlington's balsam,			
Day's bitters,			

Patent Medicine  
section in Day  
catalog, 1771

# Patent Medicine sales



- Grocers
- General Stores
- Postmasters
- Physicians
- Printers
  - Benjamin Franklin
- Wholesalers



Thomas Dyott's  
"Philadelphia Cheap Drug, Medicine, Chemical, Colour & Glass Warehouse"





JOURNAL	
OF THE	
Philadelphia College of Pharmacy.	
VOL. I.	NOVEMBER, 1827. No. IV.
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PHILADELPHIA:	
SOLD BY JUDAH DOBSON, AGENT.	
J. Harding, Printer.	
1827	

## Reports on Remedies

- First publication of Philadelphia College of Pharmacy in 1824  
– Recipes of nostrums
- Subsequent reports on “secret medicines”

## To Druggists.

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1200 packages of  $\frac{1}{2}$ , 1, 2, 3, 4, 6 and 8 oz. vials.

ALSO.

1000 PACKAGES

### Patent Medicine Vials,

Consistings of Batemans, Staughtons, Peppermint, Opodeldocs, Godfreys, British Oils, Harlem Oils, Turlingtons, Dalbys, Lemon Acids, Balsam, Honey, Jesuits, Colognes, &c, &c.

The above vials (manufactured at the Philadelphia and Kensington Glass Factories,) are in point of quality and workmanship, but little inferior to English Flint. For sale by

**T. W. Dyott,**

feb. 23—dtf


Corner of Second and Race sts.

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# Testimonials and almanacs

Advertisements.



is a pure extract of the Italian juniper berry, distilled in London from the very best of English grain, under the surveillance of the British Excise laws, and has been pronounced by the medical faculty of Great Britain and the United States to be the best and safest alcoholic stimulant ever offered to the public. It is used with great success in cases of dyspepsia, gout, rheumatism, dropsy, gravel, colic, cholera, fever and ague, stricture, diseases of the urinary organs, epilepsy, &c. It is also a delicious, tonic beverage, and by its peculiar flavor (so different from other gins) is universally esteemed, by all who use it. To persons leaving the city for summer travel it is indispensable as a preventative of the evil effects of a change of water, air, &c. The genuine Charles' London Cordial Gin is for sale in quarts and pints by all druggists and grocers. Be sure that though styled "London cordial gin," it is absolutely Charles'. None other is imported.

**EDMUND C. CHARLES,**  
IMPORTER AND PROPRIETOR, No. 40 BROADWAY  
NEW YORK. 121

**HORSFORD'S ACID-PHOSPHATE,** (Largest)  
*Extensively Recommended and Prescribed by Physicians of all Schools.*

A preparation of the phosphates of lime, magnesia, potash and iron with phosphoric acid, in such form as to be readily assimilated by the system. It is the same acid that is found in wheat and other cereals, and is highly agreeable to the taste.

It is not a compounded quack medicine, but a scientific preparation. It has been found to be especially serviceable in:

**DYSPEPSIA, INDIGESTION, HEADACHE,**  
and other diseases arising from indigestion of the food.

The only known acid which can be safely taken into the system to promote digestion, it is an acid phosphate, which is hereby offered to the public.

**VERTIGOES, MENTAL EXHAUSTION, TIRED BRAIN, EPILEPSY,**  
Mania, Nervous Prostration, Chorea or St. Vitus' Dance, Hystericalness.

Every mental exertion induces an augmented waste of the phosphates. The Acid Phosphate supplies that waste and imparts new energy to the brain, giving the feeling and sense of increased intellectual power.

Five drops in half a glass of water, taken just upon rising, will in many cases, give a delicious and refreshing sleep, where a much larger quantity might be found to prove as constant sleep than a sedative.

**Weakened Energy, Impaired Vitality, or a Weak & Nervous Food & Tonic.**

Whenever there are functions that seem to be suspended, we may be almost sure to find a want of phosphates. It is the office of the Acid Phosphate to rapidly restore this want. It restores to their normal action secretory organs that have been damaged, gives vigor where there has been debility, and renewed strength where there has been exhaustion.

**INTERFERENCE, ENERGETIC, ABUSE OF ALCOHOL.**

The nervous system is very quickly affected by alcoholic drinks, and a prolonged use results in prostration. The Acid Phosphate proves itself to be the best restorative for this prostrated condition, it being naturally assimilated, thus restoring the nerves to their usual activity.

**IN CHOLERA.**

In the researches of Dr. Koch, it is now known that acids are most useful to kill the cholera vibrio, and have been successfully employed.

Dr. CHAS. GARCIA, of Chicago, says: "As it is known that the cholera vibrio does not flourish in acid solutions, it would be well to slightly acidulate the drinking water. This may be done by adding to each glass of water half a teaspoonful of Horsford's Acid Phosphate. This will not only render the water of an acid reaction, but also render bottled water more agreeable to the taste. It may be sweetened if desired. The Acid Phosphate taken as recommended, will also tend to invigorate the system and correct debility, thus giving increased power of resistance to disease. It is the salt of the system, a product of the gastric functions, and hence will not create that disturbance liable to follow the use of mineral acids."

A recent report from Bangkok, Siam, states the facts in the case of a native who was attacked with cholera. The usual treatment failing to afford any relief, it occurred to the attending physician to try Horsford's Acid Phosphate. After the second dose the patient commenced to revive, and in six hours after, he was pronounced out of danger.



**For Prostration consequent upon Sunstroke,**  
most excellent results have followed its administration.

**For Sleeplessness,**  
the Acid Phosphate has proved very beneficial, and many persons who cross the ocean never go without a supply of it. Taken regularly every three or four days previous to embarking on a voyage, it seems to act as a preventive of this dreaded sickness.

**Immediate ill effects of Tobacco.**  
The effectiveness of the Acid Phosphate in neutralizing the immediate ill consequences of the use of tobacco, is wonderful. It combines with and neutralizes the nicotine from the tobacco, arresting its action.

**Morning Sickness, Turn of Life, Nervous Prostration.**

The action of the Acid Phosphate upon the system during pregnancy is very effective; the morning sickness being treated with good results, and where indigestion is a sympathetic trouble it has been found a valuable and pleasant remedy.

At the turn of life, when a nerve tonic is needed, it seems to give the system the needed strength.

In cases of exhaustion and nervous prostration from lactation, it has been used with excellent results.

**In the Night Sweats in Consumption,**  
and other exhausting diseases, this acid is employed with benefit, and has many advantages over the aromatic sulphuric acid so generally used. It is much more agreeable to the taste, more likely to be tolerated, and does not contaminate the breath.

**A DELICIOUS DRINK IS MADE**  
by adding a teaspoonful of the Acid Phosphate to a number of hot or cold water, or tea without milk, and sweeten to taste. It may be added such stimulants as the person is from necessity or habit accustomed to take, and its action will be found to harmonize therewith.

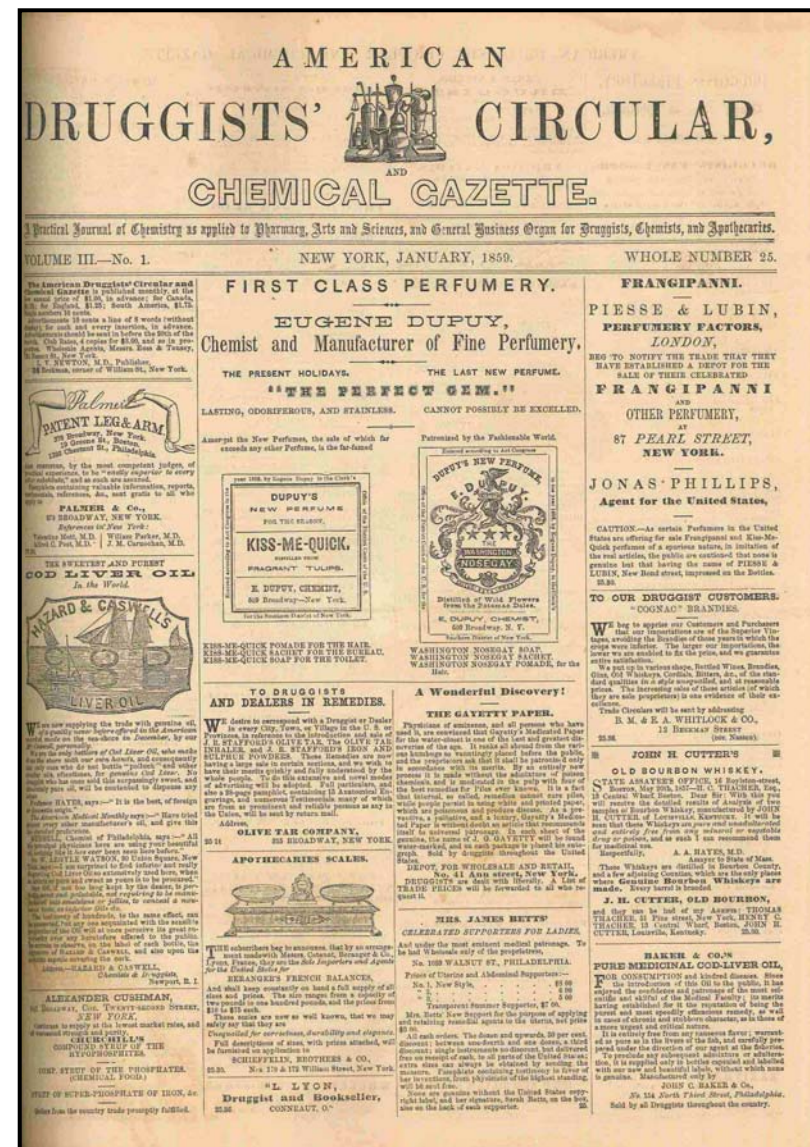
The Acid Phosphate is also an agreeable and healthy

**Substitute for Lemons or Lime Juice**  
in the preparation of "lemonade" or "punch."

Descriptive pamphlet sent free on application.



- Model trade paper
  - Cheaply produced
- Spawned others
  - *Pharmaceutical Era*
  - *New Remedies*
- Continues today as *Drug Topics*
- Commercial
  - Aggressive



- Professional
  - Pharmacopeial drugs
  - Chemicals

- Purely commercial
  - Consumer appeal
  - Profit motive

# Public style ad

NO FAMILY SHOULD BE WITH-  
OUT GOODNOW'S



It has been thoroughly tested and found to be the  
best Ointment extant.

*GIVE IT A TRIAL!*

Wholesale Depot, J. B. MORRILL,

183 Greenwich St., New York.

Sold by all Druggists. Box 2736 P. O.

31.42.



## AMERICAN DRUGGISTS' CIRCULAR AND CHEMICAL GAZETTE

**Production of Water by contact with Platinum Electrodes.**—M. Bertin states that electricity, like heat, communicates to platinum the power of determining the combination of hydrogen and oxygen, both gradually and with explosion. When the current of fifty elements is passed through pure water no explosion takes place, but the level of the water in the jar oscillates up and down contin-

**THE REMEDY.**  
The rival of the so-called "Great English Remedy" Thorne's Extract, and sold at prices which will insure to the trade a much better margin than any other article in market, thereby making it to their interest to have a supply, as it is warranted to be equal to Thorne's or Tarrant's in pure holding one third more than either. Samples furnished at gross prices. Terms given upon application.

**GEORGE F. EDGAR,**  
Wholesale Agent, 174 & 176 Pearl St., New York.

**THE IRONMONGERS' CATHARTIC.**

J. B. THORN.  
CHEMIST.  
LONDON.

PARSONS & CO'S  
PARSONS & CO'S  
PARSONS & CO'S  
EAT AND COOK EACH EX

FOR SALE by the Principal Druggists in this City, and to be had of all Dealers in Drugs and Medicines in the UNITED STATES and CANADA.

NEW YORK AGENT,  
GEORGE F. EDGAR,  
114 & 116 Pearl St.,  
New York.

---

**A Substitute for Co.-Liver Oil.**

Why do people take Cod-Liver Oil?—Because it contains Iodine, and Iodine is admitted to be a specific remedy in fact the only reliable remedy for consumption. And yet the Cod-Liver Oil does not hold in solution the hundredths of a cent

possesses advantages not enjoyed by any other medicine for the cure of sexual diseases, which must with an enlightened public render it assuredly highly popular, and a desideratum long sought for in the medical world. It needs no confinement or change of diet. In its approved form, that of paste, it is entirely tasteless, and causes no unpleasant sensation to the patient. It has acquired the utmost fame in almost every part of Europe: it has been examined, approved of, and sanctioned by the faculty of medicine, and recommended

Wholesale Agent, **GEORGE P. EDGAR,**  
174 & 176 Pearl St.,  
New York.

“and sold at prices which will insure ... a much better margin...”

# Adverts about profit

• WILCOX'S •  
**COMPOUND TANSY PILLS**

PERFECTLY SAFE!

ALWAYS EFFECTUAL!

*Most Reliable FEMALE REGULATOR in the World*

Used by Upward of 10,000 AMERICAN WOMEN Every Month, with UNFAILING SUCCESS.

Price, per Dozen,

**\$15.00**

**WILCOX'S TANSY PILLS**

Price, per Gross

**\$165.00**

Retail everywhere at \$2.00 per box, and pay 100 per cent. profit to best buyers.

SOLD WHOLESALE BY

**HUMISTON, KEELING & CO., CHICAGO, ILL.**

WILCOX SPECIFIC MEDICINE CO., SOLE PROPRIETORS, PHILADELPHIA



**THE BEST IS ALWAYS THE CHEAPEST**

# “Regular Drugstore Profit”

Price, per Dozen, \$15.00	WILCOX'S TANSY PILLS	Price, per Gross \$165.00
Retail everywhere at \$2.00 per box, and pay 100 per cent. profit to best buyers.		

144 boxes (gross) = \$1.15 each wholesale cost

Each box sold retail for \$2.

$144 \times \$2 = \$288$

$\$288 - \$165 = \$123$  profit (74%)



# PRICKLY ASH



## BITTERS

## Prickly Ash Bitters.

For the Cure of all Diseases Arising from a  
Disordered Condition of the

Liver, Kidneys, Stomach and Bowels,

SUCH AS

Dyspepsia, General Debility,  
Jaundice, Habitual Constipation, Liver  
Complaint, Sick Headache, Diseased  
Kidneys, Etc., Etc.

It contains only the Purest Drugs, among which may  
be enumerated Prickly Ash Bark and Berries,  
Mandrake, Buchu Senna, Etc., Etc. It cleanses  
the system thoroughly, and as a

**PURIFIER OF THE BLOOD**

**IT CANNOT BE EXCELLED.**

It is not an intoxicating beverage nor can it be used as  
such by reason of its Cathartic Properties.

**PRICKLY ASH BITTERS CO.,**

Sole Proprietors,

St. Louis and Kansas City.





# Prickly Ash Bitters.

For the Cure of all Diseases Arising from a  
Disordered Condition of the

Liver, Kidneys, Stomach and Bowels,

SUCH AS

Dyspepsia, General Debility,  
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**PRICKLY ASH BITTERS CO.,**

Sole Proprietors,

St. Louis and Kansas City.

Higby's Pharmacy  
203 E. Huron Ave.  
Bad Axe, Michigan



# Advert for Rubber Stamp, 1890

## You Have Found it!

### A SINGLE RUBBER STAMP

That does the work of a Dozen.

The cut shows our hand stamp ready for use in one of many ways. The lettering in the stamp is changeable and can be easily replaced with any other wording as often as desired. We furnish with each stamp a neat box containing several complete sets of alphabets.



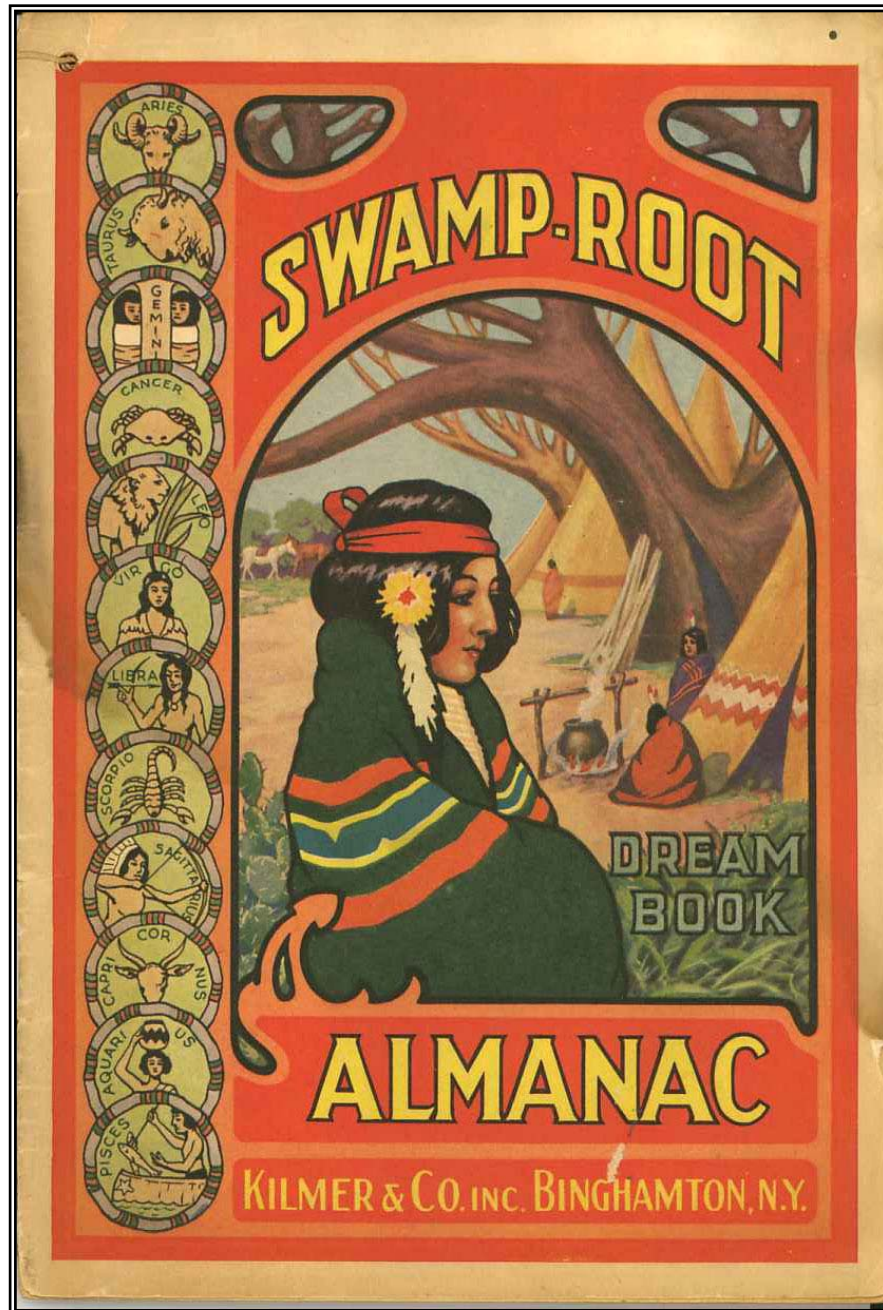
CALHOUN & WACKENHUT - CHI.

**FOR \$3.00 WE WILL SEND (Charges Prepaid)**

Outfit No. 3, consisting of a 2 line and 4 line Stamp Holder, a Self-Inking Pad, a pair of Tweezers for adjusting the type, and a box of Rubber Letters containing 285 separate pieces, consisting of Letters, Figures, Points, Ornaments, Spaces, etc., also the words "Return in 10 days to," "From" and "For Sale by" in solid blocks of rubber. With this outfit you can adjust, at will, various stamps, print a 1, 2, 3 or 4 line prescription label, Business Card on Envelopes, Packages, Boxes, Tags, Receipts, etc. Mention this Journal. Will send this outfit on approval to any responsible house.

**WM. H. DIETZ,**

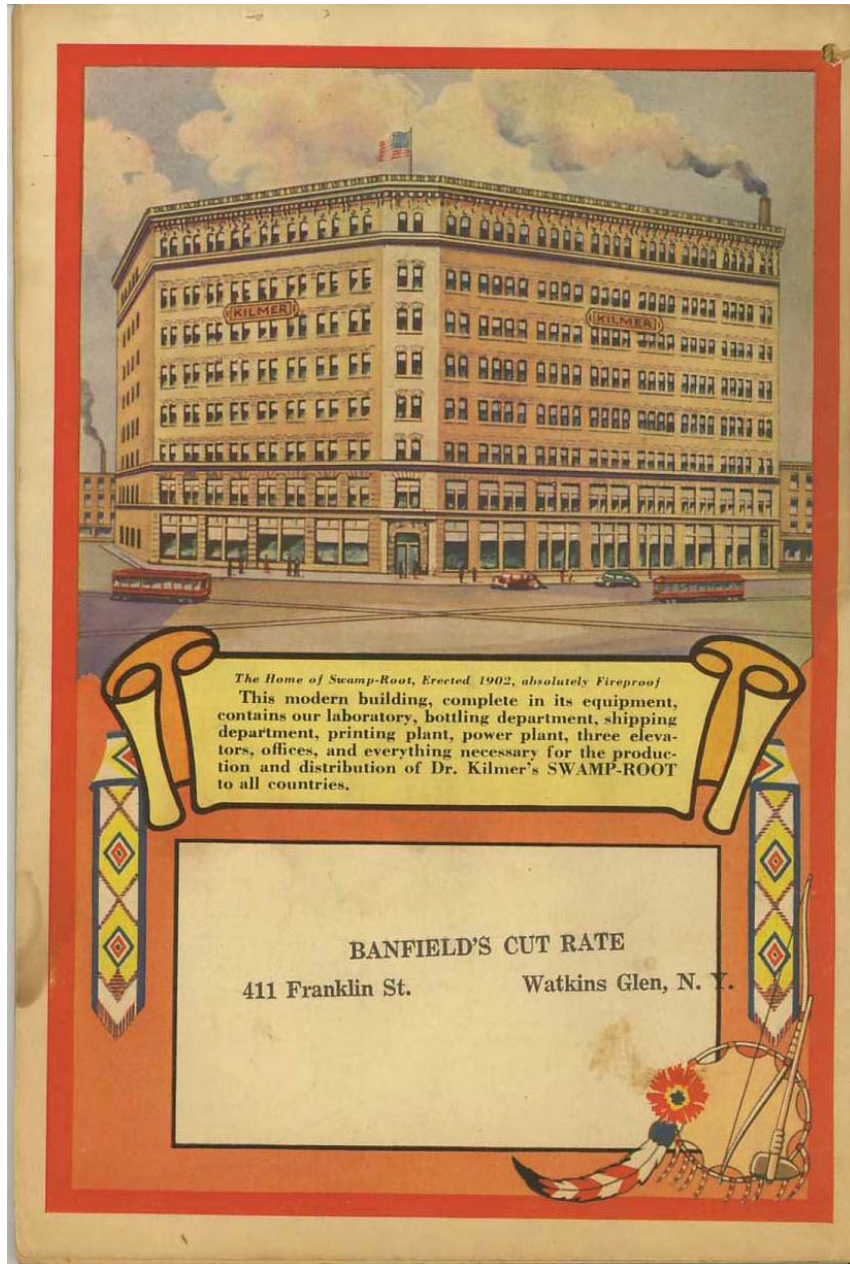
**117 Dearborn Street, CHICAGO, ILL.**



Swamp Root  
Almanac

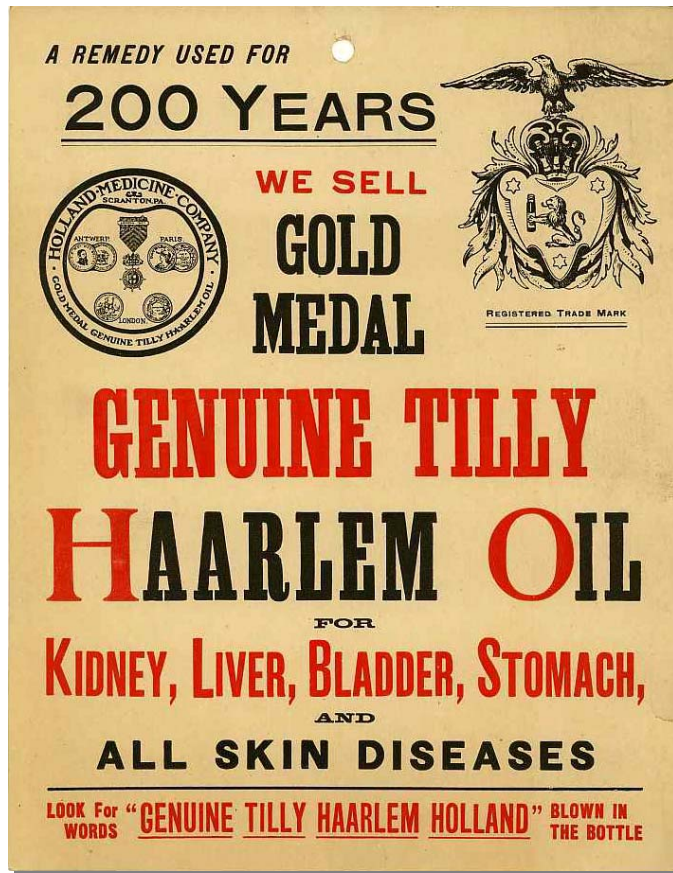
# Back of Swamp Root Almanac

- Picture of impressive factory
- Blank area for drugstore stamp





# Placards and Counter Displays





Typical 1890s Drugstore





"Dr. Jack"  
c. 1900


- A "drummer"
  - Traveling salesman for remedy company or wholesaler

Counter  
Jar for  
“West’s  
Liver Pills”



# Parke-Davis Medicated Throat Disks, 1925

- One of the most successful remedies in the history of American pharmacy
- Contained chloroform
- “Keep at cigar counter”



KEEP A CARTON NEAR THE CASH REGISTER

—AT THE SODA FOUNTAIN

—A CARD NEAR THE PHONE

**A Suggestion:**

Get out four or five cartons, place them at strategic points throughout the store, and watch what happens . . . Not only on the cigar-case, but at the fountain, the wrapping counter, the toilet goods counter—put the purple packers on the job and keep them there . . . Regular Medicated Throat Disc weather these days; brighten the corners with the colorful cartons and see how sales speed up!

PARKE, DAVIS & COMPANY

## Medicated Throat Discs





Cigar counter, 1925

# John Dadd's Pharmacy in Milwaukee





## DeLACY'S CINCHONA AND IRON



A little preliminary newspaper work was done two months ago, but our Big, Steady, Persistent Work has Now Begun, not for a few weeks, but for all time to come.

We also have a line of attractive advertising to push the sales at your own store.

Our representative will call on you in a few days and explain all about it. In the meantime, be sure you have at least enough on hand to supply immediate calls, for you will be sure to have them. Order from your Jobber.

**DeLACY CHEMICAL CO.**

## Promotional Letter sent to pharmacist

- Mentions “preliminary newspaper work”
- More adverts coming
- Salesman will call

# BAYER

## Pharmaceutical Products.

We are sending to PHYSICIANS throughout the United States literature and SAMPLES of the two latest additions to the list of the BAYER PHARMACEUTICAL PRODUCTS :

### EPICARIN,

The non-poisonous dermal parasiticide.

### HEDONAL,

The promoter of natural sleep.

You will have call for them. Order a supply from your jobber.

---

## HEROIN HYDROCHLORIDE

is pre-eminently adapted for the manufacture of cough-elixirs cough-balsams, cough-drops, cough-lozenges, and cough medicines of any kind.

Price in 1 oz. packages, \$4.00 per ounce ; less in larger quantities. The efficient dose being very small (1-48 to 1-24 gr.) it is the

### CHEAPEST SPECIFIC FOR THE RELIEF OF COUGHS

(In bronchitis, phthisis, whooping cough, etc., etc.)

Write for literature to

FARBENFABRIKEN OF ELBERFELD CO.,

SELLING AGENTS.

P. O. Box 2660.

40 Stone Street, NEW YORK.

We are sending to PHYSICIANS throughout the United States literature and SAMPLES of the two latest additions to the list of the BAYER PHARMACEUTICAL PRODUCTS :

Bayer promotion  
in *American*  
*Druggist*, c. 1905



# Physician literature and samples

We are sending to PHYSICIANS throughout the United States literature and SAMPLES of the two latest additions to the list of the BAYER PHARMACEUTICAL PRODUCTS :

**EPICARIN,**

The non-poisonous dermal parasiticide.

**HEDONAL,**

Store Brand

Example of  
“Liebig’s  
Beef, Iron  
and Wine  
Tonic”

1891



You Can't Make it so Nice for the Price.

## LIEBIG'S BEEF, IRON and WINE

Per Dozen (17 ounce bottle), \$4.00.

Per Gross, " " 45.00.

Nothing less than one-fourth gross at gross rates with your address on label. (*See below.*)

Sold in bulk, \$1.75 per gallon, or \$1.50 in barrel lots. No charge for package. Labels furnished free.

Made from the best of Wine and Fresh Beef Juice, put up in handsome style, fine lithograph label in colors, metallic cap; painted, wrapped in tissue paper; altogether making the most attractive Beef, Iron and Wine package on the market.

### PROPOSITION

TO DRUGGISTS WHO WISH TO TRY IT.

I will sell a single dozen at gross rates, with your name and address on label, or will send full size sample bottle free, you to pay express charges. Freight on one-fourth gross same as on one dozen.

Can retail at 50c. per Bottle.

Will make fine Window Display.

### E. S. BURNHAM,

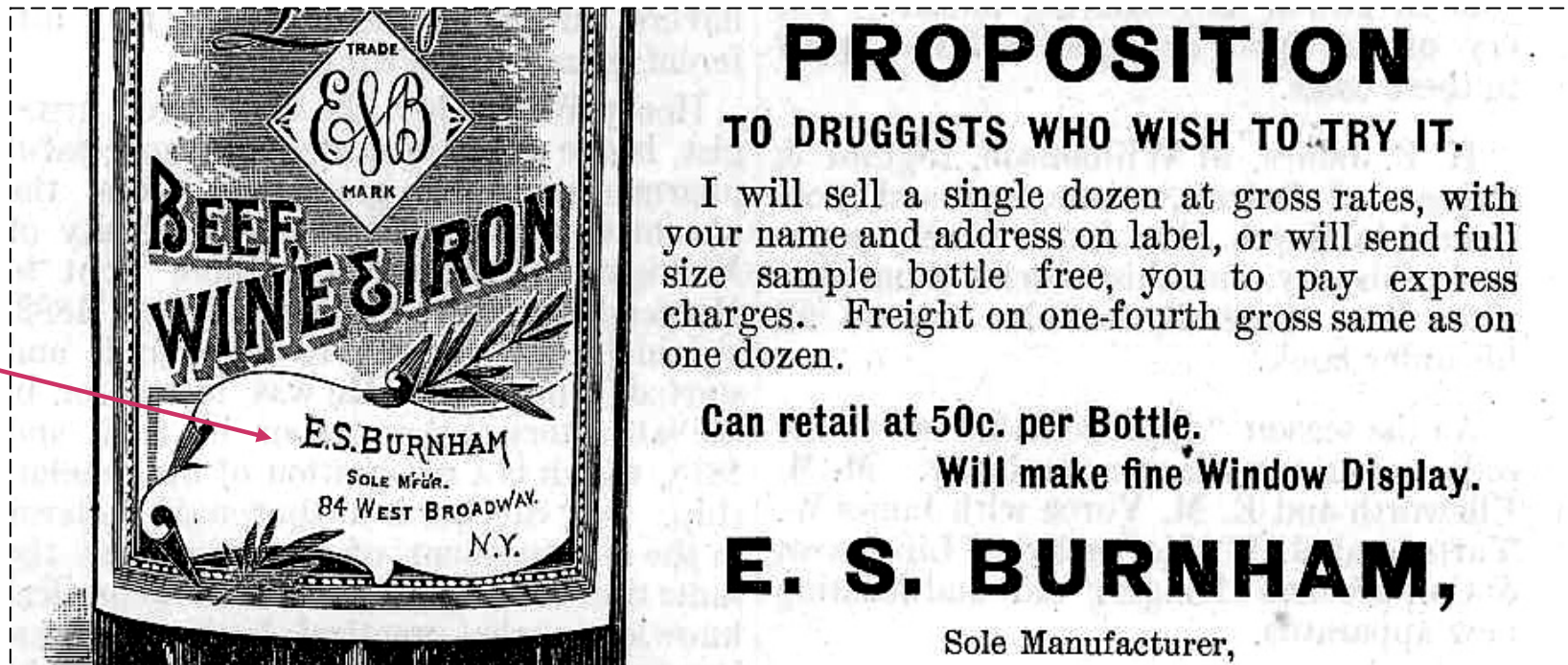
Sole Manufacturer,

84 West Broadway,

NEW YORK.



# Name of Pharmacy on Label



**PROPOSITION**

**TO DRUGGISTS WHO WISH TO TRY IT.**

I will sell a single dozen at gross rates, with your name and address on label, or will send full size sample bottle free, you to pay express charges. Freight on one-fourth gross same as on one dozen.

Can retail at 50c. per Bottle.  
Will make fine Window Display.

**E. S. BURNHAM,**  
Sole Manufacturer,

Implies that the pharmacist made up the product.  
A common practice for drugstores up through the 1960s.

# Millions of NEW listeners for BROMO-SELTZER!



**NEW RED NETWORK  
STATIONS FOR  
ELLERY QUEEN**

**The 2 smash radio shows  
that sell your customers  
on the product that  
FIGHTS HEADACHES 3 ways!**

The greatest promotion ever put behind Bromo-Seltzer — TWO coast-to-coast radio network shows — is now **STEPPED UP FOR 1942!**

**ELLERY QUEEN**—the super-thriller mystery adventures of that Master Detective—will now be heard on **added** stations of the tremendous NBC Red Network, reaching millions of **new** listeners.

**VOX POP** will come from **new** fascinating **headline** locations, with the famed "Vox Poppers," Parks Johnson and Warren Hull bringing to the "micro" the people you and your customers want to hear about.

**Two bit radio shows** that you—and millions of others—won't want to miss. And twice a week—**every** week—they'll be selling Bromo-Seltzer . . . telling your cus-



**NEW HEADLINE  
LOCATIONS FOR  
VOX POP**

tomers why this famous preparation is so effective in fighting headaches — because it acts not just one, but **3 ways:** not only helps **STOP THE PAIN**, but also helps **CALM THE NERVES AND SETTLE THE STOMACH.**

With these two headliners working for you on the air — **do your part!** For steady and "repeat" profits — keep Bromo-Seltzer out in front—where your customers will be reminded to try it . . . and buy it!



## Bromo-Seltzer, 1942

- Radio promotion
  - “Ellery Queen”
  - “Vox Pop”
- Touts quality of product
- Nothing about profit

# “Novelty Promotions”





# 4-part promotion for Chamberlain's Lotion, 1932

## For Quick, Steady Profits



**1 OUR NATION-WIDE MAGAZINE CAMPAIGN REACHING OVER 23,000,000 READERS**

## on Chamberlain's Lotion

### Tie Up With This New, Hard-Hitting National Program . . Here Are the 4 Big Helps that Will do The Trick!

**THE** opening gun has already been fired! This smashing national campaign includes nineteen leading women's magazines, with a circulation of 21,907,931. Magazines like Ladies Home Journal, Picture Review, True Story, Good Housekeeping and McCall's will cover the woman market thoroughly and put over the Chamberlain story with a bang. A campaign that will give new life to your lotion business and help to make 1932-33 one sweet profit year!

This new advertising program, in these live magazines, is only the beginning of a year-to-year promotional drive, designed to

**2 STRIKING WINDOW AND STORE DISPLAY**

This giant bottle is a constant reminder of this new type clear, quick-drying lotion. Placed in your window, it converts mere passers-by into customers. Stands 26 inches high by 15 1/2 inches wide. Figure of man shown in photograph gives a suggestion as to its size and compelling attention value. A salesbuilder if ever there was one!



American Druggist

**3 POWERFUL COUNTER DISPLAY**

Here's a counter card that nobody can miss! It has a "day to day" selling power that's already been tested. Stands 10 inches high by 10 inches wide. Three colors, with silver background. Strikingly attractive! Watch it build interest and make them say, "Give me Chamberlain's Lotion." A real "silent salesman" for you. Mail coupon and learn how you can get this "top-notch" display along with free bottles of Chamberlain's Lotion.



make Chamberlain's Lotion the ace-seller of your lotion business. Powerful tested advertisements—of known pulling power—will carry the message to women everywhere. Such ads will rouse readers to the fact that here at last is a lotion that is really different, that actually looks different—that accomplishes wonderful results in a definitely different way. And these ads will make women demand Chamberlain's Lotion—ask for it every time. They'll do such a compelling "get acquainted" selling job that customers will come back the year round with a big, "healthy" repeat business for you.

Just read this page carefully. Observe what a punch there is in the type of ads which will create customers for you. Read about the sure-fire display material. Then mail coupon and get the good news about the generous free deal we are offering to get you started right. Everything points to faster sales—extra profits—a new live business for all of us, from this tremendous national campaign on Chamberlain's Lotion.

**CHAMBERLAIN LABORATORIES**  
Dept. P-60, Des Moines, Iowa

### Mail this Coupon!

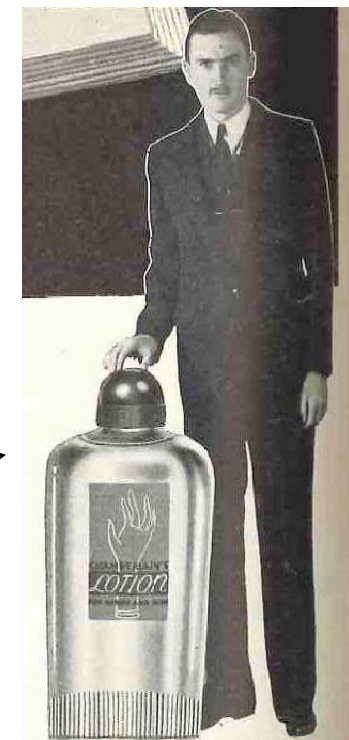
Chamberlain Laboratories,  
Dept. P-60, Des Moines, Iowa.

Yes, I want all the money-making facts about your FREE DEAL. Tell me how I can get my free display material and free bottles of Chamberlain's Lotion.

Name

Address

City  State



“Premiums”: Gifts to pharmacists who meet quotas



Rexall Record Album



# Coricidin mortar & pestle mug

Nothing said about  
contents of product

get in on the big new **Coricidin®**  
**Coffee Break**  
**Promotion**  
(April 1st to May 20th)



Enjoy your coffee break and  
a **BIG** break in profits, too!  
Here's the deal...

**BUY 6 DOZEN CORICIDIN COUGH FORMULA  
GET FREE:**

- 2 DOZEN CORICIDIN 25's
- SET OF 3 GALEN MORTAR AND  
PESTLE CERAMIC COFFEE MUGS
- 250 CORICIDIN  
SALES BAGS
- COUGH FORMULA  
PACKED IN CASH  
REGISTER DISPLAYS
- FULLY PREPACKED  
SHIPMENT IN AUGUST  
OR SEPTEMBER



**BIG 54%  
PROFIT BREAK**

RETAIL VALUE	\$118.56*
YOUR COST	\$54.00
YOUR PROFIT	<b>\$64.56</b>
	<b>54% PROFIT</b>

\*Includes the suggested  
retail value of 6 dozen  
cough formula and  
2 dozen Coricidin 25's

Contains:  
18 4-Oz. Cough Formula

5 1/4" **ORDER FROM YOUR WHOLESALE NOW!**

Schering Corporation/Bloomfield, New Jersey  
K 007

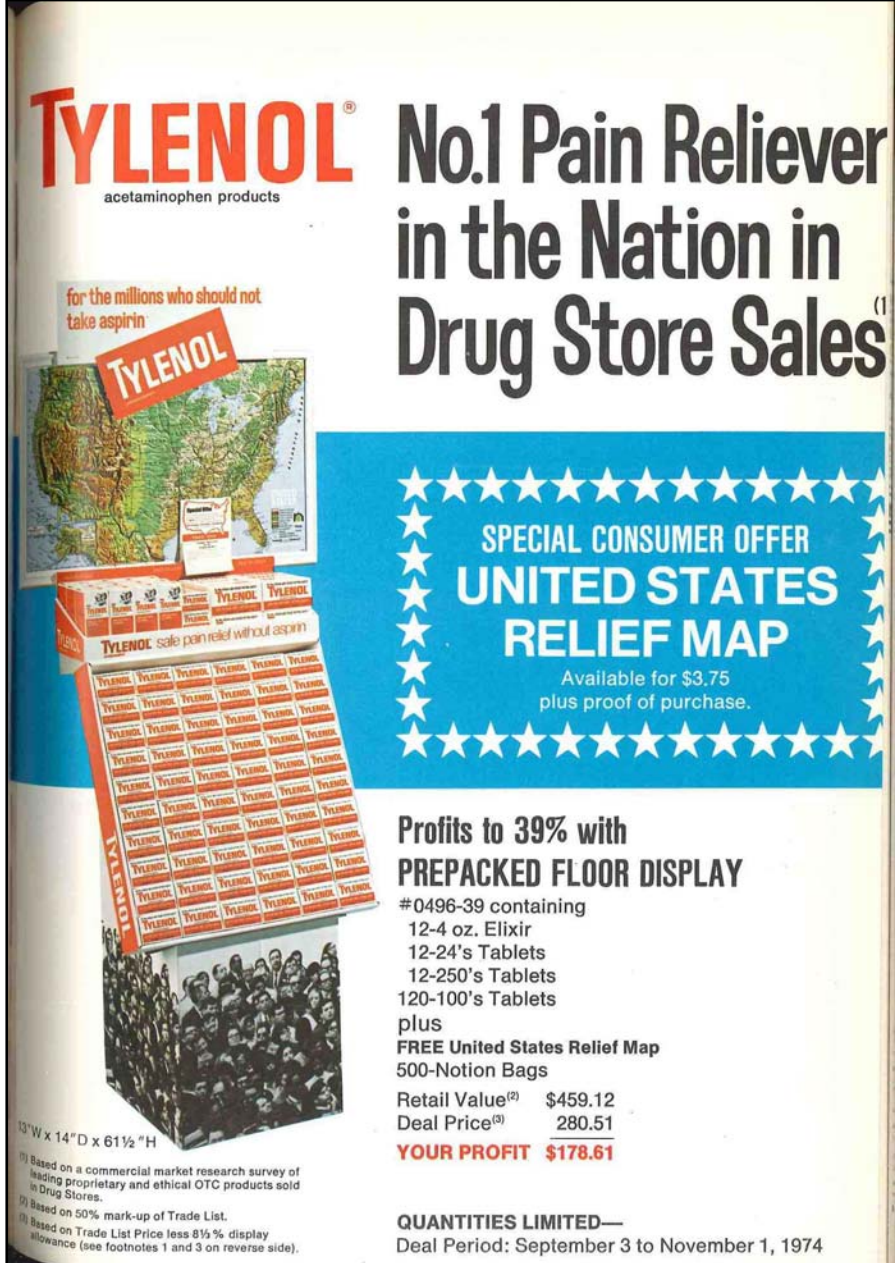


## Self-service after 1950 with floor displays



# Tylenol, 1974

- #1 Pain Reliever
- Pre-packaged floor display
- “Profits up to 39%”
- Promotional map of the USA
- “For those who should not take aspirin.”



**TYLENOL®**  
acetaminophen products

for the millions who should not take aspirin

**TYLENOL**

**No.1 Pain Reliever in the Nation in Drug Store Sales<sup>(1)</sup>**

**SPECIAL CONSUMER OFFER**  
**UNITED STATES RELIEF MAP**  
Available for \$3.75 plus proof of purchase.

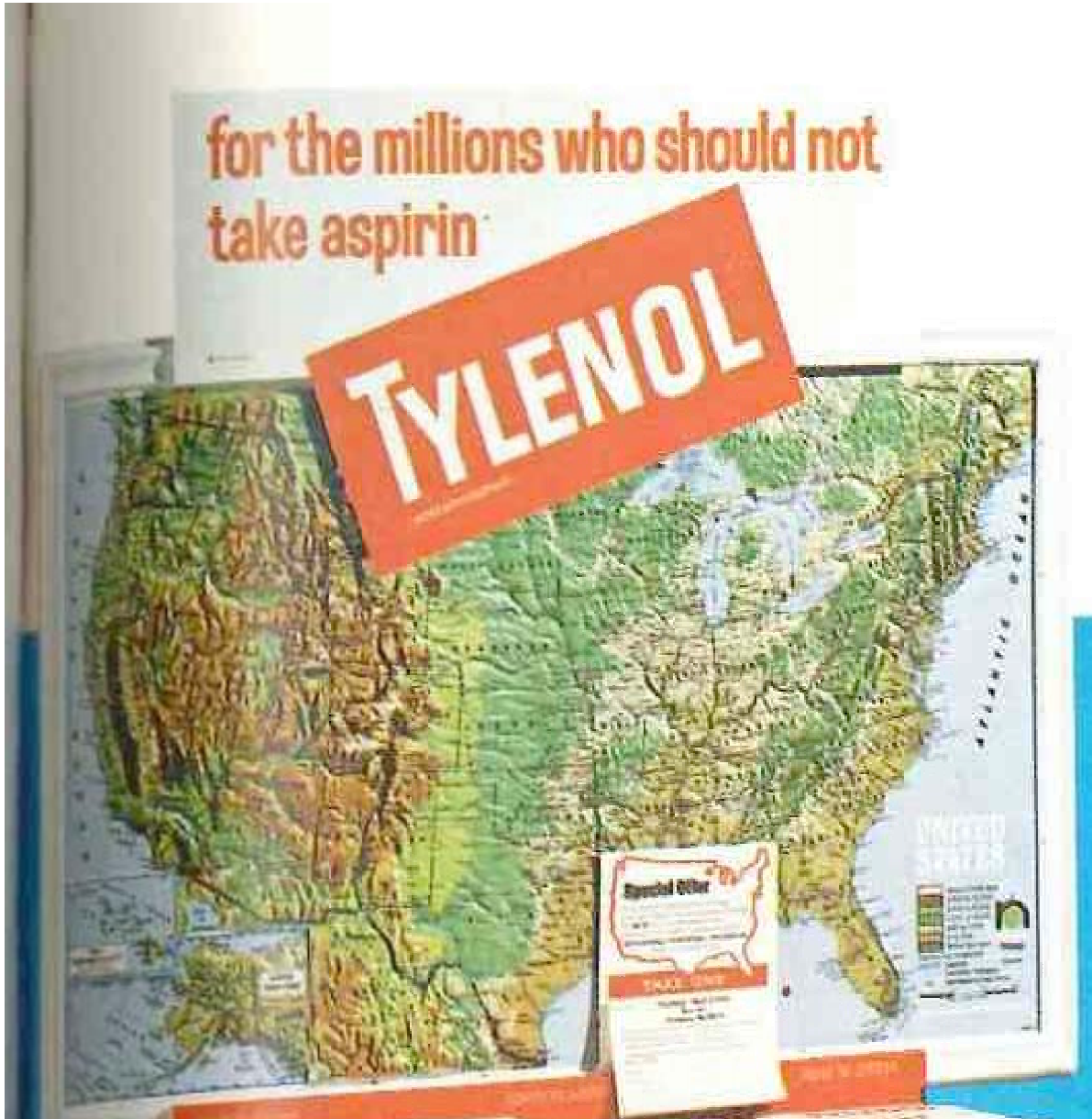
**Profits to 39% with PREPACKED FLOOR DISPLAY**  
#0496-39 containing  
12-4 oz. Elixir  
12-24's Tablets  
12-250's Tablets  
120-100's Tablets  
plus  
**FREE United States Relief Map**  
500-Notion Bags

Retail Value <sup>(2)</sup>	\$459.12
Deal Price <sup>(3)</sup>	280.51
<b>YOUR PROFIT</b>	<b>\$178.61</b>

**QUANTITIES LIMITED—**  
Deal Period: September 3 to November 1, 1974

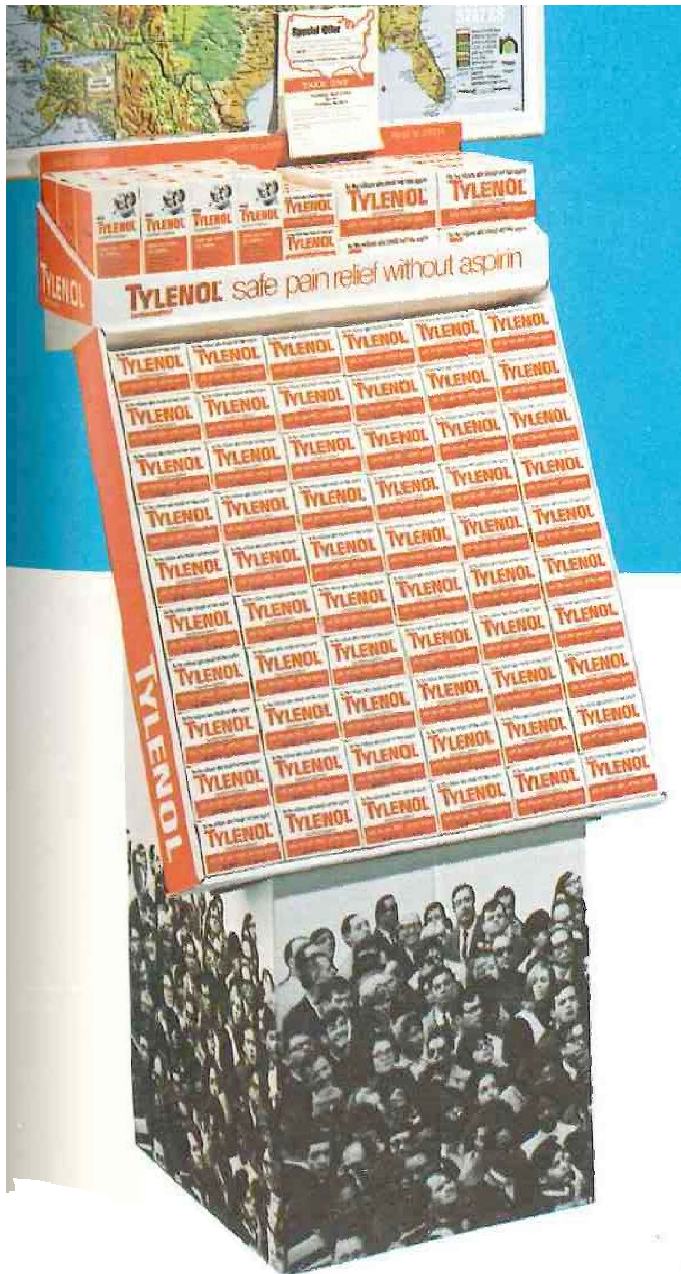
13" W x 14" D x 61½" H

(1) Based on a commercial market research survey of leading proprietary and ethical OTC products sold in Drug Stores.  
(2) Based on 50% mark-up of Trade List.  
(3) Based on Trade List Price less 8½% display allowance (see footnotes 1 and 3 on reverse side).



Premium wall  
map for  
pharmacist





# Full Floor Display of Tylenol

## Profits to 39% with PREPACKED FLOOR DISPLAY

#0496-39 containing

12-4 oz. Elixir

12-24's Tablets

12-250's Tablets

120-100's Tablets

plus

**FREE United States Relief Map**

**500-Notion Bags**

Retail Value<sup>(2)</sup>     \$459.12

Deal Price<sup>(3)</sup>         280.51

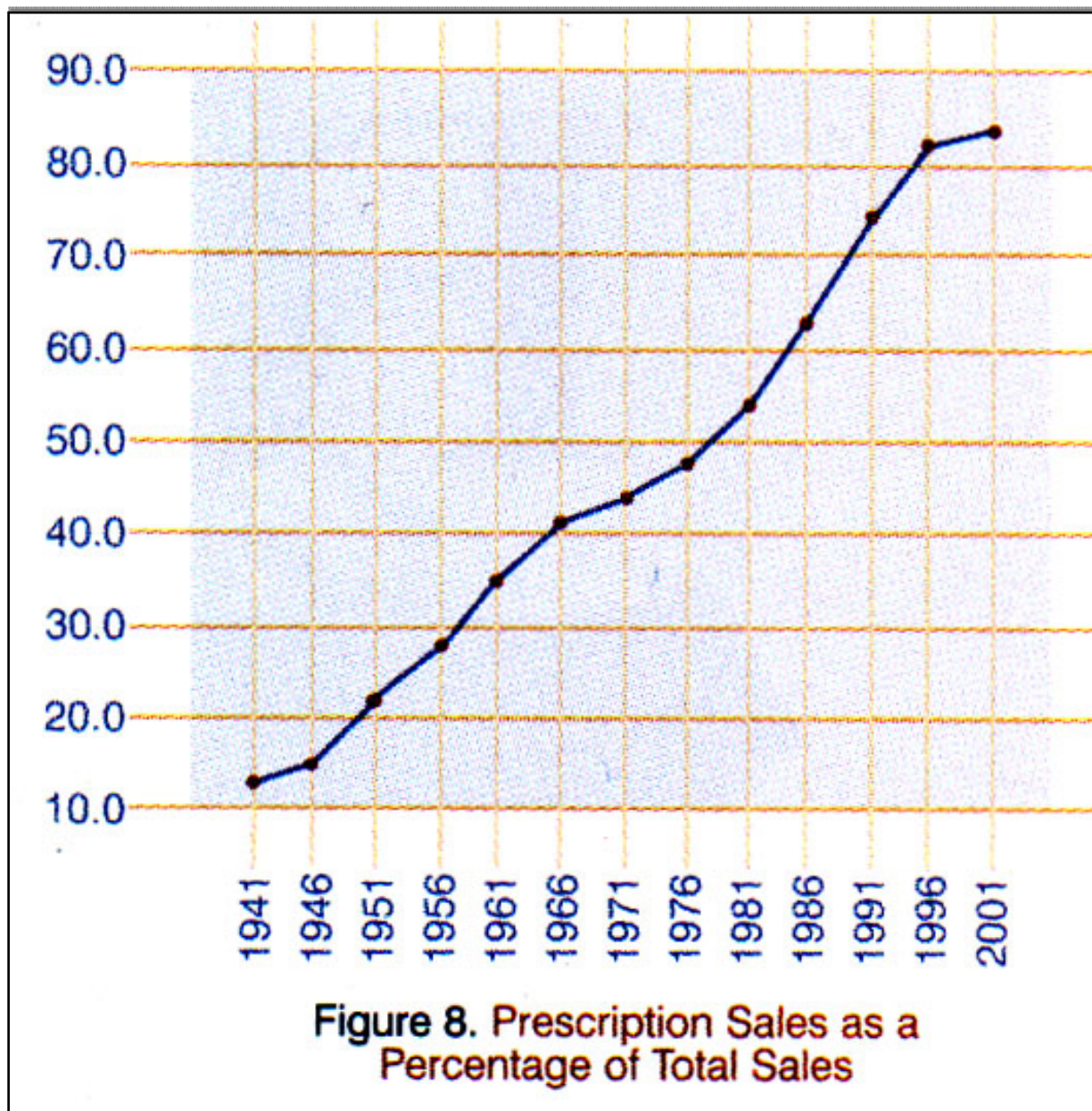
**YOUR PROFIT     \$178.61**

Higher profits with floor display

# U.S. Pharmacy changes after 1950

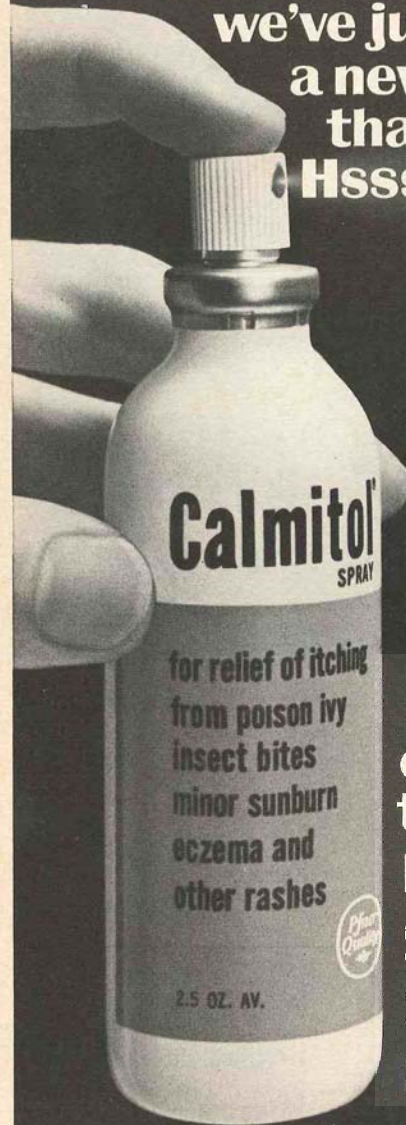






RA Jackson, DB Worthen, & DD Garner, *America's Pharmacist*, October 2003

**Calmitol  
hates itches so much,  
we've just come out with  
a new package  
that goes-  
Hssssssssssssssssssssss**

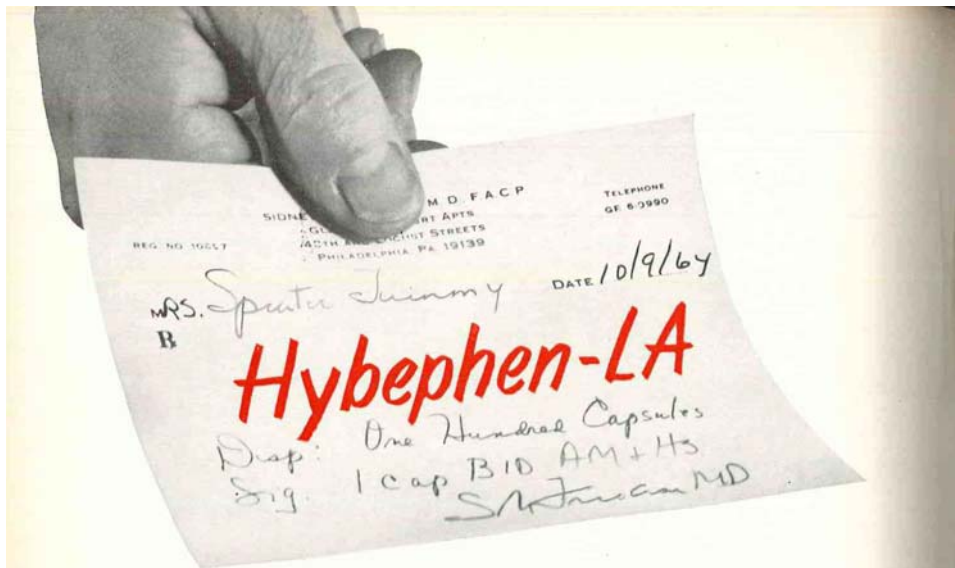


**And a big  
combination deal  
that can boost  
profits to 47%**

Get 2 free sprays with 10 as an introductory offer. And get 2 free packages of any Calmitol® product when you order 10. This offer is good through June. So speak to your wholesaler and stock up for the summer.  
Leeming Division  
Chas. Pfizer & Co., Inc., 235 East 42nd St.  
New York, N.Y. 10017

**Calmitol,  
1966**





## TAKE A CLOSE LOOK AT THIS Rx-- YOU'VE NEVER SEEN ONE LIKE IT BEFORE!

You've never seen an Rx like this one before because it calls for new "trickle release" Hybephen-LA Capsules, brand new from The Massengill Company. New "trickle release" Hybephen-LA Capsules take stress from the gut and keep it away all day. The ingredients: time-tested combination of Hyoscyamus, Belladonna and Phenobarbital. The formulation: a new, "trickle release" system requiring only one Hybephen-LA Capsule for all-day antispasmodic, anticholinergic relief.

You'll be seeing many Rx's like the one above, because Massengill is telling your physicians about it in journal ads, direct mail pieces and concerted detailing.

Make sure your stock of Hybephen-LA will take care of these new prescriptions; see your service wholesaler or order direct today!

YOUR PRICE **\$4<sup>15</sup>/100**



## New **HybePhen-LA** "TRICKLE RELEASE" CAPSULES

Each long-acting\* capsule contains: Phenobarbital, 45 mg. (Barbituric Acid derivative; Warning—May be habit forming); Hyoscyamine Sulfate, 0.30 mg.; Atropine Sulfate, 0.06 mg.; Hyoscine Hydrobromide, 0.02 mg.

Dosage: One capsule morning and night.

Supplied: Bottles of 100 and 1000 pink and clear capsules.

Caution: Do not exceed recommended dosage. Discontinue if dryness of mouth, rapid pulse, dizziness or blurring of vision occurs. Not for frequent or prolonged use.

Warning: Not to be used by persons having glaucoma or excessive pressure within the eye, or by children under 12 years of age, unless so determined by the physician.

\*Manufactured by special process under U. S. Patent Nos. 2,736,682; 2,809,916; 2,809,917; 2,809,918 and patents pending.

**THE S. E. MASSENGILL COMPANY**

Bristol, Tennessee • New York • Chicago • Dallas • Kansas City • San Francisco

## Prescription-only product

## "Professional advertisement"

- Small typeface
- No mention of profit

# Hybephen-LA, 1966



When a Recommendation  
is Needed for an Epidemic...



# LICE

**RID**  
A PEDICULICIDE

**Kills Lice and Their Eggs on Contact**  
Head Lice, Crab Lice and Body Lice

**Special Comb Included**  
(Helps in Egg Removal)

**Caution:**  
Keep Out of Reach of Children  
For External Use Only

4 fl. oz. (118 ml)

**Recommend RID-  
The Fastest  
Growing OTC  
Pediculicide\***

**Recommend RID  
With Confidence**

- ☐ **As Effective as Kwell®**  
shampoo (gamma benzene hexa-  
chloride) against head lice and both  
Kwell® lotion and Kwell® shampoo  
against crab lice.\*
- ☐ **Well Tolerated—**  
no DDT-related compounds
- ☐ **Complete Treatment Kit**  
includes nit comb and patient  
instruction booklet
- ☐ **No Prescription  
Necessary**

**Pfizer** DIVISION  
Pfizer Inc., New York, N.Y. 10017

1. IMS, year to date 10/78. \*Data on File, Pfizer Inc.



Remedy for lice  
(*Pediculus*) infestation

1980 *American Druggist*

# Aleve, 1994

THE NEW MOVEMENT IN OTC ANALGESIA

THE **SPEED**  
OF ANAPROX<sup>®</sup>  
(NAPROXEN SODIUM)

THE **ACTIVITY**  
OF NAPROXEN SODIUM

THE **ENDURANCE**  
OF 8-12 HOUR DOSING

FOR THE TEMPORARY RELIEF  
OF MINOR ACHES AND PAINS  
ASSOCIATED WITH:

- The Common Cold
- Backache
- Headache
- For the Minor Pain of Arthritis
- Toothache
- For the Pain of Menstrual Cramps
- Muscular Aches
- And for the Reduction of Fever

Note: Please advise patients to read and follow product labeling.  
Allergy Warning: Patients should not take this product if they have had an allergic reaction to aspirin, other salicylates, ibuprofen, naproxen, naproxen sodium, or other pain relieving drugs.  
Alcohol Warning: Product labeling will advise patients of the following: If you generally consume 3 or more alcohol-containing drinks per day, you should consult your physician for advice on when and how you should take Aleve and other pain relievers.  
© 1994 Procter-Syntex Health Products Company VAB416

Please see brief summary of prescribing information for Anaprox OS/Anaprox on adjacent page.

**RECOMMEND**  
**NEW ALEVE**  
NAPROXEN SODIUM 220 MG  
PAIN RELIEVER/FEVER REDUCER

**SYNTEX**

ALL THE ELEMENTS FOR OTC PAIN RELIEF

For details, circle 119 on Reader Service Card.

- Professional
  - Small print detail
- “Recommend”
  - Touts quality of product not profit



INTRODUCING  
**Dimetapp<sup>®</sup>**  
**Decongestant**  
Pediatric Drops

Now, decongestant drops  
with the great, grape taste  
of Dimetapp.

- Contains pseudoephedrine in an alcohol-free formula.
- Provides calibrated dropper.
- Convenient dosing.



TRUST THE  
PEDIATRIC HERITAGE  
OF **Dimetapp<sup>®</sup>**



Alcohol-free

© 1994 A.H. Robins Company

# Dimetapp, 1994

- Pediatric preparation
- Alcohol-free
- Good taste
- No profit discussion



# Promoted Recently to US Pharmacists?

- Small number of remedies requiring advice
  - Anti-infectives
    - Fungicides
    - Lice remedies (Pediculicides)
  - Eye Drops (ocular lubricants)
  - Diet aids
- Most remedies sold outside of pharmacies
  - Grocery stores
  - Gasoline (petrol) stations
  - “Big Box Stores” such as Wal-Mart
- Internet Stores

# SSS Tonic from Amazon.com


amazon.com Hello. Sign in to get [personalized recommendations](#). New customer? [Start here](#). Vote for magazines, enter to win \$10.

Your Amazon.com Today's Deals Gifts & Wish Lists Gift Cards Your Account

Shop All Departments Search Health & Personal Care GO Cart Wish List

Health & Personal Care Browse Products Top Sellers Health Care Personal Care Shaving & Hair Removal Nutrition & Fitness Sexual Wellness Sales & Special Offers

This item is not eligible for Amazon Prime when purchased from USA Wholesale Club. [See more buying choices](#).



**Sss Tonic Liquid - 10 Oz**  
by [S.S.S. CO.](#)  
★★★★★ (1 customer review)

Price: **\$7.13**

**In Stock.**  
Ships from and sold by [USA Wholesale Club](#).

[Share your own customer images](#)

**Product Details**

**Shipping Weight:** 1.5 pounds ([View shipping rates and policies](#))

**ASIN:** B000R9KVJO

**Average Customer Review:** ★★★★★ (1 customer review)

**Amazon.com Sales Rank:** #128,409 in Health & Personal Care (See [Bestsellers in Health & Personal Care](#))

**\$7.13** + \$8.48 shipping

In Stock. Ships from and sold by **USA Wholesale Club**

Quantity: 1

[Add to Shopping Cart](#)

or

[Sign in](#) to turn on 1-Click order

[Add to Wish List](#)

[Add to Shopping List](#)

[Share with Friend](#)

# Conclusions

- Before 1850, little promotion to pharmacists
- From 1865 to 1965
  - Retail Pharmacies the prime outlet for remedies
  - Manufacturers promote heavily to pharmacists
- After 1950 shift away from drugstores begins
  - Grocers, convenience stores, Wal-Mart
  - Promotion to pharmacists declines gradually
- From 1960 to 1980 strong emphasis on profit
- After 1980, shift to quality of product
- In 21st century, remedy promotion to pharmacist almost gone ... and the journals are going, too.



# The Promotion of Remedies to Pharmacists in the USA, 1800- 2000

Gregory J. Higby

American Institute of the History of Pharmacy

University of Wisconsin-Madison

# Money as symbol of profit



Fill your  
terbutaline  
sulfate  
prescriptions  
with  
**Bricanyl**  
brand of  
terbutaline sulfate

the least  
expensive  
brand  
available\*

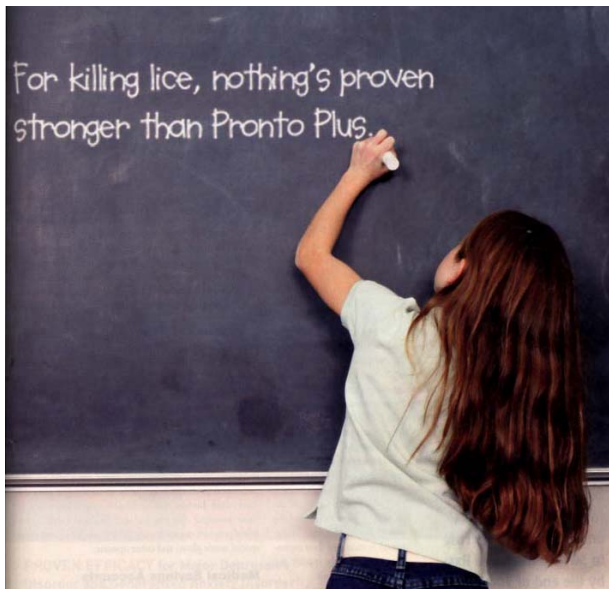
Order Now  
and  
save money

**ANTRA** Astra Pharmaceutical Products, Inc.  
Framingham, Massachusetts 01701

\*Based on reported average wholesale price in 1980 Red Book AST-0438

The advertisement features a photograph of Bricanyl medicine bottles and boxes, including 'Bricanyl 2.5mg' and 'Bricanyl 5mg' tablets, and 'Bricanyl 10mg' tablets. The products are surrounded by a large pile of US coins and bills, including \$10, \$20, and \$50 bills, and various denominations of coins. The background is a light blue gradient.

# Pronto for Lice



#### PRONTO PLUS KILLS LICE AND THEIR EGGS DEAD\* NO MATTER WHAT SHAMPOO IS USED EVERY DAY

For permethrin-based lice treatments, such as Nix, to be completely effective a child's hair must be washed with a NON-CONDITIONING SHAMPOO before application, and each time it's washed for the NEXT 10 DAYS. Most shampoos today contain conditioning agents. Using a shampoo with conditioners during and after the treatment process can decrease the lice killing activity of permethrin.

#### NOTHING'S PROVEN MORE KID FRIENDLY THAN PRONTO PLUS

Pronto's maximum strength ingredient RINSES OUT COMPLETELY so there's no chemical residue left behind. And Pronto Plus treatments come in a variety of kid-friendly forms like our no-drip blue foam. Pronto Plus shampoos are also available in great watermelon and orange scents that kids love.

***Deadly to lice. Easy on kids.***

\*Reapplication and egg removal are required to ensure complete effectiveness. Use as directed. Another fine product from © Del Pharmaceuticals, Inc. 2007. For information: 1.800.952.5080 or [www.prontoplus.com](http://www.prontoplus.com). Nix is a registered trademark of Ingaht Pharmaceuticals, Inc. and is not associated with Del Pharmaceuticals, Inc. or its products.



# Public style ad

NO FAMILY SHOULD BE WITHOUT GOODNOW'S

RUSSIAN WAR OINTMENT.

CURES  
FELONS,  
CORNS,  
SCALDS,  
BURNS,  
ULCERS,  
&c.

It has been thoroughly tested and found to be the best Ointment extant.

*GIVE IT A TRIAL!*

Wholesale Depot, J. B. MORRILL,  
183 Greenwich St., New York.

Sold by all Druggists. Box 2736 P. O. 31.42.

# Lamisil AT, fungicide

Introducing a **breakthrough** in the treatment of athlete's foot



**New LAMISIL<sup>AT</sup> Gel Advanced**  
Cures athlete's foot with  $\frac{1}{2}$  the treatments of any other product

- The only revolutionary cooling gel formula that penetrates faster,\* allowing for 7 once-daily applications
- Other OTC athlete's foot products require at least 14 applications
- After just 7 applications, 83% of patients using Lamisil<sup>AT</sup> Gel achieved a mycological cure for interdigital *tinea pedis*, as demonstrated in a large multicenter trial<sup>1</sup>
- Simple, once-a-day treatment regimen may enhance patient compliance

**Make LAMISIL<sup>AT</sup> Gel Your #1 Recommendation Today**

Use as directed. \*Based on terbinafine absorption as compared to Lamisil<sup>AT</sup> Cream.  
Reference: 1. Based on a 6-week study period. Data on file, Novartis Consumer Health, Inc.

© 2007 Novartis Consumer Health, Inc.



- *Pharmacy Times, 2007*