William Helfand collection of medical ephemera

Pam Coll 8

Toby A. Appel

2018

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333 Cedar St.
New Haven, CT 06520-8014
historical.library@yale.edu
http://historical.medicine.yale.edu/
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Collection Overview

REPOSITORY: Medical Historical Library, Harvey Cushing / John Hay Whitney Medical Library
Yale University
333 Cedar St.
New Haven, CT 06520-8014
historical.library@yale.edu
http://historical.medicine.yale.edu/

CALL NUMBER: Pam Coll 8

CREATOR: Helfand, William H.

TITLE: William Helfand collection of medical ephemera

DATES: 1817–2007

PHYSICAL DESCRIPTION: 5 linear feet (16 three-ring albums and 2 archives boxes one of which is legal size)

LANGUAGE: Mostly in English, but also in a variety of other languages, among them French, German, Spanish, Italian, Swedish, Danish, and Norwegian.

SUMMARY: The collection contains printed ephemera related to medicine and pharmacy either arranged in albums by William Helfand or donated in loose form. These include trade cards (some on marijuana and street drugs), postcards, advertisements in various formats for patent medicines and devices, advertisements for cancer cures, playing cards, cards of famous scientists and physicians, stock certificates for pharmaceutical companies, photographs of old pharmacies, pharmacy prescription envelopes, stereoscopic photographs, and more.

ONLINE FINDING AID: To cite or bookmark this finding aid, please use the following link: http://hdl.handle.net/10079/fa/med.pam.0008

Requesting Instructions

To request items from this collection for use on site, please use the request links in the HTML version of this finding aid, available at http://hdl.handle.net/10079/fa/med.pam.0008.

Key to the container abbreviations used in the PDF finding aid:

b. box
f. folder
v. volume

Administrative Information

Immediate Source of Acquisition

Donated by William Helfand.
Conditions Governing Access

The materials are open for research.
## Collection Contents

### Series I. Albums

The albums are three ring binders with medical ephemera arranged in partitioned plastic pages by William Helfand. The order within each notebook has been retained. The numbering of the notebooks has been changed by the archivist.

<table>
<thead>
<tr>
<th>Container</th>
<th>Description</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>vol. 1</td>
<td>Album 1: Trading Cards on “drug wars,” AIDS, and marijuana; playing cards on medical themes</td>
<td>1991</td>
</tr>
<tr>
<td></td>
<td>Cards are in plastic sleeves, six to a page. Formerly notebook 119.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>“Drug Wars Trading Cards”</td>
<td>1991</td>
</tr>
<tr>
<td></td>
<td>37 cards, satirizing people and events. Text by Paul Brancato and Bob Callahan, art by Salim Yaqub. Published by Eclipse Enterprises, Forestville, California, copyright 1991.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>“AIDS Awareness: People With AIDS” trading cards</td>
<td>1993</td>
</tr>
<tr>
<td></td>
<td>“Marijuana Stories” trading cards</td>
<td>1996</td>
</tr>
<tr>
<td></td>
<td>109 cards with photographs and descriptions of the different varieties of hemp around the world. Various photographers. Published by InLine, Chestnut Publications, copyright 1996.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Playing cards on medical themes</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Includes various sets of playing cards: a set featuring classic travel and advertising posters; miscellaneous cards advertising drug stores or medicines; set titled “Pioneers in Medicine Card Game” by U.S. Games Systems, Inc, Stamford Connecticut, copyright 1991; German cards on great doctors by Fevarin; set of cards on first aid by the National Safety Council, Chicago, Illinois, copyright 1981; set of medical joke cards from the 1950s or 1960s; a French set on anti-smoking by the Association Regionale de Cardiologie; “Le Jeu des Medecins Midi-Pyrenees,” by Pinozac published by Baptiste Paul Grimaud, Paris; set on AIDS by the State of Florida Department of Health and Rehabilitative Services; sets of cards titled “Death on Drugs Playing Cards” and “Death Cigarette Playing Cards,” both featuring skeletons, by Death Playing Cards, Alamo, California.</td>
<td></td>
</tr>
<tr>
<td>vol. 2</td>
<td>Album 2: Advertisements for cancer “cures” and trusses</td>
<td>late 19th century–early 20th century</td>
</tr>
<tr>
<td></td>
<td>Broadsides, advertising letters, and brochures promoting “cures” for cancer without surgery, and trusses for ruptures. Most are American. There are a few later items including one pamphlet by the American Cancer Society. On appliances for ruptures, see also Box 2, Folders 3-8.</td>
<td></td>
</tr>
<tr>
<td>vol. 3</td>
<td>Album 3: “Ephemera Savants” -- trading cards and other pieces, chiefly showing prominent physicians and scientists</td>
<td>mostly 20th century</td>
</tr>
<tr>
<td></td>
<td>Series of illustrated cards featuring mainly famous Historical physicians and scientists.</td>
<td></td>
</tr>
</tbody>
</table>
Series I. Albums

Album 3: “Ephemera Savants” -- trading cards and other pieces, c [...] (continued)

Cards featuring famous scientists and physicians
Series of cards featuring scientists and physicians distributed by: various chocolate makers, the French publishing house Fernand Nathan, Liebig’s Extract of Meat (many cards chiefly French and Italian), Maltine, the Arlington Chemical Company (Liquid Peptinoids); and European cigarette companies. The same publishing company created cards for several chocolatiers. One set of cards for a chocolate maker contained first aid instructions on the back. Of note are a series of bookmarks published by Wallace Laboratories, New Brunswick, N.J., makers of the anti-anxiety drug Miltown.

Stamps, both postal and non-postal
Set of stamps issued by the Chicago Heart Association in 1952; stamps by Maltzym, a drug company; a series on “Breakthroughs in Modern Medicine issued by Bhutan,” and various other stamps.

Set of history of medicine cards
Published by Panarizon Publishing Corp in 1979-1980, the 42 large-format cards cover ancient false teeth to heart transplants. Includes patent medicines and medicine shows, Margaret Sanger, nursing homes, and various episodes in public health.

vol. 4

Album 4: Postcards and cards on medical subjects
Some items were removed before the library received the album.

Postcards, mostly humorous
Includes postcards advertising products, photographs of pharmacies, cartoons about the advent of National Health Insurance in Great Britain, American political satire, and others. In English, French, German, and Spanish.

Cards on doctors, nurses, and chemists and their families
For example, there are cards for Mr. Drug the Doctor, Mrs. Drug the Doctor’s Wife, Miss Drug the Doctor’s Daughter, and Master Drug the Doctor’s Son. These cards could be used in a game, but they are not standard playing cards. They are mostly British. Some cards have been removed from the album before its donation. Of interest is a card filed along with the doctor families for a Jewish mohel in Portland, Maine, who claims to be an “Antiseptic Specialist.”

Cards on healing saints, especially Cosmos and Damian

Cards on recreational drugs
One set of 36 cards, titled “Dope Fiends,” features artistic covers from 1940s-1960s novels about drugs (for example, Black Opium. The descriptions provide the name of the artist and information about the book. Another set published by the Las Vegas Township Constable’s Office, comes with directions for a game, “Kid’s War Against Drugs”

Small cards on bandaging and first aid
Some are issued by British cigarette brands such as Mitchell’s Cigarettes and Wills’s Cigarettes.

Plastic telephone cards advertising medicines, etc.
## Series I. Albums

### vol. 5

Album 5: Admission tickets, Invitations, programs, and announcement cards

This volume is very miscellaneous. Some material was removed from this album prior to its donation.

**Admission tickets**

These include admission as a patient to a hospital or clinic, invitations to various medical-related events such as an excursion to visit Bellevue Hospital in England, and invitations to attend lectures, meetings, and ceremonies of medical societies and schools.

**Invitations**

Invitations to commemorative events, lectures, exhibits, meetings, and dinners. Some are addressed to William Helfand.

**Programs**

Programs for meetings of societies, dedications, dinners, and other special events. See also dinner program in honor of Robert Koch in Box 2, Folder 1.

**Announcements and advertisements**

Most are postcard size and advertise healers, products, and book dealers.

### vol. 6

Album 6: Treatments for asthma, hay fever, and other bronchial complaints; remedies for deafness

Advertisements for physicians and remedies for asthma, hay fever, and other bronchial complaints.

Advertisements in a variety of formats; letters, postcards, pamphlets, broadsides, clippings from magazines, stamps, and matchbook covers. Most are American and British and represent a variety of products. There are several questionnaires for patients to fill out before they are treated. A few of the companies are P. Harold Hayes, Buffalo, N.Y., who published The Hayes Bulletin; Frontier Asthma Company, Buffalo, N.Y.; The Blosser Company, Atlanta, Georgia; and the Carbolic Smoke Ball, London. Of note are a series of modern postcards for the National Asthma Campaign, UK, and by 3M Pharma for a French congress in pneumology in 1997.

Advertisements for remedies for deafness

Included, among other companies, are several advertisements for George P. Way, Detroit, Michigan; and for the Mears Ear Phone Co., New York. There is an older advertisement for Dr. McNair's Acoustic Oil. See also Box 1, folder 21.

### vol. 7

Album 7: Advertisements for electric belts other electro-medical apparatus

Advertisements for electromagnetic appliances for medical use. The majority are for Harness’ Electropathic Belt and Harness’ Electric Corset; and the Medical Battery Co., Ltd., London, to be obtained at the Electropathic & Zander Institute. Among other advertisers of electromedical products in Britain, France, and America are Dr. Alfred Sanden, New York; Dr. Scott’s Electric Flesh Brush, New York; Thomas E. Hooker galvanic apparatus, Wellington, Somerset: the Magneto-Electric Battery Co., London; Dr. Carter Moffat’s Electric Body Belt; the VEEDEE for Vibratory Massage, London; Pulvermacher’s Ltd., London; Dr. U. L. Girard, Paris; Jerome Kidder’s Electro-Medical Apparatus; Dr. Lowder’s Magneto-Electric Battery, London; Dr. B.-T. MacLaughlin, Paris; Darlow & Co., London. The volume also includes a British patent for the manufacture of plasters for medical purposes.

19th – 21st centuries

mostly late 19th century

early 19th century–1990s

early 19th century–1990s

19th century–early 20th century.
vol. 8  Album 8: Advertisements for Beecham’s Pills, Elliman’s Embrocation, and Eno’s ‘Fruit Salt’
Advertisements in this album have come mostly from magazines. Beechams Pills, St. Helen’s, Lancashire, England, England, was a cure-all especially for “bilious and nervous disorders.” Items include a few games or amusements, as for example, “Beecham’s Rosette Puzzle.” There is also a receipt for the purchase of Beecham’s Pills by a drug store in 1908. One racist advertisement features a black maid with the caption “What am good for the Missus am good for me.”

Ellimans Universal Embrocation or Elliman’s Royal Embrocation were manufactured by Elliman and Sons & Co., Slough, England. The ads, including seven postcards, featured sports and especially horses and riding. Elliman’s Universal Embrocation was said to provide relief from rheumatism and other aches and pains. Elliman’s Royal Embrocation was used “for Horses, Cattle, and Dogs.”

Eno’s ‘Fruit Salt,’ “the World-Famous Effervescent Saline,” was prepared by J.C. Eno, Ltd, in London. It was said to purify the blood and cure stomach ailments as well as a variety of other ills.

vol. 9  Album 9: Medical politics; radio talks on history of medicine; miscellany

Pamphlets and advertisements against the Wagner-Murray-Dingell Bills
Pamphlets, several including cartoons, by organized medicine and dentistry against President Truman’s national health care plan. The plan is portrayed as “socialized medicine,” “political medicine,” and “strictly un-American.”

Other medical politics
Program of the First Annual Convention of the United Medicine Manufacturers of America, intended “to formulate ways and means to protect the Ready Packaged Medicine Industry,” no date; two pamphlets of the National League for Medical Freedom opposing “medical monopoly,” 1911 and no date; pamphlet titled “The Inoculation Maniac,” ca. 1916, by the California Anti-Vivisection Society, ca. 1915; cartoon on “The War on Quackery”; broadside “Médecins Français!” calling upon physicians to aid the Comité National des Médecins Français to combat insurrection in Algeria, no date.

Radio talks on “Devils, Drugs and Doctors,” by Howard W. Haggard, Yale University
These radio talks were broadcast over CBS in 1931 and sponsored by Eastman Kodak Company. The six pamphlets provide the text of the talks. Haggard was then associate professor of physiology at Yale, and an avid historian of medicine. He was the author of Devils, drugs, and doctors: the story of the science of healing from medicine-man to doctor (New York: Harper and Brothers, 1929).

Miscellany
Two small broadsides related to a meeting of the subscribers of the Bridgnorth Dispensary after the resignation of Mr. Lampet, one of the surgeons at the dispensary, 1817.

vol. 10  Album 10: Commemorative postal stamps, stock certificates; redeemable coupons; and U.S. forms for the use of opium and alcohol in medicine
mostly 20th century
Commemorative postage stamps
Stamps commemorating health-related people and subjects. Most are U.S. They include official “First Day of Issue” pages on commemoratives issued by the U.S. Postal Service as well as full sheets of stamps. Among the persons are Harvey W. Wiley, Harvey Cushing, Joseph Priestley, Charles Drew, and George Papanicolaou. Among subjects are pharmacy, chemistry, osteopathic medicine, health research, and alcoholism.

Stock certificates related to pharmacy
These include shares in drug stores and drug companies, several state certificates registering pharmacies, and one certificate stating that a student had attended lectures at University College, Nottingham. See Box 1, Folders 1-4 for more stock certificates.

Coupons issued by apothecaries, spas, etc.
Coupons are small (ca. 6x9 cm.), mostly German, attractively designed, and dating from the mid-nineteenth to early twentieth century. Each has a monetary unit in pfennigs or marks. Among the coupons is a one dollar “bond” for the Missionary Medical College for Women in Vellore, India.

Official U.S. forms for drug stores’ obtaining opium, or for use by physicians prescribing alcohol during Prohibition
Permission and tax forms for importing and dispensing opium and opium products, according to a law of 1914. Also in this volume are filled examples of “Prescription Blank - National Prohibition Act.” Under Prohibition, physicians were required to fill out a form every time they prescribed alcohol as a medication.

Volume 11: Images and slides on the “medicine show”
Includes copies of photographs of medicine show scenes from the 19th and early 20th centuries, copies of advertisements for Indian-themed products, images and ephemera related to modern re-creations of medicine shows, and correspondence of William H. Helfand on the medicine show exhibit at the Medical Historical Library, Yale, in 1984. There is material in the album on the Kickapoo Indian Medicine Co. (New Haven) and the Oregon Indian Medicine Co. among others. Of note are copies of forms for renting halls or lots for a medicine show to visit a town. Formerly Vol. 89

Volume 12: Prescription envelopes (Receptkuverter) from Swedish and other Nordic pharmacies
Small envelopes, about 8x12 cm., for the return of prescriptions, given by pharmacies to customers. The entire front cover was illustrated, often by an image of the pharmacy, but sometimes by artistic designs. Most of the envelopes in the album are from Sweden but a number are from other Nordic counties (Norway, Denmark, Finland, Iceland). The most recent envelopes are from the 1980s and 1990s.

Volume 13: Nordic prescription envelopes
Approximate size of covers is 8x12 cm.

Volume 14: Nordic prescription envelopes
Swedish and other Nordic apothecary envelopes with attractive designs to hold customer prescriptions after they were filled. Some feature cartoon jokes involving a customer and a pharmacist.
<table>
<thead>
<tr>
<th>vol. 15</th>
<th>Album 15: Prescription envelopes and envelopes for patent medicine samples, United States, Great Britain, and other countries</th>
<th>mostly 20th century</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>The British prescription envelopes typically have the patient’s name written on the envelope. The envelopes that advertise a product, and once contained a product sample, are mostly American. Among these are headache cures, corn removers, and court plasters. One envelope contains a personal folding cup from the Sanitary Drinking Cup Co., Chicago. In the United States, pharmacists retained the prescriptions they filled.</td>
<td></td>
</tr>
</tbody>
</table>

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<thead>
<tr>
<th>vol. 16</th>
<th>Album 16: Miscellany</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Engraving of Dr. Samuel B. Collins, advertisements for his “opium antidote” and other ephemera; portrait photograph of Saide B. Collins; more prescription envelopes; more bookplates; match covers; French cards of famous scientists published by Fernand Nathan; and other advertisements.</td>
<td></td>
</tr>
</tbody>
</table>
## Series II. Loose material in boxes

These materials were donated in folders or in loose form and arranged by the archivist.

<table>
<thead>
<tr>
<th>Container</th>
<th>Description</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 1: Stock certificates for drug companies; photographs of pharmacies and pharmacy schools; miscellany</td>
<td>This loose material has been arranged by the archivist.</td>
<td></td>
</tr>
</tbody>
</table>

<p>| b. 1, f. 1 | Stock certificates for drug companies, A-D Stock certificates for drug or drugstore companies, for example, Rexall. Includes many more obscure companies. Arranged by company name. | 1906–1989 |
| b. 1, f. 2 | Stock certificates for drug companies, E-J | 1920–1971 |
| b. 1, f. 3 | Stock certificates for drug companies, K-P | 1916–1978 |
| b. 1, f. 4 | Stock certificates for drug companies, Q-Z | 1923–1969 |
| b. 1, f. 5 | Photographs of pharmacies (large size sleeves) These are posed professional photographs of the exterior or interior of American pharmacies. Usually the photographs include the proprietor and sometimes staff and customers. Most photographs are contemporary and usually the store is identified. | late 19th century–early 20th century |
| b. 1, f. 6 | Photographs of pharmacies (medium size) Includes a British and a French pharmacy. Some of these photographs are not identified. | late 19th century–early 20th century |
| b. 1, f. 7 | Photographs of pharmacies (small size) | late 19th century–early 20th century |
| b. 1, f. 8 | Photographs: Brooklyn College of Pharmacy The 1893 photograph is of a class visit to the Seabury Pharmaceutical Laboratory. Students and instructors are seated on benches. There are four women and one African-American among them. The 1920s photos show a sports team, a laboratory, pharmaceutical preparations, and a lecture hall. | 1893, 1920s |
| b. 1, f. 9 | Photographs: Other pharmacy schools Faculty of Columbia College of Pharmacy, 1889; band “Pharmaceutican” from the pharmacy school at University of Nebraska, 1928. The latter includes an African American member. | 1889, 1928 |
| b. 1, f. 10 | Photographs: Advertising of products One photo shows a window advertisement for “Celery King”; another shows an advertisement painted on a barn for Dr. Pierce, Buffalo, “Cures Weak Women”; and a third shows a man, posed with one foot on a box from Keystone Drug Co., South Boston, holding up a bottle of medicine. | late 19th century–early twentieth century |
| b. 1, f. 11 | Photographs: Miscellaneous medicine (small size) | late 19th century–early 20th century |</p>
<table>
<thead>
<tr>
<th>Box 1: Stock certificates for drug companies; photographs of pha [...] (continued)</th>
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<tbody>
<tr>
<td><strong>b. 1, f. 12</strong></td>
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<td></td>
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<td><strong>b. 1, f. 13</strong></td>
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<td><strong>b. 1, f. 14</strong></td>
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<td><strong>b. 1, f. 15</strong></td>
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<td><strong>b. 1, f. 16</strong></td>
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<td><strong>b. 1, f. 17</strong></td>
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<td><strong>b. 1, f. 18</strong></td>
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<td><strong>b. 1, f. 19</strong></td>
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<td><strong>b. 1, f. 20</strong></td>
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<td><strong>b. 1, f. 21</strong></td>
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<td><strong>b. 1, f. 22</strong></td>
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<td><strong>b. 1, f. 23</strong></td>
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<td><strong>b. 1, f. 24</strong></td>
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<td><strong>b. 1, f. 25</strong></td>
</tr>
<tr>
<td>Box 1: Stock certificates for drug companies; photographs of pha [...] (continued)</td>
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<td>-----------------------------------------------</td>
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<tr>
<td>b. 1, f. 26</td>
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<table>
<thead>
<tr>
<th>Box 2: Additional loose ephemera</th>
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<td>b. 2, f. 2</td>
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<td>b. 2, f. 7</td>
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<tr>
<td>b. 2, f. 8</td>
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<tr>
<td>b. 2, f. 9</td>
</tr>
<tr>
<td>Page</td>
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<tr>
<td>------</td>
</tr>
</tbody>
</table>
| b. 2, f. 11 | Power & Weightman, Philadelphia, Advertisement for Sulphate of Chinchonia 1855  
Daniel B. Smith, *On the Cheaper Alkaloids of the Cinchonas*, written at the request of Powers & Weightman. Smith had been President of the Philadelphia College of Pharmacy. |
| b. 2, f. 12 | Franklin Ford, Jackson, Michigan, remedies for men ca. 1910  
Two broadsides and a printed letter for remedies for men by Franklin Ford, Jackson, Michigan. These include “Strong Proof that Vitala Cures Men of all Ages.” |
| b. 2, f. 13 | Political pamphlets using medical imagery 1955 and undated  
“Curry,” “L’Homme au cigare entre les dents,” against the Marshall Plan” (1950); and “Cures for What Ails America, Dr. B.M. Goldwater’s All Purpose Defoliation Tonic” (1964). |
| b. 2, f. 14 | Medical and dental humor 1955 and undated  
3 items: *Scartoons/ “by a Bona fide Member of the Mystic Order of the Itching Stitch*” (Boston: Rust Craft Publishers, 1955); *Le Bon Dentiste* (Maison M. Brodard, Montpelier); *Le Charlatan: Conte humoristique*, sold by Louis Conard, Paris. |
| b. 2, f. 15 | *Issue of La Guerre Anti-Tuberculeuse* 1932 April 15  
Popular journal edited by Dr. Victor Simon, Paris. The magazine was the organ of La Ligue Internationale Contre La Tuberculose. |
| b. 2, f. 16 | William H. Helfand correspondence on the “medicine show” 1981–1985  
Folder contains information about re-creations of medicine shows, especially correspondence of William Helfand on the Medicine Show exhibition at the American Place Theatre, 1983, for which Helfand lent materials. There is also correspondence on Helfand’s talks and publications on the medicine show. This material was formerly inserted loose in Album 11. |
| b. 2, f. 17 | Additional materials on the “medicine show” 1976–2007  
Additional images and newspaper articles on modern recreations of medicine shows. This material had been inserted loosely in Album 11. |
| b. 2, f. 18 | Secondary sources on prescription envelopes (Receptkuverter) 1976–2007  
Found loose in one of the albums. |
Selected Search Terms

The following terms have been used to index the description of this collection in the Library's online catalog. They are grouped by name of person or organization, by subject or location, and by occupation and listed alphabetically therein.

Subjects
AIDS (Disease)
Advertising -- Medicine
Asthma -- Treatment
Cancer -- Treatment
Cigarettes -- Great Britain
Deafness
Dentists
Drugs of abuse
Drugstores -- Denmark
Drugstores -- Great Britain
Drugstores -- Sweden
Drugstores -- United States
Electricity in medicine
Hay fever -- Treatment
Health insurance -- Great Britain
Health insurance -- United States
Marijuana
Medicine -- History
Medicine shows
Patent medicines
Pharmacists
Pharmacy colleges
Physicians
Quacks and quackery
Trusses

Corporate Bodies
Beecham’s Pills (Firm)
Elliman, Sons & Co
J. C. Eno Ltd

Genres / Formats
Advertising cards
Albums
Ephemera (general object genre)
Invitations
Photographs
Playing cards
Postage stamps
Postcards
Radio scripts
Slides
Stereoscopic photographs
Stock certificates
Trade cards (advertising)

Names
Haggard, Howard Wilcox, 1891-1959