

# Pharmaceutical and chemical company publications

Pam Coll 16



2024

Yale University  
333 Cedar St.  
New Haven, CT 06520-8014  
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## Collection Overview

**REPOSITORY:** Medical Historical Library, Cushing/Whitney Medical Library  
Yale University  
333 Cedar St.  
New Haven, CT 06520-8014  
203-737-1192  
203-785-5636  
historical.library@yale.edu  
<http://historical.medicine.yale.edu/>

**CALL NUMBER:** Pam Coll 16

**CREATOR:** Ciba Pharmaceutical Company

**TITLE:** Pharmaceutical and chemical company publications

**DATES:** 1902-1971, undated

**PHYSICAL DESCRIPTION:** 1 linear foot (3 boxes)

**LANGUAGE:** English

**SUMMARY:** The collection includes brochures, pamphlets, and promotional materials produced by pharmaceutical companies and chemical companies producing medicines and medical products.

**ONLINE FINDING AID:** To cite or bookmark this finding aid, please use the following link: <https://hdl.handle.net/10079/fa/med.pam.0016>

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## 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 <https://hdl.handle.net/10079/fa/med.pam.0016>.

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

b.      box  
f.      folder

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## Administrative Information

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### Immediate Source of Acquisition

The collection was created by the Medical Historical Library. Provenance for individual items in the collection is unknown.

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### Conditions Governing Access

The collection is open for research.

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## Conditions Governing Use

Copyright status for collection materials is unknown. Transmission or reproduction of materials protected by U.S. Copyright Law (Title 17, U.S.C.) beyond that allowed by fair use requires the written permission of the copyright owners. Works not in the public domain cannot be commercially exploited without permission of the copyright owners. Responsibility for any use rests exclusively with the user.

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## Scope and Contents

The collection includes brochures, pamphlets, and promotional materials produced by pharmaceutical companies and chemical companies producing medicines and medical products.

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## Arrangement

The collection is arranged in alphabetical order by company name.

## Collection Contents

b. 1, f. 1	Abbott Laboratories, Chicago, Illinois Promotional materials for pentothal sodium, includes 1 brochure and 11 faux vacation postcards mailed to physicians.	1953-1961, undated
b. 1, f. 2	Arlington Chemical Company, Yonkers, New York 1 pamphlet on plants which cause hayfever, includes section on Arlco-pollens "originated to make possible the scientific study of hayfever" with a product list and a list of proteins for cutaneous tests.	1925
b. 1, f. 3	Bilhuber-Knoll Company, Jersey City, New Jersey 1 brochure with anatomical plates of the circulation, nervous system, muscles, and skeleton advertising bromural, dilaudid, metrazol, octin, oenethyl, and theocalcin, 3 separate pages of anatomical plates of the circulatory system and nervous system.	undated
b. 1, f. 4	Boericke and Runyon, New York, New York 1 pamphlet with catalogue and price lists of tinctures, tablets, medicine cases, and other materials for physicians	undated
b. 1, f. 5	Bristol Laboratories, New York, New York 1 pamphlet on the serum treatment of syphilis with sections on "the story of anti-syphilitic serum," "remarks on the claims for anti-syphilitic serum," and "instructions for using anti-syphilitic serum"	1904
b. 1, f. 6	Burnham Solube Iodine Company, Boston, Massachusetts 1 pamphlet on iodine therapy and using Burnham's soluble iodine to treat high blood pressure, goiter, tertiary syphilis, chronic rheumatism and rheumatoid arthritis, chronic bronchitis, broncial asthma and certain infections	1934
b. 1, f. 7	Burroughs Wellcome and Company, Tukahoe, New York and Burlingame, California 1 pamphlet with treatments for leukemia	1963
b. 1, f. 8	Chicona Products Institute, Incorporated, New York, New York 1 pamphlet on quinine and malaria and the examination of blood	1941
b. 1, f. 9	Ciba Pharmaceutical Products, Incorporated, Summit, New Jersey 8 brochures shaped like organs (the testicle, the uterus and fallopian tubes, the stomach, the heart, the kidney, the lungs, and the ovary) with illustrations of the outside of the organs and pharmaceutical products targeting them on the outside, and illustrations of the inside of the organs and descriptions of their anatomy on the inside flaps	1938
b. 1, f. 10	Ciba Pharmaceutical Products, Incorporated, Summit, New Jersey 7 brochures on the major pathology of the lungs, endocrine physiology in the female, small intestine, heart and aorta, nose and accessory sinuses, testicle and prostate with full color anatomical plates describing conditions and pharmaceutical treatments, 1 brochure on matendren linguets for treating liver disease, 1 pamphlet on epilepsy and elipten	1940-1946, undated

b. 1, f. 11	Colorado Serum Company Institute, Denver, Colorado 1 pamphlet catalogue of products including animal blood, washed pooled blood cells, tissue culture products, bovine fetal serum, balanced salt solutions, material for fluorescent antibody technic, and whole serum anti-serum	undated
b. 1, f. 12	Commercial Solvents Corporation Pharmaceuticals, New York, New York 1 pamphlet on penicillin therapy and clinical applications in internal medicine, venereal and genitourinary diseases, otorhinolaryngology and ophthalmology, dermatology, surgery, and gynecology	1948
b. 1, f. 13	Dios Chemical Company, St. Louis, Missouri 6 pamphlets on bromine, diagnosis and treatment of neurological conditions (including neurasthenia, hysteria, insomnia, epilepsy, menopause neuroses, chronic alcoholism), the history of bromide therapy, stories about difficulties facing young doctors starting their practice (including advice on marriage and dealing with women) with small notes on prescribing pharmaceutical treatments, syndromes and signs of nervous diseases, and guides to the diagnosis of nervous diseases	1934-1940, undated
b. 1, f. 14	Doho Chemical Corporation, New York, New York Foldout of nasal anatomy advertising rhinalgan	1951
b. 1, f. 15	Eaton Laboratories, Norwich, New York 5 pamphlets with vignettes of medical histories of Benjamin Franklin, Napoleon Bonaparte, W.A. Mozart, General John J. Pershing, and Henry VIII	1964-1971
b. 1, f. 16	Eli Lilly and Company, Indianapolis, Indiana 2 pamphlets advertising Eli Lilly products, including oxyl-iodide, iletin, liquid blaud, coco-quinine, and coco-vitamin, foldout announcing the rabies vaccine, diphtheria antitoxin, and smallpox vaccine	undated
b. 1, f. 17	F. Hoffman-La Roche Chemical Works, Basel, Switzerland 1 pamphlet in German on thiocol as an antidiarrhetic and treatment for tuberculosis and 1 pamphlet of "The Conquest of Pain," a one-act drama with the characters of Pain, Dentists, Patients, General Anesthesia, Ether, Chloroform, Nitrous Oxide, Local [Anesthesia], and Cocaine	circa 1902-1924
b. 1, f. 18	Frederick Stearns and Company, Detroit, Michigan 1 pamphlet advertising neo-synephrine hydrochloride for nasal decongestion	undated
b. 1, f. 19	G.D. Searle and Company, Chicago, Illinois 1 calendar with medical plates of pylorospasm, the inner ear, the small intestine, and the biliary system; 1 set of the same plates without the calendar; 1 brochure advertising ketochol to control drainage of the hepatobiliary tract; 1 pamphlet with excerpts from medical literature on using diodoquin to treat amebiasis; 2 pamphlets advertising alidase for hypodermoclysis; 1 pamphlet with illustrations of the digestive tract and ads for various medicines to treat issues with digestion, asthma, amebiasis, and bacterial infections	circa 1942-1950
b. 2, f. 1	G.W. Carnrick Company, New York, New York 1 page of "single gland products" with order form on the back and 1 pamphlet with articles on and treatments for metabolism	1920

b. 2, f. 2	The Harrower Laboratory Incorporated, Glendale, California 1 pamphlet on hormones in relation to the ovaries, mucous colitis and dysovarism, hyperthyroidism, stomach issues, adrenal therapy for drug addicts, and premature sexual impotence	1928
b. 2, f. 3	Hectine Laboratories, Villeneuve-la-Garenne, France 1 page with excerpt from "The Action of Certain New Arsenical Compounds in the Therapeusis of Malaria," 1 pamphlet on using Hectine and Hectargyre to prevent and cure syphilis	circa 1911
b. 2, f. 4	H.K. Mulford Company, Philadelphia, Pennsylvania 1 pamphlet of Mulford's Working Bulletin No. 2, 5th edition on Tuberculin and Tuberculin therapy, 1 page advertising how a team of dog sleds brought Mulford Super-Concentrated Diphtheria Antitoxin to Nome, which was snowed-in and dealing with a diphtheria epidemic	1911-circa 1925
b. 2, f. 5	Hudson Vitamin Products, Incorporated, New York, New York Brochure on new vitamin products, including types of aspirin, dermatological ointments, and sweetners	undated
b. 2, f. 6	Lederle Laboratories, New York, New York 1 pamphlet on hetrazan and treating loa loa infections, onchocerca volvulus infections, ascariasis, and parasitic nematodes, 1 bulletin on the reduction in price of aureomycin, 1 pamphlet in Spanish on complicating factors of vitamin B, 1 laminated page with table of dosages of aureomycin, 1 bulletin on the toxemias of pregnancy with four medicines for diphtheria, tetanus, whooping cough, powdered penicillin, and vitamin supplements	1950, undated
b. 2, f. 7	Loeser Laboratory, New York, New York 1 pamphlet on parenteral sulphur therapy, including treatments for arthritis, lesions of the central nervous system, psychosis, and peripheral vascular disease	undated
b. 2, f. 8	Mead Johnson and Company, Evansville, Indiana Four postcards with fish on the front advertising fish liver oil to treat rickets, tetany, and osteomalacia	circa 1936
b. 2, f. 9	Merck and Company, Incorporated, Rahway, New Jersey 1 pamphlet on the treatment of war injuries, including traumatic shock, war wounds, burns, and poison gas casualties, 1 foldout brochure on erythrol tetranitrate with illustrations of the nervous system, heart and tissues with blood vessels, 1 pamphlet with a progress report on cortisone, 1 pamphlet advertising Merck's methods	1942
b. 2, f. 10	The Newskin Company, Brooklyn, New York 1 pamphlet on New-Skin, a liquid which forms a waterproof surface, and its applications for surgery, general medicine, and laboratories	circa 1942
b. 2, f. 11	Parke, Davis and Company, Detroit, Michigan 1 brochure advertising mapharsen as a spirocheticidal treatment for syphilis	undated
b. 2, f. 12	Petrolagar Laboratories, Incorporated, Chicago, Illinois 3 pamphlets with color illustrations of the anatomy and conditions affecting the large bowel, digestive tract, and lower bowel, rectum, and anal canal.	circa 1938, 1941

b. 2, f. 13	Pfizer Laboratories, Brooklyn, New York 2 pamphlets with with anatomical and pathological transparencies, one for chronic pulmonary tuberculosis and one for the head and neck, 1 pamphlet advertising asthma treatments Marax and Atarax using histories of medicine in Babylon and Pergamum, including replicas of coins from those regions	undated, 1967
b. 2, f. 14	Reed and Carnrick 1 pamphlet with anatomical plates advertising trophonine and protonuclein	circa 1903
b. 2, f. 15	The Robin Laboratories, Bourges 1 pamphlet advertising bismuthoidol to treat syphilis	undated
b. 2, f. 16	S.B. Penick and Company, New York, New York 1 pamphlet on neomycin, an antibiotic, its chemical and pharmacological propoerties, and clinical and veterinary applications	1954
b. 2, f. 17	Schering Corporation, Bloomfield, New Jersey 7 pamplets with illustrations of normal and abnormal conditions for pelvic anatomy, the genitourinary tract, arthritis, cardiopulmonary disorders, female pelvic and obstetrical anatomy and male genitalia, rheumatism, and EENT (eye, ear, nose, and throat) disorders, 1 page advertising sulfadiazine as a treatment for pneumonia	circa 1947-1958
b. 2, f. 18	Sharp and Dohme, Baltimore, Maryland 1 pamphlet advertising hexylresorcinol solution to treat burns and scalds, 1 pamphlet on various products to treat whooping cough, allergies, Parkinson's disease and more, 1 pamphlet with products to treat infectious diseases, including diphtheria, scarlet fever, smallpox, typhoid fever, tetanus, whooping cough, the common cold, and influenza	circa 1927-1946
b. 3, f. 1	Smith, Kline, and French Laboratories, Philadelphia, Pennsylvania 1 pamphlet advertising compazine as an antiemetic and a tranquilizer to treat anxiety and mood disorders, 1 page advertising compazine as both a long-term and short-term therapy	1957
b. 3, f. 2	Winthrop Laboratories, New York, New York 1 brochure advertising prontosil and prontylin as treatments for gonorrhea, 1 pamphlet advertising avertin as a basal anesthetic for rectal administration, 1 pamphlet with instructions for treatment of patients who have overdosed on their products, 1 pamphlet of an annotated bibliography of penicillin literature	circa 1930-1965
b. 3, f. 3	W.M. S. Merrell Company, Cincinnati, Ohio 1 pamphlet with humourous combinations of pictures and text on doctors and patients with an advertisement for bentyl at the end, which was supposed to treat smooth muscle spasms	undated



## **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.

### **Genres / Formats**

Advertisements -- Medicine

### **Subjects**

Drugs -- Prescribing

Pharmaceutical industry -- United States

### **Contributors**

Ciba Pharmaceutical Company

G.D. Searle & Co

Lederle Laboratories

Merck & Co

Pfizer Laboratories

Winthrop Laboratories, Inc.