

Medical trade card collection

Pam Coll 6



by Toby A. Appel

2013

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Collection Overview

REPOSITORY: Medical Historical Library, Cushing/Whitney Medical Library
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CALL NUMBER: Pam Coll 6

CREATOR: Helfand, William H., collector

TITLE: Medical trade card collection

DATES: ca. 1872-1958

BULK DATES: 1885-1910

PHYSICAL DESCRIPTION: 2.5 linear feet (5 boxes)

LANGUAGE: Most of the Liebig's Extract of Meat Company trade cards are in French. Some Liebig cards are in German, Italian, Dutch, and English, in that order of frequency. Trade cards from other companies are mostly in English.

SUMMARY: This collection contains about a thousand chromolithograph advertising trade cards related to health, nutrition, and remedies, published from the late nineteenth to the early twentieth century. The majority of the trade cards were produced by the Liebig Extract of Meat Company, Antwerp, Brussels, founded in 1865. Other trade cards in the collection were distributed mostly by American patent medicine manufacturers.

ONLINE FINDING AID: To cite or bookmark this finding aid, please use the following link: <https://hdl.handle.net/10079/fa/med.pam.0006>

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.0006>.

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

b. box
f. folder

Administrative Information

Immediate Source of Acquisition

This collection is the gift of William H. Helfand. The Liebig's Extract of Meat cards were donated in 2013. The other medical trade cards were donated prior to 1994, with the exception of the cards on the life of

Louis Pasteur, which were donated in 2013. A few cards relating to Connecticut patent medicines were purchased.

Conditions Governing Access

The materials are open for research.

Conditions Governing Use

Yale does not own copyright. Almost all of the medical trade cards, except the few published in the 1950s, are in the public domain.

Scope and Contents

Trade cards were small and attractive paper cards used by companies to market their products. They were distributed by stores where the products were sold. Most are chromolithographs. The first series contains about a thousand trade cards produced by Liebig's Extract of Meat Company of Antwerp, Belgium. Co-founded and named after the organic chemist, Justus von Liebig, in 1865, the company manufactured jars of "meat extract" from cattle in Fray Bentos, Uruguay. The cards cover a wide range of subjects, among them geography, peoples of the world, costumes, customs, natural history, and the arts. They are organized alphabetically by subject. The second series contains cards primarily by American makers of patent medicines and other health products. They are arranged by company name or, if absent, by product name.

Arrangement

This collection is organized into two series: 1. Liebig's Extract of Meat Company. 2. Other medical trade cards.

Collection Contents

Liebig's Extract of Meat Company, 1872–1955, bulk 1880–1910

The vast majority of the Liebig cards are in French. They may have been distributed in Belgium where the Liebig Company was located, or in France. Other languages represented are German, Italian, Dutch, and English.

In 1840 the famous German organic chemist, Justus von Liebig (1803-1873) invented an extract of meat which he hoped would provide a cheap substitute for meat for the poor and malnourished. But British beef was too expensive to produce a cheap extract, so the extract was initially sold as a tonic. A Belgian engineer, George Christian Giebert, approached Liebig with the idea of manufacturing the extract in South America where beef was plentiful and often wasted when cows were slaughtered for making leather. They established the Liebig Extract of Meat Company in December, 1865, and set up manufacturing in Fray Bentos, Uruguay. The extract, sold in opaque glass jars, was marketed for the malnourished but also as an ingredient for cooking. It became extremely popular. A descendent of the product is still sold as Oxo beef bouillion. The company produced a variety of illustrated advertisements, but its is especially noted for its trade cards, which were produced in multiple sets of six cards each year from 1872 to 1962. During most of the time the cards were produced, the Liebig Company was located in Antwerp, Belgium.

Each set or series of Liebig trade cards typically consisted of six chromolithographed trade cards distributed to those who purchased the product. Subjects of the card sets ranged widely including (but not limited to) famous people, geographic features of the earth, towns, buildings, costumes and customs of people of the world, inventions, natural history, industry, and all variety of arts. The collection contains about 900 cards arranged alphabetically by subjects assigned by the archivist. Subjects of folders overlap, but all cards in a given series are kept together. The cards sets were named and dated using the extensive website of the Belgian dealer, Albert Vandenbosch of Collectomania <http://www.chromo.be/> Unnamed sets that have been given a provisional name on the Collectomania website are noted in parentheses. Cards were printed in several European languages, depending on the set. See Language note.

b. 1, f. 1	Africa French 13 cards in French from the sets "Au Transvaal" (1899), "Colonies allemandes" (1900), and "Vues au Maroc" (1906).
b. 1, f. 2	Agriculture 8 cards in French, German, and Italian from the sets "Ausländische Culturpflanzen" (1898), "La Culture du tabac a Sumatra"/ "Coltivazione del tabaco a Sumatra" (1902), and "Le Pain" (1902).
b. 1, f. 3	"Alpine maneuvers" 6 cards in French from "Manoeuvres alpines" (1903).
b. 1, f. 4	The Alps - Flora and fauna 11 cards in French and German from the sets "Fleurs alpines"/ "Alpenblumen" (1896) and "(Les Alps suisse)" (1903).
b. 1, f. 5	Animals 18 cards in French and Dutch from the series "Le Pigeon-voyageur" (1902), "Races bovines" (1897), "Races de poules" (1897), "(Dieren uit de gescheidenis)" [Celebrated animals] (1904), "Serpents venimeux" (1903), "(Scènes comiques d'animaux)" (1896), "Matières premières pour l'habillement" (1907), and cards in French from a set on beasts of burden in various places.

b. 1, f. 6	<p>Antiquity</p> <p>5 cards in French and German from "Habitations dans l'antiquite" (1907), "Ulysse" (1886), "L'Ecole"/"Die Schule" (1901) and "(Repas and festins/ Banquets)" (1903).</p>
b. 1, f. 7	<p>The Arts and artists</p> <p>6 cards in French from "(Arts)" (1896) [putti representing the various arts] and from "La Vie de Rembrandt" (1906).</p>
b. 1, f. 8	<p>Atmospheric lights/effects</p> <p>7 cards in French and German from "Effets lumineux" / "Lichterscheinungen" (1897).</p>
b. 1, f. 9	<p>Authors</p> <p>12 cards in French from "Poètes célèbres" (1899) and an unidentified set on French authors including Voltaire, Molière, Corneille, etc.</p>
b. 1, f. 10	<p>Balloons, Hot air</p> <p>6 cards in French from the set "L'aérostation" (1900) showing various hot-air balloons, and "Aventure d'un cerf-volant" (1901) showing a balloon.</p>
b. 1, f. 11	<p>Bible stories</p> <p>11 cards in French, Italian, and English from the sets "(Histoire biblique)" (1884) and "(Histoire biblique)" (1890).</p>
b. 1, f. 12	<p>Birds</p> <p>12 cards in French from the sets "Les Passereaux" (1899), "Dans le monde des oiseaux" (1900), and "(Oiseaux et fleurs exotiques)" (1897), and one card on "Cygnes" [swans] from an unidentified set.</p>
b. 1, f. 13	<p>The Book - Reading</p> <p>Six-card set in French "(Le Livre)" (1898) on reading different kinds of books.</p>
b. 1, f. 14	<p>Bridges</p> <p>8 cards in French and German from "Ponts remarquables" (1899) and from unidentified sets. One card is of the Brooklyn Bridge.</p>
b. 1, f. 15	<p>Butterflies</p> <p>10 cards in French and German from the set "Papillons de nuit de l'Europe centrale"/ "Nachtfalter Mittel-Europa's" (1899).</p>
b. 1, f. 16	<p>Capital cities</p> <p>4 cards in French from "Vues de capitales" (1905).</p>
b. 1, f. 17	<p>Castles</p> <p>6 cards in French from "Châteaux royaux de Bavière" (1898).</p>
b. 1, f. 18	<p>Children 1</p> <p>23 cards in French, German, and Dutch from the sets "Heureuse jeunesse"/ "Glückliche Jugend" (1898), "Brigade culinaire"/ "Jüngstes-Küchen-Aufgebot"/ "Jongste keukenschutterij" (1898), and "Histoire naturelle enfantine" (1899).</p>

b. 1, f. 19	Children 2 12 cards in French from the sets "Petits campagnards" (1901), "Ce que les enfants vont chercher dans la forêt" (1901) and "(Armée enfantine)" (1900).
b. 1, f. 20	China 7 cards in French (one duplicate) from "(Scènes de la Chine)" (1901).
b. 1, f. 21	Christmas 6 cards in French from "L'arbre de Noël " (1901) and "Noël" (1895).
b. 2, f. 1	Circus 12 cards in French from "Jeux de cirque" (1899) and "Théâtre de divertissements" (1897).
b. 2, f. 2	Colors 6 cards in French from "Les couleurs de l'arc-en-ciel" (1901).
b. 2, f. 3	Constellations 7 cards in French from "Constellations" (1903) and "Les Signes du Zodiaque" (1897).
b. 2, f. 4	Costumes/uniforms Many Liebig sets feature national and regional dress. In this folder there are 5 cards in French and German from "Costumes militaires de différentes époques" (1900), "(Uniformes de diverses armées)" (1899), and "Die Maske" (1912).
b. 2, f. 5	The Crusades 9 cards in French and Dutch from two separate sets both listed as "(Croisades)" / "(Kuistocht)" (1897).
b. 2, f. 6	Dances 17 cards in French from the series "La Dance a différentes époques" (1904), "(Danses nationales)" (1900), "Sport - grand ballet de Manzotti" (1888), and "En Roumanie" (1905) [card illustrating the national dance of Romania].
b. 2, f. 7	Dogs French cards from "(Races des chiens)" (1900).
b. 2, f. 8	Dreams 6-card unidentified set in French on the dreams of various people (baby, cook, scholar, etc.).
b. 2, f. 9	Duels 6-card set in French, "(Duels)" (1899).
b. 2, f. 10	Easter and Pentecost 6 cards in French, German, and Italian from "Coutumes de pentecôte"/ "Costumi di pentecoste"/ "Pfungstgebräuche" (1902) and "Ostergebräuche" (1901).
b. 2, f. 11	Festivals and carnivals 19 cards in French, Italian, and English from the sets "Fetes masquées populaires" (1899), "Fêtes dans l'antiquité" (1908), "Le Carnaval de Rome" (1897), "Sérénades de carnaval" (1898), "Le Carnaval en Italie"/ "Carnival Costumes in Italy" (1891), "(Déguisements italiens)" (1889), and "Fêtes napolitaines" (1900).

b. 2, f. 12	<p>Geography - The Greatest series</p> <p>6 cards in French and German from "(Phénomènes naturels)" / "(Naturwunder)" (1897). This series includes the biggest tree, largest grotto, longest river, etc. There are several other folders on geographical features such as lakes, rivers, mountains, grottos, and waterfalls.</p>
b. 2, f. 13	<p>Geothermal sites</p> <p>4 French and Italian cards from the set "(Volcans et geysers)" (1900)</p>
b. 2, f. 14	<p>Gorges and mountain passes</p> <p>6 cards in French from "Cols et défilés remarquables" (1902).</p>
b. 2, f. 15	<p>Grottos and rock formations</p> <p>13 cards in French and Italian from "Grottes célèbres" (1900), "Rochers remarquables" (1902), and an unidentified card illustrating the Badlands of the Dakotas.</p>
b. 2, f. 16	<p>Hunting and fishing</p> <p>5 cards in French from "(Chasses)" (1895) and from unidentified sets illustrating fishing.</p>
b. 2, f. 17	<p>Industries</p> <p>17 cards in French and Italian from the sets "Il Sale"/"Le sel" (1901), "Trésors de la terre"/"Il tesori della terra" (1900), and L'Industrie du verre" (1900).</p>
b. 2, f. 18	<p>Italy - Provinces and history</p> <p>9 cards in French and German from "Provinces d'Italie"/"Italienische Provinzen" (1898), "Milan à travers les âges" (1930), and "Cortèges" (1904) [a card illustrating the marriage of the Doge of Venice]. See under "Women" for Provinces of France and Spain and Cantons of Switzerland.</p>
b. 2, f. 19	<p>Japan</p> <p>7 cards in French from "Au Japon" (1896), and "(Lune et Japonaise)" (1884).</p>
b. 2, f. 20	<p>Knights and Orders of various nations</p> <p>13 cards in French and German from "(Ordres honorifiques)" (1897 and 1899), "Grandes capitaines" (1902), and an unidentified set.</p>
b. 2, f. 21	<p>Lakes</p> <p>5 cards in French from "Lacs renommés" (1901), and an unidentified set with an image of Lake Ceresio, Switzerland.</p>
b. 3, f. 1	<p>Marriage</p> <p>5 cards in French and German from "Coutumes de mariage"/"Hochzeitsgebräuche" (1901) and "(Situations comiques)" (1899).</p>
b. 3, f. 2	<p>Men of various nationalities, alphabetically</p> <p>11 cards in French and German from "(Alphabet - hommes)." There are two letters representing locations on each card. Missing E-F and W-X. See folder under "Women" for a similar set.</p>
b. 3, f. 3	<p>Military maneuvers</p> <p>8 cards in French, Italian, and German from "Manoeuvres navales" / "Bilder aus dem Seemanöver"/"Manovre navali" (1901) and "Scènes de manoeuvres" (1896).</p>

b. 3, f. 4	Military - Special forces 5 cards in French and Italian from "Corps spéciaux" / "Corpi speciali" (1897).
b. 3, f. 5	Mushrooms 11 cards in French from "(Champignons)" (1897) and "Champignons comestibles" (1900).
b. 3, f. 6	Musicians and musical instruments 8 cards in French from "Petits musiciens ambulants" (1896) and "Instruments de musique nationaux" (1898).
b. 3, f. 7	Natural history 15 cards in French, German, and Dutch from "Arbres de différente latitude" / "Die Baumwelt vom Äquator bis zum Nordcap" (1897), "A travers champs et forêts" (1900), "La Flore dans les déserts" (1908), "Nuttige insecten" (1903), "Histoire naturelles de quelques épices" (1953), "Fleurs des bois" (1953), and "Plantes grimpantes" (1955).
b. 3, f. 8	Novels - Scenes from 17 cards in French from "Les Trois mousquetaires" (1900), "Scènes des oeuvres de Fenimore Cooper" (1896), and "Don Quichotte" (1898). See also folder "Stories/tales - Scenes from."
b. 3, f. 9	The Netherlands 5 cards in French from "Scènes hollandaises" (1901).
b. 3, f. 10	Opera scenes 21 cards in French and German "Johann Strauss" / "Johann Strauss" (1901), "Fidelio" (1901), "Le Prophète" / "Der Prophet von Meyerbeer" (1897), "Tannhäuser" (1896), "Guillaume Tell" (1900) and "Noces de Figaro" (1905).
b. 3, f. 11	Pacific island countries 11 cards in French and Italian from "Aux îles Samoa" / "Alle isole samoa" (1901), and "Aux îles Philippines" (1900). and "(Bateaux)" (1903) [boat from Fiji].
b. 3, f. 12	Peoples of the world Many Liebig sets are based on cultural practices in various regions of the world. Many other folders in this collection could fit under this general rubric. In this folder, there are 15 cards in French, Italian, and German from "La Terre et ses habitants" / "La Terra ed i suoi populi" (1900), "Scène de rue" (1901), "Nomadenvölker" (1903), "Cuba" (1899), "Plantes sacrées" (1911), "(Timbres-poste) (Europe)" (1900), "(Timbres-poste) (outremer)" (1899), and an unidentified card showing a street scene in Shanghai.
b. 3, f. 13	Plays - Scenes from 16 cards in French and German from "Cyrano de Bergerac" (1900), "Richard III de Shakespeare" / "Richard der Dritte v. Shakespeare" (1899), "Hamlet d' Ambroise Thomas" (1900), "Tragédies célèbres" (1906), and "Deutsche Bühnendichter" (1897).

b. 3, f. 14	<p>Query series - Who is/are? Where is/are?</p> <p>These are unnamed series that show captioned scenes and ask who or where something is. They include cards in French, German, and Dutch from the series "(Images à chercher)23" (1899) showing Dutch children, "(Images à chercher)21" (1899), "(Images à chercher)20" (1898) showing children playing games, "(Images à chercher)19" (1896), and "(Images à chercher)3"/ "Vexierbilder XI" (1892) showing young women in circular frames.</p>
b. 3, f. 15	<p>Recreations/ Pastimes</p> <p>9 cards in French from "Distractions mondaines du temps jadis" (1901), "Jeux cyclistes" (1901), and "Le Cours de la vie" (1901).</p>
b. 3, f. 16	<p>Rivers and canals</p> <p>17 cards in French from "Fleuves de l'Europe" (1899), "Le Cours du Danube" (1899), "Le Rhin dans l'histoire" (1901), "Canaux" (1903), and from identified sets showing a man and women, a river, and a bridge; and a boat on the Nile. See also folder "Bridges".</p>
b. 3, f. 17	<p>Royalty</p> <p>11 cards in French, German, and Dutch from "(Histoire de France)3" (1898), "(Histoire de France)" [4] (1900), "Princesses célèbres" (1897), and an unidentified set on activities during reigns of kings of France.</p>
b. 4, f. 1	<p>Scientists, inventors, and inventions</p> <p>3 cards in French and German from "(Savants et inventeurs)1" (1899), "Zur Geschichte der Telegraphie" (1897), and "Savants et inventeurs Belges de grande renommée" (1954).</p>
b. 4, f. 2	<p>Sculptors</p> <p>5 cards in German, French, and Italian from "Berühmte Bildhauer"/ "Sculpteurs célèbres"/ "Scultori celebri" (1897).</p>
b. 4, f. 3	<p>The Sea and voyages of discovery</p> <p>5 cards in French and German from "(Golfes)" [card on the Gulf of Venezuela] (1903), "La Découverte de la route des Indes"/ "Die Entdeckung des Seewegs nach Indien" (1896), and "Sauvetage sur mer" (1899).</p>
b. 4, f. 4	<p>Sea creatures</p> <p>6 cards in French from "Au fond de la mer" (1899).</p>
b. 4, f. 5	<p>Seasons</p> <p>6 cards in French from "Plaisirs d'été et d'hiver" (1897). See also folder, "Recreations."</p>
b. 4, f. 6	<p>The (five) Senses</p> <p>8 cards in French and German from "Les cinq sens"/ "Die fünf Sinne" (1897).</p>
b. 4, f. 7	<p>Shells</p> <p>7 cards in French and German from "Coquillages" (1897).</p>

b. 4, f. 8	<p>Short story sets 1</p> <p>These are Liebig sets that tell a short and amusing story in six cards. These sets have captions but no overall titles. The folder contains 25 cards in French from "(Le Restaurateur et son cuisinier)" (1901), "(Les Gendarmes bernés)" (1896) [on children and thievery], "(Le Chien savant)" (1899), "(Scènes de chasse)" (1898), and "(Les Bulles de savon)" [on African boys and an elephant] (1899).</p>
b. 4, f. 9	<p>Short story sets 2</p> <p>These are humorous stories about children told in six numbered cards. Included are 16 cards in French from "(Marchands de ballons...)" (1899), "(Les Boules de neige)" (1897), and "(La Première pipe)" (1897).</p>
b. 4, f. 10	<p>Spas</p> <p>4 cards in French, German, and Italian from "(Villes d'eau)" / "(Berühmte Landbäder)" / "(Citta' balneari famose)" (1901).</p>
b. 4, f. 11	<p>Stories/tales - Scenes from</p> <p>These are illustrations from famous stories. The folder contains 15 cards in French and German from "(Sindbad le marin)" (1900), "(Le Moineau à la langue fendue (Conte japonaise))" (1901), "(Le Pauvre pêcheur...)" (1900), "(La Jérusalem délivrée)" (1910), and "(Die sieben Raben und die treue Schwester)" (1903).</p>
b. 4, f. 12	<p>Town Halls</p> <p>5 cards in French from "(Hôtels de ville Allemands)" (1896).</p>
b. 4, f. 13	<p>Towns</p> <p>11 cards of views of towns/cities with large initials corresponding to town name.</p>
b. 4, f. 14	<p>Transportation, Modes of</p> <p>11 cards in German and French from "(Wie man reist)" / "(Mode de voyager)" (1899) and "(Strassenbahnen einst und jetzt)" (1918). One card in the latter series refers to Oxo Bouillon.</p>
b. 4, f. 15	<p>Wars</p> <p>13 cards in French, German, and Italian from "(Scènes de guerre au moyen age)" / "(Kriegführung im Mittelalter)" / "(Scene guerresche nel Medio Evo)" (1901), "(La Conquête du Mexique)" (1896), and "(Canons)" (1903).</p>
b. 4, f. 16	<p>Waterfalls</p> <p>8 cards in French and Italian from "(Chutes d'eau)" / "(Cascate celebri)" (1899).</p>
b. 4, f. 17	<p>Whaling</p> <p>6 cards in Dutch and German from "(Whalvischvangst)" / "(Walfischfang)" (1899).</p>
b. 4, f. 18	<p>Women of Provinces in France and Spain and Cantons in Switzerland</p> <p>19 cards in French and Italian from "(Provinces de France / "Provincia Francesi)" (1896), "(Provinces de France)" (1897), "(Provinces d'Espagne)" / "(Provincia di spagna)" (1898), and "(Cantons Suisses)" (1888). See also folder "Italy - Provinces and history." In the series on Italy, women in costume are not the central focus of the cards.</p>
b. 4, f. 19	<p>Women of various nationalities</p> <p>11 cards in French featuring heads of costumed women from various localities from the sets "(Femmes asiatiques)" (1900) and "(Femmes et enfants)" (1896).</p>

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- b. 4, f. 20 Women of various nationalities, alphabetically
10 cards in French from "(Alphabet - femmes)" (1900). There are two letters of the alphabet corresponding to nationalities on each card. Missing Q-R, U-V, W-X. See also the folder, "Men of various nationalities, alphabetically."
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- b. 4, f. 21 Miscellany
10 cards in French, German, and English mostly from unidentified sets. Included is a card showing a family gathering for a meal from "(Images avec sujets diversés)" (1872), and two cards in English with people wearing or interacting with large jars of Liebig's Extract "(Images avec sujets diversés)" (1882). The four cards in English state how many millions of jars have been sold annually.
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Other medical trade cards

Most of the cards are in English. The cards illustrating the life of Pasteur are in French.

Almost all the cards in this series advertise American patent medicines or particular drugstores. They vary in size and shape. Of special note are a series of cards on the life of Louis Pasteur distributed by a French chocolate company. Most of the cards are undated and were likely printed in the late nineteenth century.

Most of these trade cards were donated by William H. Helfand before 1994. A few, related to Connecticut companies, were purchased since 1994.

This series is arranged in alphabetical folders by company name or, if absent on the cards, the product name.

b. 5, f. 1	Dr. J.C. Ayer & Co. Dr. J.C. Ayer & Co. of Lowell, Massachusetts, produced a large number of chromolithograph trade cards. The collection contains 16 cards advertising Ayer's Sarsaparilla, Ayer's Hair Vigor, Ayer's Cherry Pectoral, Ayer's Cathartic Pills, and Ayer's Ague Cure. One card shows a black doctor with two black children.
b. 5, f. 2	A 7 cards for Auburn Drug and Chemical Company, Auburn, Maine ("Kilbourne's Pain Stop"); Avery Lactate Co., Boston ("Lactart"); Alexander Medicine Co., New York; Dr. Addison's ("Cough Balsam," "Condition Powder"); and Dr. E. C. Abbey, Buffalo, N.Y. (book on the sexual system, and "Cutavaco," a patent medicine).
b. 5, f. 3	B 3 cards advertising Brown & Maybury, Druggists, Cortland, N.Y., and "Boschee's German Syrup and Green's August Flower."
b. 5, f. 4	Chocolaterie d'Aiguebelle - Pasteur cards 8 cards in French illustrating the life of Louis Pasteur (1822-1895) distributed by the Chocolaterie of Aiguebelle (Monastère de la Trapp-Drome), France.
b. 5, f. 5	C 6 cards by Chesebrough Manufacturing Co., New York (Vaseline); "Compound Extract Hops"; and Carter Medicine Co., New York (Carter's Iron Pills).
b. 5, f. 6	D-F 10 cards by Dr. M. D. Dennis, New York ("Dr. Dennis' System Renovator & Blood Purifying Syrup," "Dr. Dennis' Anti-Bilious Sugar-Coated Pills," "Dr. Dennis' Catarrh Remedy"); De Ricolès, Paris ("Alcool de Menthe"); Mrs. Dinsmore ("Cough & Croup Balsam"); "Dalley's Magical Pain Extractor"; A. Fenner, Pharmacist, Providence ("Botanic Cough Syrup"); and Seth W. Fowle & Sons, Boston ("Wistar's Balsam of Wild Cherry").
b. 5, f. 7	G 7 cards advertising "Dr. Grosvenor's Liveraid," "Gray's Syrup of Red Spruce Gum," and "Dr. Groves Anodyne for Infants" (Henry G. Hall, Apothecary, Waltham, Mass.)
b. 5, f. 8	C. L. Hood & Co. 5 items by C. L. Hood & Co., Apothecaries, Lowell, Mass. They advertise Hood's Sarsaparilla and Hood's Vegetable Pills.

b. 5, f. 9	H	19 cards by C. S. Hardy & Co. ("Laxina"); E. Hartshorn & Sons, Boston ("Dr. Hartshorn's Cough Balsam", "Hartshorn's Sarsaparilla & Iron"); D. A. Harvey & Co., Enosburgh Falls, Vt. ("Kendall's Kidney & Liver Cure." etc.); Dr. Henchman's Son, Apothecary, Boston; John F. Henry & Co., Wholesale Druggists, New York ("Henry's Carbohc Salve") [ca. 1871]; Hiscock & Co., New York ("Parker's Hair Balsam", "Parker's Tonic"); Hop Pill Manufacturing Co., New London, Conn. ("Hop Pills"); E. W. Hoyt & Co., Lowell, Mass. ("Hoyt's German Cologne", "Rubifoam for the Teeth"), Hunt's Remedy Co., Providence ("Hunt's Remedy"); Humphrey's Medicine Co., New York ("Humphrey's Witch Hazel Oil"); and an advertisement for "Dr. Harter's Iron Tonic."
b. 5, f. 10	I-J	5 cards advertising the remedies attributed to Dr. Jayne ("Dr. Jayne's Expectorant," "Dr. Jayne's Carminative Balsam," etc.).
b. 5, f. 11	K-L	4 cards advertising Edward H. Kelley, Family Druggist, Lawrence, Mass.; Kickapoo Indian Remedies, New Haven, Conn. (Healy & Bigelow); Kimbal & Co., Lewiston, Maine ("IXL Liniment"); and E. T. Laidley, Druggist, Point Jervis, N.Y.
b. 5, f. 12	Morse Yellow Dock Root Syrup Company	8 cards by the Morse Yellow Dock Root Syrup Co., Providence advertising "Dr. Moses Compound Syrup of Yellow Dock Root," claimed to be "the great blood purifier."
b. 5, f. 13	M	15 cards by the Manhattan Medicine Co., New York ("Dr. Roger's Compound Syrup Liverwort," ca. 1879); T. Hull Mansfield, Portland, Maine ("T. Hill Mansfield's Capillaris"); McNeil Medicine Company, Harrisburg, Pa. ("McNeil's Pain Exterminator"); Godfrey K. Mellor, Worcester Pharmacy; "Mennen's Sure Corn Killer" (ca. 1885); Merchant Gargling Oil Company, Lockport, N.Y. ("Merchant's Gargling Oil"); Merz Bros., Druggists, Chicago; 'Dr. Mettaur's Headache Pills"; Geo. E. Mitchell, Lowell, Mass. ("Mitchell's Belladonna Plasters"); C. C. Moore, New York ("Moore's Throat & Lung Lozenges," "Moore's Pilules,"); Morgan Medicine Co., Boston ("Standard Remedies"); and "Mountain Leaf."
b. 5, f. 14	P-Q	8 cards advertising "Peruvian Syrup"; Lydia E. Pinkham, Lynn, Mass. ("Lydia E. Pinkham's Vegetable Compound"); Potter Drug and Chemical Co., Boston ("Sanford's Ginger") [stereotyped image of two black children and a watermelon]; and "Quaker Bitters."
b. 5, f. 15	Rumford Chemical Works	Rumford Chemical Works, Providence, R.I., named after Benjamin Thompson, Count Rumford (1715-1814), was founded in 1856 by Eben Horsford (1818-1893), a Harvard professor, and George F. Wilson. The 4 cards in this folder advertised "Horsford's Acid Phosphate" for relief of "mental & physical exhaustion, dyspepsia, & c." However, the company became best known for developing and selling baking powder.
b. 5, f. 16	R	3 cards from Ring's Ambrosia Co., Wilton, N.H. ("Ring's Witch-Hazel Ointment." etc.) and Geo. W. M. Reed Bitter Co., New Haven ("Reed's Gilt Edge Tonic"). The Reed card has an image of Miss Jennie E. Cramer, of New Haven, found murdered on the beach in West Haven on August 5, 1881. This notorious case was described a book by Virginia A. McConnell, <i>Arsenic Under the Elms: Murder in Victorian New Haven</i> (1999).
b. 5, f. 17	S	7 cards advertising Schenck's Family Medicines ("Schenck's Pulmonic Syrup," etc.); "Dr. Sheffield's Creme Angeliqe Dentifrice"; and H. R. Stevens, Boston ("Vegetine," "Familine").

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| b. 5, f. 18 | Dr. Isaac Thompson's Eye Water
This company, founded by Dr. Isaac Thompson in New London, Conn., was now under the proprietorship of John L. Thompson of Troy, New York. 4 cards illustrating the application of these eye drops. |
| b. 5, f. 19 | T
6 cards advertising "Tarrant's Seltzer Aperient"; "Dr. Thomas Electric Oil"; and a calender card for 1881 advertising "Thermaline." |
| b. 5, f. 20 | U-Z
5 cards advertising Wheat Bitters Company, New York ("Wheat Bitters"); "Willard's Golden Seal Bitters"; and "Witch Hazel Porous Plasters." |

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

Advertising cards
Advertising -- Health products -- United States
Meat extract
Patent medicines -- United States

Genres / Formats

Trade cards

Names

Helfand, William H., 1926- -- Ownership
Liebig, Justus, Freiherr von, 1803-1873
Pasteur, Louis, 1822-1895

Corporate Bodies

Dr. J.C. Ayer & Co
Liebig's Extract of Meat Company
Morse Yellow Dock Root Syrup Co
Rumford Chemical Works