

# The Potomac Pontil

The Potomac Bottle Collectors – Serving the National Capital

## January 2007

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## Meeting January 30th

Our January Meeting will feature the club's annual contest. Members are encouraged to bring in their favorite dug bottle, shard, go-with, and bottle collected during the past year. We will vote on our favorites, and winners will be announced at our February meeting.



Andy Goldfrank displayed the finds above at our November meeting

**Collector of the Year** will be awarded for the most impressive bottle entered.

**Digger of the Year** will be awarded for the best bottle dug by a club member.

**Shard of the Year** is traditionally awarded for the best broken bottle dug during the year. Please do not break one of your favorites in the hope of winning this contest.

**Go-with of the Year** entries are collectibles that complement a bottle collection. Most go-withs are advertising materials for bottled products. If you have the bottle that your entry goes with, please bring it along.

**Future Meetings:** We will meet at 8 PM on the last Tuesday of the month unless otherwise announced.

**February 27<sup>th</sup>** will be our **annual club banquet**. Please try to arrive by 7:30 in February because some of us get hungry. The following meetings will be March 27<sup>th</sup> and April 24<sup>th</sup>. Please contact Andy Goldfrank or Al Miller with ideas for programs or themes for our upcoming meetings.

## Dues are Due

We will collect annual dues of \$10 per individual or family at our February meeting. If you cannot attend please mail dues to  
Jim Sears  
8008 Eastern Drive  
Apt. 101  
Silver Spring, Maryland 20910

Some of our members have requested a club directory, while others have requested that their privacy be respected. If you mail in your dues, please indicate whether you wish your address, phone number, or email address to be kept off of a club directory. If you do wish to be included in a club directory, please indicate your specific collecting interests when you renew your membership.

**Note:** There was no December 2006 newsletter. All material collected for a December newsletter is included here. While we regret the delay in circulating these fine articles, we hope you will enjoy this expanded issue of the *Pontil*

Meetings: 8:00 PM on the last Tuesday of each month in the Episcopal Church of the Redeemer, 6201 Dunrobbin Dr., Bethesda, MD 20816.  
President: Andy Goldfrank Vice President: Al Miller Secretary: Jim Sears Treasurer: Lee Shipman  
*Pontil*: Jim Sears (email: searsjim@usa.net, PH: 301/588-2174) & Andy Goldfrank (email: amg\_sticky@yahoo.com, PH: 202/588-0543)  
Web Site: [www.potomacbottlecollectors.org](http://www.potomacbottlecollectors.org) Maintained by Peter Rydquist: [pehraug@aol.com](mailto:pehraug@aol.com)

# Mount Vernon: Merchandising an Icon

By Jack Sullivan  
Special to the Potomac Pontil

Because it is so indelibly connected with the undisputed Father of our country, Mount Vernon has taken on an iconic stature like no other private home in America. As a result, George Washington's plantation house on the Potomac has been exploited over the years for merchandising purposes, sometimes by those who hope to offset potential image problems.

This pattern has been brought fully into focus recently with the major contribution of the Distilled Spirits Council of the U.S. (DISCUS) to restore Washington's distillery. To be opened to the public in April 2007, the reconstructed facility drew distillery executives from around the U.S. at its September 2006 dedication – all eager to link their brands to GW and Mount Vernon, just down the road.

## Mount Vernon Rye Reborn

The event is reminiscent of earlier attempts by whiskey makers to be identified with Mount Vernon. Before Prohibition the Hannis Distilling Company of Martinsburg, West Virginia, marketed as its principal brand a whiskey called Mount Vernon Rye. Although the bottle and ads affected an Old English look, company merchandising did not explicitly link its products with the Founding Father or his home. (Fig. 1)

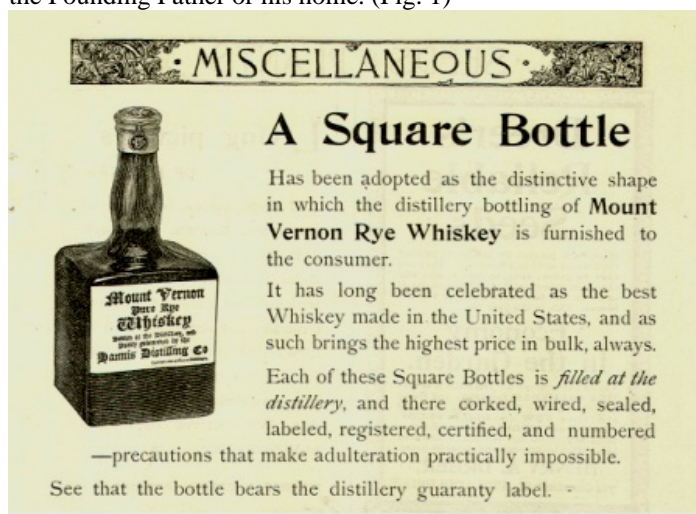


Figure 1: 1895 Mount Vernon Rye ad

With the demise of Hannis Distilling upon the advent of Prohibition in 1919, the brand name eventually came to be owned by the American Medicinal Spirits (AMS) Corporation. This outfit was formed in 1927 by Col. R.E. Wathen from a combination of shut-down distilleries and whiskey warehouses. It was headquartered initially in Jefferson County, Kentucky. Not long after its formation, another whiskey conglomerate, the National Distiller's Products Company, an outgrowth of the "Whiskey Trust" of the late 1800s, bought a controlling interest

and moved AMS Corp. to Baltimore. When Prohibition ended, National Distillers owned 50 percent of the nation's whiskey stocks and many of its best known brands – including Mount Vernon Rye.

National Distillers wasted no time in linking the whiskey to Washington. Shown here is a 1935 Mount Vernon Rye magazine ad showing GW pointing at a barrel. (Fig. 2). It proclaims: "Its Formula was George Washington's Secret..." The small print makes a claim that the whiskey recipe was a secret between Washington and his overseer, James Anderson, to produce a beverage "so palatable, so rich and mellow...." The whiskey ad contended that Washington's heirs had continued to make this whiskey until 1835 when the distillery was moved to Baltimore, but the original formula was "zealously" followed: "It is from this great lineage – this 140 years of accumulated skill – that Mount Vernon Bottled in Bond Straight Rye Whiskey inherits its incomparable excellence."

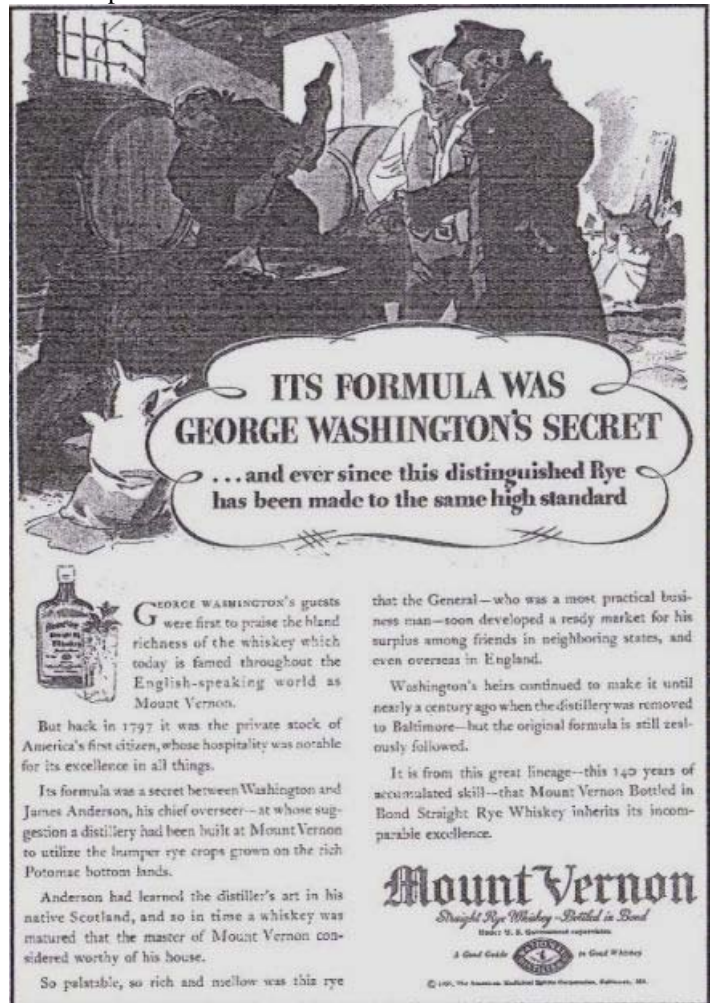


Figure 2: Post-Prohibition ad with GW  
Mount Vernon Rye "secret formula" ad from 1935.

## The Truth of the Matter

This ad is almost entirely the product of some flack's imagination. Washington's distillery produced a clear – not brown – liquid much more akin to today's "white lightning" moonshine than modern whiskey. His product was not aged and

anything but rich and mellow. Washington's heirs shut the distillery down several years after his death in 1799 and literally tore the building apart to recover the field stones. Nothing ever got moved to Baltimore. Finally, there was nothing secret about the formula. Anderson had learned distilling in his native Scotland and passed to Washington what was common knowledge in the Highlands. No evidence exists that the two men were innovating. In fact, production was only for about three years – 1797 to 1799 – hardly enough time for experimentation.

But the distillers of Mount Vernon Rye apparently found it a successful marketing gambit in identifying their product to the Founding Father. A later ad appears to have GW hovering in the background as two gentlemen play chess with a decanter of whiskey at their side (Fig. 3). The inside of a Mount Vernon Rye match cover depicts Washington conferring with his master distiller, James Anderson. (Fig. 4). The cover claims that Washington exported whiskey to England. GW's meticulously kept account books give no evidence of his shipping whiskey abroad. His clients in Alexandria and the region took all he could supply. Once again, the admen were reinventing the past for their own benefit.



Figure 3: 1940's ad



Figure 4: Match cover image

**The Case of Piso's Cure**

Another organization eager to make use of the Mount Vernon icon was the Piso Company of Warren, a town of 10,000 on the Allegheny River in Northwestern Pennsylvania (Fig. 5). The company was founded in 1869 by Ezra T. Hazeltine who arrived in town in 1860 at the age of 24 and began selling locally homemade nostrums "loaded with drugs." Seeking a national market, Hazeltine in 1864, with the help of a local doctor, created a quack medicine he called "Piso's Cure for Consumption."

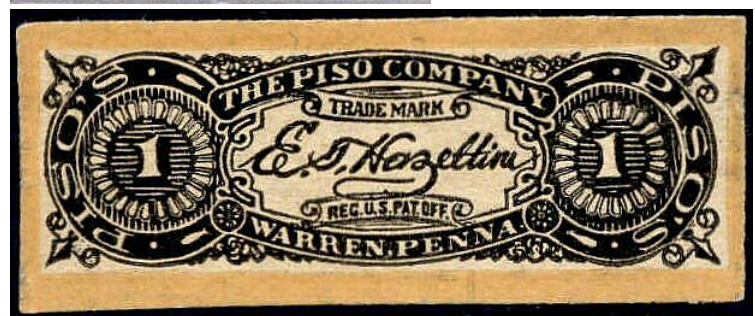


Figure 5: A Piso's revenue stamp

Piso's Cure is believed to have contained, at various times, opium, morphine, hashish, marijuana, chloroform and alcohol. Some of these were advertised on the label. (Fig. 6) Not only were such ingredients no cure for consumption (tuberculosis), they were positively injurious to people who had the disease. Accordingly, Piso's Cure early came under fire from the medical profession and other critics for its blatantly false claims. Despite the attacks, Piso's Cure for Consumption became one of America's top patent drugs. Proof of its popularity is the numbers of Piso bottles, in several colors, which diggers in this region regularly unearth.



Figure 6: Piso's Cure for Consumption bottle

Sometime around 1880 the company voluntarily eliminated opium and opium derivative products from Piso's Cure, but ramped up its national magazine advertising campaigns touting the potion as a TB killer. Although Hazeltine's firm prospered, it continued to be lambasted by experts and investigative reporters. With the passage of the Pure Food and Drug Act of 1906, Hazeltine prudently changed Piso's to a curative for "coughs and colds" but he continued to list cannabis and chloroform as ingredients. (Fig. 7). Chloroform, generally

considered an anesthetic, was an ingredient in tooth paste, ointments and pharmaceuticals until 1976 when its use in consumer products was banned. Because of continuing pressure, the Piso eventually dropped "cure" from its name and the product became simply "Piso's Remedy" (Fig. 8).



Figure 7: Piso's Cure - Coughs and Colds bottle



Figure 8: Piso's Remedy bottle

With this dubious history, little wonder that the Piso Company found it expedient to present its advertising along with a view of Mount Vernon. Shown here is a color postcard dating 1907-1909 that shows the mansion from the Potomac River view and identifies it as the home of George Washington. The company touts its product as "best" for coughs and colds. Note that at this time, Piso's was still being merchandised as a cure. (Fig. 9).



Figure 9: Advertising Postcard of Mount Vernon

Just when Piso's went out of business is not clear, but it appears to have survived the Great Depression and World War II only to meet its demise sometime in the 1950's. Nevertheless, the company left behind a postcard to remind us that, in times of trouble, one useful ploy is to hide behind Mount Vernon.

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Material for this article was taken from a variety of sources, including papers by Mount Vernon archeologists and from the Internet.

## Upcoming Area Bottle Shows

### FEBRUARY 4 - SOUTH RIVER, NEW JERSEY

The New Jersey Antique Bottle Club's (NJABC) 11th Annual Show & Sale (Sun. 9 AM - 2 PM, Adm. \$3) at the Knights of Columbus Hall, 88 Jackson St., South River, New Jersey. INFO: **JOE BUTEWICZ**, 24 Charles St., South River, NJ 08882-1603, PH: (732) 236-9945, E-mail: [botlman@msn.com](mailto:botlman@msn.com).

### MARCH 4 - BALTIMORE, MARYLAND

The Baltimore Antique Bottle Club's 27th Annual Show & Sale (Sun. 8 AM - 3 PM) at the Physical Education Center, Essex Campus, Community College of Baltimore County, 7201 Rossville Blvd (I-695, Exit 34, Baltimore, Maryland. Info: **BOB FORD**, PH: (410) 531-9459, E-mail: [bottles@comcast.net](mailto:bottles@comcast.net); Website: [www.baltimorebottleclub.org](http://www.baltimorebottleclub.org).



### MARCH 11 - TYLERSPORT, PENNSYLVANIA

The 13th Annual Buck-Mont Antique Bottle Show & Sale (9 AM - 2 PM; Early Buyers 8 AM) at the Tylersport Fire Co., Route 563, Tylersport, Pennsylvania. INFO: **DAVID BUCK**, PH: (215) 723-4048 or **GREG GIFFORD**, PH: (215) 699-5216.

### APRIL 1 - MILLVILLE, NEW JERSEY

South Jersey Bottle & Glass Club's Annual Show & Sale (9 AM - 3 PM) at the Elks Lodge of Millville, 1815 East Broad Street, Millville, New Jersey. INFO: **MERRIE KERNAN**, PH: (856) 451-8904 or **BOB TOMPKINS**, PH: (856) 691-5170.

### APRIL 29 - HARRISONBURG, VIRGINIA

The Historical Bottle-Diggers of Virginia's 36th Annual Antique Bottle & Collectible Show & Sale (9 AM - 3 PM) at the Rockingham County Fairgrounds, (US Rt. 11 South, Exit 243 off I-81), Harrisonburg, Virginia. INFO: **SONNY SMILEY**, PH: (540) 434-1129 or E-mail: [lithiaman1@yahoo.com](mailto:lithiaman1@yahoo.com).

### MAY 4-5 - GRAY, TENNESSEE

The State of Franklin Antique Bottle & Collectibles Association's 9th Annual Show & Sale (Sat. 8 AM - 2 PM, Free Adm.; Early Buyers & Set-up, Fri. 9 AM - 6 PM, Adm. \$10 ) at the Appalachian Fairgrounds in Gray, Tennessee (Johnson City - Bristol, Tennessee area). 150 Tables Available. INFO: **MELISSA MILNER**, PH: (423) 928-4445 or E-mail: [mmilner12@chartertn.net](mailto:mmilner12@chartertn.net).

### MAY 20 - BRICK, NEW JERSEY

The Jersey Shore Bottle Club's 35th Annual Antique Bottle & Post Card Show (Sun. 9 AM - 2 PM) at the Brick Elks, 2491 Hooper Ave., Brick, New Jersey. Limited amount of tables. INFO: **RICHARD PEAL**, PH: (732) 267-2528 or E-mail: [manodirt@msn.com](mailto:manodirt@msn.com).



Show & tell items at the November club meeting included a wide variety of bottles, jars, and go-withs.

# The Washington Brewery

by Mike Cianciosi

When you read the title of this article, the first question you should be asking is, "Which one?" There were at least five breweries in Washington, D.C. that were called "The Washington Brewery." This article is about all five of those breweries.

The earliest brewery I know of with the name "The Washington Brewery" is also the earliest brewery that I know of in Washington, D.C. This brewery predates any of the city directories I've found, but *American Breweries II* lists it at the following addresses and dates:

1796-1805 – Washington Brewery 21<sup>st</sup>, 22<sup>nd</sup>, B St & the Potomac;  
1805-1811 – Washington Brewery Canal, 1<sup>st</sup> 2<sup>nd</sup> and M Sts SE.  
The proprietor was Dr. Cornelius Conningham. Figure 1 shows an ad for Conninghams Washington Brewery from the March 4<sup>th</sup> 1797 issue of the *Washington Gazette*. I presume it's referring to the price for a keg – 6 dollars for strong beer and 3 dollars for table beer. They sure had a different style of writing 200 years ago.

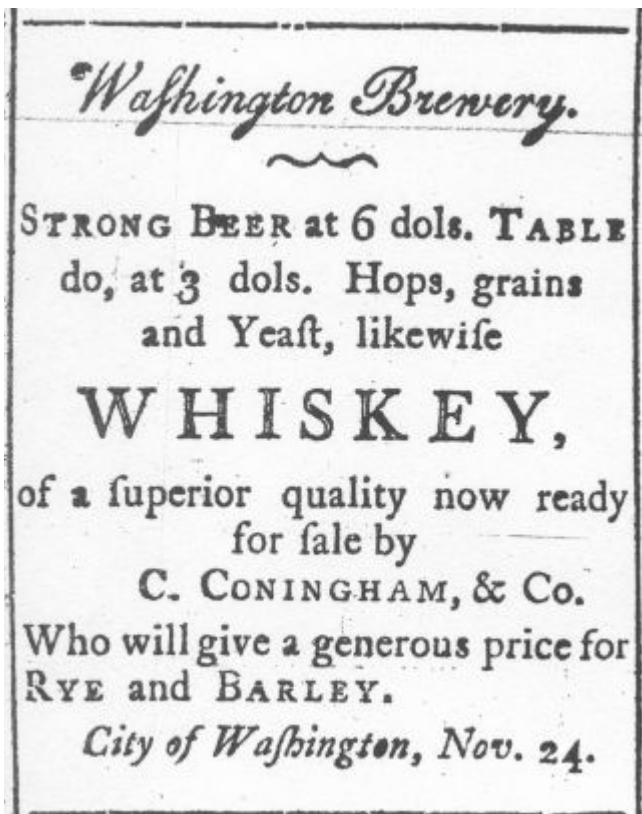


Figure 1 - Ad for the 1st Washington Brewery

There are no known bottles from this brewery. If they even used bottles, it is unlikely that the bottles were embossed.

The second Washington Brewery has a long list of owners, and was at the corner of 27<sup>th</sup> and K Streets NW, although some years it was listed in directories as "2629 K Street NW". Here is a list of the owners at that address that I've found in various DC directories:

1846	Harmon, Gordon & Co (27 <sup>th</sup> and K Sts NW)
1850-1858	Joseph Davison
1860-1864	Clement Colineau
1865-1866	Harvey North
1867-1869	John H. North & Co
1870	Washington Brewery, Joy, Wilson & Co proprietors
1871	Washington Brewery
1874	George B. Wilson & Co
1875	C.H. Sawyer
1876-1877	Dewitt M. Ogden
1877-1878	Francis Denmead
1879	T.C. Trafford.

Directories are sketchy before 1850, and I found a reference in a DC history book that said the Harmon brewery existed in 1843, so I don't know exactly when it was built. The first reference to the name "The Washington Brewery" for this brewery is in an ad from the 1850 directory (see figure 2). Sorry about the quality, but it's a scan from a Xerox made from microfilm. I can't find any references to this brewery being called "The Washington Brewery" after 1871.

The 1878 directory refers to it as "Arlington Brewery". Also, there is a bottle listed in the club book that is marked "F. DENMEAD, ARLINGTON BREWERY, WASHINGTON DC." That name didn't last long, as it's not used in any directories other than 1878. This Arlington Brewery should not be confused with the Arlington Brewing Co. in Rosslyn VA (fodder for another article?).

There didn't seem to be any brewer listed at 27<sup>th</sup> and K Streets from 1880-1885. From 1886 to 1915 that was the address of the Arlington Bottling Company, which is the company that bottled Christian Heurich's beer. I don't know if it used the same building as the original brewery, or if it was a new building. I also don't know why they called it the Arlington Bottling Company, or if the name had anything to do with the fact that it was named the Arlington Brewery in 1878.

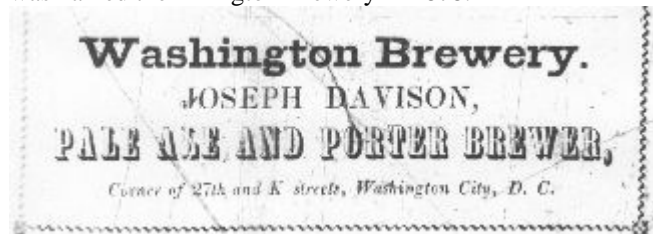


Figure 2 - Ad for the 2nd Washington Brewery

Besides the "F. DENMEAD" bottle mentioned earlier, the only other known bottle from this brewery is a pontiled cobalt short blob that says "J. DAVISON". If anybody has a spare one of those lying around, I've got a right arm that I'll trade for it.

The third Washington Brewery was better known by its later name, the Capitol Brewing Company. Here is a list of the owners of that brewery:

1863	Richter and Schonborn, (13 <sup>th</sup> , 14 <sup>th</sup> D & E Sts SE)
1864-1866	Herman H. Richter
1875-1882	Francis J. Adt

- 1883-1886 John O. Guethler
- 1887 Eisenmenger & Rabe
- 1888-1890 Henry Rabe
- 1890-1917 National Capitol Brewing Co.

Henry Rabe was the proprietor during the time it was called the Washington Brewery, as seen in the 1887 advertisement in figure 3. Rabe had worked for George Juenemann for 22 years before going into business with Eisenmenger. His building was erected in December 1886, expanding on the building that was previously at that address.

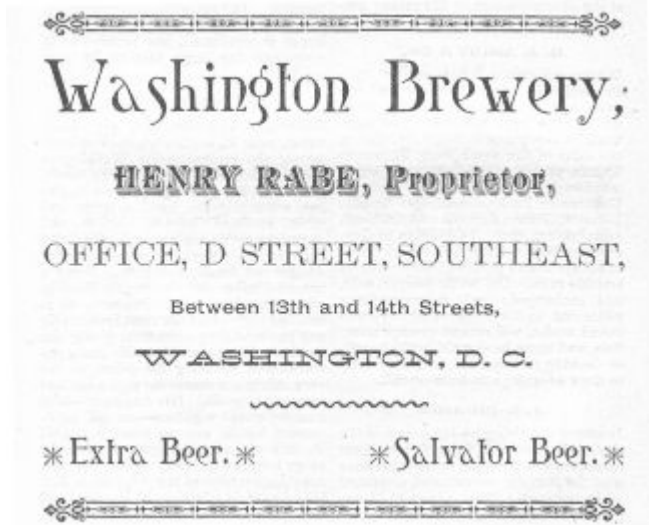


Figure 3 - Ad for Henry Rabe's Washington Brewery

The only known bottles from this brewery are from after 1890 when it became "National Capitol Brewing Co".



Figure 4 - Washington Brewery Bottle

The fourth Washington Brewery is probably the one that is most recognizable to bottle collectors. They produced a fairly common bottle shown in figure 4 with impressive embossing showing a bust of George Washington over an Eagle. This bottle comes in aqua, amber, clear, and sun colored amethyst (SCA). On the bottles I have, I've noticed that George's hair gets shorter as you go from aqua to SCA to amber. Here is the list of owners of that brewery:

- 1858-1864 Humphreys & Juenemann (corner 4<sup>th</sup> & E Sts NE)
- 1865-1884 George W. Juenemann
- 1885 Barbara Juenemann
- 1886 George Juenemann Jr.
- 1887-1889 Albert Carry
- 1890-1917 The Washington Brewery Co.

Our club book lists 7 different bottles from this "Washington Brewing Co". I find it odd that there are no bottles with Juenemann's name, considering he was in business for so many years. Maybe his beer was bottled by one of the early bottling companies such as R.A. Shinn or Crowley & Coleman.

The fifth and final Washington Brewery was very short lived. It is what became of the Abner-Drury brewery after prohibition. Here is the list of owners of that brewery:

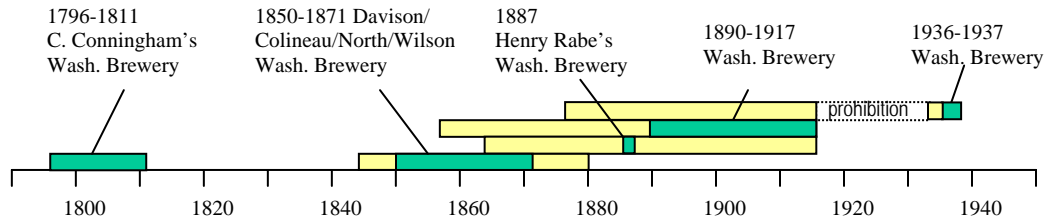
- 1877-1894 John Albert (corner 25<sup>th</sup> and F Sts NW)
- 1895-1897 Albert Brewing Co
- 1898-1901 Abner & Drury
- 1902-1917 Abner-Drury Brewing Co (25<sup>th</sup>, F & G Sts NW)
- 1919-1932 (prohibition)
- 1933-1936 Abner-Drury Brewing Co
- 1937-1938 Washington Brewery Inc (25<sup>th</sup> & G Sts NW)

An ebay® seller relayed a story that said Abner-Drury rushed to get their beer to market after prohibition, and in doing so sold some bad beer that made a lot of people sick. I don't know if that's true or not, but in any case, they didn't last long after prohibition was repealed, and in 1936 were replaced by the "Washington Brewery Inc.". Figure 5 is a label from one of their beer bottles.



Figure 5 - Washington Brewery Label

So here is a timeline showing the 5 breweries, with the years when they were called “The Washington Brewery” shaded in green:



I wonder if I've found all of the “Washington Breweries?” I know there were many others outside of Washington, D.C. The Globe Brewery in Baltimore was apparently called “Washington Brewery” in its early years because it was built on the road that led to Washington. There were also “Washington Breweries” in California, Illinois, Missouri, Montana, Pennsylvania, Tennessee, and of course the state of Washington. It sure is a popular name for a brewery.

#### Sources:

1. Various Washington DC directories on microfilm (from the Washingtoniana section of the Martin Luther King Jr. Library in DC)
2. *American Breweries II* by Dale P. Van Wieren
3. *The Washington Gazette Newspaper*, March 4<sup>th</sup> 1797 issue
4. *Washington Historical Sketches of the Capitol City of our Country* by John P. Coffin
5. *Antique Bottles from the Washington DC Area* by Potomac Bottle Collectors, 4th edition

## The Writer, the Doctor, and the Pure Food and Drug Act of 1906

By Jack Sullivan  
Special to the Potomac Pontil

The U.S. Congress frequently needs a kick-start to pass long needed legislation. The Enron Scandal brought us the Sarbanes-Oxley Bill; Hurricane Katrina, reform of FEMA. But the phenomenon is nothing new. The Congress of a century ago long had dawdled in enacting pure food and drug legislation. A fateful meeting of two Samuels helped change all that.

On one side was Samuel Hopkins Adams, a “muckraking” journalist. On the other, was Dr. Samuel B.

Hartman (Fig. 1), a physician who created the best selling quack medicine in all America and made millions in the process. Dr. Hartman's nostrum was called “Peruna” (he preferred PE-RU-NA) and bottle diggers all over America, including the Washington area, have unearthed thousands of them.



Figure 1: Dr. Samuel B. Hartman

Dr. Hartman was born in Lancaster County, Pennsylvania, to German-Swiss farmers. He left home at 15 to go to school in Cincinnati, then apprenticed in medicine to a Dr. Shackelford of Medway, Ohio. Hartman subsequently entered the Medical School of Cleveland from which he was graduated. He began a medical practice, beginning in Ohio and then moving to Pennsylvania. In 1859 he married and eventually had two children. About 1890, after many years as a practicing and apparently respected physician and surgeon, Dr. Hartman moved to Columbus, Ohio. Giving up his profession, he began to concoct and sell a series of remedies. Among them were “Lacupia,” a self-described blood thinner, and “Manalin” for biliousness. But Dr. Hartman stuck it rich



when he redefined catarrh, generally considered an excess of mucus. For Hartman – and his advertising – pneumonia was catarrh of the lungs, so was tuberculosis. Cancer sores were catarrh of the mouth, appendicitis, catarrh of the appendix; chronic indigestion, catarrh of the stomach; Bright’s disease, catarrh of the kidneys. Peruna, he said, would cure them all, even yellow fever, another form of catarrh. The good doctor’s confidence in his product was boundless. He wrote a 32-page booklet entitled: “Peruna Cures Catarrh the World Over.” His ads appeared in magazines and newspapers from coast to coast and overseas. In time the company was spending in excess of \$1 million annually on advertising. Shown here are two early ads for Peruna showcasing pretty girls and the tonic’s paper labels (Fig. 2).



Figure 2: Advertisements for Peruna

Within a fairly short time, Peruna became the largest selling proprietary medicine in the United States. Costing \$1.00 a bottle at a time when 25 cents bought a full lunch, the potion brought millions to Dr. Hartman. He built an enormous facility for his Peruna Drug Manufacturing Company, taking up two blocks adjacent to downtown Columbus. The cover of his annual almanacs showed several of his “laboratories” contrasted to the log cabin in which he allegedly first devised Peruna (Fig. 3). The doctor moved into a mansion in



Figure 3: Illustration of Peruna “laboratories”

Columbus and built a combined hotel and sanitarium downtown where Peruna flowed copiously to residents. He also purchased a huge tract of land south of the city for an experimental farm. Life was very good for Dr. Hartman.



Figure 4: Journalist Samuel Hopkins Adams

Enter Samuel Hopkins Adams (Fig. 4). Adams was born in Dunkirk, New York, and graduated from Hamilton College in 1891. From 1891 to 1900, he was a reporter for the New York Sun and then joined McClure’s Magazine, where he gained a reputation as a muckraker for his articles on the conditions of public health in the United States. At the age of 34 he was commissioned by the editors of Colliers Magazine in 1904 to do a series of 11 expose articles on the patent medicine industry called “The Great American Fraud” (Fig. 5). Adams was a highly skilled, thorough, and energetic reporter. Instead of assembling material from what others had written, he set out to do original research. He wrote Dr. Hartman asking if the Peruna Man would give him an interview. To his amazement, Hartman agreed and Hopkins traveled to Columbus.



Figure 5: Collier’s heading for Hopkin’s articles

Despite describing Hartman as a “renegade physician,” the writer found the doctor to be genial and welcoming, even though Hopkins had warned him that any information he provided might be used in a critical way. During their extended discussion Hartman freely admitted to Adams that Peruna did not cure anything. There are no such things as cures, he told a flabbergasted Adams. Rather, he said of his clientele: “They see my advertising. They read the

testimonials. They are convinced. They have faith in Peruna. It gives them a gentle stimulant, and so they get well."

It was an astounding admission and Hopkins made the most of it, devoting virtually all of one article to debunking Peruna. Adams subjected the nostrum to a chemical test. He found that a bottle contained 1/2 pint of 90 percent proof spirits, 1.5 pints of water, a flavor cube and a little burned sugar for color. The cost to Dr. Hartman was about 18 cents. Adams also reported that the U.S. Bureau of Indian Affairs already had banned the sale of Peruna on Native American reservations because the tonic was 28 percent alcohol.

This Colliers article, perhaps more than any of the others, spurred Congress to pass the Pure Food and Drug Act of 1906. Dr. Hartman's startling admissions were cited by proponents on the Floor of the House of Representatives and U.S. Senate, and quoted widely in newspapers of the day. The new law created the Food and Drug Administration (FDA) as a watchdog for the public health. It also radically changed what the patent medicine industry could do and say. Some firms went out of business; others survived by changing the name of their potion from "cure" to "remedy."

Despite Dr. Hartman's damaging statements, Peruna was a survivor. It modified its claims. Faced with being taxed as a purely alcoholic beverage, the doctor accepted a U.S. Government mandate that something with a detectable medicinal effect be an ingredient in Peruna. He chose to add substantial amounts of blackthorn bark, a powerful cathartic, and then advertised its laxative effects – even for children. The alcoholic content appears to have been modified as well. Shown here is a Peruna shipping crate that states the contents at 18 percent alcohol – still a stiff drink (Fig. 6). Hartman took pains, however, to gain endorsements from clergymen, including an Episcopal bishop in Baltimore, and placed ads in church bulletins that claimed Peruna was recommended by: "An Indefatigable and Life-long Worker in the Temperance Cause."



Peruna bottles are not highly collected since they tend to be clear glass with little embossing except the designation "Dr. S. B. H. & Co." on the base (Fig.7). As noted earlier, the containers came with paper wraps that described the quack medicine and the wonders it could perform, but those labels were highly vulnerable to destruction and fully complete specimens are rare.



Figure 7: Embossed base of a Peruna bottle

Acclaimed in contemporary accounts as one of the leading citizens and employers of Columbus, Dr. Hartman was touring his farm during a snowstorm in 1912 when, at the age of 82, he caught a cold. It progressed to pneumonia and shortly thereafter he died. There is no evidence he was doctored with his own cure, despite his earlier claim that PERUNA cured pneumonia as "catarrh of the lungs." Moreover, he died without ever disclosing why he was so candid about his medical fakery to Hopkins, revelations that helped change his industry forever.

Hopkins survived Hartman by many years, becoming a well-known American writer and novelist. But his fame today rests largely on his expose of the patent medicine industry and its role in the creation of the FDA. Hopkins died in 1958 at the advanced age of 87, benefited, one suspects, by never having medicated with Peruna.

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Notes: This article was compiled from a variety of Internet and other sources. Particularly important was Samuel Hopkins Adams 1905 series of articles, later a book, called *The Great American Fraud*. The Peruna ad is courtesy of the Ohio Exploration Society.

Figure 6: A Peruna shipping crate (at left)