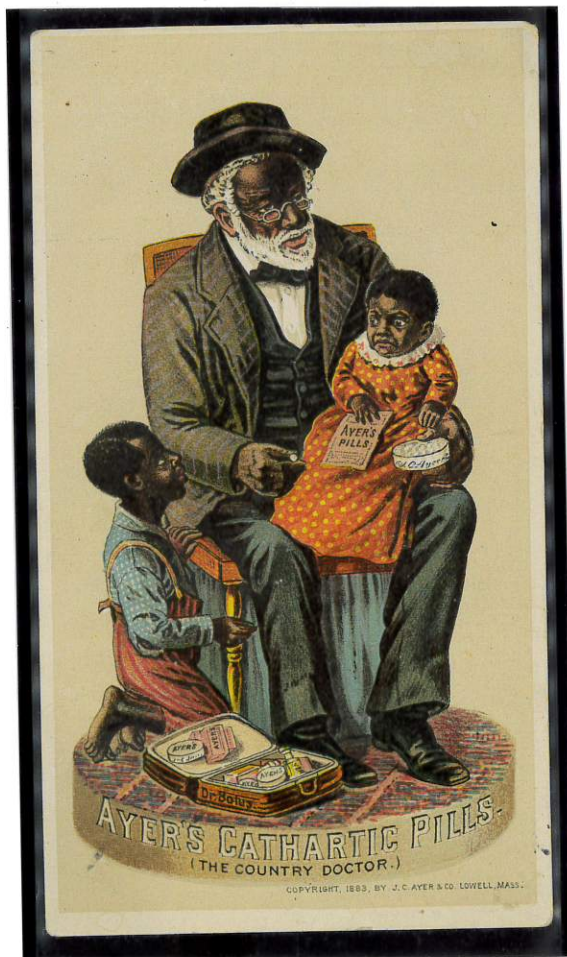
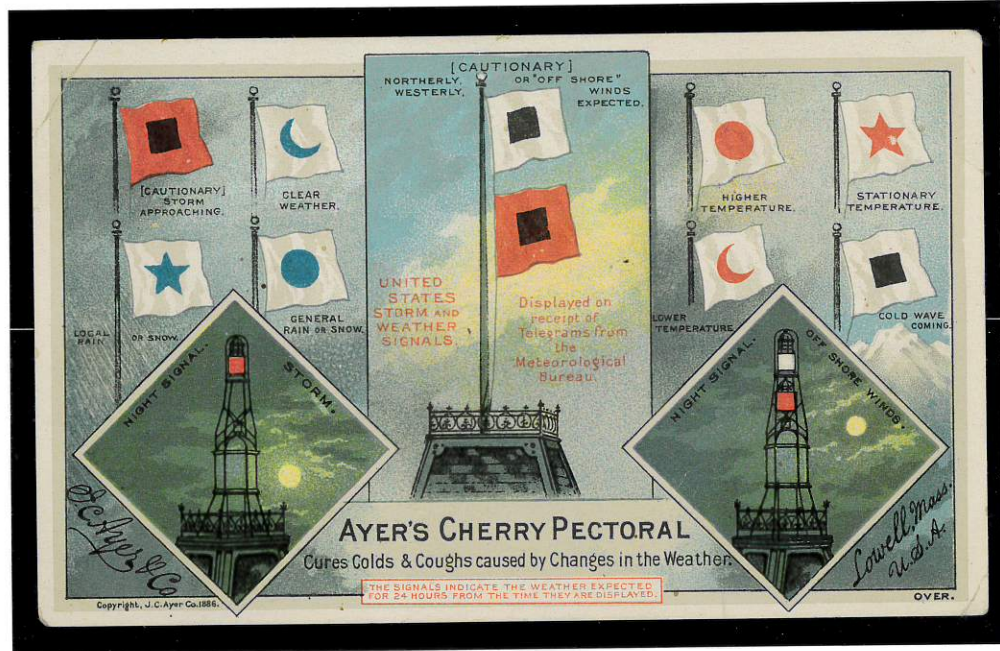


UNITED STATES PROPRIETARY

Medicine Advertising

J. C. Ayer used advertising or trade cards quite often to promote his many types of medicines. Most mothers of the day kept scrapbooks and looking at these colorful cards passed a few hours in the quiet evening. The most popular topics on these cards were children and animals. A few of J.C.Ayer's cards are displayed below.



UNITED STATES PROPRIETARY

Medicine Advertising

The strip stamps wrapped around the package and were usually destroyed upon opening the wrapper itself.

A wrapper of J.C. Ayers Cathartic Pills is shown here.



Dr. Ayer believed in the power of advertising and utilized many advertising or "Trade Cards" in his promotions. These were most often distributed through pharmacists handling his products. One unique trade card depicts 7 cherubs packaging Ayer's cathartic Pills and preparing an Ayers strip stamp to be placed on the packages. The benefits of the products were always publicized on the reverse of the card.

UNITED STATES PROPRIETARY

Medicine Advertising

HALL'S Vegetable Sicilian HAIR RENEWER

will restore gray or faded hair to its ORIGINAL COLOR as in youth. It will often start new hair where the old has fallen off, and make it grow luxuriantly.

It will prevent baldness. It cures dandruff, eruptions, and itching of the head. It is an excellent hair dressing.

Many of the best Physicians use and recommend it. It is endorsed by the State Assayer of Massachusetts and other eminent Chemists. No other hair preparation does its work so effectually and satisfactorily.

R. P. HALL & CO., PROPRIETORS,
NASHUA, N. H.

Sold by all Dealers in Medicine. OVER.



The People's Favorite

Our Mothers Use

Use



HALL'S VEGETABLE SICILIAN HAIR RENEWER. OVER

HALL'S Vegetable Sicilian HAIR RENEWER

OF all the preparations that have been invented to improve and thicken the growth of the hair, prevent its falling, restore and hold its original color, or to start a new growth on the bald spots where the hair cells are not wholly sealed up, keep the scalp clean and healthy, no compound has yet been prepared that has proved so efficacious and satisfactory as

Hall's Vegetable Sicilian Hair Renewer.

It is popular with everybody, the old, the middle-aged and the young, because by its use the whitening locks are restored to the natural color of youth, baldness and grayness are cured or prevented, and the hair given a beautiful glossy lustre that people much admire. The RENEWER is composed of the best known herbs and substances that science has disclosed as remedies for a diseased scalp, and as possessing the natural food and coloring matter for the hair. It has been before the public for nearly thirty years, and to-day has no equal as a Hair Renewer, Color Restorer and Scalp Cleanser.

BUCKINGHAM'S DYE

FOR THE WHISKERS

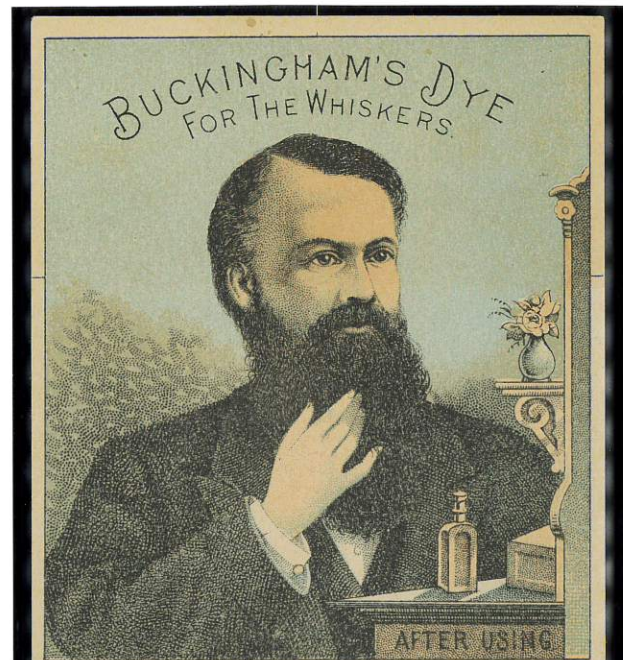
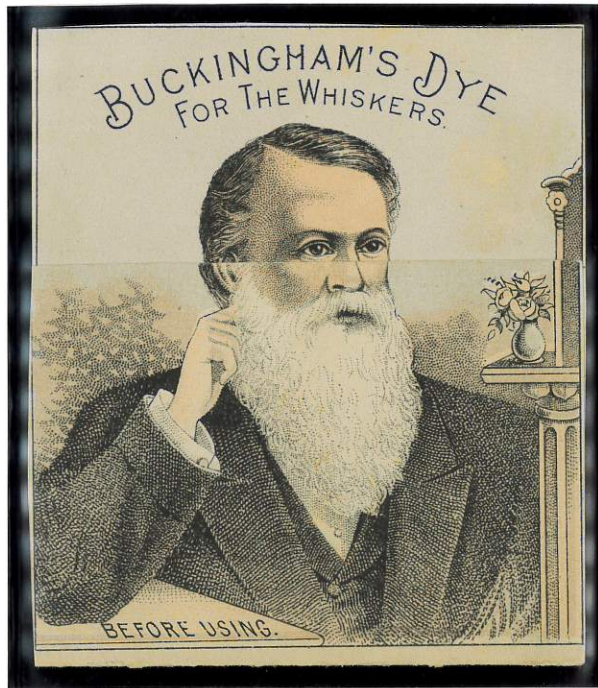
Has become one of the most important popular toilet articles for gentlemen's use. When the beard is gray or naturally of an undesirable shade, BUCKINGHAM'S DYE is the remedy. PREPARED BY

R. P. HALL & CO., NASHUA, N. H.

SOLD BY ALL DRUGGISTS.

UNITED STATES PROPRIETARY

Medicine Advertising



Those who desire to change the color of their beard and mustache to a beautiful **BROWN** or **BLACK** that will not wash off, will find our "BUCKINGHAM'S DYE" just the thing and very handy, being in one preparation.

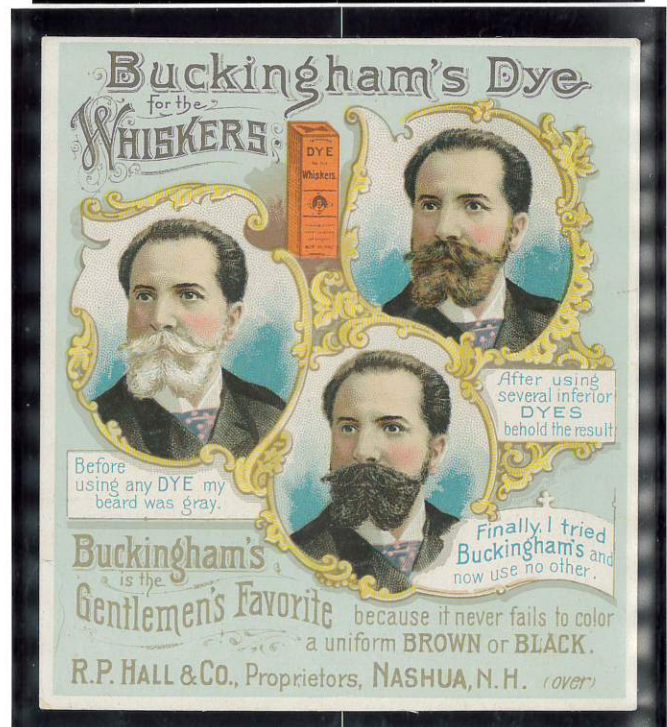
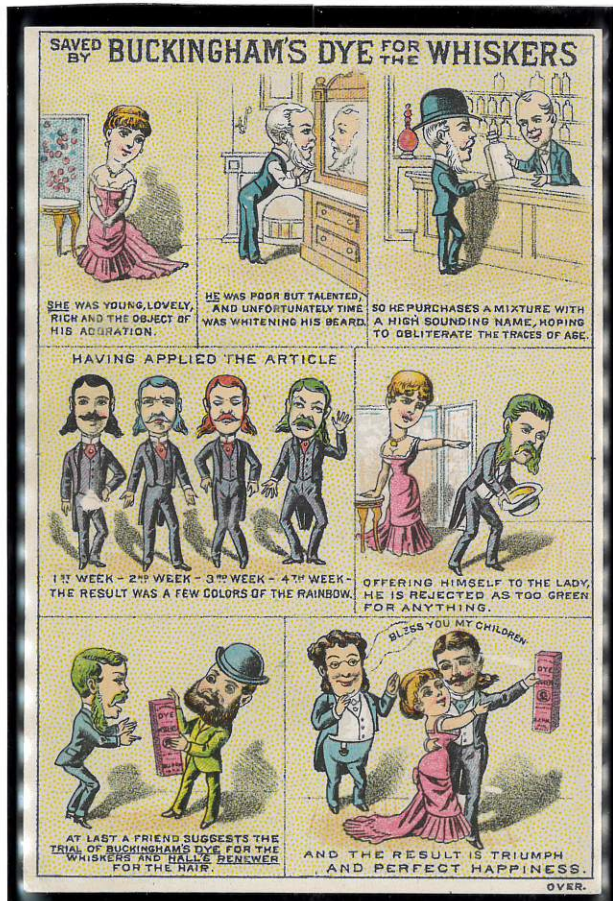
It is easy of application, safe and effectual, and is rapidly growing in public favor. Full directions on every bottle.

PREPARED BY

R. P. HALL & CO, Nashua, N. H.

Sold by all Druggists

OVER.



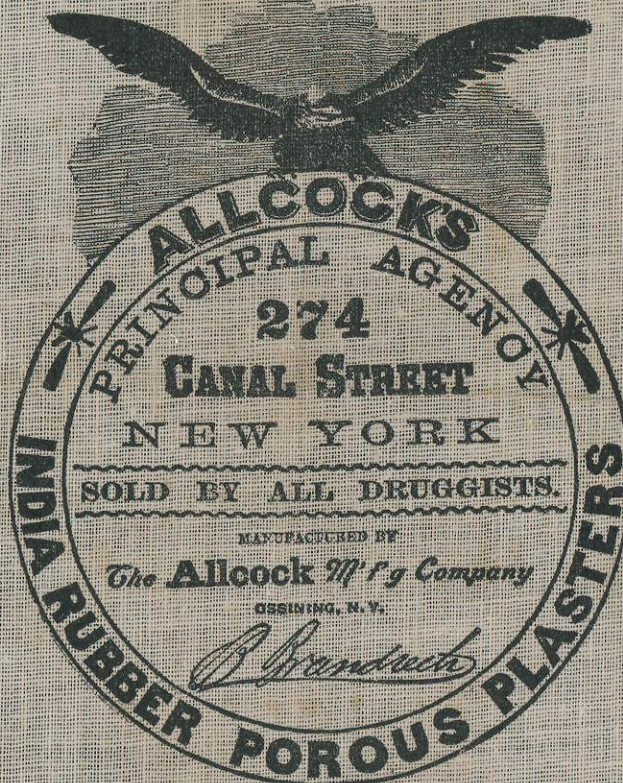
UNITED STATES PROPRIETARY

B. BRANDRETH

An ALLCOCKS POROUS PLASTERS muslin wrapper is shown with facsimile tax stamp imprinted.



If not sufficiently adhesive, heat
the Plaster before applying.



Should there be difficulty in re-
moving the Muslin on the FACE of
the Plaster, wet the Muslin with
water; then it comes off easily.

UNITED STATES PROPRIETARY

Medicine Advertising

Another one of the proprietaries acquired through the Scovill transaction was DR. WM. HALL'S BALSAM FOR THE LUNGS. Elaborate advertising was also done with before and after Trade Cards.

CARD IS CLOSED
Showing before medication



CARD IS OPEN
Showing after medication



DR. WM. HALL'S BALSAM FOR THE LUNGS.

Cures Consumption, Colds, Pneumonia, Bronchitis, Asthma, Croup, Whooping Cough, and all diseases of the Breathing Organs. It soothes and heals the Membrane of the Lungs, inflamed and poisoned by the disease, and prevents the night-sweats and tightness across the chest which accompany it. CONSUMPTION is not an incurable malady. It is only necessary to have the right remedy, and HALL'S BALSAM is that remedy. Read the following:

RESCUED FROM DEATH.

William J. Coughlin of Somerville, Mass. says: In the fall of 1876 I was taken with BLEEDING OF THE LUNGS followed by a severe cough. I lost my appetite and flesh, and was confined to my bed. In 1877 I was admitted to the Hospital. The doctors said I had a hole in my lung as big as a half dollar. At one time a report went around that I was dead. I gave up hope, but a friend told me of DR. WILLIAM HALL'S BALSAM FOR THE LUNGS. I got a bottle, when to my surprise, I commenced to feel better, and to-day I feel better than for three years past.

"I write this hoping every one afflicted with Diseased Lungs will take DR. WILLIAM HALL'S BALSAM, and be convinced that CONSUMPTION CAN BE CURED. I can positively say it has done more good than all the other medicines I have taken since my sickness."

BEWARE OF COUNTERFEITS.

For sale by all Druggists.

JOHN F. HENRY & CO.,

ALSO PROPRIETORS OF

Henry's Carbolic Salve, Scovill's Blood and Liver Syrup,
Baker's Pain Panacea, Dr. Mott's Liver Pills, etc.

24 COLLEGE PLACE, NEW YORK.

UNITED STATES PROPRIETARY

Medicine Advertising

HISCOX & CO.

PARKER'S TONIC
THE GREAT HEALTH AND STRENGTH
RESTORER.



Oh that I had your health and appetite.

I was miserable as you until Parker's Tonic cured me. An occasional dose before eating keeps me well.

CURES COUGHS, CONSUMPTION, ASTHMA. BY REJUVENATING THE BLOOD.

EVERYBODY SAYS
PARKER'S TONIC
IS THE BEST COUGH MEDICINE.

PARKER'S HAIR BALSAM.

An elegant dressing, much preferred to all similar articles on account of its exquisite perfume and superior cleanliness and purity. Containing only such ingredients as are beneficial to the scalp, the



Never Fails to Restore the Youthful Color & Beauty to Gray Hair.

Warranted to stop falling of the hair, to make it soft and silken, and to remove dandruff. Does not stain, not oily. Cures itching and humors.

Sold in large bottles at ONLY **FIFTY CENTS** AND \$1

PARKER'S TONIC.

IF YOU ARE MISERABLE from Dyspepsia, Neuralgia, Sour Stomach, Wakefulness, rising of the food, or yellow skin; if your blood is foul with humors and you have frequent pain in your head, back or limbs, your stomach, kidneys or liver is diseased, and there is no medicine on earth that will strengthen these debilitated organs as surely as **PARKER'S TONIC**. It will purify your blood, infuse energy into every part of the body, and is

A Perfect and Superlative Health Restorative.

IN CURING COUGHS, CONSUMPTION, Asthma, Colds, Bronchitis, &c., **PARKER'S TONIC** has met with astonishing success. It is a sure cure for Indigestion, Diarrhoea, Dysentery, Rheumatism, Chills, Malaria, Colic and Cramps, and has often saved life.

SOLD IN LARGE BOTTLES AT \$1.00.

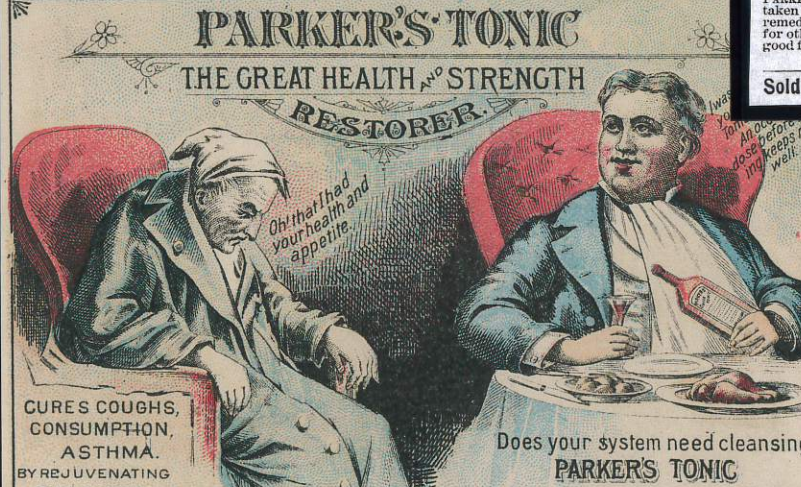
Send for circular to Hiscox & Co., 163 William St., New York.

LOUISVILLE, KANSAS, AUGUST 6, 1885.
I wish to say to the sick and those that are feeble and weak from any cause whatever, that in all the vocabulary of medicines they will find the most virtue, and the greatest benefit from **PARKER'S TONIC**. I have been an invalid for five or six years past and given up to die by the most skillful physicians in Kansas and Colorado, but **PARKER'S TONIC** has kept me alive and raised me up after everything else failed. I have organic heart disease, combined with spinal and great nervous debility, and have cold sinking spells with no pulse, and the only medicine that will bring on a reaction is **PARKER'S TONIC**. I have never known it to fail in curing a cold if taken in time, and it will relieve pain quicker than any other remedy I have ever tried. I send you this because I would like for others to know how much good it has done me. It is just as good for children. Try it and be convinced.

MRS. D. SHULTZ, P. O. Box 92.

Sold at the Store where you received This Card.

PARKER'S TONIC
THE GREAT HEALTH AND STRENGTH
RESTORER.



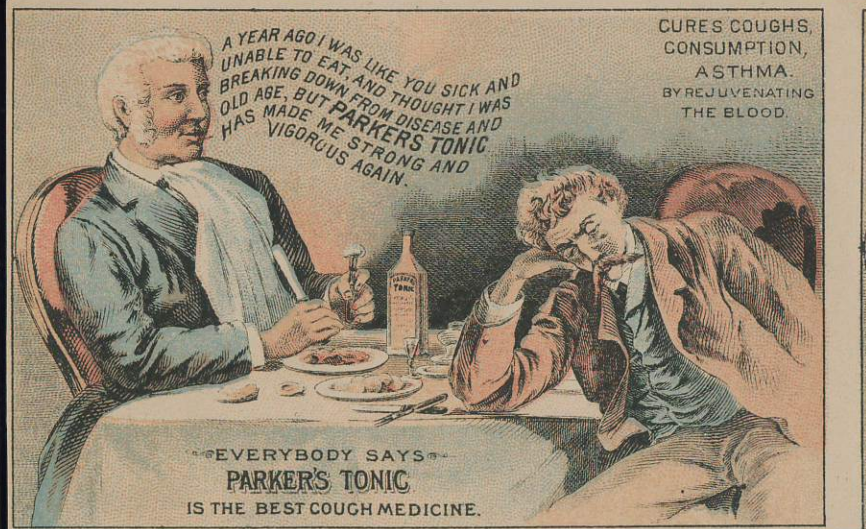
Oh that I had your health and appetite.

I was miserable as you until Parker's Tonic cured me. An occasional dose before eating keeps me well.

CURES COUGHS, CONSUMPTION, ASTHMA. BY REJUVENATING THE BLOOD.

Does your system need cleansing
PARKER'S TONIC
IS THE BEST BLOOD PURIFIER YOU CAN USE.

A YEAR AGO I WAS LIKE YOU SICK AND UNABLE TO EAT, AND THOUGHT I WAS OLD AGE, BUT **PARKER'S TONIC** HAS MADE ME STRONG AND VIGOROUS AGAIN.



CURES COUGHS, CONSUMPTION, ASTHMA. BY REJUVENATING THE BLOOD.

EVERYBODY SAYS
PARKER'S TONIC
IS THE BEST COUGH MEDICINE.

Hiscox utilized "before" and "after" trade cards frequently for its "PARKER'S REMEDIES" and cures.

UNITED STATES PROPRIETARY

Medicine Advertising

HISCOX & CO.



Everybody needs at times the invigorating help of
PARKER'S GINGER TONIC.

FILES LITHO & LIBERTY PRINTING CO. N.Y.

PARKER'S HAIR BALSAM
Restores the youthful color to
Gray or faded Hair



Are you Bald? Try
Parker's Hair Balsam.
Many have recovered
their Hair by its use.

OVER

PARKER'S HAIR BALSAM
This economical hair dressing is highly esteemed everywhere for its excellence and superior cleanliness.
It Never Fails to Restore the Youthful Color
to gray hair, is elegantly perfumed and is warranted to remove dandruff and prevent falling of the hair.
50c. and \$1 sizes, at all druggists.



PARKER'S GINGER TONIC
Made of Ginger, Buchu and many of the best remedies known, this highly invigorating but never intoxicating medicine cures disorders of the bowels, liver, kidneys, nerves & lungs, & is **The Best Cough Cure and Strength Restorer Ever Used.**
If you have Female Complaints, Wakefulness, Rheumatism, Dyspepsia or if you have lost your appetite and are low spirited, or are suffering from age, or any disease, use Parker's Ginger Tonic to-day. It will give you new life & vigor.
50c. and \$1 sizes at druggists. Large saving buying dollar size. Send for circular to Hiscox & Co., 163 William Street, N. Y.

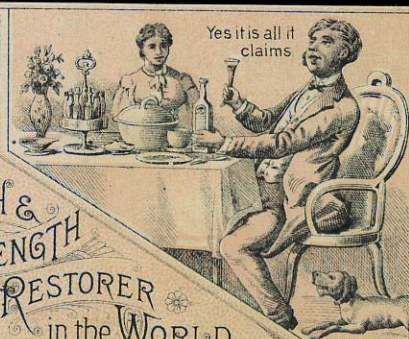

FLORESTON
Its rich and lasting fragrance has made this delightful perfume exceedingly popular. There is nothing like it. Insist upon having FLORESTON; on every bottle signature of
Hiscox & Co. New York.
Druggists or dealers in perfumes can supply you. 25 & 75c.
LARGE SAVING BUYING 75c. SIZE.
COLOGNE

SOLD AT THE
Drug Store Where You Received This Card.
Where you will find a full stock of pure
Drugs, Medicines, Brushes, Toilet Articles, &c., &c.

PARKER'S GINGER TONIC

Oh! I can't eat anything I am all run down.

The Best HEALTH & STRENGTH RESTORER in the World.



Yes it is all it claims

EVERYBODY SAYS PARKER'S GINGER TONIC IS THE BEST COUGH MEDICINE.

(OVER)

Advertising cards promoting "PARKERS GINGER TONIC".

UNITED STATES PROPRIETARY

Medicine Advertising

In 1873, John F. Henery acquired the business of A.L.SCOVILL & CO. of New York. He promoted the Scovill products with elaborate advertising such as Trade Cards and newspaper testimonials. Shown below are before and after advertising cards for SCOVILL'S SARSAPARILLA or BLOOD & LIVER SYRUP.

CARD IS CLOSED
Showing before medication



CARD IS OPEN
Showing after medication



SCOVILL'S
Sarsaparilla and Stillingia,
OR,
BLOOD AND LIVER SYRUP.

A peerless remedy for Scrofula, White Swellings, Cancer, Erysipelas, Gout, Chronic Sores, Syphilis, Tumors, Carbuncles, Salt Rheum, Malaria, Bilious Complaints, and all diseases indicating an impure Condition of the Blood. This grand remedy is a compound of vegetable extracts, the chief of which are SARSAPARILLA and STILLINGIA. The Cures effected by SCOVILL'S BLOOD AND LIVER SYRUP are absolute, and their record is undisfigured by failure.

MINONKE, ILL., May 15th.

MESSES. JOHN F. HENRY & Co.:
Gentlemen—Having used your medicine, Scovill's Blood and Liver Syrup, according to the directions given, for the purpose of enriching and purifying the blood and regulating the liver, and having found the medicine to do all that you claim for it, I cheerfully recommend its use to all persons affected likewise.
Very truly,
J. M. FORT.

—o—
FOR SALE BY ALL DRUGGISTS.
JOHN F. HENRY & CO.,
ALSO PROPRIETORS OF
Dr. Wm. Hall's Balsam for the Lungs, Henry's Carbolic Salve,
Baker's Pain Panacea, Mott's Liver Pills, etc.
24 COLLEGE PLACE, NEW YORK.

UNITED STATES PROPRIETARY

Private Die Medicine Stamps

DR. DONALD KENNEDY

Dr. Kennedy manufactured a product he sold as "KENNEDY'S HEALING OINTMENT" and distributed it in a tin container with the products name raised in the cover. The wrapper which held this product was 129 by 276 mm. And printed on bright orange glazed paper. An example of this wrapper and cover of the container are shown here.

