

LOOKING BACK...



By Russel P. McDonald

There was no reason for a citizen of San Bernardino in the period from 1870 to 1900 to suffer from ill health or a number of deficiencies. That is if one was to believe the ads in almanacs, newspapers and catalogs.

There was a 'cure all' with a kick to cover almost anything from typhoid, dysentery, malaria, neuralgia, poor eyesight, kidney difficulties, dyspepsia, strains, asthma, baldness, chronic fatigue, general tiredness and just about everything that ailed a person up to and including changing flat chested women to 'graceful plumpness' and turning 'fat into muscles' for flabby men.

The nostrum promoters presented their products as derivatives of America's folk lore concocted by simple people whose earthly wisdom about the body and its ills gave them no need of family doctors. And the public fell for it.

Lydia E. Pinkham's Vegetable Compound grossed some \$300,000 in 1883.

Many patents were advertised as Indian Cures (Who had more instinctive wisdom than the red man?) THe Kickapoo Indian Medicine Company's fast seller was a buffalo salve for scabby scalps.

Among the highly advertised could be found, Paine's Celery Compound, Laxative Bromo Quinine, Schiffmann's Asthma Cure,







Watson's Neuralgia King, St. Jacobs Oil for rheumatism, Imperial Gramum for invalids and the aged and ailments for the growth and protection of infants and children.

There was Parker's Ginger Tonic, Mrs. Winslow's Soothing Syrup, Dr. Morse's Indian Root Pills for worms, Pond's Extract, Carter's Little Nerve Pills to free you from Nervousness and Dyspepsia, Ayer's Cherry Pectoral,