

Chapter 4

El Paso Prescription Bottles

Late 19th Century



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2015

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Beyond any question, all of the El Paso drug stores used bottles of some sort to dispense their prescriptions, medicines, notions, household liquids, oils, and many other products. After the arrival of the railroads in 1881, the vast majority of these products would have been of national manufacture, sold in containers that reflected the national brands rather than the local dealer. However, many drug stores and pharmacies, especially during the last quarter of the 19th century still compounded a majority of their own products or bottled them in liquid or powder form from large generic canisters, casks, or barrels with their own labels.

The glass bottles typically appeared in three forms. The first had either glass-covered or etched labels. These were generic in nature, almost never identifying the local drug store. Although these were certainly used extensively at El Paso, there is no way to trace them to the local user, so I will not address them in this study.

Next are by far the most common type: generic glass bottles with paper labels that identified the drug store or even individual druggist. As noted in Chapter 2, the earliest of these labels were cut out with a pair of scissors and glued onto generic bottles. I have two of these from El Paso, purportedly genuine. Soon, the labels were professionally cut, so only the earliest ones from the city show hand-cut edges. The next stage – gummed labels – are impossible to discriminate from those that were hand glued.

The final group consists of those bottles that were permanently marked – with embossed lettering. In general, prescription bottles – intended for a single trip and no reuse – were made of very thin glass, so they do not preserve well. In the archaeological record, they often appear as fragments, and they are much less common on collectors' shelves than many other types, e.g., returnable soda bottles. Druggists often embossed names, addresses, and other information on the bottles. Most of these embossed bottles were originally also identified by paper labels, but most of those have eroded off, even on bottles preserved in old houses.

El Paso Drug Stores and Their Bottles

Although I have typically presented businesses in chronological order in most of my publications, I have elected to list the El Paso drug stores in alphabetical order to enhance ease of finding them in the study.

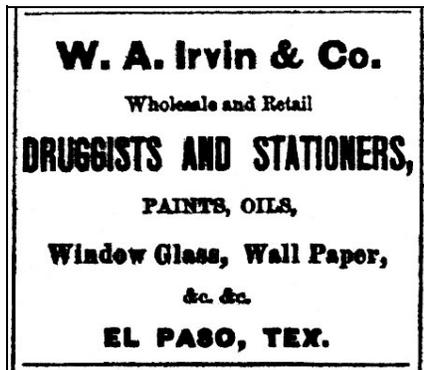


Figure 4-1 – W.A. Irvin & Co. ad (*Rio Grande Republican* 3/1/1884)

The Rio Grande Pharmacy was probably the earliest drug store in town, opening in 1881. It was likely followed shortly by W.A. Irvin & Co. Irvin was certainly in place by 1883 but also may have opened in 1881. People’s Drug

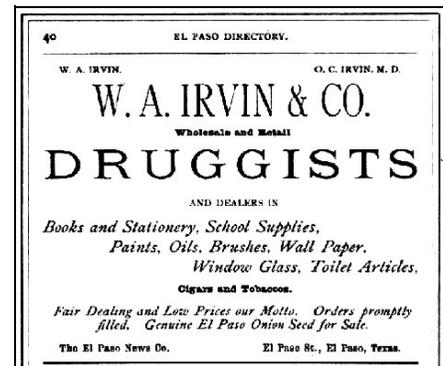


Figure 4-2 – W.A. Irvin & Co. ad (EPCD 1885)

Store was the next in our list of pharmacies with extant bottles, opening by 1892. Kelly & Pollard may have opened as early as 1893, but the firm was certainly in business by 1896. They were soon followed by M.H. Webb ca. 1897. The arrival of the Romero Drug Co. is less certain, but the family may have opened its El Paso branch as early as 1898. The branch was certainly open by 1902.

W.A. Irvin & Co. (ca. 1881-1903)

As noted in Chapter 3, W.A. Irvin & Co. operated at El Paso from at least 1883 to 1903 (Figure 4-1). The *El Paso Times* for January 1, 1885, called the firm “one of the oldest firms in their line in El Paso,” so the business was probably older (Figure 4-2). Also see Chapter 3 for advertising trade cards from W.A. Irvin, Chapter 6 for a photo of the building, and Figure 4-3 for a look at the location on the 1883 Sanborn Fire Insurance Map.

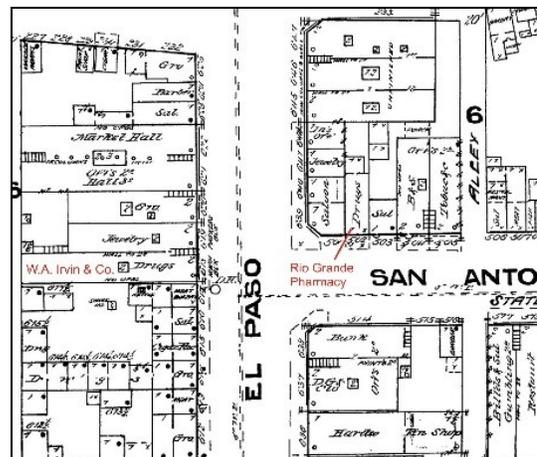


Figure 4-3 – W.A. Irvin & Co. and Rio Grande Pharmacy (Sanborn Map 1883)

W.A. Irwin & Co. Bottle

The only bottle from W.A. Irwin that I have ever found was a small (7.3 cm. tall), generic, colorless bottle that was square in cross-section (Figure 4-4). The bottle was mouth blown and had a tooled, one-part pharmacy finish. The label, now yellowed with age, was originally white with black letters. An ornate scroll extended diagonally across the center with a penciled-in name that may have been “O.R. Quinn” or could have been the name of the contents. The upper triangular area created by the scroll read “W.A. IRVIN & CO. / Druggists and” with “Pharmacists, / EL PASO, TEXAS.” in the lower triangle. According to the Whitall Tatum & Co. catalog for 1896, these bottles were called Tall French Squares.



Figure 4-4 – W.A. Irvin & Co. bottle



Figure 4-5 – Base of Irvin bottle

The base was embossed with a single sans serif “H” in the center (Figure 4-5). The W.H. Hamilton Co., Charleroi, Pennsylvania, made pharmacy bottles from 1880 to at least 1909, possibly until 1920. The plant embossed an “H” on its bottles at least during the ca. 1900 period and probably throughout its existence. The bottle could have been used at any time during the ca. 1881-1903 period that Irvin was in business at El Paso.

W.A. Irvin & Co. Dose Glass

Donald E. Bergsangs listed a small dose glass (probably 1 oz.) that was embossed “W.A. Irvin & Co. Pharmacists El Paso Texas.” I suspect that the letters were all capitals, but I have not been able to discover anything else about this glass.

Kelly & Pollard (1893-1930)

C.E. “Henry” Kelly was born in Jefferson County, Mississippi, in 1865. He came to El Paso because of lung trouble. According to the Chamber of Commerce (1911:76), Kelly arrived at El Paso in 1884. The Chamber further noted that Kelly’s “first business venture was in the drug line under the firm name of Kelly & Jones.” However, I found no entries in the city directories for Kelly until 1895 and none for Kelly & Jones – nor have I found any other sources for Kelly & Jones. In all, Kelly’s dealings remain a bit mysterious prior to the opening of Kelly & Pollard.

According to Sonnichsen (1968:258), “The drug business kept C.E. Kelly going, but politics was his life.” He was city treasurer in 1902 and held that position until he became mayor. He was the “boss” of a political organization in El Paso known as “The Ring,” a political group “which in its day was responsible, resourceful, ruthless, and unbeatable.” Although he was Mayor from 1910 to 1915, he generally operated behind the scenes. He only became mayor when W.F. Robinson, the incumbent, was killed in 1910 during a fire at Calisher’s Department Store (Bryson 1973:43, 63, 65). Although his methods may have been a bit high handed, Kelly was at least in part responsible for a number of advances including paving, sewers, Scenic Drive, and the School of Mines (now UTEP). Kelly’s power declined a bit after he was defeated in the mayoral election in 1915 by Tom Lea (Sonnichsen 1968:370-377; Timmons 1990:204-205).

We know a bit more about J.H. Pollard (Figure 4-6). By 1888, Pollard was the manager of the Rio Grande Pharmacy, owned by Robert F. Campbell, and roomed either above or below the store. The 1888 Sanborn Map noted that there were “2 APTMTS in CELLAR” as well as a second floor to the building (See section on Rio Grande Pharmacy below). Pollard retained that position until he joined Kelly (EPCD 1888-1896).



Figure 4-6 – Joseph H. Pollard
(Stout-Feldman)

The Chamber of Commerce publication (1911:75) stated that Kelly & Jones “was established many years ago” and that Pollard had “purchas[ed] the interests of Mr. Jones fifteen years ago [i.e. 1896]. The story of the 1932 sale of Kelly & Pollard to McKesson & Robbins, however, claimed that Kelly & Pollard was founded in 1893 (*El Paso Herald* 7/19/1932).¹ Because Kelly’s chief interest was politics, “the active management [was] largely in the hands of J.H. Pollard” (El Paso Chamber of Commerce 1911:75).

Kelly & Pollard operated out of the Sheldon Block in 1896, the northwest corner of N. Oregon and San Francisco (201 N. Oregon).² Their corner ads noted that they were in the Sheldon Hotel. The wholesale drug department was first listed at 315 St. Louis in 1910, although the retail business remained at 201 N. Oregon (EPCD 1896-1910). In addition to the usual articles found in a drug store, the business also conducted “an important wholesale department, drugs and chemicals being received in [railroad] car lots at the warehouse at 315 Mills St. The firm employed “a dozen chemists and salesmen, and their field of operations extend[ed] throughout the greater part of El Paso’s trade territory” (El Paso Chamber of Commerce 1911:75).

In late 1916 or early 1917, the Kelly & Pollard Co. (note the new name) incorporated both the retail and wholesale businesses separately. Kelly was president of the retail trade, with Pollard as vice president and R.E. Roche as secretary and treasurer. The firm also purchased Peoples Drug Store at 327 E. San Antonio at the same time. The top two positions were reversed at the wholesale firm, with Pollard in the presidential position. Roche served as secretary and treasurer. The address was now 313-315 Mills. This was a change in the street name (from St. Louis) rather than a move. Their 1920 ad bragged that they carried “everything in drugs and drug sundries.” As the wholesale business boomed, Kelly & Pollard sold the retail store to the Cordell Drug Co. – who advertised as successors (EPCD 1917-1920; *El Paso Times* 6/20/1920 – Figure 4-7). In late 1922 or early 1923, the Kelly & Pollard Co. also divested itself of Peoples Drug Store. W.P. Poe was the new proprietor.

¹ Whether this date referred to Kelly & Jones or Kelly & Pollard is anyone’s guess.

² Unfortunately, the surviving pre-1900 El Paso city directories are few. All we can state with any certainty is the Kelly & Pollard entered into business sometime between 1892 and 1896.

In 1930, the name was changed to McKesson, Kelly & Pollard at 319 Mills (possibly another expansion). The business moved to 420 W. San Antonio in 1931. A 1932 ad noted that J.H. Pollard was president of the corporation, with Joe W. Wilson as vice president and manager, and O.N. Inabit as merchandise manager. The firm offered soda fountain supplies, stationary, school supplies, heavy chemicals, patent medicines, and pharmaceuticals. The name was changed to McKesson & Robbins, Inc. in 1943. The firm became the McKesson Drug Co. in 1981 and moved to 11401 Pellicano Dr. but was last listed in 1991. By 1992, the wholesale druggist category had been deleted from the city directories (EPCD 1920-1992).



Figure 4-7 – Ad for Cordell Drug (*El Paso Times* 6/20/1920)

Kelly & Pollard Bottles – Retail

I have only found two items that are likely from the early days of Kelly & Pollard. Both are from the late 19th or very early 20th centuries. By the time that Kelly & Pollard entered their wholesale phase by 1911, the firm used generic bottles with paper labels. It is possible that the retail firm continued to use embossed containers until it closed in 1920, and it probably adopted the generic/paper format a decade or more earlier.

Prescription Bottle

The only earlier bottle I have found had both an embossed label on one side and a paper label on the other. The bottle was small (11.5 cm. tall, 4.3 cm. wide, and 2.4 cm. thick), with a tooled, one-part pharmacy finish. It still had ca. 1/3 of its contents – although now desiccated – and the original cork. The front label was originally made with black ink on white paper but was not tanned with age: KELLY & POLLARD, PHARMACISTS (in elaborate scroll) / SHELDON BLOCK / OPP. NEW P.O. (in an elaborate scroll atop a leafy branch) / EL PASO, TEXAS (horizontal) (all in black ink on white label with double-line border) / Glycerol {ounce symbol} ii / Ichthyol {dram symbol} ii (handwritten in black ink) (Figure 4-8).



Figure 4-8 – Kelly & Pollard early bottle

Frank Sternad (personal communication 3/10/2014) commented that “Ammonium bituminosulfonate (ichthyol or ichthammol) is

obtained from dry distillation of sulfur-rich shale containing fossilized fish (ergo the ‘ichthy’). It was commonly used in 10% to 20% concentration in ointment form, sometimes called ‘black ointment,’ as a remedy for skin diseases including lupus, eczema and psoriasis. German physician Paul Gerson Unna even recommended it to be taken internally for leprosy.



Figure 4-9 – Reverse of early bottle

The reverse side was embossed with a line drawing of a crescent moon around a five-point star with a K&P monogram in the center – to the left of the bottle, held with the finish pointing left and “Kelly & Pollard (cursive) / THE / PHARMACISTS / OPP.P.O. EL PASO, TEX.” on the rest of the face (Figure 4-9). The base was embossed “S-F.G.CO. (arch) / 122 (horizontal)” – the logo of the Sheldon-Foster Glass Co., in business from 1895 to ca. 1902 at Gas City, Indiana and from ca. 1902-1912 at Chicago Heights, Illinois (Figure 4-10).³ The arched S-F.G.CO. logo was almost certainly used during the Gas City years, possibly only to 1900. Kelly and Pollard opened ca. 1893 and closed in 1920, but this bottle could only have been made between 1895 and 1902, when Sheldon-Foster was open at Gas City.



Figure 4-10 – Base of early bottle

³ Unfortunately, I have no Sheldon-Foster catalog. However, the bottle was very similar to Knickerbocker Oval (Whitall Tatum Co. 1924:14), patented December 11, 1894 (No. D23874) and to the Eastlake Oval (Robert J. Alther 1909:17).

Dose Glass

A single one-ounce dose glass has survived, probably from the same ca. 1893-1900 period. The glass measured 4.3 cm. tall, 3.8 cm. in diameter at the top, and 2.9 cm. in diameter at the heel. The front was embossed “KELLY & POLLARD (arch) / [drawing of mortar & pestal] / K&P (horizontal) / EL PASO, TEX. (inverted arch),” with “TABLE / DESSERT / TEA” – each with a measuring line – on the reverse. There was no manufacturer’s mark on the base (Figure 4-11).



Figure 4-11 – Kelly & Pollard dose glass

Kelly & Pollard Bottles – Wholesale

When Kelly & Pollard became a wholesaler, the firm switched to generic bottles with paper labels. Often, the company purchased bottled products from other wholesale firms (e.g., Fritzsche Brothers), left the original label affixed, and added its own label.

Small, Round Fritzsche Brothers Bottles

Kelly & Pollard purchased a number of products from the Fritzsche Brothers that were packaged in small, round, amber bottles. Each bottle was 7.5 cm. in height, 3.7 cm. in diameter at the shoulder, and 3.6 cm. in diameter at the heel due to a slight upward flare from heel to shoulder. The bottles were mouth blown with tooled, reinforced prescription finishes, ca. one-ounce capacity, with no manufacturer’s marks on their bases. I have found four of these, each identical except for the labels.

The front label on one of these was slightly different from the other three. The label had “FRITZSCHE BROTHERS” at the top between two red lines, followed by a seal with a red coat of arms on a black background in the center of a red ring. At the foot of the coat of arms was “REG. U.S. PAT. OFF.” To the left of the seal was “ESSENCES / AND / ESSENTIAL OILS” with “FINE DRUGS / AND / CHEMICAL PREPARATIONS” to the right. In the corner, just above “FINE DRUGS” someone had added “2 oz” in pencil. Just below the seal was stamped

“0519221195.” The lower section said “OIL OF BITTER ALMOND / GENUINE / FREE FROM PRUSSIC ACID” with “NEW YORK” on the bottom line (Figure 4-12).

The reverse label had a red Fritzsche Brothers seal above “PUT UP EXPRESSLY / FOR (red ink) / KELLY & POLLARD / WHOLESALE DRUGGISTS / EL PASO / TEXAS (black letters)” (see Figure 4-12). The lack of the Pure Food and Drug Act banner (see other examples below) indicates that this bottle was made prior to ca. 1908. The 1906 Act allowed bottlers and packers a certain leeway in compliance with the regulation that required the ingredients to be specifically stated on the label.



Figure 4-12 – Oil of Bitter Almond

The other three front labels were identical except for name of the products – although all were slightly different from the earlier one. Each had “FRITZSCHE BROTHERS” at the top between two red lines, followed by a seal with a red coat of arms on a black background in the center with a red ring around it. Inside the ring was inscribed “BRANCH OF (arch) / SCHIMMEL & CO. MILTITZ (inverted arch)” with dots between the top and bottom sections. To the left of the seal was “MANUFACTURERS OF / ESSENTIAL OILS/ AND CHEMICAL / PREPARATIONS” with “ESSENCES ETC. / IMPORTERS / OF / FINE DRUGS” to the right. That was followed by the product labeling area with a red diagonal rectangle stamped in red ink with “GUARANTEED UNDER THE FOOD AND DRUG ACT / JUNE 30TH 1906. SERIAL NUMBER 707.”

The reverse labels were made in two variations. The first – probably the earliest – was identical to the reverse label of the earlier bottle described above (Figure 4-13). The second style was an oval red Fritzsche Brothers seal with “PUT UP



Figure 4-13 – Oil of Bay Leaves



Figure 4-14 – Oil of Myristica

EXPRESSLY / FOR /
 KELLY & POLLARD /
 WHOLESALE
 DRUGGISTS / EL PASO
 / TEXAS” in black letters
 atop the seal (Figure 4-
 14).



Figure 4-15 – Oil of Fennel

The later three product variations in my sample are:

1. Oil of Bay Leaves (see Figure 4-13)
2. Oil of Myristica / (Oil of Nutmeg) U.S.P. (see Figure 4-14)
3. Oil of Fennel / U.S.P. (Figure 4-15)

Larger Round Fritzsche Brothers Bottles

Two larger (12-16-oz.), round, amber bottles were virtually identical to the smaller ones, except for size – although these were made in three-piece molds – with applied, reinforced prescription finishes. The bottles were mouth blown and measured 20.6 cm. tall and 7.7 cm. diameter at the heel. The bottles had no base markings. Both examples were blown into a three-piece mold (dip mold with two shoulder pieces) but had tooled, reinforced-prescription finishes. These had the same type of Fritzsche Brothers labels (although larger) affixed to the upper part of the body, with a label at the heel that was identical to the first variation of reverse label on the smaller bottles (Figure 4-16). A notable difference, however, was the lack of the Food and Drug Act stamp on the upper labels – a probable indicator that the labels were made prior to ca. 1908.

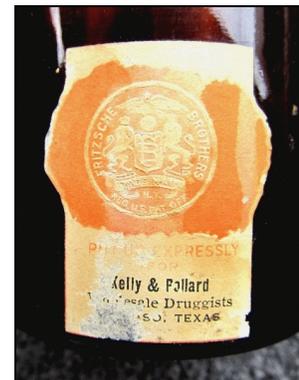


Figure 4-16 – Fritzsche Brothers label



Figure 4-17 – Oil of Cedar Leaves

The two variations in my sample are:

1. OIL OF CEDAR LEAVES / AMERICAN [back warning label – VOLATILE SOLVENT / Use With Adequate Ventilation / Avoid Prolonged Breathing / of Vapor (black lettering, light blue label)] (Figure 4-17)
2. EXP. OIL OF ALMOND, NOT U.S.P. / BROWNSH COLOR WITH NITRIC ACID TEST. / FATTY

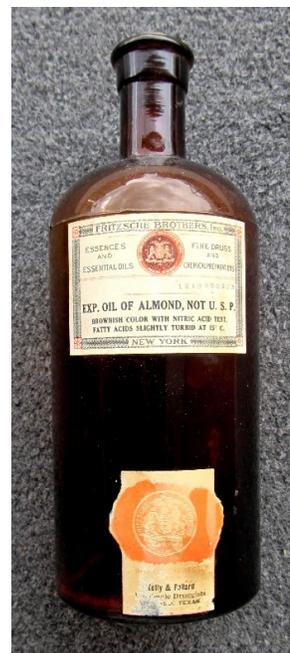


Figure 4-18 – Oil of Almond

ACIDS SLIGHTLY TURBID AT 15° C. (Figure 4-18)

Blue-Label Bottles



Figure 4-19 – Kelly & Pollard seal

Another style of label appeared on bottles put up by Kelly & Pollard. Each label was blue with white letters “FROM / KELLY & POLLARD / WHOLESALE {seal} DRUGGISTS / EL PASO ~ TEXAS.” The round seal had a stylized “K-P” in the center with “KELLY AND POLLARD in an arch at the top and “EL PASO, TEXAS” in an inverted arch at the bottom (Figure 4-19). I have two

examples, one on an amber bottle, another on a colorless container.



Figure 4-20 – Later Kelly & Pollard bottle

The amber example was the same size as the amber bottles described above (20.6 cm. x 7.7 cm.), although it was machine made with a one-part prescription finish (Figure 4-20). The bottle was still almost full with the



Figure 4-21 – Tied-down cork finish

original cork and original tie-down string (Figures 4-21 & 4-22). A shoulder label originally told the contents as well as the retail druggist, but most of it has deteriorated, leaving only “. . . RNEL / STS EL PASO, TEX.” (Figure 4-23). This was almost certainly the same label as described next.



Figure 4-22 – Tied-down cork finish



Figure 4-23 – Upper label

The colorless example was round and measured 12.8 cm. in height and 4.7 cm. in diameter.

The bottle held ca. four ounces and was topped with a reinforced prescription finish. Above the standard Kelly & Pollard label, was a blue-outlined white label with blue letters: “OIL PEACH KERNEL /



Figure 4-24 – Machine-made bottle

KELLY & POLLARD WHOLESALE DRUGGISTS EL PASO, TEX.” (Figure 4-24). The base had an Owens machine scar and was embossed with the Diamond-I logo used by the Illinois Glass Co. (Figure 4-25).



Figure 4-25 – Base with Illinois Glass Co. logo

These are almost certainly later bottles, since both were made by automatic bottle machines. The Illinois Glass Co. obtained the Owens license to make medicinal bottles by machines

in 1911, but it was at least the next year when the plant began production of small-mouth machine products. However, it is unlikely that Kelly & Pollard used these bottle until later – possibly not until ca. 1920. See Table 4-1 for a chronology of Kelly & Pollard bottles.

Table 4-1 – Probable Bottle/Label Chronology for Kelly & Pollard

Date Range	Characteristics
1893-ca. 1900	Embossed crescent & star; plus elaborate paper label
ca. 1901-1920	Generic bottle with elaborate paper label – retail
ca. 1910-1920	Generic bottle with paper labels that included Fritzsche Bros. or others
1920-1930	Generic bottles with <i>only</i> Kelly & Pollard name on paper labels
1930-1943	Generic bottles with McKesson, Kelly & Pollard on paper labels

Red-Label Bottles

I have only seen one example of a red-label Kelly & Pollard bottle on a colorless, machine-made bottle with a packer finish. The bottle measured 18.9 cm. in height and 17.3 cm. in diameter. The only label was made of white paper with a red outline. The top section was unprinted but had “7 oz / BALSAM–COPAIBA (all in pencil) above a red rectangle with “KELLY & POLLARD / Wholesale Druggists / EL PASO ~ ~ TEXAS” stenciled in white (Figure 4-26). The base was embossed with the Diamond-I symbol used by the Illinois Glass Co. The bottle was likely used during the same 1920-1930 period as the two described immediately above.



Figure 4-26 – Red-label Kelly & Pollard bottle

McKesson, Kelly & Pollard Bottles & Boxes

McKesson, Kelly & Pollard moved to a different label style. The only example of a bottle I have was made on an Owens machine with a double-reinforced finish and graduations on both sides of one face. A circle on the shoulder indicates that the bottle held 16 ounces. The base was embossed “6 Diamond-I B 8 / LYRIC.” The Illinois Glass Co. began making Lyric

bottles in 1912, the same year the plant began using the Owens machines and continued until 1929, the year when the firm merged with the Owens Bottle Co.

Since this indicates that Illinois Glass stopped making Lyric bottles a year sooner than McKesson, Kelly & Pollard was formed, it seems to create a conundrum. However, the Owens-Illinois Glass Co. almost certainly continued to use the old molds until they wore out or until all outstanding contracts were filled. It is also likely that McKesson, Kelly & Pollard had a supply of bottles that they filled for at least a year, possibly more.



Figure 4-27 – McKesson, Kelly & Pollard bottle

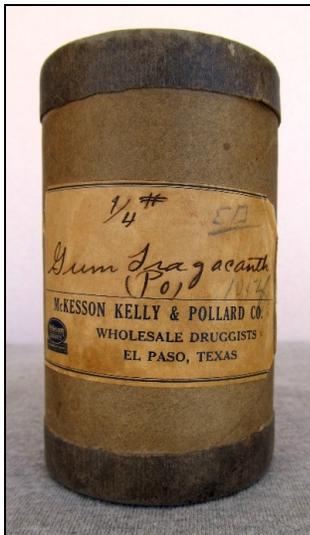


Figure 4-28 – McKesson, Kelly & Pollard box

The front had a rectangular white paper label with “254 - 2 Oz C2 / Oil Pine Tar (all handwritten in black ink) / McKESSON KELLY & POLLARD CO. / WHOLESALE DRUGGISTS / EL PASO, TEXAS (black ink with the McKesson seal in the lower left corner).” McKesson seal: McKesson / Service (in a black oval)” above “The Standard of Quality” in a black rectangle. The right side panel was affixed with the retailer’s label: “EAGLE DRUG CO. (black) / PRESCRIPTIONS & A SPECIALTY (white letters in red rectangles) / LORDSBURG, NEW MEXICO (black) / OIL PINE TAR (typed in black ink).” The bottle was almost certainly used during the 1930-1942 period, when the firm operated under the McKesson, Kelly & Pollard name (Figure 4-27).

A second container was a light cardboard cylinder with light cardboard caps on each end. The label was identical with the one described immediately above, except for “1/4# CD / Gum Fragacanth / (PO) 10¢ oz.” in black ink at the top (Figure 4-28). The box also dated to the 1930-1942 period.

Kelly & Pollard Bottle/Label Progression

Although I only have a single example, it is likely that Kelly & Pollard originally used an embossed bottle – probably the same as or similar to the Crescent and Star bottle discussed above. These were probably accompanied by complex, ornate labels similar to the one on the early bottle. The firm likely used these embossed bottles with paper labels from the inception of the company ca. 1893 to a point ca. 1900.

About 1900, Kelly & Pollard likely dropped the embossed bottles in preference for generic containers – although these probably continued to bear the ornate paper labels or something similar. I have not yet discovered one of these, so this remains in the realm of speculation. The retail side of the business likely continued to use the generic bottle and ornate label system until it closed in 1920.

Kelly & Pollard opened the wholesale business from the same location as their retail firm ca. 1910. They certainly purchased a great many products from the Fritzsche Brothers as shown above. Kelly & Pollard probably maintained the wholesale trade through Fritzsche until the move to the new location in 1920. The Fritzsche Brothers likely provided both the mouth-blown bottles and paper labels for Kelly & Pollard during this period, and that may have been true of other suppliers as well.

With the new building, Kelly & Pollard probably prepared their own products for the wholesale trade. These were bottled onsite and kept there until sale. The labels during this period – which probably lasted from 1920 until the merger that created McKesson, Kelly & Pollard – only bore the Kelly & Pollard name. The containers now were machine made, probably exclusively by the Illinois Glass Co.

The final stage used bottles with labels only for McKesson, Kelly & Pollard. These labels always included the McKesson seal in the left corner. Those machine-made bottles, with paper labels, were likely used until the end of the Kelly & Pollard involvement in 1940.

Rio Grande Pharmacy (1881-1903)

The Rio Grande Pharmacy opened on September 19, 1881, and was located at the Davis Block until December of that year (*El Paso Times* 1/1/1882). An ad in the *El Paso Herald* on September 28, 1881, stated:

Having Less Expense, we con (sic) and will sell Cheaper than any other house. All Goods Delivered Free! Rio Grande Pharmacy. Davis Building, Corner El Paso Street and West Overland. Largest Stock of Drugs, Medicines, and Toilet Articles Ever brought to the Rio Grande Valley. These goods are all Selected in *Person*, and are Fresh from Eastern and California Markets. Prescriptions a Specialty. L.H. Davis, Proprietor. F.P. Hoeck, Ph.C., Manager.

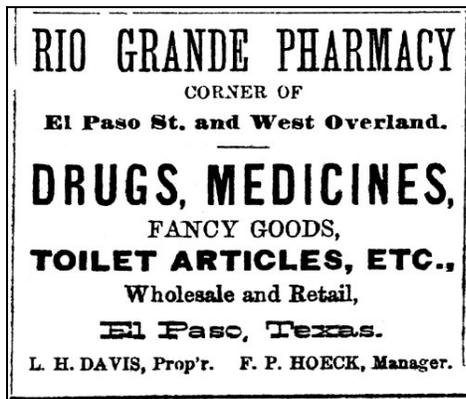


Figure 4-29 – Rio Grande Pharmacy ad (NM Business Directory 1882)

photo). The building was next to the State National Bank. The store was shown as the second business east of the intersection of San Antonio and El Paso (north side of the street, next to a saloon) on the 1883 Sanborn Fire Insurance map. The location was still labeled “Drugs” on the 1885 map, but it had turned into a barber shop by 1888 (see Figure 4-3).

The business moved to “San Antonio near El Paso” to celebrate the New Year and planned to open at the new location on December 12 (*El Paso Lone Star* 12/10/1881; *El Paso Times* 1/1/1882). An ad in the 1882 New Mexico Business Directory noted the move (Figure 4-29). A photo from the McKinney collection showed Llewellyn H. Davis and Mother in the middle of a group in front of the

Rio Grande Pharmacy (see Chapter 6 for the

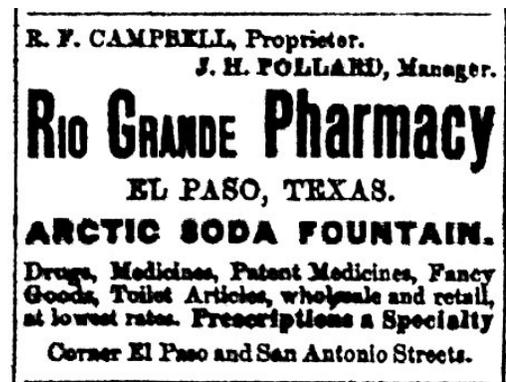


Figure 4-30 – Rio Grande Pharmacy ad (*Rio Grande Republican* 3/1/1884)

An ad for the pharmacy continued to run in the *Rio Grande Republican* at Las Cruces until at least November 1883, still claiming Davis as the proprietor and Hoeck as the manager. Along with the other items advertised earlier, this ad included the “Arctic Soda Fountain.” The following year, however, the same ad ran – with a change to Campbell as the owner and J.H. Pollard as manager (Figure 4-30). In the tradition of the time, Pollard lived above the store.⁴

The *El Paso Times* (1/1/1885), confirmed early 1884 as the time when Campbell acquired the Rio Grande Pharmacy, when the paper noted that

this well known drug establishment has been in existence over three years, passing about a year ago under the control of its present proprietor, Mr. R.F. Campbell. Mr. Campbell carries a full line of drugs, patent and non-secret medicines, and articles of the toilet. A specialty is made of the prescription department and of physicians supplies.”

Robert F. Campbell was listed under the Drugs heading in 1888 as being at the Sheldon Block opposite the Grand Central Hotel (EPCD 1888), and the 1888 Sanborn Fire Insurance Map illustrated a “Drug” at that location (Figure 4-31).

A major rearrangement in the pharmacy trade occurred between 1893 and 1895. Pollard left to form the firm of Kelly & Pollard with C.E. Kelly, and Stafford Campbell took over the Rio Grande Pharmacy, now listed at 101 El Paso. By 1898, the address was 212 San Antonio (Figure 4-32), and the store was listed

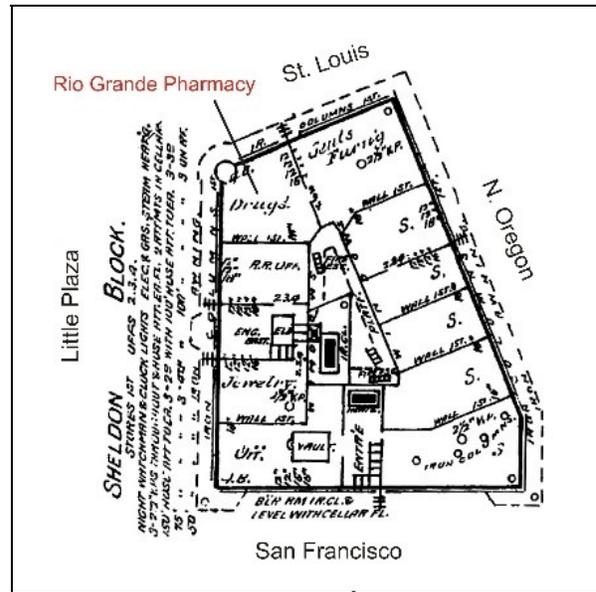


Figure 4-31 – Rio Grande Pharmacy (Sanborn Map 1888)

⁴ During the late 19th century, drug stores filled prescriptions 24-hours a day. At least one pharmacist lived either behind or above the store and could be awakened at any time to deal with customer needs. The Sheldon Block was an office building when it was finished in 1884 but became the Sheldon Hotel in 1900.

as “Campbell, Stafford” and ““Rio Grande”” (his quotation marks). Campbell had taken a partner named Greyson by 1900, but Campbell disappeared from the listing in 1903, and the business was enumerated as Greyson’s Drug Store (EPCD 1892-1904).

Rio Grande Pharmacy Bottles

The Rio Grande Pharmacy went through five locations and five owners, each of them undoubtedly with its own bottles (see Table 4-2 for a chronology of the stages). I have found three examples from two of these locations/owners. Unfortunately, I have found none from the earliest years when Llewellyn Davis operated the store.

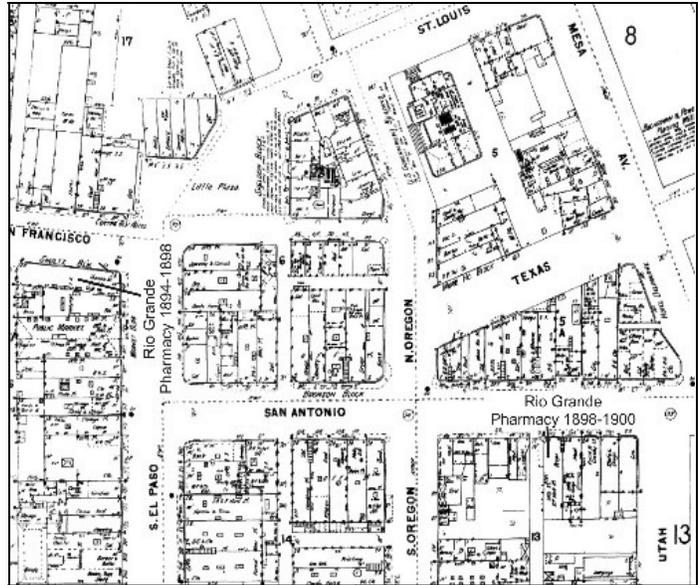


Figure 4-32 – Rio Grande Pharmacy (Sanborn Map 1898)

Table 4-2 – Phases of the Rio Grande Pharmacy

Date Range	Owner	Address
1881	Llewellyn H. Davis	El Paso & W. Overland
1882-1883	Llewellyn H. Davis	San Antonio near El Paso
1884-ca. 1886	R.F. Campbell	San Antonio near El Paso
ca. 1886-ca. 1894	R.F. Campbell	Sheldon Block (Little Plaza)
ca. 1894-ca. 1898	Stafford Campbell	101 El Paso
ca. 1898-ca. 1900	Stafford Campbell	212 San Antonio
ca. 1900-ca. 1903	Campbell & Greyson	212 San Antonio
ca. 1903-?	Greyson	212 San Antonio

The Robert F. Campbell Years

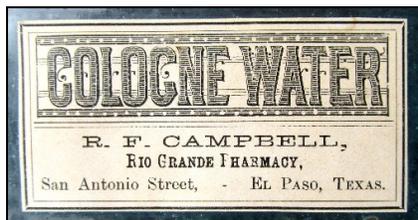


Figure 4-34 – Closeup of label

On two separate occasions, I acquired generic bottles with labels purporting to be from Robert F. Campbell. In both cases, the labels were hand cut – in keeping with that time period – probably indicating that the labels are real, not forgeries.

Both are in perfect shape, which is a bit disconcerting. Even if these are forgeries, they were probably copied from original labels.



Figure 4-35 – Second R.F. Campbell bottle

One of these was on an aqua, rectangular panel bottle with a packer finish. The label itself – in black ink on white paper – said “COLOGNE WATER” in a decorative rectangle followed by “R.F. CAMPBELL / RIO GRANDE PHARMACY, / SAN ANTONIO STREET - EL PASO, TEXAS.” (Figures 33 & 34). The punctuation, including the period at the end, is in keeping with the times.

The second bottle, also aqua, was round in cross section with a prescription finish. The label read “Tinct. of” in italics with the medicine type left blank separated by two lines from “R.F. CAMPBELL - RIO GRANDE PHARMACY / SAN ANTONIO STREET, EL PASO, TEXAS” – with no period at the end (Figure 35). The 1880 catalog for Whitall Tatum & Co. called these bottles Boston or Tall Round

Prescriptions. Both of these were used during the 1884-1886 period, when the Rio Grande Pharmacy was on San Antonio St.



Figure 4-33 – Rio Grande Pharmacy bottle, R.F. Campbell

The Stafford Campbell Bottle



Figure 4-37 – Prescription finish



Figure 4-38 – AMF&Co base

Only a single bottle appears to have survived from Stafford Campbell's ownership. This was a colorless oval embossed "RIO GRANDE PHARMACY / Stafford Campbell Ph.G. Prop (cursive) / 101 EL PASO ST., EL PASO, TEX" (Figure 36).

The bottle was mouth blown with three vent marks on front and back shoulders and a prescription finish (Figure 37). The bottle measured 10.0 cm. in height,

3.6 cm. wide, and 2.2 cm. thick. It

held 1.5 ounces. The base was

embossed "AMF & Co. (arch) / 51" (Figure 38). These were called Hollis Ovals in the A.M. Foster & Co. 1907

Catalog. The 101 El Paso St. address limits this bottle in time to the 1894-1898 period – although Campbell would have continued using the containers until the supply was exhausted.



Figure 4-36 – Rio Grande Pharmacy, Stafford Campbell

People's Drug Store (ca. 1889-1927)

Although a July 14, 1972, article in the *El Paso Herald-Post* dated the store as early as 1889, Peoples Drug Store was first listed in the El Paso city directory in 1892. The firm of Ward & Feisst (Herbet Ward and Hermann Feisst) operated the store at the corner of San Antonio and Utah Ave. (Figure 39). By 1895, the store was listed as H. Feisst at 300 San Antonio (same location). The 1896 directory called Feisst's store "Peoples" drug store (their italics). Feisst had a telephone (No. 162) by 1900. The listing remained the same until 1909.

On August 8, 1909, Peoples Drug Store announced that it had "removed to 327 San Antonio Street" (*El Paso Times* 8/8/1909), and the store had adopted the second telephone

system by 1910.⁵ By 1914, B.C. Anthony was the manager, the Auto phone system was gone, and the store had a second telephone number, 161. In late 1916, Kelly & Pollard (see above) purchased People’s Drug Store, and W.C. Chipps became the manager by 1921. However, Kelly & Pollard sold the store to W.P. Poe in late 1922 or early 1923, probably because they closed their retail business to concentrate on being El Paso’s main drug wholesale firm.

The owner’s name became Dennis M. Poe by 1924, but I do not know whether that was a correction of the 1922 initials or a relative (son?). Poe incorporated in 1925 (Peoples Drug Store, Inc.) with Dennis M. Poe as president and treasurer and N.H. Allen as secretary. The firm move to the Hotel Orndorff, 201 Mills St., in 1927, but the business was no longer listed in 1928. The Renfro-Cordell Drug Co. apparently purchased Peoples as an expansion. In 1928, Renfro-Cordell was listed with location No. 1 at 201 N. Oregon, No. 2 at 201 N. Mills.

Peoples Drug Store Bottle

I have only discovered a single small bottle from Peoples Drug Store. This was an oval bottle with one flat face that stood 7.4 cm. tall, 2.9 cm. wide, was 10.9 cm. thick, and held about a half ounce of liquid. The bottle was mouth blown with a tooled, prescription finish. The flat front panel was embossed “H. Feisst (underlined cursive) / PEOPLES DRUG STORE / EL PASO, TEX.” – but there was no manufacturer’s mark (Figure 40). Like the Rio

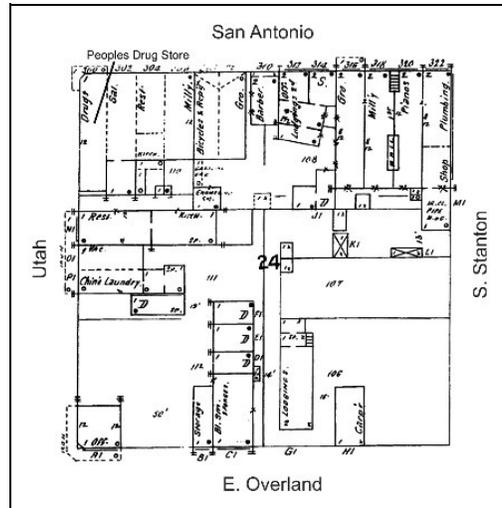


Figure 4-39 – Peoples Drug Store 1898 (Sanborn Map 1898)



Figure 4-40 – Peoples bottle

⁵ Although the Bell telephone system had been in place since the late 1890s, a local system called “Auto” was introduced to El Paso in 1906. It remained in place until ca. 1913 (Lockhart 2014:131, 135, 146).

Grande bottle described above, these were Hollis Ovals (A.M. Foster & Co. Catalog 1907:4-5). The bottles could have been used anytime between ca. 1892 and ca. 1914, although bottles of this style were rarely used after the turn of the century.

Peoples Drug Store Dose Glass

One dose glass has also survived. The glass was colorless, probably press molded or turn-molded, and had what appeared to be a fire-polished rim. One side was etched PEOPLES DRUG STORE, INC. / 327 E. San Antonio St. / EL PASO, TEXAS / *Legally Registered Pharmacists* / FREE MOTOR DELIVERY / Phones M.161 - 162 / *"Our Store Is The Doctor's Store"* (italics and quotation marks on glass)



Figure 4-41 – Peoples dose glass



Figure 4-42 – H-over-A logo

(Figure 4-41).

The reverse side was etched TABLE on left (graduation - 1, 2, 3, 4) and 1 WINE / GLASS on right with TEA below, followed by graduations in teaspoons (1, 2, 4, 6, 8 with unnumbered graduations to the 1 wine glass mark). The base was embossed with the H-over-A logo used by the Hazel-Atlas Glass Co. from 1923 to ca. 1982 (Figure 42). The glass was probably used between 1924, when W.P (or D.W.) Poe took over the business until 1928, when the Renfro-Cordell Drug Co. acquired the store.

The Donald E. Bergsengs list included an El Paso dose glass marked “The Doctor’s Store” – although he did not note whether it was embossed or etched. He did mention that the glass was made by the Hazel-Atlas Glass Co., which suggests that the base had the H-over-A logo. Because the Peoples Drug Store dose glass described above also had the words “The Doctor’s Store,” the Bergsengs glass was probably also used by the same firm during the same 1923-1928 time period, although Renfro-Cordell may have continued to use the name.

Romero Drug Co. (1898-ca. 1930)

Beningo Romero was born at Santa Fe, New Mexico, in 1850 and educated at St. Louis University and Jones Commercial College. Romero opened a general store at Las Vegas, New Mexico, ca. 1892 but converted to the pharmaceutical business, opening the Romero Drug Co. – both a retail and wholesale business – at Las Vegas in 1898.⁶ His two sons, Dr. Felipe B. Romero and N.A. (possibly R.A.) Romero, joined him in the business at the southwest corner of the Plaza. By 1902, the family had opened a branch at El Paso, Texas, and established another unit in Albuquerque in October 1905 (Pacific States Publishing Co. 1907:457).

The family closed the Albuquerque business in 1912 and moved the remaining stock to Las Vegas. Concurrently, they closed the Plaza location and moved to Bridge St. Sometime between 1914 and 1916, they ceased operations at Las Vegas and moved the business to Magdalena, New Mexico, and J. Frank Romero was listed at that location from 1917 to 1927 (New Mexico State Business Directories 1905-1927; Fisher 2007). Although I have not found any historical references, it is likely that Beningo (who would have been 65 by 1915) retired or died. Felipe was ensconced in El Paso by then, and J. Frank may have been another son operating a local drug store.

J. Frank Romero was born at Peralta, New Mexico, on July 7, 1869, and originally entered the sheep and mercantile business with his father at Peralta in 1887. Romero was involved with coal mines in 1894, back in the sheep business at Mangas in 1896, later the owner of salt works and stores at Salt Lake, and a deputy sheriff of Socorro County in 1910. By 1912, he was the congressional delegate from Socorro County (Peterson 1912:254). He eventually apparently settled down in the family business ca. 1917.

The firm occasionally ran afoul of the federal regulations. In November 1910, the Fourth Judicial District Court of the Territory of New Mexico indicted Beningo Romero for misbranding of one of the firm's most popular brands La Sanadora. Although the Romero Drug Co. of Las Vegas shipped a bottle to the state of California in a labeled box, there was no label

⁶ Fike (1987:76) noted that La Sanadora was advertised in 1880. He referenced Devner 1968:57, who placed the product at 1880 and 1904.

on the bottle – only the embossed words “LA SANADORA.” Thus, there were no ingredients, the first count of the indictment. The second count was that – with no ingredients on the bottle – the claim on the box that the bottle could cure rheumatism, headache, “throatache,” and a variety of other ills could also not be demonstrated. Romero pled guilty on May 9, 1911, and received a fine of \$50 (Wilson 1911).

In an eerie *deja vu*, on November 21, 1918, the United States attorney for the Western District of Texas brought Felipe B. Romero before the Western District Court on charges of misbranding La Sanadora. Again, the complaint was on a bottle sent by the Romero Drug Co. (this time of El Paso) to California. The specific target this time was the list of over 30 illnesses that La Sanadora was purported to cure. The court claimed that the nostrum could not cure all of them. Romero plead *nolo contendere* and was fined \$50 (Alsburg 1920:94).

As noted above, the Romero family opened a branch in El Paso by 1902 at 401 S. Stanton (EPCD 1902). The *Druggists Circular and Chemical Gazette* (1902:161) called the firm “the Romero Drug Company which has a wholesale house in Las Vegas, N.M., and a branch in El Paso, Texas.” This sounds like the branch was already established rather than new in 1902. Dr. Felipe Romero eventually operated the El Paso business and probably was in charge from the beginning. By at least 1915, the firm was at 408 S. Florence, but it had moved to 720 Park by 1918. The business was last listed in the New Mexico State Business Directory in 1920, but there was a mention of the Romero Drug Co. in the *El Paso Herald-Post* in 1930 (*Druggists Circular and Chemical Gazette* 1920:226; *El Paso Evening Post* 8/7/1930). The Romero family may have moved the firm to San Antonio, Texas, at some point during the 1930s. Fike (1987:76) noted the Romero Drug Co. at San Antonio in 1948.

Romero Bottles – La Sanadora

The Romero family used at least two types of bottles for its most popular product: La Sanadora (The Healer in Spanish). According to Tino Romero, a 1905 advertisement stated

This infallible medicine cures: Rheumatism, Sprains, Countusions, [*sic*]
Scratches, Headache, Sore Throat, Coughs, Stings of Insects and Reptile Bites,
Contraction of Muscles and Tendons, Stiff Joints, Pain in the Breast and Back,

Lumbago, Kidney Trouble, Neuralgia, Toothache, Sore Nipples, Burns, Earache, Catarrh, Fever, Chills, Colics, Cholera, Piles, Pain in the Guams [*sic*], Itching and all painful afflictions. For sale in all drug stores.

When the Bureau of Chemistry of the U.S. Department of Agriculture analyzed La Sanadora, the results showed that the mixture contained “a hydro-alcoholic solution of opium, chloroform, a resin-like body, ammonium hydroxide, oil of peppermint, and undetermined matter” (Wilson 1911). A 1919 analysis determined that the product “consisted essentially of a hydro-alcoholic solution of opium, containing a small amount of caffeine, ammonia, and capsicum, and flavored with oil of peppermint” (Alsbury 1920:94). Between opium, caffeine, and 40% alcohol, La Sanadora really packed a punch!

Embossed Bottles

The Romeros used an embossed bottle, probably from 1898 to the close of the Las Vegas business ca. 1917. The colorless, rectangular bottles were small and thin holding on 1¼-oz. of liquid. The style was called an X Panel bottle in the 1902 and 1909 Whitall Tatum Co. catalogs (Whitall Tatum Co. 1902; 1909:18 – Figure 4-43) and Hart Panels by the Illinois Glass Co. in 1906 and 1920 (Illinois Glass Co. 1906:46; 1920:33). Each bottle stood 14.2 cm. in height, 4.6 cm. wide, and 2.2 cm. in depth.

X PANELS.

For dimensions, etc., see page 37.

MOULDS TAKE LETTERED PLATES.

Sold only in original packages.



	Per gross.
5 drachm	\$7 25
6 drachm	7 25
1½ ounce	8 00
2 ounce	9 50
2½ ounce	10 25
3 ounce	10 50
4 ounce	12 25
6 ounce	13 25
6 oz., Ginger, one side plain	13 25
8 ounce	17 00
10 ounce	22 00
16 ounce	26 00
24 ounce	32 50

Figure 4-43 – X Panel Bottle (Whitall Tatum Co. 1909 Catalog)

Each bottle was embossed “LA SANADORA / ROMERO DRUG CO.” The earliest bottles were colorless and mouth blown (Figure 4-44). The bases were embossed “W.T.CO. (slight arch) / 3 / U.S.A. (slight inverted arch).” It is possible that the earliest bottles were embossed “W.T.&CO” (note ampersand). From the early 1870s to 1901, Whitall Tatum & Co. used the initials with the ampersand. When the firm incorporated in 1901 as the Whitall Tatum Co., the company dropped the ampersand from the initials. The plants continued producing mouth-blown embossed bottles until the mid-1920s (Lockhart et al. 2006).

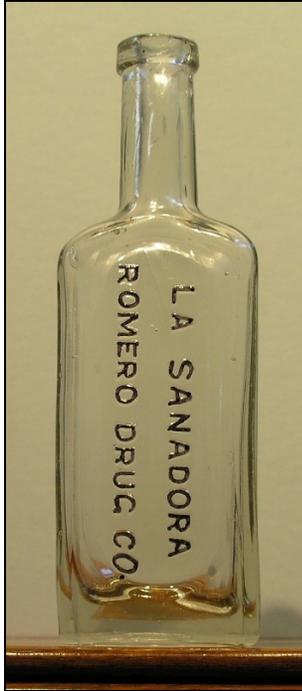


Figure 4-44 – La Sanadora – colorless (Lynn Loomis collection)

Later bottles were aqua in color and machine manufactured (Figure 4-45). These were almost identical to the older bottles except for color and basal marking – although panels do not show up well in most of the photographs (Figure 4-46). The base was embossed “999” in an elongated diamond (Figure 4-47). The first two nines were underlined, and the third was slightly raised, but this arrangement probably only reflected the idiosyncrasy (or error) of the mold engraver.⁷ The Illinois Glass Co. received a license to manufacture medicinal bottles on the Owens Automatic Bottle Machine in 1911 and began production the following year.



Figure 4-45 – La Sanadora – aqua (Lynn Loomis collection)



Figure 4-46 – detail of oval panel

Illinois Glass used two

different markings on its bottles during this period. The most common one was the famous Diamond-I – an I in an elongated diamond, usually on bottle bases. The second – also on bases – was a two- to four-



Figure 4-47 – Aqua basemark

digit number in the elongated diamond. These numbers indicated one of two things. In some cases, the numerals were model or catalog numbers. The Bottle Research

⁷ The engraver probably intended to underline all three nines. Because was the “number of the beast” in Revelations in the Christian Bible, the underline may have been requested by the Romero family to show that their number was 999. Both the locations and the consistent use of Spanish on labels suggest that Mexican Americans – predominantly Roman Catholics – made up a large proportion of the Romero customers. Many of them would have been *very* aware of the significance of the number 666.

Group traced several of these to corresponding models/numbers in various Illinois Glass Co. catalogs. The others were proprietary order numbers. These did not show up in catalogs because the model – with its specific embossing – was a special order for a large customer (Lockhart et al. 2005). The Romero Drug Co. was one such customer, and its order number for La Sanadora was 999.

Paper-Label Bottles

Although the firm certainly used up all of its embossed bottles first, it probably adopted generic bottles with paper labels when it closed the Las Vegas branch ca.

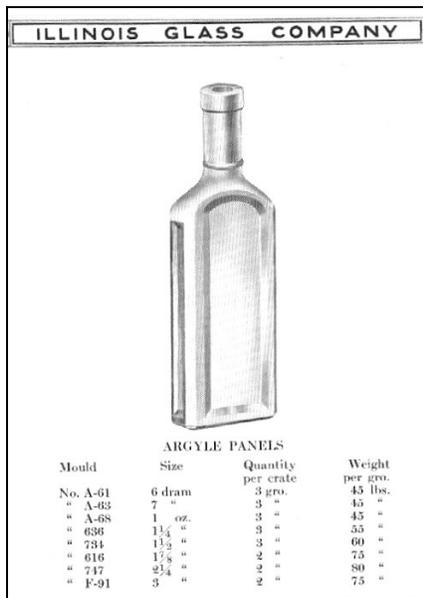


Figure 4-49 – Argyle Panel Bottle (Illinois Glass Co. 1920 Catalog)

model the Argyle Panel Bottle (Figure 4-49). The model number for the 1 1/4-oz. size was 636. Each bottle was embossed on its base with the Diamond-I logo of the Illinois Glass Co. (Figure 4-50).

1917. These were almost certainly used until the business closed ca. 1930.

These machine-made, colorless bottles measured 14.1 cm. in height, 4.3 cm. wide, and 2.1 cm. deep. The style was called a ball-neck panel bottle. The term “panel bottle” indicated the four sunken panels – one on each side of the bottle, giving the impression that the bottle held more than it really did (Figure 4-48). The “ball neck” referred to an embossed ring around the lower part of the neck.

The 1908 and 1920 Illinois Glass Co. catalogs (Illinois Glass Co. 1908:56; 1920:31) designated this specific



Figure 4-48 – Base of panel bottle



Figure 4-50 – Diamond-I basemark



Figure 4-51 – La Sanadora paper-label bottle

The top of the once-white (now yellow) paper label informed the public that the mixture was 40% alcohol, and the bottle held 1¼ ounces of liquid. The trademark was registered in both the U.S. and Mexico. For internal use, the dose for adults was “One teaspoonful of La Sanadora in wine glass half-full of sweetened warm water every half hour until pain is relieved. Children 4 to 12 years one half teaspoonful. Children under 4 years 15 drops.” For external use, “Rub the affected parts frequently with La Sanadora.” The

front label used black ink, but the back label repeated all the same information in Spanish in blue ink (Figure 4-51). A slight variation in label changed the name area from “LA SANADORA / Reg. U.S. Pat. Off. / AND MEXICO PAT. OFF. / _____” to “LA SANADORA / _____ / Reg. U.S. Pat. Off. / —and— / Mexico Pat. Off. / _____” (Figure 4-52). There were probably temporal ramifications to the variations, but they are impossible to determine with current methods.



Figure 4-52 – La Sanadora paper-label variation

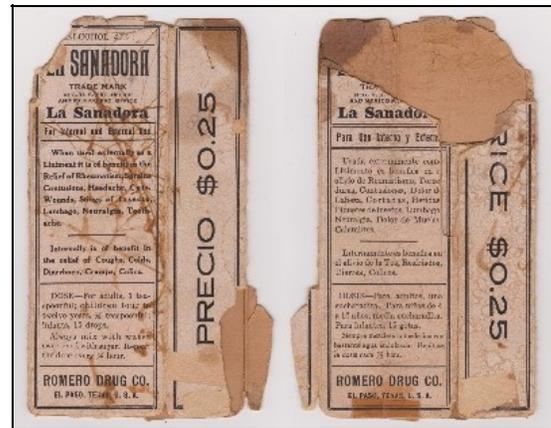


Figure 4-53 – La Sanadora box

Other directions were placed on the only box I have seen for the aper-labeled bottle of La Sanadora (Figure 53). The box also included a small corkscrew for removing the cork (Figure 54).

Romero Bottles – Gota Optica (Eye Drops)



Figure 4-54 – Bottle with corkscrew

I have only discovered a single bottle of Gota Optica (Eye Drops). The bottle, instruction sheet, and box are all like new, except that the rubber bulb on the dropper is deteriorating (Figures 4-55, 5-56 & 4-57). The machine-made bottle was an eye dropper style with a continuous-thread finish, topped by a plastic, screw cap and dispensing tube (including rubber bulb at top). The colorless bottle measured 8.9 cm. to top of eye dropper, 2.9 cm. wide, and 1.7 cm. deep – a ½-ounce capacity (Figure 4-58).



Figure 4-55 – Gota Optica Box

The paper label used different combinations of black and gold to display its message, including the drawing of an eye with a red lid and eyebrow. It listed the ingredients as “chlorbutanol (Chloroform deriv.) 1 gr.; Sulphate Zinc; Berberine Hydrochloride; Boric Acid; Potassium Borate; Glycerine; Distilled water.” The base was embossed with a logo composed of an angular “G” above and connected to an equally angular “C” above “1062” above “1” (Figure 4-59) The “1062” was a model or catalog number, and the single digit was a mold code. The logo was used by the Glass Container Corp., Long Beach, California, from 1933 to at least 1955.

This bottle presents an interesting complication. The last entry I have found for the Romero Drug Co. in El Paso was 1930, yet this bottle could not have been made prior to 1933. Thus, the firm must have existed in the city beyond 1930, although how long remains to be discovered. Perhaps future research will discover a new source that will reveal the answer.

Luego usar la Gota Optica para aliviar la molesta desazón causada por la partícula extraña; si no es conveniente usar el agua tibia entonces use la Gota Optica al instante.

Si sus ojos necesitan atención como resultado de algún desorden orgánico, favor de consultar a un médico competente. La Gota Optica no cura imperfecciones de los ojos. Dos tamaños, 25c y 50c.

El frasco de 50c de Gota Optica contiene 3 veces mas que el de 25c.

1 onza Gota Optica contiene Chlorbutanol (Deriv. Cloroformo) 1 gr. Sulfato de Zinc; Clorhidrato de Berberina; Acido Bórico; Biberato de Potasio; Glicerina; Agua destilada.

OPTIC DROP

Optic drop is a scientifically prepared lotion. It is a harmless, hygienic preparation; cleansing, soothing and non-irritating to the eyes or lids.

People working in railroad shops, on trains, in factories, on highways and in oil fields, get sand, dust, smoke, cinders and other foreign particles into their eyes. In cases like these, if it is convenient, the eyes first should be bathed in warm water to remove the foreign particles if possible. Then Optic Drop should be used to relieve the discomfort caused by the foreign particles. If not convenient to get warm water, then use a few drops of Optic Drop at once.

In the growing and harvesting season, especially in the Southwestern part of the United States, where there is extreme heat, perspiration, gnats, foreign particles from trees and plants get into the eyes, causing an itching sensation and redness to the eyes and eyelid. In such conditions, Optic Drop is useful in clearing the eyes of their redness and allaying the itching sensation.

Also, in certain parts of the Southwest at a certain season of the year, the eyes have a tendency to itch or burn as a result of hay fever. In such cases, often Optic Drop will help alleviate that itchy or burning feeling and give a feeling of freshness and coolness to the eyes.

After being exposed to bright sunlight and wind; after hunting, fishing, driving, riding, golfing, playing tennis or swimming, the eyes often

are red, tired and hot. Optic Drop will clean and soothe them.

Girls cannot have a pretty face and their eyes cannot be attractive if they have red and swollen eyes from crying. A bottle of Optic Drop should be kept on the dresser all the time. Use it to clean and soothe the eyes.

Optic Drop can be used in children's eyes. Frequently, children get dust or foreign particles into their eyes. The eyes first should be bathed in warm water to remove the particles. Then Optic Drop should be used to relieve the discomfort caused by the foreign particles. If not convenient to use warm water, then use Optic Drop at once.

If your eyes need attention as a result of organic disorders please see a competent physician. Optic Drop will not cure eye deficiencies. Two sizes, 25c and 50c.

The 50c size contains 3 times as much as 25c.

1 ounce Optic Drop contains chlorbutanol (chloroform deriv.) 1 gr.; Sulphate zinc; Berberine Hydrochloride; Boric acid; Potassium Borate. Glycerine, Distilled water.

LA SANADORA

La Sanadora is a preparation, manufactured by Romero Drug Company, El Paso Texas. La Sanadora can be used both externally and internally.

It is used externally for Muscular Aches, due to severe exercise and exertion; Wounds and cuts of a minor nature; Strains and Sprains of a minor character; Bites and Stings of harmless insects.

It is used internally as a Carminative and Stomachic.

La Sanadora contains Camphor, Oil Peppermint, Oil Sassafras, Ammonia, Cayenne Pepper, Caramel, Ethyl Alcohol, Distilled water.

Price 35c

LA SANADORA

La Sanadora es una preparación manufacturada por Romero Drug Company, El Paso, Texas.

Externamente se usa para dolores musculares, debido a ejercicios severos y exorción; Heridas y cortaduras de poca gravedad; Forzamientos y Torceduras de poca gravedad. Pica-

Figure 4-56 – Gota Optica insert, side 1

Las Gota Optica para aliviar la molesta desazón causada por la partícula extraña; si no es conveniente usar el agua tibia entonces use la Gota Optica al instante.

Si sus ojos necesitan atención como resultado de algún desorden orgánico, favor de consultar a un médico competente. La Gota Optica no cura imperfecciones de los ojos. Dos tamaños, 25c y 50c.

El frasco de 50c de Gota Optica contiene 3 veces mas que el de 25c.

1 onza Gota Optica contiene Chlorbutanol (Deriv. Cloroformo) 1 gr. Sulfato de Zinc; Clorhidrato de Berberina; Acido Bórico; Biberato de Potasio; Glicerina; Agua destilada.

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Optic drop is a scientifically prepared lotion. It is a harmless, hygienic preparation; cleansing, soothing and non-irritating to the eyes or lids.

People working in railroad shops, on trains, in factories, on highways and in oil fields, get sand, dust, smoke, cinders and other foreign particles into their eyes. In cases like these, if it is convenient, the eyes first should be bathed in warm water to remove the foreign particles if possible. Then Optic Drop should be used to relieve the discomfort caused by the foreign particles. If not convenient to get warm water, then use a few drops of Optic Drop at once.

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Also, in certain parts of the Southwest at a certain season of the year, the eyes have a tendency to itch or burn as a result of hay fever. In such cases, often Optic Drop will help alleviate that itchy or burning feeling and give a feeling of freshness and coolness to the eyes.

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If your eyes need attention as a result of organic disorders please see a competent physician. Optic Drop will not cure eye deficiencies. Two sizes, 25c and 50c.

The 50c size contains 3 times as much as 25c.

1 ounce Optic Drop contains chlorbutanol (chloroform deriv.) 1 gr.; Sulphate zinc; Berberine Hydrochloride; Boric acid; Potassium Borate. Glycerine, Distilled water.

LA SANADORA

La Sanadora is a preparation, manufactured by Romero Drug Company, El Paso Texas. La Sanadora can be used both externally and internally.

It is used externally for Muscular Aches, due to severe exercise and exertion; Wounds and cuts of a minor nature; Strains and Sprains of a minor character; Bites and Stings of harmless insects.

It is used internally as a Carminative and Stomachic.

La Sanadora contains Camphor, Oil Peppermint, Oil Sassafras, Ammonia, Cayenne Pepper, Caramel, Ethyl Alcohol, Distilled water.

Price 35c

LA SANADORA

La Sanadora es una preparación manufacturada por Romero Drug Company, El Paso, Texas.

Externamente se usa para dolores musculares, debido a ejercicios severos y exorción; Heridas y cortaduras de poca gravedad; Forzamientos y Torceduras de poca gravedad. Pica-

Internamente se usa como un Carminativo y Estomático.

La Sanadora contiene Alcanfor, Esencia de Menta, de Sassafras, Amoniac, Pimento Cayenne, Caramelo, Alcohol Ethyl, agua destilada.

Price 35c

CANARY PILLS

A Laxative

Canary Pills are small, yellow, sugar coated, easy and pleasant to take. They are mild in action; do not grip and do not cause discomfort. Price 25c everywhere.

The dose is from 1 to 3 pills, preferably to be taken at night.

Frequent or continued use may result in dependence on laxatives.

Avoid laxatives in case of abdominal pains, nausea, vomiting or any symptom of appendicitis. Do not give to children.

One pill contains Phenolphthalein; Oleoresin Ginger; Aloin; Ipecac Powder; Ext. Cáscara.

Price 25c

PILDORAS CANARIO

Un Laxante

Las Pildoras Canario son pildoras pequeñas, amarillas, cubiertas de azúcar fáciles y agradables de tomar, ejercen su acción de un modo suave y sin producir opresión o molestia alguna.

Dosis: De 1 a 3 pildoras preferiblemente para tomarse de noche. Frecuente o uso continuo puede resultar en dependencia en los laxantes. Evítense el uso de laxantes en caso de dolores abdominales, náusea, vómito o cualquier sintoma de apendicitis. No dar a los niños.

Una Pildora Canario contiene Fenoltaleina; Oleoresina; Gengibra; Aloina; Polvo de Ipecac; Ext. de Cáscara Sagrada.

Price 25c

Todas estas medicinas, manufacturadas solamente por ROMERO DRUG CO., están de venta en todas partes, pero si no puede encontrarlas, mándenlos el precio en timbres postales y las mandaremos por correo.

ROMERO DRUG CO.
P. O. Box 700 El Paso, Texas

Gota Optica es una loción para los ojos, científicamente preparada. Es una preparación inofensiva e higiénica; limpia, calma y suaviza. No irrita los ojos ni los párpados.

Personas que trabajan en talleres, en trenes, en fábricas, en las carreteras y en los campos aceiteros, recogen en sus ojos, arena, polvo, humo, cenizas y muchas otras partículas extrañas. En estos casos y si es conveniente; los ojos primero, deberían ser lavados con agua tibia, para si es posible, remover las partículas extrañas. Luego debería usarse la Gota Optica, para aliviar la aflicción causada por las partículas extrañas. Si no es conveniente usar el agua tibia entonces use algunas gotas de Gota Optica, al instante.

En la estación de cultivo y de cosecha especialmente en la parte Sudoeste de los Estados Unidos, en donde el calor es excesivo, el sudor, mosquitos, partículas extrañas de los árboles y plantas se adhieren a los ojos y párpados. En estos casos, la Gota Optica es útil para aclarar los ojos de ese enrojecimiento y para aliviar esa sensación picazonienta.

También en ciertas partes del Sudoeste en cierta estación del año, los ojos tienen tendencia a dar picazón o arder como resultado del romadizo o Hay fever; muchas veces la Gota Optica, ayuda a aliviar esa sensación ardorosa o picazonienta y deja una agradable sensación de frescura en los ojos.

Después de haber estado expuestos a la brillante luz del sol, al aire; después de cazar, pescar, de un paseo en auto, de una partida de golf, de jugar tennis, de nadar, los ojos se sienten ardorosos, se enrojecen y se cansan. La Gota Optica los limpia y los calma.

Las muchachas no pueden tener una cara bonita, y sus ojos no pueden ser atractivos si están enrojecidos o inflamados por el llanto. Siempre debería tener en su tocador un frasco de Gota Optica. Usela para limpiar y suavizar sus ojos.

La Gota Optica puede usarse en los ojos de los niños. Frecuentemente los niños recogen polvo o partículas extrañas en sus ojos. Los ojos primero deberían ser lavados con agua tibia para remover las partículas.

Figure 4-57 – Gota Optica insert, side 2



Figure 4-58 – Gota Optica bottle



Figure 4-59 – GC base



Figure 4-60 – Romero Dose Glass (Donald Bergsang collection)

Romero Dose Glass

Donald E. Bergsengs reported a single dose glass from the Romeros. The glass was made from colorless glass and had an oval plate on the front embossed “ROMERO DRUG CO. (arch) / LA SANADORA (horizontal) / LAS VEGAS, N.M. (inverted arch)” (Figure 60). Bergsengs did not mention any manufacturer’s mark. Romero may have used a similar dose glass in El Paso – that has not been discovered yet.

Canary Pills



Figure 4-62 – Canary Pills (eBay)

An eBay auction featured a vial of Canary Pills (Pildoras Canario). As the name suggests, these were little yellow pills. All

but the ends of the vial was completely enclosed by the paper label atop an instruction sheet. As with everything from the Romero Drug Co., the label was in both English and Spanish (Figures 4-61 & 4-62).



Figure 4-61 – Canary Pill vial (eBay)

Instructions packed with a bottle of Optic Drops also included blurbs about La Sanadora and Canary Pills. The latter were billed on the instruction sheet as:

CANARY PILLS

A Laxative

Canary Pills are small, yellow, sugar coated, easy and pleasant to take. They are mild in action; do not gripe and do not cause discomfort. Price 25c everywhere.

The dose is from 1 to 3 pills, preferably to be taken at night.

Frequent or continued use may result in dependance on laxatives.

Avoid laxatives in case of abdominal pains, nausea, vomiting or any symptom of appendicitis. Do not give to children.

One pill contains Phenolphehalein; Oleoresin Ginger; Aloin; Ipecac Powder; Ext. Cáscara.

Price 25c

M.H. Webb (ca. 1897-ca. 1905)

Malcolm H. Webb was a drug clerk in 1895, his first listing in the El Paso city directories. He next appeared as a “druggist, stationer, book dealer, toys and variety goods” at 220 San Antonio in 1898. No earlier drug store was listed at that location, so he probably did not purchase an existing business. The 1898 and 1900 Sanborn Fire Insurance Maps showed a building labeled “Stat’y & Drugs” that was certainly Webb’s place of business (Figure 4-63). His was the second store from Utah St., sandwiched between a grocery store and a business labeled “Furne & Crocky.” All three businesses remained the same on the 1902 map. On the 1905 map, 220 San Antonio was occupied by a dry goods and clothing store.

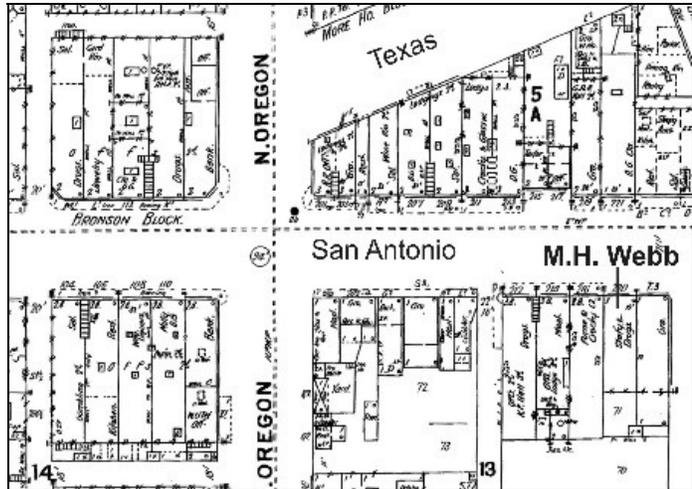


Figure 4-63 – Webb’s 1898 location (Sanborn Map, 1898)



Figure 4-64 – M.H. Webb ad (*El Paso Herald* 1/8/1900).

On January 4, 1900, Webb advertised his new line of Taber Prang Co. items. These were mostly art works, including oil paintings and sculptures. The group also included fine china, “handsome books,” purses, pocket books, and holiday perfumes (Figure 4-64).

In late 1902 or early 1903, Webb moved two blocks to 424 San Antonio St. He was last listed in the 1905 directory. Webb’s new store (424 San Antonio) was labeled “Drugs” on the 1905 map with “lodgings” in the back (Figure 4-65). The building was just west of the County Court House, which caused Webb to advertise as being on the Courthouse Block. The following year, the 424 San Antonio address was occupied by a new druggist, J.L. Jennings & Co. (EPCD 1900-1906).

After Webb retired from drug business, he developed a vineyard along the Rio Grande and made wine. Middle-Easterners from El Paso used to buy grape leaves from him to make dolmas, and Mexican people came across the border to buy his wine. His was one of the last vineyards that used vines from Spain, and, during a drought in Spain, people came to get vines from him ca. 1953 (Malcomb Webb Interview).

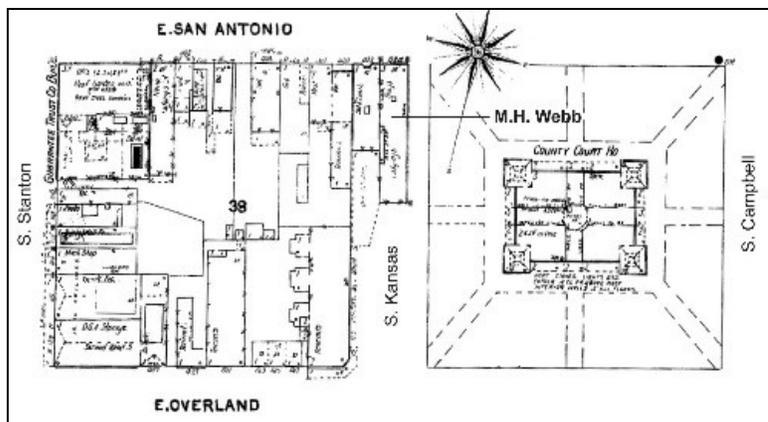


Figure 4-65 – Webb’s 1903-1905 location (Sanborn Map, 1898)

Webb’s Prescription Bottles

I have discovered two prescription bottles used by M.H. Webb. The older one was colorless, mouth-blown, and had a prescription finish. The rectangular bottle measured 18.4 cm. tall, 6.5 cm. wide, and 3.8 cm. thick. The front of the bottle was embossed “M.H. WEBB, / DRUGGIST / 220 San Antonio St. EL PASO, TEXAS,” with the numeral “8” on the shoulder – indicating that the bottle held eight ounces of liquid (Figure 4-66). The bottle had no manufacturer’s mark on the base, but it could only have been used between ca. 1898 and ca. 1903, when the store was at the 220 San Antonio St. address. According to the Robert J. Alther 1909 catalog (p. 17), the bottle style was called a Pierce Oval.

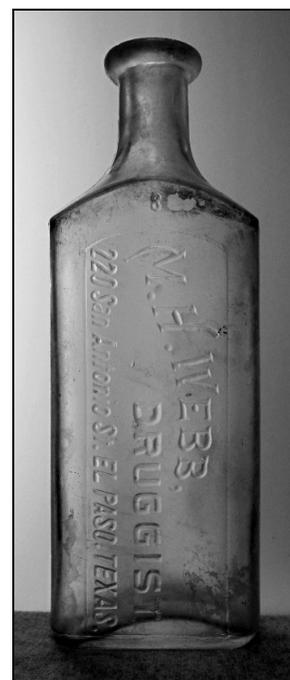


Figure 4-66 – M.H. Webb early bottle

A later bottle was smaller – 9.4 cm. in height, 3.0 cm. wide, and 2.2 cm. thick. The bottle was colorless, rectangular with fluted corners on the embossed side, and had a prescription finish. My example was obviously stored inside. It was ca. 1/3 full of liquid and had the original cork stopper. One face was embossed “M. H. WEBB, / THE DRUGGIST / COURT HOUSE BLOCK / EL PASO, TEX.” – with the ounce symbol followed



Figure 4-67 – Webb’s later bottle – front

by “i” on the shoulder (Figure 67). A paper label on the other face (and wrapped around the sides) had black letters on white paper: “M.H.

WEBB. / DRUGGIST (outlined, shadowed letters) / 220 San Antonio St. EL PASO, TEXAS. / NO. _____ Dr. _____ / Tinct [Tincture] Black / Cohosh (hand-written black ink)” (Figure 68).



Figure 4-68 – Webb’s later bottle – back



Figure 4-69 – Base of Webb’s later bottle

The base was embossed “W.T.CO. / A / U.S.A.” – the manufacturer’s mark used by the Whitall Tatum Co. from 1902 to ca. 1924 (Figure 69). A second example (without the paper label) was identical except that the central

letter on the base was a “B,” and the mark was double stamped. The bottle style was the Pharmacy Oval – one of the early bottles clearly marked with the capacity (Figure 70). The “COURT HOUSE BLOCK” referred to Webb’s move to 424 San Antonio in late 1902 or early 1903. He was just across the street (west) from the Court House Block and remained at that address until he closed the business ca. 1905. It is interesting that he was using up old paper labels on a new bottle.

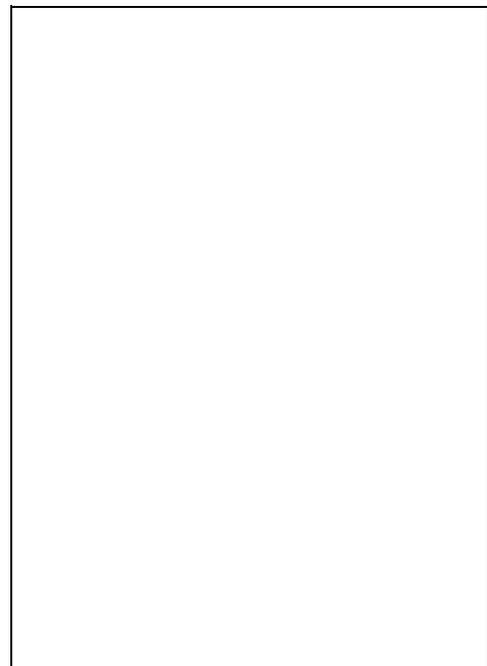


Figure 4-70 – Pharmacy Oval (Whitall Tatum Co. 1909:18)

Discussion and Conclusions

El Paso drug stores grew from three in 1885 to ten in 1899 (including three Chinese druggists) – an actual total of 15 different firms. This study includes six of these – 40% of the total, although I have also presented several bottle variations. It is certain that the other drug stores also used marked bottles, whether with paper labels or embossing. It is equally certain that some of those bottles will eventually appear in archaeological excavations or collections.

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