

Doctors proclaimed to bottle almost any cure

The following is reprinted from Arthur L. Lathrop's "Victorian Norwich."

One patent medicine was formulated and sold by Norwich's Dr. Charles Osgood: Osgood's India Chologue "for the cure of fever ague" and "bilious diseases." Osgood had developed the medicine in 1840 while in Michigan.

It was in production the following year and was sold into the 20th century. The India Chologue was packaged in small, aqua-blue bottles with an accompanying instruction pamphlet. According to the diary of Joseph Pratt, employed by Charles and Gilbert Osgood to sail to California

as their selling agent, customers who were not cured were to be told it was because they did not "follow the instructions on how to take it."

The Indian Chologue was not the only patent medicine developed by the Osgoods. In the Feb. 23, 1871, issue of the Bulletin, containing Gilbert Osgood's obituary, there also appeared an advertisement — "Osgood's Cough Remedy, for coughs, colds, and all diseases of the Throat and Lungs ... 146-148 Main St." Gilbert Osgood was in charge of Charles Osgood & Co. operation in New York; and later became a partner. The Charles Osgood Co. eventually became Lee and Osgood Pharmacy.



**ART
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*Victorian
Norwich*

Sponsorship by doctors or purported doctors was an obvious reassurance to the consumer: "Dr. Hooker's Cough and Croup Syrup," "Dr. Rogers' Vegetable Worm Syrup" and "Dr. Mattison's Indian Emmenagogue" are but three examples.

Mattison's Emmenagogue was a "female medicine," and the newspapers contained many products for the distaff side. "Gentle Women who want glossy, luxuriant and wavy tresses" were exhorted to use "Lyon's Kathairon," which claimed to keep hair "from falling out, arrests and cures grayness, removes dandruff and itching." "Savior of her Sex! Health, Hope and Happiness Restored by Use of Lydia E. Pinkham's Vegetable Compound. A Positive Cure for all Female Complaints." Victorians were taught that females were "the weaker vessels," and "nerves" was a recognized female ailment. "The ceaseless drudgery of household cares is more than the strongest men could endure, and it is no wonder that women show the effects of work and worry," sympathized the makers of Green's Nervura, which claimed "'nervous disability' cured by Dr. Hallock's Wonderful Electric Pills." And in an artistic line drawing of a man with a furrowed brow, holding his head, Norwich newspaper readers of both sexes were assured that "Paine's Celery Compound Strengthens Racked Nerves." Direct medical assistance was also available: Dr. Louise Franklin Miner, Room 23 in the Shannon Building, advertised her services as a "nerve specialist."

Men could turn to Nervite Pills to "Restore Vitality Lost Vigor and Manhood ... Cure Impotency ... all effects of excess and indiscretion. Positively guaranteed cure for Loss of Power ... Prostration, Hysteria, Fits, Insanity, Paralysis and the Results of Excessive Use of Tobacco, Opium or Liquor. Sold by B. A. Herrick, Wauregan House Pharmacy."

FEVER & AGUE

~~Chill Fever, Malarial Ague, Inter-
mittent & Remittent Fevers &~~

all the various forms of
Bilious Diseases

SPEEDILY & THOROUGHLY

by Dr. Osgood's India Cholagogue
CURED

THIS invaluable medicine was prepared from an extensive practice of several years in a bilious climate, and is NEVER KNOWN TO FAIL OF curing FEVER AND AGUE, or any of the diseases above named.

Those who are suffering from diseases of this kind, as also those who have become invalids from their effects upon the constitution, will find the INDIA CHOLAGOGUE a most invaluable remedy for purifying the blood, and thoroughly cleansing from the system the morbid effects of a bilious climate.

The wonderful operation of the Cholagogue in eradicating BILE from the human system, can only explain its extraordinary agency in the SPEEDY, THOROUGH and PERMANENT CURE OF FEVER and AGUE, and the various grades of intermittent and remittent fevers.

Little information about the men is available in the Norwich Bulletin archives. However, the obituary of Gilbert Osgood was found in the Feb. 23, 1871, edition.

Osgood died of pleurisy. Born in Lebanon, he came to Norwich in 1842 to work as a clerk for his brother, Dr. Charles Osgood, and later became a partner in his drug firm, Charles Osgood and Co.

The same edition of the newspaper included this advertisement: "Osgood's Cough Remedy, For coughs, colds and all diseases of the throat and lungs . . . 146-148 Main St."

Joseph-Pratt-Diary-Excerpt-Gilbert-Osgood-Mentioned

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