

by Stan Sanders
and Mickey Roach

Photos by
Mickey Roach

Dr. G. W. Shores

Consulting Physician and Medical Director
of Zion's Medical Institute

Salt Lake City, Utah

[Fig. 1]



DR. G. W. SHORES,
The Oldest Specialist in the West.

MEN NOT ONE DOLLAR NEED BE PAID UNTIL YOU ARE CURED

DR. G. W. SHORES, always seeking to help suffering mankind, always trying to benefit a people that he gives value received for every dollar paid him, has decided to give a token, fraud and imposture its death blow, and protect the suffering classes from the despicable methods of quacks and charlatans. Every sufferer from

LOST MANHOOD

Renal Weakness, Varicocele, Hydrocele, Syphilis, Gonorrhoea, Stricture, small or shrunken organs, premature old age and all other private diseases, whether caused by ignorance, excess or continence, no matter how severe, you can consult DR. G. W. SHORES, the physician who has given his life to curing chronic diseases, and be examined, advised, treated and cured without paying him one dollar until the cure is effected. The doctor reserves the right, however, to refuse any incurable case - if he can't cure you he don't want your money. Such an offer was never before made by a responsible physician, and Dr. G. W. Shores is only able to make it because he positively cures these diseases. Don't waste another cent on questionable doctors. Not consult the "Old Doctor" and be cured. **DISCLAIMER SACREDLY CONFIDENTIAL.**

WRITE Dr. G. W. SHORES,
Lock Box 1888,
Salt Lake City, Utah.

What is it that is so intriguing about the past? It is hard to describe to a "non-participant" in our hobby as to what we see in these objects of glass that silently speak out to us. Maybe it is a longing to go back a hundred years to see how our ancestors lived, what challenges they faced? It is almost magical to look at an old bottle, and for just a moment, we find ourselves peering through the eyes of yesteryear!

Such are the nostalgic feelings conjured up by the bottles of one of Utah's most "famous Doctors" - The G. W. Shores Company, "proprietors and manufacturers of Dr. G. W. Shores Famous Curative Remedies."

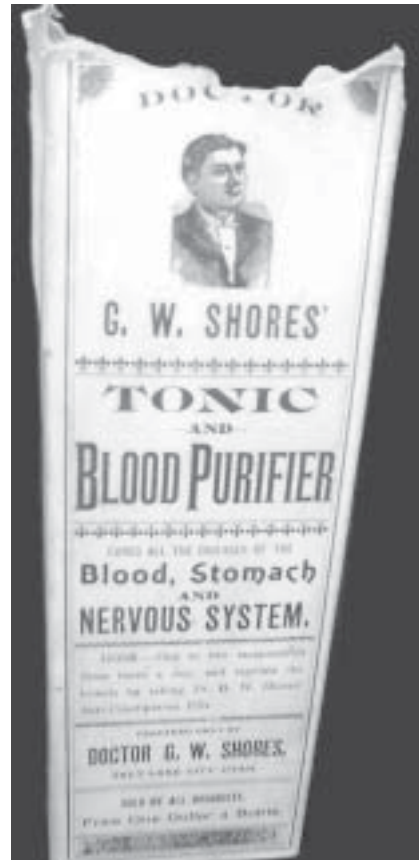
The Zion's Health Instructor (a broadside published by the G. W. Shores Company, Salt Lake City, Utah, circa 1900) listed the broad range of Dr. Shores products, including numerous "Cures," "Vermifuges," "Tablets," etc.

Dr. G. W. Shores:

- Tonic and Blood Purifier [Fig. 2]
- Kidney and Liver Cure
- Cough Cure
- Pepsin Vermifuge
- Acme Tooth Powder
- Epileptine
- Nerve Tonic Pills
- Winter Green Salve
- Complete Catarrh Cure [Fig. 6]
- Anti-Constipation Pills [Fig. 7]
- Favorite Prescription [Fig. 8]
- Mountain Salve Oil
- Kola Bitters

Only a few of Dr. Shores bottles have been located, making them a rare and

highly sought after collectible for collectors of Utah and western medicines.



[Fig. 2]

Some of the fascinating and outlandish statements of the "medicinal properties" purported for these remedies included:

- **Dr. G. W. Shores Epileptine**

"Is absolutely guaranteed to cure every case of epilepsy, or fits, if the simple directions on the bottle are followed. Price, \$2.50 a bottle."



[Fig. 3]

- Dr. G. W. Shores' Nerve Tonic Pills

"The great Utah remedy for nervous prostration, organic weakness, nervous debility, premature decline and all nervous diseases of either sex. Each box contains one full month's treatment. Price, \$5 a box.

Or, how about the following amazing claims for Dr. Shores' Kola Bitters:

"The best tonic on earth. For nervous and general debility, loss of appetite, indigestion and all cases resulting from an enfeebled, run-down, or overworked condition of the system. Prices, 25-cents and 5-cents a bottle."

How many of us today would like to take a swig of that juice to address our "run-down, or overworked condition of the system?" Wow, if only we could find "cures" for all these health problems today for \$2.50 or \$5 a box! Then again, \$5 likely was a lot of money in the 1890s.

A very interesting testimonial was published from a Mrs. August Liljenfeldt [Fig. 4]. She says, "I have been deaf for several years - particularly in my left ear - and the loudest noises were barely heard when I listened intently. Later on, I became totally deaf in that ear, and people had to fairly shout in my right ear to make me understand anything at all."

In large bold letters in the ad, she is further quoted, "I COULD NOT HEAR A TRAIN WHISTLE." "Drs. Shores entirely restored my hearing in two months treatment. - Mrs. August Liljenfeldt, 61 Apple Street, Salt Lake City."

"I COULD NOT HEAR A TRAIN WHISTLE."
 "DRS. SHORES ENTIRELY RESTORED MY HEARING IN TWO MONTHS' TREATMENT."
 MRS. AUGUSTA LILJENFELDT,
 61 APPLE STREET, SALT LAKE CITY.



MRS. AUGUSTA LILJENFELDT,
 61 Apple Street,
 Salt Lake City—
 is today a happy, grateful woman, for as she says—she can hear ordinary conversation now where she could not hear the loudest noise 2 months ago.

She Says: "I have been deaf for several years—particularly in my left ear—and the loudest noises were barely heard when I listened intently. Later on I became totally deaf in that ear, and people had to fairly shout in my right ear to make me understand anything at all. Their voices became silent to me, and I could not hear words spoken to me, and everything became silent on the ground. In despair I went to Dr. Shores, who carefully examined my ears with his associated ear instrument, and told me that a cure was possible. I began treatment, and just as I was discouraged at first, as I did not seem to improve, but the doctors told me it would take patience, and I went ahead, following their advice. I have certainly got my reward now, for in a short time I began to make sounds—I could hear things move and drop—could catch better words of conversation, and with joy saw my hearing now returning. I have gradually got better and better, and today I hear better than I ever did, and easily hear an ordinary conversation—used for the first time in years can hear my clock tick. This has all been accomplished in two months, at a cost of \$5.00—and I am honestly sure I can perfectly cure—control my words and express my gratitude to these wonderful doctors. I earnestly desire anyone interested to write to me or call on me for particulars.

\$5.00 A MONTH FOR ALL CHRONIC DISEASES.
 No one deprived of the benefits of Dr. Shores' treatment because living at a distance from the office. The same wonderful and uniform success attending the treatment of Drs. Shores in their office is found in their home treatment of patients by mail. Write for symptom list and get expert advice. FREE!

Drs. Shores & Shores, Expert Specialists
 IN THE TREATMENT AND CURE OF ALL CATARRHAL AND CHRONIC DISEASES
 Harmon Block, Entrance, Room 210, 34 East Second South St., Salt Lake City, Utah
 P. O. BOX 1585

(When writing please mention this paper.)

[Fig. 4]

ZION'S MEDICAL INSTITUTE.
 DR. G. W. SHORES, CHIEF CONSULTING PHYSICIAN.
 DR. C. C. SHINNICK, ASSISTANT CONSULTING PHYSICIAN.
34 E. Second South Street, SALT LAKE CITY.

In referring to the work of Dr. G. W. Shores, founder and chief consulting physician of Zion's Medical Institute, it is not exaggeration to say that his superior training, experience and skill, and that his success and the success of his famous System of Treatment that is universally curing chronic, deep seated and heretofore incurable diseases, has been marvellous and notable, and that his success has been won by no tricks or evasions, no false promises or exaggerated pretenses, but that it has been plainly and legitimately the result of methods that DESERVE SUCCESS.



Dr. Shores treats and cures catarrh and all diseases of the eye, ear, nose, throat, lungs, stomach, liver, kidneys, and all chronic and nervous diseases of both sexes, and diseases of women and children.
 Office hours—Mornings, 9 to 12; afternoons, 2 to 5; evening, 7 to 9. Sundays, 11 A. M. to 1 P. M.

\$5 a Month for all Catarrhal Diseases. Medicines Free.
 Doctor Shores' Motto is "A Low Fee, Quick Cure, Mild and Painless Treatment."
 If you cannot come to the office, send 2 cent stamp for Doctor Shores' new Symptom List and have your case diagnosed and get expert advice free.

ADDRESS ALL MAIL TO
DOCTOR G. W. SHORES,
ZION'S MEDICAL INSTITUTE,
SALT LAKE CITY, UTAH.

[Fig. 5]

At the bottom of the testimonial was printed:

\$5.00 A MONTH FOR ALL CHRONIC DISEASES
 No one deprived of the benefits of Drs. Shores' treatment because living at a distance from the office. The same wonderful and uniform success attending the treatment of Drs. Shores in their office is found in their home treatment of patients by mail. Write for symptom list and get expert advice. FREE!

Drs. Shores & Shores, Expert Specialists
IN THE TREATMENT AND CURE OF ALL CATARRHAL AND CHRONIC DISEASES
 Harmon Block, Entrance, Room 210, 34 East Second South St., Salt Lake City, Utah - P.O. Box 1585



Dr. G. W. SHORES'
COMPLETE CATARRH CURE
 BOTH LOCAL AND INTERNAL

The Only Remedy Discovered to Absolutely Cure Catarrh and Completely Eradicate the Disease from the Blood and System.

PRICE, ONE DOLLAR.

[Fig. 6]

Stan Sanders' research identified advertisements for Dr. Shores' products for October 17, 1896 in the "Piute Pioneer, August 6, 1902 in the Salt Lake Tribune, November 14, 1904 in the Salt Lake Herald, November 16, 1907 in the Piute Courant, and February 29, 1916 in the Salt Lake Tribune.

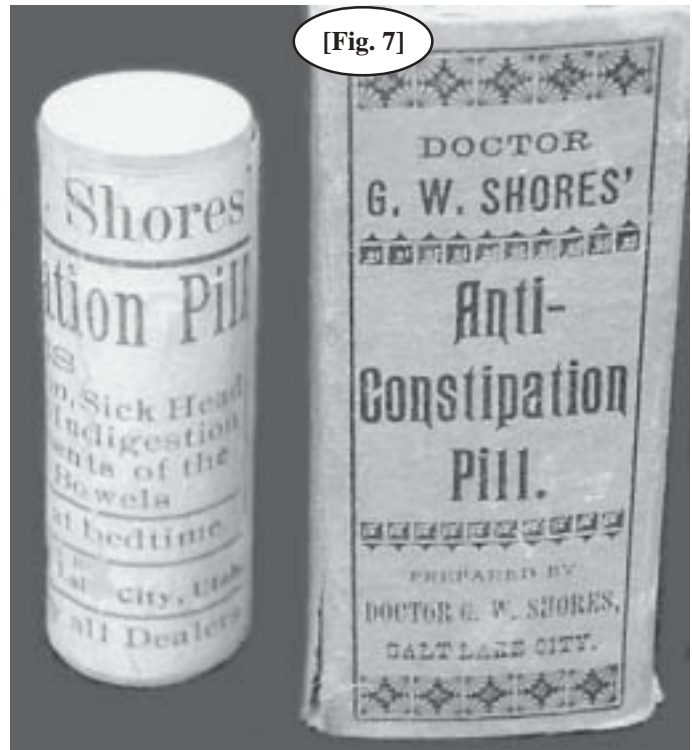
Another curious testimonial of Dr. Shores' remedies will be quoted here to illustrate the advertised potential of some of these wondrous medicines of the past:

"I have a new lease on life since taking Doctor Shores' splendid remedies," says Mrs. O.J. Robinson, who resides at 610 South Third West Street, Salt Lake City. "I had been troubled with heart disease for a good many years, brought on by complicated kidney trouble, hard work and exposure in early days. My heart would throb and palpitate until sometimes I would think it would jump out of my breast. The slightest exercise made me weak and faint, and when I would walk upstairs, I would have to stop and rest every three or four steps. I had dull, heavy, aching pains across my back. My feet and limbs would swell until they would feel so heavy that I could scarcely lift them to get about. My stomach distressed me, my food did not properly digest and my blood was weak and watery. In fact, I had reached a point where my friends thought that nothing could be done for me, but they are delighted and surprised to see me looking so well, and I feel very thankful to Doctor Shores, for I not only feel that I have a new lease on life. A remarkable short use of Doctor Shores' Tonic and Blood Purifier, Kidney and Liver Cure and Anti-Constipation Pills has placed me in a position where life is pleasant and no longer a burden to me, as it used to be."



Above: Stan Sanders and Mickey Roach together in the Stan Sanders Bottle Museum, Salt Lake City, Utah.

Stan Sanders
2743 Blair Street
Salt Lake City, UT 84115
E-mail: utahstan@eros.net



[Fig. 7]



[Fig. 8]

Illustrations:

- [Fig. 1] Advertisement from Piute Pioneer, October 17, 1896.
- [Fig. 2] Dr. G. W. Shores' Tonic and Blood Purifier box.
- [Fig. 3] Illustration showing the side of the box for Dr. Shores' Tonic and Blood Purifier, stating, "The Greatest System Renovator on Earth."
- [Fig. 4 and 5] Advertisements from 1890.
- [Fig. 6] Box for Dr. G. W. Shores' Complete Catarrh Cure.
- [Fig. 7] Box and bottle for Dr. Shores' Anti-Constipation Pills.
- [Fig. 8] Box and bottle for Dr. Shores' Favorite Prescription.