

# PAPER TRAIL

a feature showcasing the contributions of "Bottles and Extras" readers

Edited by Steve Ketcham



### Peruvian Bitters

The Peruvian Bitters first appeared in 1871, the product of the Wilmerding-Kellogg Company. In 1877, Kellogg withdrew from the firm and it became Wilmerding and Co. Circa 1890 the Peruvian Bitters Company (a Lash's Bitters holding) owned the brand, but by 1895 the product was owned by Mack & Co. When the Peruvian Bitters Co. and Mack & Co. owned the brand, each had its own monogram.

Shown here are the labels bearing the different monograms, as well as the embossed monograms found on the reverse of each bottle.

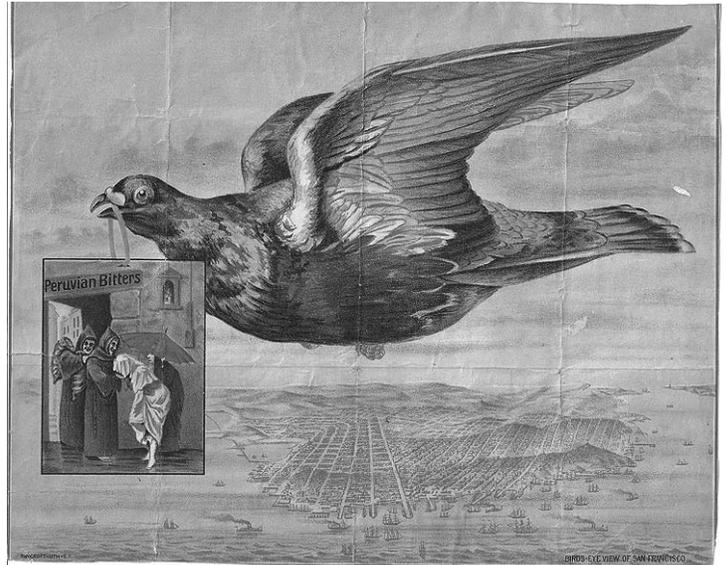


1877

1890

1895

SOLE AGENTS FOR  
PERUVIAN BITTERS.



**PERUVIAN BITTERS**

<b>CONQUERS</b> Death-Dealing Malaria.	<b>KILLS</b> Dyspepsia by Removing its Cause.
<b>DESTROYS</b> A Morbid Appetite for Stimulants.	<b>RESTORES</b> Health and Consequent Happiness.

NONE CAN AFFORD TO BE WITHOUT IT!

**For Sale By**  
**ALL DRUGGISTS and WINE MERCHANTS.**

*St. P. H. Co. Peruvian Bitters price \$1.50*

Front and reverse of Peruvian Bitters broadside showing "A Bird's Eye View of San Francisco."

*San Francisco, Nov 9<sup>th</sup> 1882*

*Messrs Holdenberg & Co. Cedarville*  
*Bought of WILMERDING & CO.*

**Importers and Jobbers of Wines and Liquors,**

To keep you advised we send  
Statements when Accounts are due.  
Please report discrepancies.

214 AND 216 FRONT STREET.

Nov 9, 1882 Peruvian Bitters billhead

All of the caricatures found on these Peruvian Bitters trade cards depict famous – or infamous – men of the mid-to-late 19th Century. The expression “Every man Rides His Own Hobby” is an old proverb.

**W. H. Vanderbilt** made a fortune in the transportation business. His father, Cornelius Vanderbilt, built a transportation empire from scratch, starting with one ferry boat and ending with an empire of ships and trains. W. H. inherited \$100 million from his father and increased his worth to \$194 million by the time he died just nine years later.



**P. T. Barnum** became known as the world’s greatest showman. Mr. Barnum has several connections to today’s collectors, not least of which is his arrangement to bring Jenny Lind, the Swedish Nightingale, to America to perform in 1850. She made her American debut at the Castle Garden Theatre on September 11, 1850. In “*American Bottles and Flasks and Their Ancestry*,” Helen McKearin and Kenneth Wilson list 13 different Jenny Lind bottles and flasks in Group I, the Portrait Flasks. Note also the frowning monkey on Barnum’s show train, sadly waving a banner depicting the deceased Jumbo the Elephant. One of Barnum’s biggest attractions, Jumbo was struck and killed by a train on September 15, 1885.



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**Bob Ingersoll** was at one time known as “America’s Most Noted Agnostic.” The term “infidelity” seen on the “horse” he rides on the trade card did not mean then what it does today. While we tend to use the term when discussing marital transgressions, our forefathers used it to refer to those who were not true to God. Ingersoll was an attorney, politician and an outspoken opponent of slavery.

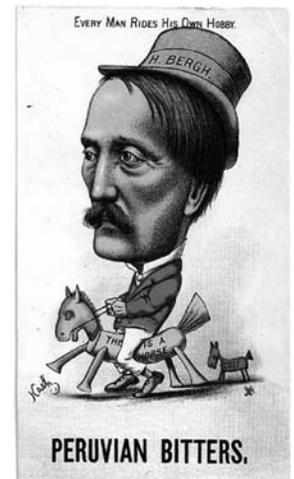


**Jay Gould** is depicted riding a hobby horse titled “Western Union,” but he might also have been shown upon a railroad train or a pile of hoarded gold. Gould was dubbed as one of the “Robber Barons” and his political and financial influence from his various railroad and financial dealings was huge. During the Great Southwest Railroad Strike of 1886, Gould was said to have hired strikebreakers. He was quoted by unionists as having declared, “I can hire one-half of the working class to kill the other half.”



**Benjamin Franklin Butler** was an American attorney and politician who served Massachusetts in the U. S. House of Representatives and also served as governor of that state. During the Civil War he was also a “political general,” a term applied to those who were appointed to a high rank for political reasons but without much military training or experience. His numerous failures in his assignments as a general made him a controversial and unpopular figure.

**Harold Bergh** was a political reformer and the founder of the American Society for the Prevention of Cruelty to Animals. (ASPCA).



Some of the above information was found on Wikipedia and the web site of the Library of Congress. Images and company information were submitted by Richard Siri. Trade card images researched by Steve Ketcham.

“*Paper Trail*” is a regular feature which showcases the wide world of bottle-related ephemera, from trade cards and post cards to letterheads and blotters. Readers are encouraged to submit items for publication. Simply scan or photograph your item (JPG please), add a short paragraph or two about the item, and include a photo of the bottle to which it relates.

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 or mail it to: PO Box 24114, Edina, MN 55424