



Dr. J. N. Norwood, V.S.

In our spotlight this issue, I would like to bring to your attention a small, regional producer of Veterinary patent medicines. What history we are able to present here has been a joint effort between the Naugatuck, Connecticut, Historical Society and several Veterinary collectors.

Joseph N. Norwood was born somewhere in Massachusetts in 1859. The identity of his parents is unknown. Joseph first showed up in the 1883 census of Naugatuck, Connecticut, a small town southwest of Hartford. He had a wife, Emma E. Norwood, listed in the census as a housewife, originally from New Hampshire, and a young son, Arthur. Arthur was born in Massachusetts in 1880. At the time of the 1883 census, Joseph was 24 years old, Emma was 23, and son Arthur was three. Joseph's occupation at that time not listed.

By 1891, he was in the Naugatuck Business Directory listed as boarding stable owner, horse dealer, and Veterinary

Surgeon. His address was 584 N. Main Street, Union City, Connecticut. This was in the section of Naugatuck with a Post Office. What, if any, qualifications he had to present himself as a Veterinary Surgeon is not known. Nothing is known of his educational background. One can assume that his work with horses in a stable, perhaps, amounted to on the job training. Whatever his qualifications, he presented himself as Dr. J. N. Norwood, V. S. As with most 19th Century producers of veterinary medicines, Dr. Norwood apparently worked at his home. The 1899 Directory listed his "Hospital and office at the rear of residence, with telephone connections." Most likely he concocted his nostrums and embrocations in his barn. There was no evidence of a factory and the scarcity of surviving examples would seem to indicate a limited production. Certainly he did not have the production nor distribution of his contemporaries, such as Dr. Lesure or Dr. Daniels. He did, however, produce a complete line of products. Dr. Norwood sold the "standard" veterinary

cures such as Gall and Colic Cures, Liniment for Man or Beast, Condition Powders in two sizes, and Veterinary Eye Wash. He also produced the more unusual Kidney Powders, Chills and Fever Drops, and Cough Mixture. In all, his line included ten veterinary patent medicines.

Norwood may have had difficulty competing with the other veterinary medicine producers. This difficulty might be evidenced by a 1903 receipt from Norwood's company. This document showed a large order of 66 assorted medicines being sent to Cook's Falls, NY on consignment. It is my experience, in looking over similar receipts from other companies and researching veterinary companies, that consignment selling was rare. Most goods were payable on delivery. This may have been Dr. Norwood's way of broadening his market.


In 1900, his address was changed to 320 N. Main Street. This was thought to be just a postal numbering change. By 1905, he took out an ad in the Naugatuck Business Directory. He was listed as J. N. Norwood, Veterinary Surgeon and Manufacturer of Veterinary Medicines. In 1906, the name of the company was changed to The Dr. J. N. Norwood Company, Joseph N. Norwood, President.

Joseph's son, Arthur, seemed to follow after his father. While a teen in the 1890's, he was also listed as a Veterinary Surgeon at the same address as his father. By 1900, his address was the U. S. Army. He was not listed after 1900.

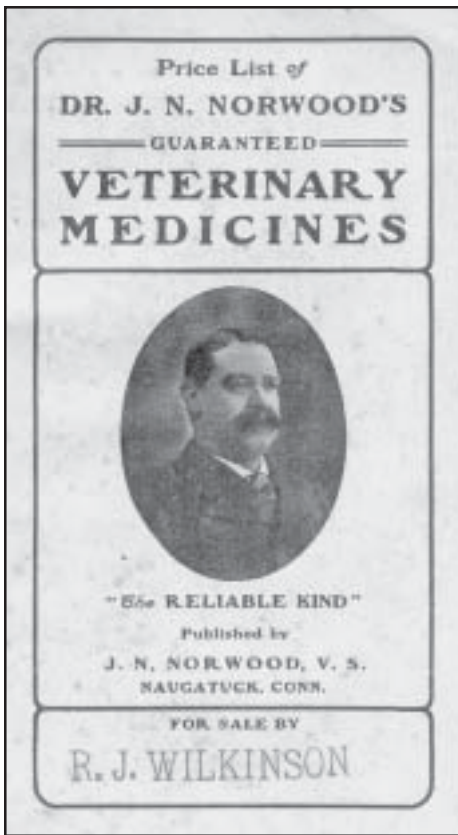
Dr. Norwood was last listed in the Naugatuck city directories in 1911. The company moved that same year to Waterbury, Connecticut. The only address listed was a postal box, #346 Waterbury, Connecticut. Paper credit memoranda exist indicating that the Dr. J. N. Norwood Company was in business and still selling on credit in 1913. To my knowledge, no ephemera exists with a date after 1913. Further research is needed in Waterbury to determine his fate.

Any Dr. Norwood item would be a very good addition to a collection. Paper ephemera seems to be limited to company receipts and receipts of merchants who stocked his medicines. Booklets pitching his products seem to be limited to one 32 page price list.

Norwood medicines exist in limited supply. Examples of all his products exist in various collections around the country. All have stark black and white labels and

 <p>THE DR. J. N. NORWOOD Co., MANUFACTURERS OF DR. J. N. NORWOOD'S VETERINARY MEDICINES, WATERBURY, CONN.</p>		<p>NORWOOD'S VETERINARY MEDICINES</p> <p>LEADERSHIP, CONCENTRY, COLIC CURE, PAIN-EXPELLER, WORM-BALL, EMERGENCY PREVENTIVE, SADDLE SORE PREVENTIVE, HORSE AND PIGLET TONIC, CAMEL MEDICINE, BIRD WASH, BIRD CLEANER, GALL CURE</p>
<p>APR 25 1911</p> <p>SOLD TO <u>E. J. WILKINSON,</u> <u>Bridgewater, N. Y.</u></p>		
<p>12 Liniment</p> <p>12 Ointment</p> <p>12 Condition Powders large</p> <p>12 Condition Powders small</p> <p>3 Kidney Powders large</p> <p>12 Kidney Powders small</p> <p>6 Cough Mixture</p> <p>6 Colic Cure</p> <p>6 Gall Cure</p>	<p>\$3.00</p> <p>3.00</p> <p>9.00</p> <p>4.50</p> <p>3.25</p> <p>4.50</p> <p>4.50</p> <p>4.00</p> <p>.75</p>	<p>\$35.50</p>

This receipt dated 1911 shows that the company had relocated to Waterbury, Conn. No medicine packaging or bottles embossed with the Waterbury location are currently known. It is also interesting to note that the company was still selling "Cures" as late as 1911.

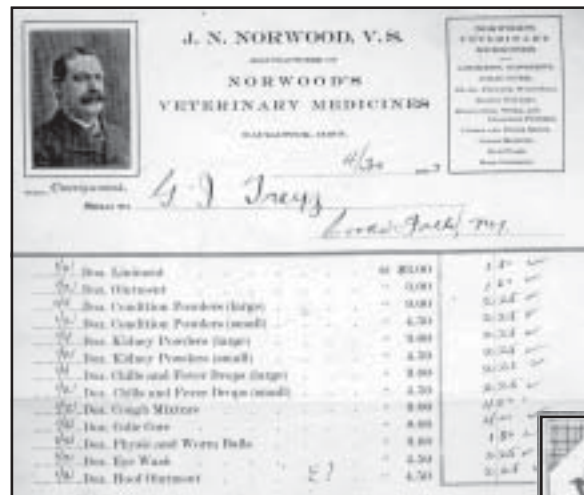


Only one style paper booklet is currently known from the Dr. Norwood company. The example illustrated is a price list of 32 pages and is 3 1/2" x 6". If any collectors have other paper ephemera from the company, please contact me.

boxes with a photograph of Dr. Norwood. The boxes are made of substantial cardboard and hold up very well to 90 plus years of abuse. The bottles come in two sizes, 4 7/8" tall (50 cent size) and 6 3/4" high (\$1.00 size). The embossing is limited to the sides of the bottles. One side is embossed: DR. J.N. NORWOOD, the other side is NAUGATUCK, CONN.. Colic Cure bottles are 3 1/4" high and embossed either NO.1 or NO.2 / NORWOOD / VETERINARY / COLIC CURE. Medicine bottles with a Waterbury embossing or boxes with a Waterbury address are currently unknown.

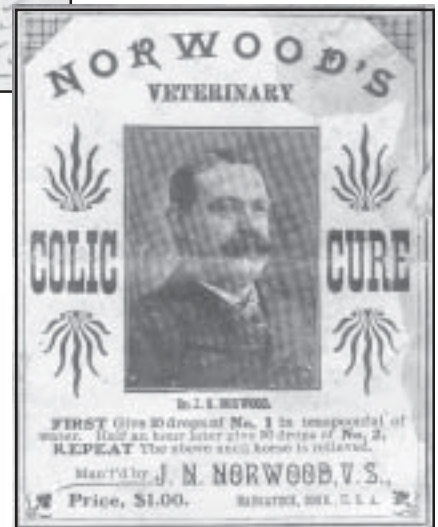
I am not aware of any Norwood signs or cabinets in collections today. A large painted glass display case, possibly from Norwood's home, is reported to exist. Attempts to track it's existence through the Naugatuck Historical Society have been unsuccessful.

Special thanks go to Dana Blackwell of the Naugatuck Historical for his help with this edition of Spotlight. If you have additional information on Dr. Norwood, please contact me at: Petvet@mindspring.com.



Left: Paper receipt dated 1903 and from Naugatuck, Conn. The company lists 10 different medicines. Three remedies, Condition Powders; Kidney Powders; and Chill and Fever Drops were produced in two sizes making a total of thirteen examples to complete a set of Dr. Norwood medicines.

Right: **Dr. Norwood Colic Cure** package. Package contains two embossed bottles, each 3 1/2" tall. Bottles are embossed on one panel: NORWOOD / VETERINARY / COLIC / CURE. Additionally, one is embossed #1 and the other #2. Completing the package is a glass vial and glass dropper.



Far left: Embossed 6 3/4" tall bottle with paper label for **Veterinary Chill & Fever Drops**. Embossed on side panels: DR. J. N. NORWOOD // NAUGATUCK CONN.



Left: **Veterinary Eye Wash** bottle, embossed 5" tall bottle with paper label. embossed on side panels: DR. J. N. NORWOOD // NAUGATUCK CONN. All Dr. Norwood medicines are considered fairly scarce. Only a very few veterinary patent medicine companies produced an animal eye wash.