

A CALIFORNIA CURE

By Eric McGuire

It was gold, no doubt, that brought the young English-born Francis Lundy Such to California and, like so many others, he soon drifted from the Sierra Nevada mines back to the San Francisco Bay area.

But in 1850, at age 21, Such discovered a rich calcium carbonate deposit on the northwest flank of Mount Diablo in Contra Costa County. It wasn't gold, but he recognized its possibilities in the production of lime for the rapidly expanding building trade in San Francisco.

For the next decade, Such focused his attention on the sale of lime, the primary ingredient in mortar and plaster. It has been said that he was the first to introduce local lime to San Francisco, but this cannot be substantiated.

Meanwhile, Frank L. Such and partner W.E. Whitney constructed a lime kiln that could produce 3,000 barrels of lime per month and apparently met with some success.(3). His mining interests took another turn when he pioneered the development of the Cumberland Coal Mine in Nortonville within the Black Diamond Mining District on the flanks of Mount Diablo.

By the 1860s, he apparently divested himself of mining interests and took a completely different career direction. In 1866, Such was the operator of a dairy ranch in Noe Valley, the southernmost section of San Francisco. He was first in partnership with others, but by the mid 1870s, he operated the San Miguel Ranch Dairy by himself.

LIME! LIME!
Mount Diablo Lime!
WE WANT THE CONTRACTORS AND
 Builders of San Francisco and vicinity to know that we are now prepared to furnish LIME, in any quantity, and deliver the same, in quantities, at any of the accessible points on the Bay or River, at San Francisco prices.
FRANCIS L. SUCH & CO.,
 At Davis & Jordan's,
 Corner Front and Washington streets,
 San Francisco.
 my20-lmts*

A newspaper advertisement for Such's Mt. Diablo lime that appeared in the San Francisco Bulletin beginning May 20, 1858. Apparently he had a working relationship with Isaac Davis and Albion Jordan, two partners who controlled the other major limestone deposit which was located south of San Francisco in Santa Cruz. That deposit was later owned by the extremely successful Henry Cowell.

Such married San Francisco resident Mrs. Rosina Sloan, a native of New York, in 1855 at Benicia, California (1). They continued their residence in Martinez, in Contra Costa County, an inland port town just opposite Benicia on the south side of Carquinez Strait, for the duration of the time that Such was involved with the Mount Diablo lime business.

In the same year of his marriage, he also became a naturalized citizen, apparently satisfied with making California his permanent home. On May 25, 1856, their son, Frank P. Such, was born, followed by Josephine in 1857 and William in December 1861.

Frank P. Such married Sarah Black in 1881, but the marriage was unsuccessful. He ultimately shot and killed himself at the Massasoit Hotel in Tacoma, Washington, a victim of alcoholism at age 33, on March 12, 1890. Josephine married Walter Turrell and moved to Tacoma where she became a prominent Women's Christian Temperance Union writer (2).

FOR SALE **COUGHS** **SUCH'S** **GOLDS** **ADDRESS**
 OF THE **CALIFORNIA** **ORDERS**
BY **HERB CURE** **TO**
PRINCIPAL **FOR** **F. L. SUCH,**
DRUGGISTS. **ASTHMA** **P. O. BOX 217,**
TRADE MARK **SAN FRANCISCO.**
LUNG DISEASES & HOARSENESS

The first of two similarly styled ads that ran in the San Francisco Chronicle for a four month period in 1874. The trade mark device shown in the ad was not officially registered at the state or federal level.

There is no clear evidence of what induced Such to enter the patent medicine business about this time. Still maintaining his dairy, he advertised his CALIFORNIA HERB CURE FOR ASTHMA for a period of four months, from July to November of 1874. He placed ads in the San Francisco Chronicle, but no other marketing effort has been discovered to date – hardly a lesson learned from really successful medicine vendors who realized that success depended upon spending considerable sums on advertising.

One can only wonder if he was blinded by the obvious success of some medicine makers and thought it would be worth a try to break into that potentially lucrative market. With the scarcity of bottles and apparent short duration of his active marketing efforts, it can be only conjectured that the attempt was a failure.

The demise of Such's California cure may have been a matter of timing. Much of the West was populated by charlatans who preyed upon the ignorance of the uneducated

populace by offering worthless remedies for sale. By the mid 1870s, several of the western states began enacting laws to either regulate or prohibit such activities. It was no secret among residents that specific regulations needed to be enforced.

Preceding regulation in California, the Nevada legislature proposed an act early in 1875 to rid its state of quacks and vendors of worthless medicines. The bill's author noted:

"The main point in the bill is to prevent quacks from swindling the lame, halt and blind. A number of professed medicos from San Francisco, now perambulating Nevada, will be compelled to return to Winter quarters at the Bay, if the bill becomes law."(4)

Could it be that Such predicted a short life in the medicine business and gave it up, as many others did? He had gained a solid reputation in the community with his dairy operations and perhaps he feared tarnishment. (5)

Such continued to have an interest in the eastern shore of San Francisco Bay and in 1884 he became a founding member and director of the newly formed Alameda Water Company. Its function was to primarily serve the city of Oakland; however, it actually became the main water source for the nearby city of Berkeley. (6) In 1888, Such moved his dairy operation to Berkeley and transported his milk westward across the bay to San Francisco each day. (7)

By this time, Such's son, William Thomas Such, was managing the dairy which he continued to do after his father's death. The William T. Such Building at 2140 Oxford Street in Berkeley is historical landmark No. 43, as designated by the city's Landmarks Preservation Commission.

Francis L. Such died in San Francisco on March 1,

1900, His wife, Rosina, died in that city on June 3, 1901. William T. Such died in Berkeley on April 6, 1931. Although married three times, he produced no children. The only child of Francis Such to produce children was Josephine. Two girls were born to her and Walter Turrell – Beatrice May and Hope.

The bottles blown for Such's medicine are unmistakably of San Francisco origin, produced by either the San Francisco or Pacific glass works. The lettering style on the bottle mold exhibited the curve leg of the letter "R," which was a familiar style of a local machinist.

Examples are so rare that it is difficult to determine the potential for color variants. They likely were all blown in medium aqua-colored glass on a short production run.

Sources:

1. New York Times, May 17, 1855
2. San Francisco Chronicle, March 13, 1890
3. History of Contra Costa County, California, 1917, Page 451
4. Daly Alta California, Jan. 16, 1875
5. After much debate, California finally passed a regulating law in April 1876. Section 12 of the law handled the sale of medicine by those without proper medical license by stating, "any itinerant vendor of any drug, nostrum, ointment, or appliances of any kind, intended for the treatment of disease or injury, or who shall, by writing or printing, or any other method, publicly profess to cure or treat diseases, injury, or deformity, by any drug, nostrum, manipulation, or other expedient, shall pay a license of one hundred dollars a month, to be collected in the usual way."
6. San Francisco Chronicle, June 28, 1884
7. San Francisco Bulletin, July 30, 1888.



Approximately 8.25 inches in height and embossed SUCH'S / CALIFORNIA CURE FOR ASTHMA / & LUNG DISEASES. Smooth base with a circular depression.



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Mathenys, one Howard, one The King Pharmacy, two Gardelles, one Watson and one Goetchius were among the drug store bottles found.

A half-pint S.C. Dispensary (monogram) and an unembossed pint dispensary were joined by a tall amber quart embossed Hollywood Whiskey. Suppose Clark Gable drank from that one? Nahhhh! More like Buster Keaton.

A beautiful cobalt bottle embossed Reed & Carnrick, Jersey City, N.J., a Pride of the Farm Tomato Catsup, a small coaster stenciled SOUTHERN (railroad, perhaps?), a Corolla's Hair Tonic from New York, a rare (one of a kind so far) Walton's Dairy (Augusta) quart and a Glover's Imperial Distemper Cure were among miscellaneous bottles found.

Ceramic objects included seven Hahn-type stackers, another brown-topped white jar stenciled Homemade Brand Preserves / Manufactured by / H.A. Johnson Co., Boston, an AUGUSTA BLOCK brick, a Chinese soy sauce pot and tiger whiskey and a tall jar stamped The Madeya Rubber & Mfg. Co., Akron, Ohio, Vulcanizing Solution.

Bob Riddick, who's been keeping up with the jugs, told me we now have 100.

Oct. 30, 2011: After I published a dairy history book a few weeks before this dig, a previously unknown quart embossed J.L. Gilchrist came out of the ground. No city name is on the round quart, but I knew its background. James Littleberry Gilchrist was the owner of Highland Heights Dairy off Berckmans Road in Augusta, just down from the famed Augusta National Golf Club. Family members interviewed a few years ago were vague about the possibility of embossed bottles. Now we all know of their existence.

A slug plate aqua Reynolds Bros., Washington, Ga., crown top (the clear ones are rare), a tiny milk glass bottle embossed Mme. Robbinaire, Atlanta, Ga., and a pontiled French perfume (some call it a wine tester) were among miscellaneous items dug.

Twelve clear Dixie Carbonating Company crown tops were joined by two Chero-Colas (one from Macon, Ga.), five E. Sheehan Hutchinsons, a Mint Cola and two Baldowski Bottling Works. Patent medicines included a

Barry's Tricopherous for the Hair, an aqua Dr. Cheney's Expectorant from Covington, Ga., and a clear Dr. W.M. Pitts' Carminative, Thomson, Geo.

An aqua R.H. Land was joined by four clear LAND bottles from R.H.'s son, while other drugs store bottles were from Gardelle (2), Alexander (2), C.T. Goetchius & Bro. (2), C.T. Goetchius & Co., and Matheny.

Fifty-one straight-sided Cokes joined the 300-odd previously dug, bringing the total as of Nov. 1 to 432. Jugs found included a stacker stamped R.B., probably standing for Robert Boyles, of Union County, S.C., and a mini jug stenciled Compliments of / S.W. Brown Cor. / Savannah Road & Maybury. It is believed to be a Savannah merchant's jug.

Nov. 6, 2011: A small size amber Horsey's Antidote for Malaria (Augusta) was joined by a Lake View Pharmacy / Cor. Broad & Crawford Ave., Augusta, Ga., bottle, the first I'd seen. There are other Lake View bottle varieties.

Seven Dixie Carbonating Co., crowns, an aqua E. Sheehan Hutchinson and aqua E. Sheehan crown top emerged, along with a Sparta, Ga., Chero-Cola. Another amber Nashville, Tenn., straight-sided Coke was joined by 30 Augusta straight-sides. We now have dug 462 straight-sided Cokes, most from Augusta.

An amber Robert Portner blobtop, a clear Portner crown top, an aqua Augusta Brewing Co., Bottling Dept., and an aqua quart Augusta Brewing Co., crown top were among the beers found. A clear round quart S.C. Dispensary was the lone whiskey found.

A Harris Springs (S.C.) Lithia Water was the only mineral water of the day. A bottle embossed Warranted Flask / Bianchi Wine Co. / 261 Main St. / Orange, N.J., a broken Mulberry, Fla., straight-sided Coke, two emerald green capers bottles, an emerald green Palmer perfume and an amber ribbed poison were among the miscellaneous items dug.

First ceramic piece to come out of the ground was a rolling pin with blue decorations. A small yellow glaze bowl marked Depose, a whole mini jug stenciled The O.L. Gregory Vinegar Co., Elko County, pure apple juice vinegar, Paducah, Ky., and a cobalt slip-decorated

(flowers) wax sealer storage jar were among other prizes. Cobalt slip-decorated pieces are rare in the South.

The backhoe's thermostat malfunctioned, causing the machine to run hot, but the mechanical skills of owner Jerry Newton and Ben Garris soon got it running again. Garris is Bob Riddick's friend who enjoys helping out on digs.

Nov. 13, 2011: Mike Newman was going to heave the little bottle back into the dirt pile, but had second thoughts. He scraped off the mud from the Sauer's Extract-type bottle and learned that it was a Burdshaw's Diarrhoea & Dysentery Cure from Hartwell, Ga.! That was among the highlights of the day's dig. Bob Riddick owns a Burdshaw's from McCormick, S.C., and I sold one to famed Ohio cure collector John Wolf for \$75 years ago.

An Augusta Brewing Co., Bottling Dept. Pepsi-Cola and a beautiful cobalt Sharp & Dohme poison with skull and crossbones also were found. Sharp & Dohme was established in Baltimore in 1860 and issued a number of poison bottles of various sizes and shapes.

Sodas found included a damaged Honea Path, S.C., Bottling Works and a previously unknown Freestone Bottling Works from Sparta, Ga., also cracked.

Ceramic finds included a pitcher on which was scratched Jos. L. Freedman / Pure Vinegar / Paducah, Ky. It was likely manufactured by the Bauer Pottery Company of Paducah, which made most of the mini jugs found in the United States. Speaking of mini jugs, one stenciled Jones Bros. & Co. / Manufacturers of / Cider & Vinegar / Louisville, Ky., also was found.

A round-shouldered jug with most of its glaze gone and a Thomas Hahn-type stacker jug joined a Chinese soy sauce pot and two ginger beers.

Thirteen straight-sided Augusta Cokes and two amber examples from Nashville, Tenn., were dug. That brings the straight-sided total to 475 for the dig.

Nov. 20, 2011: Another straight-sided Augusta Pepsi-Cola was joined by a clear flask embossed "Shoomaker's Famous Resort, 1331 Pa. Ave., Washington, D.C." A story on this resort will be published in a future issue of Bottles and Extras.

Other finds included an eight-sided

W. Edwards & Son / Embrocatation for the / Hooping Cough, a McCormick & Co. Bee Brand three-sided cobalt poison, and a cobalt John Wyeth & Bro., dose bottle with cap.

Ceramic finds included a mini jug stenciled Compliments of / W.C. Williams, Gro. / Augusta, Ga. Missing its handle, it is an unlisted Augusta piece.

Nov. 26, 2011: An alligator crawled out of the muck in which it had been buried for more than a century. The small, heavily embossed River Swamp Chill & Fever Cure featuring the embossed gator was discovered by Mike Newman, who was intently watching the piles of bottles and mud being dumped by the backhoe bucket. Newman danced a little jig in celebration of the rare circa 1885 Augusta bottle. (After the dig, he performed a different kind of dance when his bootless feet encountered a bed of sand spurs!)

An Edenfield Bottling Works, Millen, Ga., joined 40 straight-sided Augusta Cokes. Millen is located 50 miles south of Augusta. A rare Aiken (S.C.) Vigor-Vim soda was joined by a Davis / Allendale, S.C., soda, a rare bottle, but it was cracked. Another deep cobalt Quinan & Studer / 1888 / Savannah, Ga. soda was found.

Drug store bottles included one embossed From King's, Broad & 15th Sts., Augusta, Ga. C.T. Goetchius & Bro. (2), LAND (2), King & Hubbard, Hahn's, Gardelle (2), Perrin & Land (2) and Alexander emerged.

Ceramic objects included a mini jug stenciled Jones Bros. & Co. / Blue Grass Belle Vinegar / Louisville, Ky.

Newman got everyone's attention when the backhoe bucket grazed his head while he was out of sight of operator Jerry Newton in the 10-foot-deep hole. There was lots of blood, but the cut turned out to be superficial, happily.

Nov. 27, 2011: A beautiful alkaline green-glazed stacker attributed to William F. Hahn was found on just our second back-to-back dig, made possible by the Thanksgiving holidays.

Fifty-one straight-sided Cokes, a straight-sided Pepsi-Cola from Augusta, a rare Artesian Bottling Works, Warrentville, S.C. (with a chipped top), and a Crown Carbonating Co., Hamlet, N.C. were

among sodas found.

A Horehound & Marshmallow, Old Time Cure for Coughs, Colds and Grippe, was found. It was one of several concoctions developed by druggist L.A. Gardelle during the last part of the 19th century. A Dr. Miles' New Heart Cure was joined by a GFP for Women, made by the Gerstle Medicine Co., of Chattanooga, Tenn.

Miscellaneous finds included a White Stone Springs (S.C.) mineral water, a Sumter (S.C.) Bottling Works Hutchinson, a P.O. M. Co., souvenir miniature brick, a half-gallon Buffalo Lithia Water and an unembossed ink with pen rests on each side of the spout found by Pat Oliver during the cleanup.

Dec. 3, 2011: We conducted our first split of the finds, which included hundreds of straight-sided Cokes, dozens of Dixie Carbonating Co., crown tops, 130 pieces of pottery and many other bottles.

The author presented Mike Newman and Bob Riddick with Backhoe Bucket Challenge Trophies consisting of mounted yellow hard hats commemorating their heads' collisions with the bucket earlier in the year. I also mandated that anyone digging in the hole while the backhoe is being operated must wear hard hats from here on out.

The author and his wife provided hamburgers cooked by property owner Mark Branum on a grill, soft drinks and a triple chocolate bundt (available from Sam's) for dessert.

The picks went smoothly with each of the five team members getting their hearts' desires in glass and pottery. Next split will take place in June 2012.

Dec. 17, 2011: Backhoe operator Jerry Newton couldn't make it to this dig, but loaned his No. 2 backhoe. Pat Oliver hadn't run such a machine for years, but did a great job, with Mike Newman and Bob Riddick on duty to pick up the goodies. I was there for a half-day, then had to leave.

Goodies included a Denmark, S.C. straight-sided Pepsi-Cola (rare), 16 straight-sided Augusta Cokes and a few other local sodas. Drug store bottles from Augusta's Gardelle, Tessier's, Hansberger's, Goetchius (large size), Matheny's, Land and Jas. P. Smith were

dug.

A large amber patent medicine, Mystic Wine of Life from Bristol, Tenn., was joined by an Augusta Brewing Co. Hutch and a small Wyeth dose bottle.

Ceramic finds included four stacker jugs including one marked Hahn.

Meanwhile, Riddick and Newman started counting the dreaded Bromo-Seltzers and related little blue bottles that had been dug over the year. There were 481 small, 462 medium, 53 medium-large and just 14 large. Added to the total were 22 others that had been involved in a sale earlier in the year for a grand total of 1,032. There also were 158 Bromo-Quinine bottles.

I brought home one Bromo of each size. The rest will be disposed of through various outlets. I am told they sell well in antiques stores in the Charleston, S.C., area. Frankly, I wouldn't give you 10 cents for any of them, although I well remember being thrilled by them when I first started digging more than 40 years ago.

Dec. 26, 2011: The last dig of the year started slowly, but wound up with a bang. Jerry Newton returned as backhoe operator, starting about 8:30 a.m., and winding up after dark. I don't see how he does it. Sitting in that seat all day, except for a lunch break, would wear me out.

Twenty-nine straight-sided Cokes, all from Augusta, and one amber Coke from Nashville, Tenn. quickly filled up a box. A Millirons Bottling Works from Macon, Ga., and a H.D. Smith from Tennille, Ga., represented the out-of-town crown tops. Smith was known as "Soda Water Smith" in his tiny hometown in Washington County some 60-odd miles from Augusta. A scarce E. Sheehan / Bottler / Hutchinson was among the sodas dug.

Two monogram (SCD) South Carolina Dispensaries were the only whiskeys dug.

A Bromo Seltzer advertising tile came out of the ground intact.

Six Hahn-type stacker jugs, a handled Prussian mineral water, an alkaline glazed chipped pitcher attributed to an Edgefield, S.C., pottery, and a mini jug (sans handle, top) stenciled Metropolitan Club / Freiberg & Kahn / Cincinnati were among ceramic finds.

Next year: The Big Dig Continues.