

## DR JAYNE'S ROOT BEER & ALTERATIVE

by Donald Yates

From Dr. Jayne's almanac of 1916:

"Dr. David Jayne, the proprietor of the House of Dr. David D. Jayne and Son, was born in Stroudsburg, Pa., in 1799. David Jayne took up the study of medicine at the University of Pennsylvania in Philadelphia, at the age of nineteen. After receiving his medical degree, Dr. Jayne set up his practice in Salem, New Jersey."

At this juncture, I would like to like to introduce a disclaimer. Antique bottle historians do not like to be fooled or cheated by reproductions of artifacts. China is currently exporting beautiful Mason Fruit Jars in unbelievable colors. China has a long history of counterfeiting 75% of their exports. India and Mexico are also known counterfeiting Countries.

The Chinese Government has outlawed Chinese pipe flanges that allowed industrial boilers to explode. Yes, these time bombs were exported to the U.S.A.! As usual, they ground off the word CHINA and re-stamped these flanges: LUKENS - USA.

As novice antique bottle collectors, one of the first things we are taught is to turn the bottle over and examine the bottom!!! To look for a pontil mark from the glass blower, right? No!, To look for "Wheaton, N.J." which indicates that these historic flasks were made in 1990, in the U.S. by the Wheaton Glass Works.

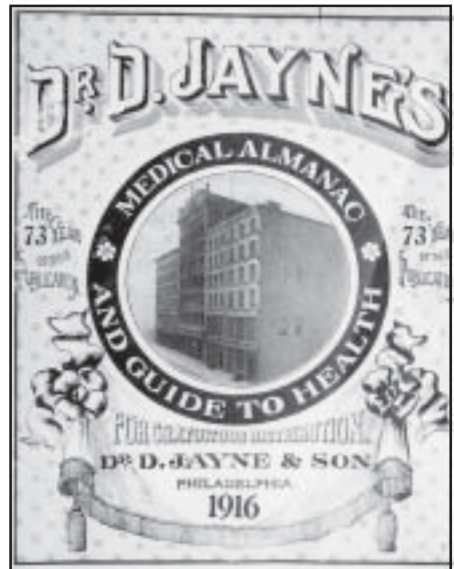
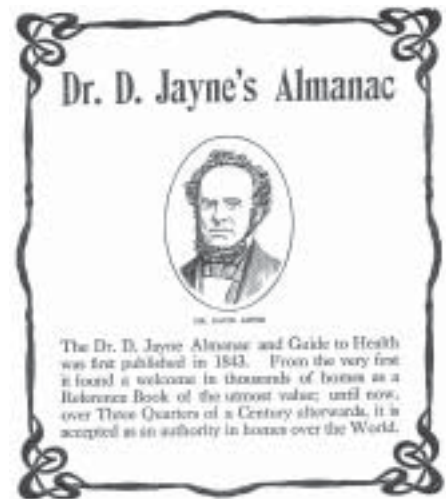
The medical community throughout the U.S. had its primitive and dangerous beginnings. Many early medicines were often toxic and caused more damage than the disease.

Dr. Jayne followed the example of other prominent and fraudulent medical doctors who did not hold medical degrees. Henry Holcomb did a thorough research into the history of Dr. Jayne and published his findings in the *Weekly Philatelic Gossip Newspaper* in 1930:

"Dr. David Jayne founded his company in 1822, in Salem, New Jersey. In 1850, he moved the Company to Philadelphia where he built the tallest office building in America. The most popular of Dr. Jayne's products were Jayne's Alterative and Jayne's expectorant. Both of these questionable narcotics were made of tartar emetic, spirits of camphor, ipecac, opium, lobelia, tolu balsam, digitalis and squill (onion family). I wouldn't want to put any of those questionable drugs in my mouth today. Emetic induces vomiting, today camphor is used for external use only, it is quite poisonous. Another name for digitalis is Deadmen's Bells. It is a very deadly poison that could stop your heart from beating ever again.

"Dr. Jayne's practice was that of a country doctor, involving long hours and many hardships. It gave him an opportunity to study a wide variety of diseases. Many of his patients had to travel a long distance by horse and wagon. Drug stores were scarce, and it was necessary that his diagnosis be sound and accurate. This would help his patients from making unnecessary trips.

Dr. David Jayne was an intense student of the causes of disease and their treatment, and of the action of drugs in



relief of human ailments. The family medicines bearing his name are the result of this wide and diversified experience until today, almost one hundred years later, his medicines are used in nearly every town and hamlet in America, as well



Trademark for Dr. Jayne's Expectorant.



"The Latest Fashion" - Jayne's Carminative



"The Finding of Moses" - Jayne's Expectorant



"My Mamma" - Jayne's Expectorant

as in many foreign countries. Dr. Jayne's reputation has thus been perpetrated through his family medicines beyond his most sanguine expectations.

"During the past century, science has presented to civilization, many beneficial discoveries in the field of medicine, chemistry, and physics. Therefore, it is with pride to state that while the formulas of Dr. Jayne's Family Medicines are essentially the same as the originals, the methods of blending have been improved in accordance with the most efficient methods.

"The drugs used in Dr. Jayne's medicines are today recognized in major test books in the medical schools in our country.

"What could be better proof of the effectiveness of the principles of the original formulas, a century old, than to have modern doctors claiming the same therapeutic relief for the ingredients involved as claimed by Dr. Jayne? He made no claim that any of his medicines were perfect or that they were the best suited for every patient, but he has confidence in the belief that they would prove beneficial in the majority of cases.

"The management of Dr. Jayne and Son has never left the control of the immediate family, who have endeavored, while retaining the basic principles of his remedies, to keep them abreast with the best thought of modern medical science and thus maintain for their products, a standard of quality and purity."

#### **A Word to all Readers:**

From David Jayne - M.D.

242 Chestnut Street

Philadelphia, Pa. - December, 1865:

"Dr. David Jayne's Family Medicines are compounded with great care, expressly



"Puppy Time" - Dr. Jayne's Tonic

for family use, and in accordance with my original prescriptions, using a long practice, without the most distant idea of extending them beyond those limits. In consequence, however, of the remarkable success attending their use in the treatment of diseases, they became very popular and were re-ordered many times, so that I find it necessary to prepare them in much larger quantities in order to meet the constant demand.

"This demand has been continually increasing until there is now hardly a town or hamlet on this continent in which they are not used to a greater or less extent.

"I would remark that I was a student in one of the premier medical institutions in the United States - the University of Pennsylvania, and have over thirty-seven years experience in an extensive and diversified practice, by which many

opportunities were afforded me of acquiring a knowledge of diseases and remedies best calculated for their treatment.

"The public have, therefore, a guarantee that the formulas of these medicines are based upon strictly scientific principles, by one thoroughly acquainted with the medicinal qualities and effects of each ingredient separately, and of their combined influence when chemically united; by one also having a knowledge of the structure of the human system, and of the functions of each organ, both in its healthy and diseased condition.

"I can therefore recommend these preparations with the greatest confidence, being fully persuaded from past experience that they will give very general if not universal satisfaction; but at the same time I do not pretend to assert that they are 'cure alls.'

Nor that they are in all cases and under all circumstances, absolutely infallible. Yet, I can truly say I am unacquainted with any combination of medicines, which have been so uniformly successful as these in the treatment of the various diseases for which I have recommended them.

"The use of these family medicines is not confined to the illiterate and credulous, for innumerable persons of intelligence and character, occupying the most prominent stations in society, too honest to them in the highest terms of praise for the consistency of their success in subduing diseases. But discarding all other considerations, I, in conclusion, earnestly desire all to carefully read, examine and determine for themselves the value of my assertions."

David Jayne - MD 1865



"The Morning Prayer" - Jayne's Vermifuge



"The Talking Well" - Dr. Jayne's Tonic



## DR. DAVID JAYNE & HIS LIFE WORK

From Dr. Jayne's 1916 Almanac:

"There is a broad distinction between remedies: one class is made and then forced upon the market in the expectation that it will find a demand. The other class is made for limited use and finds a broader market, through a natural spontaneous demand.

"To this latter class belongs the remedies that were given to the world by Dr. Jayne. These remedies were not compounded with the idea that they should find a market. Used at first in Dr. Jayne's practice for many years, their broader preparation was forced because of a market resulting from their own fame.

"Dr. David Jayne usually was a practitioner of the old school. He was the son of a minister and throughout his life was living the faith of his fathers. After completing medical training, Dr. Jayne established his practice in Salem County, New Jersey. In this quaint region, he took care of a growing number of patients and farmers, giving them the same attention that has made the old school physician the first friend of the home.

"It was for use in this practice that Dr. Jayne developed his well known formulas. In those days it was necessary that the physician in remote towns should be his own druggist. Drug stores were not common, and if in a difficult case a life was to be saved, the physician must not only be equal to the emergency as a physician, but besides diagnosing and prescribing, he must have himself mix the medicine at the bedside.

"It was in this crucible of experience in his night vigils at the bedside of sickness, in his comings and goings over lonely roads and in bitter weather, that Dr. Jayne ripened his experience in the practice of medicine. And it was so that

the formulas of the Dr. Jayne remedies were worked out. Behind each was an accurate knowledge of the action of drugs and of their effect in any given ailment."

NOTE: Lets make a quick observation here with Dr. Jayne, who made house calls in the winter, riding a horse drawn carriage. Today's modern physician is guaranteed never to have to make a house call to visit a sick patient, even though he/she can travel at 50 miles per hour, in lieu of four miles per hour via a tired horse.

"It has truly been said by Ralph Waldo Emerson, that if a man can do something better than other men, even though it be the making of a mouse trap 'Though he builds his house in the forest, the world will make a beaten path to his door.' The truth of this saying of the great philosopher was illustrated in the case of Dr. Jayne. His fame spread beyond Salem County and soon came demands for the remedy that had done so much good in so many cases."

So Dr. Jayne began to make up small quantities to fill this new demand, though still continuing his arduous daily practice in Salem County. The demand however continued to increase until Dr. Jayne, in order to obtain the facilities for manufacturer which were not available in Salem, was compelled to move to Philadelphia, then as now one of the world's leading markets in drugs and chemicals.

In 1855, he formed a partnership with his son and two other relatives under the firm name of Dr. D. Jayne and Son, for the manufacture of Dr. D. Jayne's Family Medicines in large quantities and on a commercial basis.

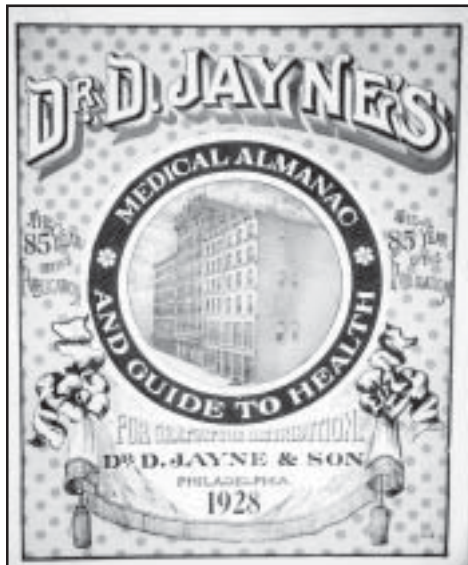
"Then came the first great development of the business – the request by druggists and general store keepers for the medicines in quantity. As a result of

this demand, Dr. Jayne began the system of selling his prescriptions on the consignment plan. It started out small, but the number of agencies grew rapidly and, several years ago, exceeded the ten thousand mark.

"It is a surprising fact that in every world development since the day of Dr. Jayne, these medicines have kept step with the march of progress and civilization. Dr. Jayne's preparations have been on the medicine shelves of pioneers in all parts of the world. They have gone with missionaries into the far east, have crossed plains with the Western emigrants, have been the standby of the gold hunters in Alaska, and today it may be safely said that every Hamlet from coast to coast might be searched and that scarcely one could be found in which the Jayne medicines are not procurable. It has been the gratifying conviction of the House of Dr. Jayne and Son that the medicines have won this enviable place because they have accomplished that which was claimed for them.

"It is precisely the same with medicines as with other articles – an untrue claim is a boomerang. And with the surest proof that the belief as to the efficacy of these medicines has never been overstated, is their steady growth in popularity throughout the world.

"The plan of issuing a medical almanac, giving accurate compilations and observations, was conceived by Dr. Jayne in 1843. It was his purpose to make this a reference book, valuable alike to the farmer in the broad west, to the seafarer on the wastes of ocean and to the city dweller. Small at first, this almanac rapidly expanded until it became a household reference book in literally millions of homes, offices, ship cabins, lumberman's shacks, miners' cabins and in all corners of the world. It is translated





“Words of Comfort” - Jayne’s Vermifuge

into many different languages. Mariners use it to determine the tides at any time or place. The farmer bases upon it his conjectures for the weather, and its tabulations have been referenced to in courts of law.

“Concerning the House of Dr. Jayne and Son as it is today, it may be remarked that it differs from many establishments which still retain the name of the founder. Many of these, while retaining prestige because of the fame of a great founder, have gradually changed ownership, new persons coming in, in no way interested in the traditions of the house, but regarding them solely from a business standpoint.

“Dr. D. Jayne and Son on the other hand, has remained throughout its long history under the control and management of Dr. Jayne and his family. Today a son and grandson are the responsible heads of this large enterprise. They have more than a mere business interest in holding it to its original standards; and it is the policy of this house to hold steadfastly in the future, as in the past, to those standards.”

#### Dr Jayne’s Root Beer

We certainly don’t know much about Dr. Jayne’s Root Beer. The mug looks like to be of approximately 1935 vintage. This mug is another enigma.

#### Dr. Jayne’s Vermifuge

“This valuable medicine has the power to expel Round Worms from the intestinal tract. It is also of value as an antacid, relieving sourness of the stomach.

“The two common species of round worms infecting the intestinal tract are familiarly known as Round or Stomach Worms, often found in adults as well as children, and Pin, Seat, or Thread Worms, very commonly found in children.

“The presence of these two types of Worms is frequently the unsuspected cause of many baffling and alarming symptoms for which there seems to be no obvious cause. Parents are frequently deluded into the belief that *their* carefully nurtured child cannot possibly be



“Saturday Night Bath” - Jayne’s Carminative

suffering from worms, thinking that this infection can only be present in neglected children. This belief is not well founded, as all children are more or less exposed at times to worm infection. Certain members of the medical profession fail to recognize the existence of worms as an established fact, or to identify the symptoms that they cause. Children are frequently subjected to long continued and drastic treatment for nervous conditions of obscure origin, colicky pains and diarrhea, when the little patient is suffering from Round or Thread Worms.

“The Round Worm is the most common parasite of children, the infection taking place through food or drink, or by the fingers, in the case of children who have been playing where soil pollution exists.

“There are two species of Tape Worm, which are commonly found in man, the Beef Tape Worm and the Pork Tape Worm. One of these species, the Beef Tape Worm is by far the most common in the United States, while the Pork Tape Worm is quite frequently found in some parts of Europe.

“During the last century, people cooked their meat, not realizing that they were killing all of the harmful bacteria and worms and parasites. The cooking was performed to add flavor to the meat and was a bonus in disease prevention.”

#### Dr. Jayne’s Carminative

“For summer diarrhea, due to undigested food. The hot weather of late summer and early fall – harvest time for most of the crops, vacation time for the multitude, are a few of the conditions to blame for indiscretion of diet. Sour stomach, summer diarrhea of indigestion, cramps in the stomach and bowels, due to undigested food, and irritation of the intestinal tract due to gases, are some of the common ailments.

“Chilling the intestinal tract with ice water or iced beverage, eating unripe fruit, or partially cooked vegetables, or meat, often causes severe and sometimes fatal cramps in hot weather.

“When suffering from sour stomach, summer diarrhea of indigestion, cramps



“The Ghost Story” - Jayne’s Expectorant

in the stomach or bowels due to undigested food, it is well to thoroughly evacuate the bowels with some quick acting saline laxative, to be followed in a few minutes with the Carminative.

“Dr. Jayne’s Carminative, as the name implies, is a valuable preparation for giving relief to the above simple conditions.”

#### Dr. Jayne’s Tonic

“This medicine, a combination of an Alterative and a Tonic, will be found a valuable aid in restoring to a normal healthy state individuals in a general run down condition, due to improper nutrition, nervousness, or overwork.

“As a stomachic, this medicine when taken regularly improves the appetite and acts as a tonic to the stomach and intestines, thereby aiding these organs to function normally by stimulating a desire for more food. A person in general run down condition will soon show an improvement, as indicated by a healthy appetite, gain in weight and a feeling of energy and vigor.

“As an Alterative Tonic this medicine will be found of marked value for impoverished condition of the blood, due to improper nutrition.

“With some individuals, and in certain districts where a deficiency in iodine occurs, the Alterative Tonic taken for a period of ten days each year, especially in the spring and fall, will be found to be beneficial as an alterative.”

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