

MOORE'S REVEALED REMEDY

Born from the mind of an injured Northwest logger, with a little help from the spirit world, sprang a wonderful remedy, with claims that it would cure nearly all illness.



Although there is controversy over who first put in print the observation that ‘there is a sucker born every minute’, one doesn’t need to be a genius to come to the same conclusion. There is no better example of this deception for profit than in the world of patent medicine. If most patent medicines worked as advertised illness would be a thing of the past. It was all about how convincing the sales pitch was, and most were way beyond reality. Most quack doctors knew that if a person was desperate for relief then that person is willing to gamble on the word of the charlatan. There was no shortage of supposed miraculous cures for every ailment imaginable during the 19th century, and this article explores just one of the thousands once available. It is most unique in the geographical location of its birth. It sprang from an area that was not highly populated at the time but with sufficient advertising the proprietors sought to overcome the relative isolation. The Pacific Northwest - Oregon and Washington - had a combined population in 1880 of 250,000. Cheap land had increased their population to 675,000 by 1890. Based on the size of its area this part of the country was rural America compared with the East and Midwest. With the help and dreams of a couple of Northwest lumbermen, a new idea was concocted that would, hopefully, spiral them out of the difficult life to which they had become trapped.

The primary operative was Luther L. Moore. Born in Maine in July 1828, the first thirty years of his life remain a mystery. There is evidence that he was living in Washington Territory as early as 1858, and he is listed as living in Port Ludlow, Washington Territory, in the 1860 U.S. census, with the occupation of Lumberman. He was living with Wm. F. Thompson, a ship carpenter. In December 1864, Moore received three tracts of land from the U.S. General Land Office near the southern tip of Whidbey Island,

presumably for the purpose of timber harvesting. (1)

Moore apparently married about 1867 and is noted as living in Port Townsend, Washington, in 1870 with his wife, Frances E. Moore and his son, William L. Moore, who was born in Washington Territory in 1868. Luther Moore is scheduled in the 1871, 1875 and 1877 Washington Territorial Censuses in Port Townsend with the occupation of logger. He worked in the lumber business for much of his active life.

Even though Moore stated that he served in the Washington Territorial Legislature for six terms he can only be documented for one year. In 1873 Luther Moore ran for and won a seat as a territorial representative for the counties of Kitsap and Jefferson. By some quirk of fate he was considered missing and his seat was to be

A Card.

THE UNDERSIGNED HAVING BEEN
 Regularly elected as the Joint Representative of Jefferson and Kitsap Counties, respectfully informs his constituents that he will take his seat in the next Legislature as such representative; that all reports as to his having left the country and vacated the seat are false, and he will contest the right of any person who may set up a claim to the contrary.
L. L. MOORE,
 Port Townsend, Sept. 16, 1873. 11

Luther Moore's participation in politics was relatively short-lived, but he was present when the House of Representatives convened on October 6, 1873. He served only one term.

filled by an interim election. (2) Hearing that he was about to lose his seat in the House of Representatives, he quickly responded that he had not left the country and planned to serve as a representative.

After 1877 and throughout much of the 1880's Luther Moore is poorly documented. It is likely that his wife died about 1879 in Port Townsend. Neither he nor his son, William, then about 12 years old, are noted in the 1880 U.S. census, and it is likely he left Port Townsend for either Port Ludlow or across the channel on Whidbey Island where he established a logging camp. He could have easily been missed by the census taker in this wild and remote country.



The earliest 'artwork' advertisement for Moore's Revealed Remedy that could be located appeared in the October 26, 1887, edition of the Seattle Post-Intelligencer. The Moore Manufacturing Co. was established solely for production and sale of the medicine.

It was in the late 1880's when Moore told the story of making a connection with a spirit after injuring himself by an errant log that rolled over his body in 1864. With continued pain and no physical relief in site after a decade, a spirit 'revealed' to him a recipe of herbs, found in the nearby forest, that brought his health back from the edge of death. This story was told numerous times, in flyers and news print. But nowhere was it told at such length than in an 1887 spiritual newspaper called the *GOLDEN GATE*, published in San Francisco, that devoted a column and a half of this wonderful discovery and Moore's miraculous return to health. (3) Where would we mortals be without the help of the spirit world? Moore decided to offer this special recipe to the world and established the Moore Manufacturing Company.

The above referenced article ends with a note from the newspaper's editor. "Our readers will agree that this is remarkable, if true, and as we said before, it bears every evidence of truth on its face. The proofs of the curative properties of the remedy are very numerous and convincing, being signed by citizens of Seattle and other parts of the Sound. We have not yet had occasion to test the sample

bottle left in our office through the courtesy of Mr. Van Waters, but promise him to do so should circumstances arise for taking medicine, especially as it contains neither alcohol nor minerals."

Advertisements for Moore's Revealed Remedy began showing up in circulars and newspaper advertisements all across the Northwest, primarily in the larger cities. This advertising blitz was the work of William Van Waters, who was the business manager for the Moore Manufacturing Company. He was an ex-railroad agent and knew the emerging rail system well in the area, which he used to his advantage by spreading the word throughout the Northwest. Van Waters would personally market the Revealed Remedy, install numerous broadside circulars, and visit newspaper companies with news of the wonderful new medicine. It is even probable that some remuneration was offered to have semi-news stories published in newspapers. Within a week of the public unveiling of the medicine the substantial Seattle firm of the Stewart - Holmes Drug Company became the wholesale agent for MOORE'S REVEALED REMEDY.

Sales of the medicine exceeded expectations which necessitated an ever increasing purchase of bottles. One 1888 newspaper article noted . . . "The Moore Manufacturing Company yesterday received a carload of bottles from the East. This speaks well for the popularity of their Revealed Remedy. One year ago their orders for bottles were insignificant in comparison with their present needs." (4) The expense of bottles even caused the company to explore the establishment of a glass factory in or around the Seattle area. Probably because of the lack of capital, this venture was not accomplished.

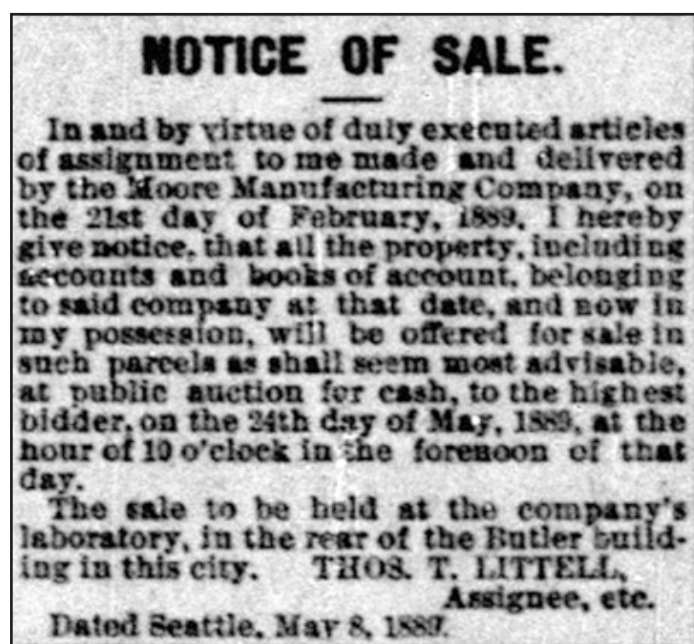
Written in 1888 by the well known Oregon pioneer, Dr. William L. Adams, the respected newspaperman and later medical doctor, produced a book that he considered was the complete history of medicine in an easy to understand context. Adams devoted nearly an entire chapter to medicines that were spiritually acquired by mortal souls, and Luther L. Moore was the prime subject.

As Dr. Adams excoriates the quack medicines of the day, the timing of the introduction of Moore's Revealed Remedy was just too opportune for him to not include the nostrum in his rant about charlatans and other medical quacks. He notes, "The latest invention in this line was lately dug up, as to its ingredients, in or near a logging camp on Puget Sound, W.T., U.S. of America, Planet Earth. It is advertised and sold as "Moore's Revealed Remedy." It is put on the market by the "Moore Manufacturing Company," of which Moore is "president." The "company" is probably composed of men who were financially able to take enough "paid-up stock" to buy a brass kettle large enough to begin operations, by boiling the roots as fast as Moore, because he gave birth to it, in conjunction with a female ghost, who overshadowed and impregnated him. The circulars scattered over our sidewalks by the "Revealed Remedy Company," one of which lies before us, informs you that Moore lived in a logging camp on the Sound. He and two other loggers amused themselves while in camp with experiments on Spiritualism. They soon got the table to tipping and "revealing" one thing and another, just as we have done a hundred times. The more they practiced on the table the more they and the table grew in the grace of spirit-rapping, and the more they got acquainted with spirits. Moore was not feeling

well; in fact, he tells us he had suffered a good deal for some time from "terrible cramps and pains in the abdomen," which finally ran into a terrible cough. His trouble originated he says, in 1864, at Port Ludlow, W.T., as follows: "In attempting to roll a large saw-log into the water, I slipped, and the log rolling back, I was crushed to the earth." The devout Spiritualist, that is, the one who (like a good many members of other churches) is a little weak in the upper story, and carries around in his hat a large bump of gullibility and a good many pinfeathers under his shirt, doesn't need to read any Moore, but rushes off to buy a bottle of revelation."

With continual pages wherein Adams runs Moore and his Revealed Remedy into the ground, Dr. Adams finally returned from his tirade and noted, "He says it is composed of three vegetables. Now if it contained only two, catnip and skunk cabbage, it would be good for some things, and if it had only one, it might cure some diseases; but put your tape line to it and see whether only three vegetables known can cure, or even help all the diseases he declaims it will. There are no newly discovered remedies but what are known to medical men. All the nostrums that are offered as patent medicines are composed of simple medicines you will find described in every dispensatory. Every physician who is worthy to be called a doctor knows all about them." (5)

Moore's agent, William Van Waters, was very good as a marketer.



Notice of the impending sale of the Moore Manufacturing Company (The Seattle Post-Intelligencer, May 8, 1889)

In fact, he may have been a little too good, since the advertising expenditures were exceptionally high which even alarmed the company's printer, Lowman & Hanford Stationary and Printing Co., about the prospect of not being paid. (6) Not more than a few days later it was determined the Moore Manufacturing Company was in default and it was put on the auction block. This action also quieted the pending suit initiated by the Pacific Box Factory for non-payment of boxes that held the bottles. (7)

As its assets exceeded its debts the Moore Manufacturing Company was sold at auction in May 1889, to Wm. Van Waters, for the price of \$650. He is the same person who was the manager of

the business and was likely the cause of the bankruptcy. (8)

It was the intention of Van Waters to "rejuvenate the company and to engage extensively in the manufacture of Moore's Revealed Remedy", however, this did not happen. How the transition was made from Van Waters to the Stewart-Holmes Manufacturing Company is not entirely clear, however, Stewart attempted to clarify the situation at the time. "The rumors that are going around the city to the effect that the Stewart & Holmes Drug Company intends to dissolve are false, and there is not the slightest foundation for them. The new company that we have incorporated is an entirely distinct and separate affair and has nothing whatever to do with the drug company. The manufacturing company is organized for the sole purpose of pushing the famous Moore's Revealed Remedy, that had such an astonishing sale prior to the failure of the Moore's Revealed Remedy Manufacturing Company, which originally manufactured it. It is now over a year since that company failed, and yet so great was its reputation as a remedy that we are still in daily receipt of letters from all parts of the country, asking where it can be purchased. We are now the sole proprietors of this remedy, having purchased the trade mark and all the rights and title to it. And we alone have right to use the name and manufacture the remedy. We will protect our rights to it to the fullest extent of the law. Each bottle that we sell will bear the name of the Stewart-Holmes Manufacturing Company." (9)

"Our new enterprise will be a large one, and the fact that we intend to make our headquarters in Seattle will be known all over the world and give our city some slight distinction as a manufacturing town" The Stewart-Holmes Manufacturing Company was incorporated on May 1, 1890, with capital stock of \$150,000. (10)

The Stewart-Holmes Manufacturing Company was no slouch when it came to advertising its most popular product. Aside from a number of artistic and relentless textual ads the company even capitalized on America's favorite pastime and created its own baseball team called – of course – the Moore's Revealed Remedies. (11) For an amateur team it maintained a respectable record.

Having no more interest in the Revealed Remedy, Van Waters returned to his former position as a railroad agent for the Lake Shore & Eastern Railway. (12) He eventually had a rather checkered career, having been convicted of petty theft crimes, being an outspoken lecturer on spiritualism, as well as being associated with 'opposition' newspapers. Van Waters died in Seattle with a rather unceremonious death notice in The Seattle Star, on May 18, 1921. "Spiritism(sic) Student Here Is Found Dead. William Van Waters, 60, ardent student of spiritualism, was found dead Tuesday night in his room in the Atwood hotel, First ave., and Pine st. Among his effects a note was found, saying he was subject to heart failure and giving directions that in case he should die he should be buried or cremated at the county poor farm."

The Stewart-Holmes Manufacturing Company stayed true to its word, as it continued its strong advertising campaign that worked so well in the earlier years of the product despite mismanagement of funds. Perhaps the biggest difference in the marketing effort is that the new company downplayed the spiritual aspect of the remedy's origination. At least a one-line newspaper recognition of Moore's Revealed Remedy can be found nearly every day



Probably the earliest variant of the MOORE'S REVEALED REMEDY bottle. It has an applied top with stars within the central shield. They were apparently replaced, as the trade mark registration notes, with screw heads on what is likely the later variant.



Determined to likely be the later variant of the MOORE'S REVEALED REMEDY bottle, it contains the screw heads within the central shield, as noted in the federal Trade Mark registration description. This variant was blown within an air-vented mold, giving it a much more crisp surface compared with the other variant. It also has a tooled top.



Just as the label states, "THE CONTENTS OF THIS BOTTLE ARE NOT GENUINE UNLESS THE CORK IS SEALED WITH THE FAC-SIMILE OF THE TRADE MARK". One has to wonder just how much of a deterrent this little cork label could be if someone really wanted to create "fake" copies of the product. This even opens the question off whether the existence of the two bottle mold variants could represent an attempt at fraudulently copying the medicine.



OUR LIVING WITNESSES
—THAT—
MOORE'S REVEALED REMEDY
Is Going Around the World.
SPONTANEOUS GRATITUDE.

GENTLEMEN—I desire to express my gratitude to you for recommending to me Moore's Revealed Remedy. I was nearly incapacitated for business with malaria and kidney trouble but three doses made me feel like a new man. I gladly advise my ailing friends to try it for it is the best medicine I ever took. JAMES WHEELAN, No. 1011 Third street.

A young lady coming up from San Francisco and who was a confirmed invalid, just able to get from the cars to the carriage, says: "The world ought to know more about Moore's Revealed Remedy. Its effects are truly wonderful. When I arrived here I could not walk and life seemed not worth living. After four doses the bloom came to my cheeks and I can climb a Seattle hill and find pleasure in the effort. I am well, thanks to you." (The young lady's address can be had if desired.)

Mrs. Roberts, of Siskiyou county California, writes: "The Moore's Revealed Remedy you sent us more than accomplished what you claimed. It is the mainstay of our family and getting to be the universal medicine in this locality. I can heartily recommend it to all ladies needing a tonic and a laxative." For sale by all druggists.

Stewart & Holmes Manufacturing Co., Seattle, Wholesale Agents.

Stewart-Holmes (a.k.a , Stewart & Holmes) peppered the Northwest newspapers with ads such as this, attempting to convince the public MOORE'S REVEALED REMEDY will cure them of most all ailments.

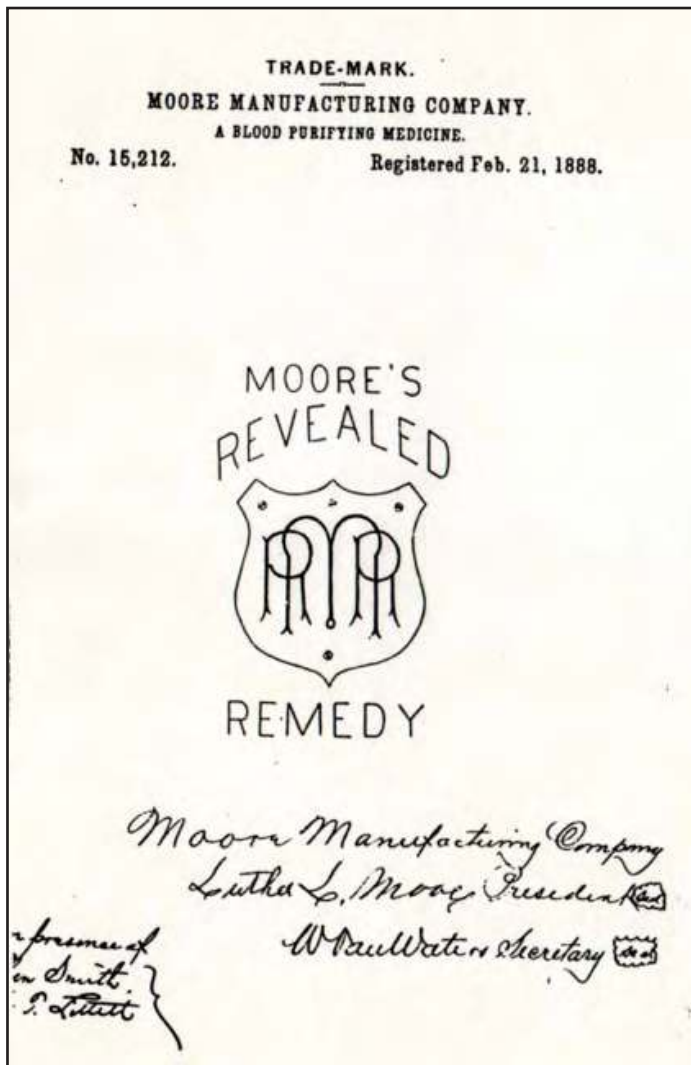
somewhere in the northwest region of the United States until the end of its life which was extinguished in 1906 by the Pure Food and Drug Act. In fact advertising stopped in 1905, likely in anticipation of the act.

Although at the time of his death Luther Moore was living in Seattle, his obituary was only found in a Port Townsend newspaper.

"Dr. LUTHER L. MOORE: Originator of Moore's Revealed Remedy".

"The body of Luther L. Moore, who died in Seattle a few days ago, arrived in the city [Port Townsend, WA] yesterday noon and was interred in Laurel Grove cemetery during the afternoon beside the body of his wife, who had preceded him some twenty five years. Mrs. Moore died in the marine hospital in this city during the incumbency of T. T. Minor, at which time Moore was a physician in this city and a man well to do."

"For many years past Moore has been a resident of Seattle and patented a remedy that bore his name, "Moore's Revealed Remedy," and which is as well known on this Coast as any other preparation. He lost all that he had made and the right to the preparation was gotten from him by the Stewart and Holmes Drug company. He drifted from bad to worse until at the time of his death he was penniless. The remains were accompanied here yesterday by Charles Johnson, at whose place



The federal trade mark registration for Moore's Revealed Remedy was submitted December 10, 1887, and registered February 21, 1888. It is an accurate representation of the embossing that appears on the bottles. Use was claimed from May 31, 1887.

on the water front in Seattle Moore had spent the last few years of his life. Mrs. Johnson will be remembered as the woman with a queer disposition that attempted suicide in Seattle a few weeks ago by saturating her clothing with coal oil and setting fire to them. The above will give an idea of the surroundings of the last days of a man who in his prime was possessed of acknowledged ability. His remains were brought here by reason of the fact that his wife was buried here, and, although at his demise but a dilapidated remnant of what he was when she left him, yet the great leveler has effaced his faults and left to taint on his bones, They rest where they should. The only relative that he leaves is a son, who is a logger at Shoal Bay, B.C."(13)

At the time of his death, on November 6, 1905, Luther Moore apparently had no close family to attend to his affairs, such as composing his obituary. The location of his son, William L. Moore, was not determined and he may have resided in Canada as Luther Moore's obituary notes. The information about Moore's final years is sketchy at best and it appears his "landlord", noted as Charles Johnson, may have composed it. For instance, there is no record of Moore ever acting as a physician in Port Townsend or any other city. In reviewing the Seattle business directories

for the period after Moore lost his company, it appears he carried considerable bitterness over the loss of the medicine he created. Moore continued to be listed in Seattle city directories variously as the proprietor, discoverer or manufacturer of Moore's Revealed Remedy. Even up to 1904, the year prior to his death, he is listed as a medicine manufacturer, when there is no actual evidence that he had any connection with the remedy after the Moore Manufacturing Company failed in 1889.

The textual statement that accompanies the trade mark registration also specifically defines a small element that is of special interest when it mentions . . . "The said shield is apparently fastened to a background by four screws placed as indicated in said accompanying facsimile – viz., three of them at the top and the fourth at the bottom." The reason for this relatively minor feature, which seems insignificant, is noted here because of an observation on examples of the bottles. There are actually two different mold variants of the bottles with the screw heads being the only noticeable variation, except for the inclusion of a period after the word REMEDY on what can be called the 'star' variant. What this means relative to the history of the bottles has not been determined. What is probably the earliest variant actually has the 'screw heads' shaped in the form of little stars. Calling this variant as the earliest is purely speculative, and based solely on the observation that this variant has only been seen with a separately applied top. The specimens with the 'as described' screw heads all have tooled tops and show signs of an air vented mold on the shoulder. It is, of course, entirely possible that the star variant may have been ordered from a different glass house at any time within the life span of the product, although that tends to go against bottle making history logic.

The maximum time span for the production of all the bottles would be May 1887 to 1904. There was probably a hiatus of bottle production for about one year from mid-1889 to mid-1890, between the failure of the Moore Manufacturing Company and the establishment of the Stewart-Holmes Manufacturing Company. Both variants are the same size, holding just a couple of ounces more than a pint.

References:

1. All property located within Sections 2, 4 and 8 of the NE ¼ of the NE ¼ of Twp 28N, R 3E, Willamette Meridian.
2. The Weekly Argus, Port Townsend, Washington Territory, September 12, 1873
3. Golden Gate (San Francisco, Calif.) October 8, 1887)
4. The Seattle Post-Intelligencer, October 6, 1888
5. History of Medicine and Surgery from the Earliest Times, by William Lysander Adams. Geo H. Himes, Book and Job Printer, Portland, Oregon. October 1888. pps 93 – 100.
6. The Seattle Post-Intelligencer, April 30, 1889
7. Ibid, October 1, 1889
8. Ibid, May 25, 1889
9. Ibid, May 3, 1890
10. Ibid, May 2, 1890
11. Ibid, May 23, 1890
12. Van Waters was, however, not finished with the potentially lucrative idea of participating in the sale of patent medicine. Another attempt also ended in a failure of the De Vale Remedy Company, with partners that included Louis W. DeVale, Wm. Van Waters, T.M. Jones and E. R. Davis. (The Seattle Post Intelligencer, June 29, 1891)
13. Port Townsend Leader, November 12, 1905, p. 4. (Courtesy of Tenalquot at Findagrave.com)

