

# WARNER

## HISTORY UPDATE

By Micheal Seeliger



Craig's Kidney Cure before it was sold to Warner



During the latest in-house quarantine due to Covid19, I had a chance to peruse through some Rochester, N.Y. newspapers from the 1870-1890s. I have been longing to have time to do this and now the opportunity arises. You can buy a subscription to monthly investigate articles from old newspapers on-line and it is a lot of fun.

When you read the articles/advertisements you come away with this happening in real time. You can envision the streets and offices where all this took place.

I wanted to determine a few things about Warner and Dr. Craig's medicine. First, I wanted to know just how widely used was his cure before Warner acquired the rights to the medicine. I wanted to know just why the Craig Kidney Cure changed to Warner's Kidney and Liver Cure. Why the bottle change? Why the Safe trademark? Why did Craig leave Warner? What did Craig do after he left Warner, and when did some of the other Warner and Craig other products appear? I found a lot of information on all these subjects.

Dr. Craig started his cure about 1871 according to stories written in the newspaper. He never had any advertisements in the paper for his cure from 1871 to 1879 when Warner acquired the rights. Warner on the other hand, is in the paper continually from 1876 on based on his sale of safes and his wealth and notoriety. There are a lot of articles about his yacht and Warner Island on the Niagara River. Warner funded the observatory that Dr. Swift made famous in Rochester with his sighting of comets. This all occurred before Warner started the patent medicine company. Warner was a very wealthy and influential individual.

It seems Dr. Craig did not have the funds to widely distribute the "Kidney Cure". Craig sold his rights to the medicine in March 1877 to LS May to cover a debt. Later Craig was required to sign over the rights not to reveal the secrets of the Cure to anyone and sold the "Company" to form the Craig Mfg. Co of New York City. This Syndicate

was to produce the cure and pay a royalty to Dr. Craig. They never produced the cure. Warner seizing the opportunity and having the wealth to make this venture go acquired the rights from the Syndicate in early 1879 and the rights that Craig still owned on May 15 1879. Warner announced in June the new company would be called the Warner Safe-Cure Co. The name changes in July 1879 to the H.H. Warner & Co.

One thing is not clear here yet. The original "Warner" bottle, a strap sided oval top amber bottle embossed (The Original Dr. Craig Kidney Cure Rochester NY) designed somewhat like Craig's original bottle, carries a label that has Hulbert Warner's name on the base of the label. This is the only connection be-



Transition bottle after March 25, 1879. Warner producing Craig's Kidney Cure Note Hulbert Warner's name on the bottom. 4 leaf clover as the trademark.



tween this bottle and Hulbert Warner. Was Warner producing Craig's cure for him before he acquired the rights to the "cure"? This connection never appears in any article or ad in the Rochester newspaper. Did Warner assist Dr. Craig in the preparation of the cure? Or did Warner assist the syndicate from New York to produce the cure? These bottles although hard to find are not very rare. There exists quite a few so this must have been in existence for at least awhile. A later almanac from 1900 states that Warner's Safe Kidney and Liver Cure had its conception on March 25, 1879. All of Warner history gives a start up date of 15 May 1879. Thankfully one with a label exists and ties Warner with the "Original" Craig's Kidney Cure embossed bottle.

Warner did purchase sole rights to not only the Kidney Cure but to the Diabetes Cure as well. These were purchased on May 15, 1879 and Warner hired Dr. Craig and shortly after his son to prepare and oversee the production of Warner's Safe Kidney & Liver Cure, Warner's Safe Pills, and Warner's Safe Nervine. Warner soon added his "Safe Bitters" to the product line. Warner trademarked the addition of Liver to the Kidney Cure because no other medicine in production associated the Liver with the Kidney remedy. This was later proved to be patentable.

Later that year he added "Safe Tonic" to the product list. A year later the Bitters and Tonic were merged into one product the "Safe Tonic Bitters". All these products were produced under the company name of H. H. Warner & Co. During the first year he removes Diabetes from the Kidney and Liver Cure label and produces the "Safe Diabetes Cure". Both cures sold for \$2.00/bottle. This was the most expensive cure in the market. Warner makes no mention of the Diabetes Cure in a September 10, 1879 article about his venture. The article mentions the other products Pills, Nervine, and Bitters. He also states that production has required a 4-story building. By September 26, 1879 Warner lists the Diabetes Cure in an ad advertising the cost as \$2.00/bottle the same as the Kidney and Liver Cure. The Nervine and Bitters are sold at \$1.00/bottle and \$0.50/bottle depending on size. The small size ½ pint



Warner's first bottle with Kidney and Liver embossing Slug plate note \$2.00 price After June 1879

was advertised as a trial size.

All goes well in 1879 and 1880. Warner has an advertising budget of \$500,000/year. He advertises in every newspaper in the country. He gets testimonials, he builds new offices, warehouses, and manufacturing facilities. By January 1880 only 6 months after inception, Warner builds a new building at 31 Exchange St. It consists of 6 stories with an arm extending to Aqueduct and Basing streets with 4 additional stories.





Craig 1882 bottle is competition with Warner. Bottle on left is after he lost the injunction and had to quit using the word & Liver 1883 bottle

The basement has boiler and engine room and employs 10 men. The first floor has 20 men employed for packing and shipping. The second floor is a counting-room with private offices. 40 men attend to accounting and correspondence. The Third floor is occupied by the "Beauties" brunettes and blonds busy labelling and wrapping bottles. The fourth floor is a laboratory with 40 men at work developing formulas and testing products. The fifth floor is storage. The lower floor on the "arm" is entrances and apartments for consultation and advertisement department. The "arm" exten-

sion second floor has artists working on "crayon cartoons". Then there are outside employees, advertising agents, sign writers, bill posters and others. All told 225 employees.

As with all start up businesses, capital is being poured into making the company successful. Money is being made hand over fist and being spent even faster. Advertising, new buildings, employees, new product lines: all is going very well. Warner is rich from his original safe business, so he does not worry about profit at this point. Unfortunately, Dr. Craig does. Craig was promised not only a salary, but a cut of the profit generated. H.H. Warner & Co at this point has no profit to share. Craig and his son William feel this is not fair and secretly plot to take their original formula out on their own to manufacture a competing cure.

By April 1882 Dr. Craig and his son William along with Dr. Henion of Henion's sure cure for Malaria. (Henion's cure is a cobalt cure with a Tippecanoe type lip.) Leave to start up their own company. Not only does he do this in Rochester right under Warner's nose but runs a story in the Rochester Democrat and Chronicle Newspaper weekly. Dr. Craig states that Warner is using a cheaper formula and adding deleterious substances and poisons to his original formula. Only "The original Dr. Craig's Kidney and Liver Cure Company" is producing the real cure. Dr. Henion is a part owner in the company and writes a letter that he too was

cured by Warner's Safe Kidney and Liver Cure and has gone into business with Dr. Craig to again bring the original formula for the cure to the public.

In April 1882 Craig is also producing his Cough and Consumption Cure. Both cures are in Warner shape bottles. The Cough and Consumption cure is a little smaller and fatter with embossing across the front. The "Original Kidney and Liver Cure" is in



The bottle on left is kind of a knock off-of Warner's bottle with the Cough and Consumption Cure Label. The second bottle is his attempt to go into competition with Warner. After he loses the suit against him, Craig removes the words & Liver from his label on the middle bottle. He uses the embossed bottle to sell his Nervine with the label covering the embossing which includes the & Liver embossed on the bottle. The third bottle with the new label still has the & liver embossing so he covers it up with the label. The bottle on the far right is one of his original cures from 1875.



the exact same shape as Warner's Kidney and Liver Cure bottle. A direct assault towards Warner.

Well, by June 9, 1882 Dr. Craig has an injunction against his manufacture of the Cure. By October 1882 Warner has won his judgement in the case and Dr. Craig must stop manufacturing his Kidney & Liver Cure and quit using the word & Liver which has

been proven a trademark owned by H.H. Warner.

Dr. Craig tries to get around this decision. He peens out the words & Liver from his mold and produces a bottle embossed The Original Dr. Craig's Kidney Cure. At this time there is also a bottle much like Dr. Craig's original bottle with the square shoulders which looks a lot like the Dr. Craig bottle which was put up





A very rare cure. Embossed Original Kidney and Liver Cure Co with the original design from 1879. Reverse only has Rochester NY embossed at the base. Here Craig is trying to go around his lawsuit with Warner by not using his name. But Warner has the rights to the words & liver used in conjunction with a Kidney Cure.



Originally thought to be Warner's first bottle, this proves that it dates from 1882. Warner has changed his cure to Warner's Safe Cure for Kidney and Liver diseases. He decides to just emboss the neck with the words Warner's Safe Cure. This allows possibly for more advertising on the other blank side? This bottle has the double collar top which indicates it is before 1883 when he uses blob top bottles exclusively.



Another oddity. Warner uses the double collar top and only has the words Safe Cure embossed on the bottle. A pint size bottle with Rochester NY embossed below the safe. Warner has gone to using the words Warner's Safe Cure and then has specific cures such as the Kidney and Liver Cure, Rheumatic Cure, Diabetes Cure and Nervine which is a labeled cure. The small size Safe Cure does not come into being until the 1890s. By this time Dr. Craig is long gone.

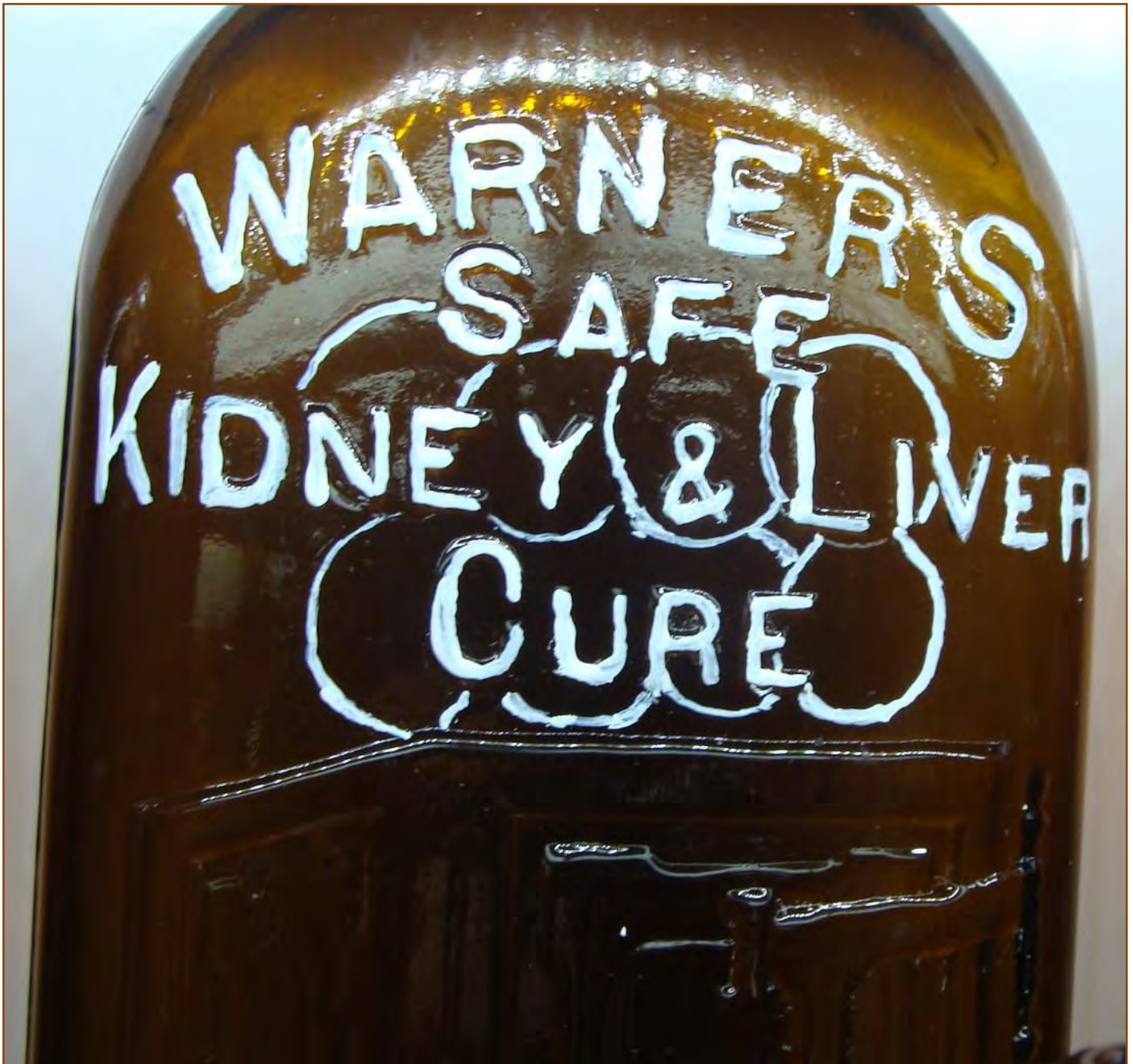
Warner soon realizes that he has won the lawsuit against Craig and has the right to the words & Liver to promote a Kidney Cure. So he must use it. Since his labels say just Warner's Safe Cure his bottles must retain the patentable Kidney & Liver Cure embossed in the glass.

To maintain his trademark, he discontinues the neck embossed cure and has the Safe Cure pint size Rochester bottle mold changed to Kidney & Liver Cure. This is evident in the bottle shown below where the circles are over the Safe Cure previous embossing.

by Hulbert Warner in 1879. This bottle is only embossed "The original Kidney Cure Rochester NY" Was this a bottle used by Dr. Craig or William Craig or Dr. Henion later to get away from the legal decree not to compete with Warner? Until one appears with a label we may never know.

Here is where there may be a reason why Warner produced the neck embossed bottle Warner's Safe Cure and the Warner's Safe Cure (safe) Rochester NY Pint size bottle. Both in double collar versions dating from 1882. I offer this explanation. Warner was making his change to Warner's Safe Cure as the name for his kidney and liver





Warner's Safe Cure bottle changed to add the words Kidney & Liver and a smaller word cure.

cure and uses it on all labels from this point on. Foreign bottles only bear the words Safe Cure on them. But the US versions still are embossed Warner's Safe Kidney & Liver Cure even through the Remedy era. Why? I feel that when Warner won the lawsuit against Dr. Craig he also won the trademark for the words & Liver. Warner needed to continue to use the words Kidney & Liver Cure so as not to lose the trademark rights. So what should Warner do with the new bottles he had made that just bear the Safe Cure embossing? The neck embossed cure is discontinued. (This bottle would have been a great way for Warner to advertise by being able to label both sides of the bottle.)

The pint size Safe Cure Rochester was peened out and the words Kidney & Liver Cure were replaced in the mold. This is why we see the Kidney & Liver Cure bottles with the circles around the

center of the embossing. The words Safe Cure have been filled in and re-embossed with the trademark Kidney & Liver embossing.

After the decision against Dr. Craig, Warner never looks back. His empire thrives and he becomes the "Patent Medicine King". Until he does himself in in 1893 by selling his company, manipulating stock options and investing in gold mines foolishly. But this is another story about a man who was successful in selling safes and creating a need for his Safe Cure Products, but thinks he is a genius in business and cannot fail in anything he tries. Meanwhile Dr. Craig and William try to regain the prosperity they see from their formulas Warner is using. Dr. Craig by 1884 is starting a new business. Since he cannot use the words Kidney and Liver Cure he advertises that he has an even better formula to cure Kidneys and Livers. Vitalized Ozone. He also has a great



demand for his Nervine (which he bottles in his old embossed Warner shaped bottles and has a Nervine label slapped over the embossing). His new venture is called Dr. Craig Ozone Medicine Company. His products include the Vitalized Ozone, Nervine, Cough and Consumption Cure, French's plasters, and Throat and Lung Tonic.

These remedies either do not sell well or Warner keeps harassing him, and we see Dr. Craig sell his company to a Mr. Caulkins from Boston in October 1884. Caulkins he produces a Kidney Cure in a bottle shaped like the original Dr. Craig bottle with embossed kidneys on it. A very rare and unique cure bottle. They form a Maine Company based in Boston and Rochester called the Dr. Craig Kidney Cure Company. Dr. Craig is hired as consulting physician and director and manager. At this point another Craig is on the scene. Thomas Craig another son of Dr. Craig. He owns ¼ of the company that is sold to Caulkins.

In 1885 Caulkins advertises selling Dr. Craig's Kidney Cure and to beware of someone who is selling a yellow wrapped cure labeled The Original Dr. Craig's Kidney and Liver Cure. (Thomas Craig is selling a cure in the old bottles?) The Craig Kidney Cure Co located at 72 Mill St in Rochester also sells Dr. Craig's Diabetes Cure as well as Laxative Pills. There is a lot of mention of Dr. Craig's Diabetes Cure in newspapers from 1879 to 1885 but no one has found a bottle or label bearing this cure.

Although there is a lot of ads and articles about the Dr. Craig Kidney Cure Co. in 1884 and 1885, it disappears in 1886 and the Craig Kidney Cure Co. dies a slow death.

H.H. Warner, Dr. Craig and Dr. Henion left us some great bottles and cures. Though tied together through interesting activities each one believed that they discovered and produced a great cure for the masses. Anyone who has had kidney stones (author included) knows how painful they can be. By taking any of these cures and not getting stones is a miracle. Maybe because the dose states a teaspoon in an 8 oz glass of water 8 times a day is the cure. Just drinking this much water daily can relieve a lot of Kidney problems.

#### Article Credits:

- Historical Data from Rochester Democrat and Chronicle archives 1871-1899
- Bottles from Michael and Kathie Craig Collection, Terry McMurray, and Michael and Alice Seeliger collection

Craig moves on. He sells one his most beautiful cures to Caulkins from Boston Mass. The embossed kidneys make this bottle one of the best cures out there.

