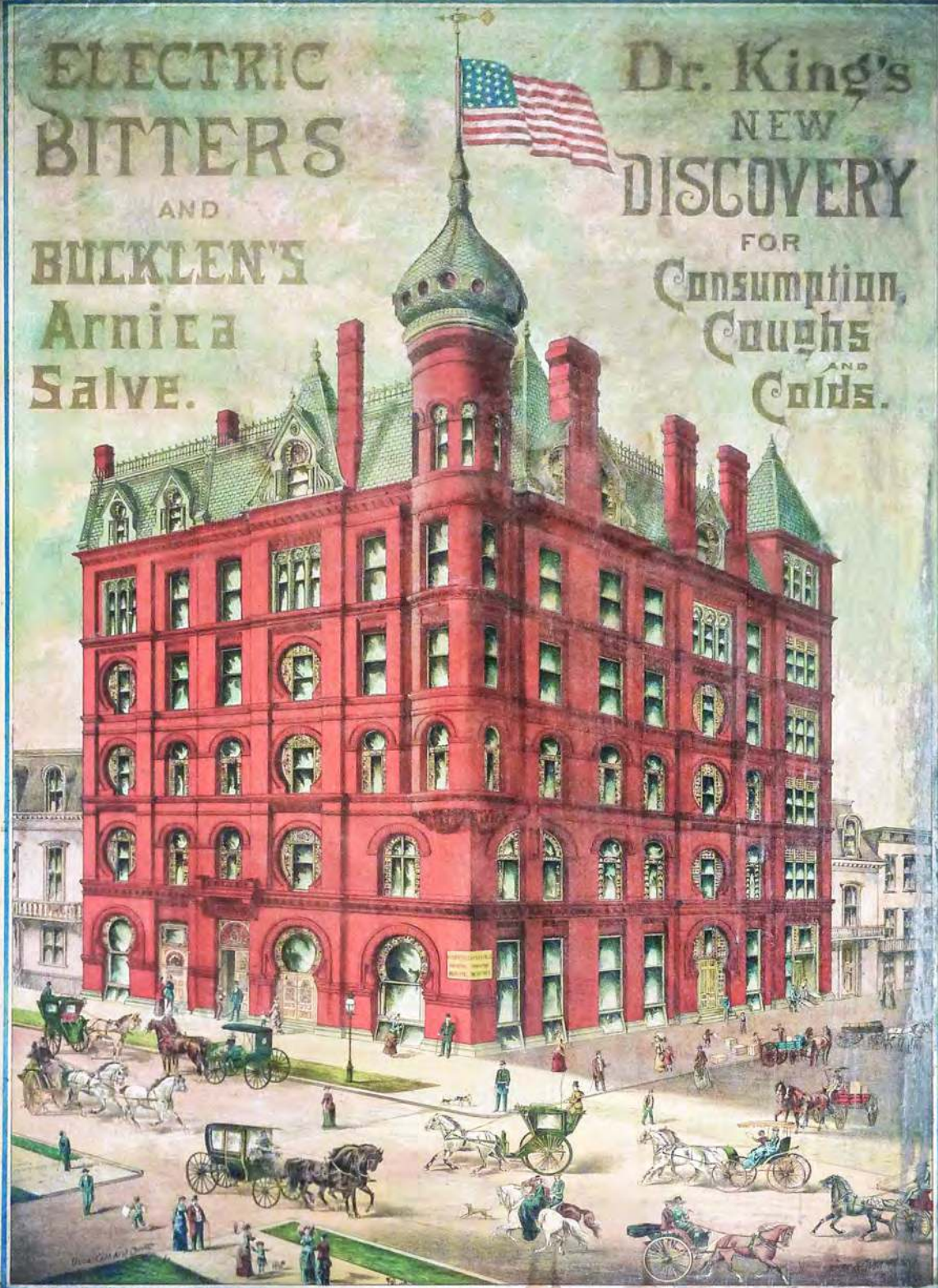


H. E. Bucklen & Co. Chicago

ELECTRIC
BITTERS
AND
BUCKLEN'S
Arnica
Salve.

Dr. King's
NEW
DISCOVERY
FOR
Consumption,
Coughs
AND
Colds.



Office & Laboratory of H. E. BUCKLEN & CO. 275 & 276 Michigan Ave.

Dr. King's New Discovery

Dr. King

THE KING OF MARKETERS

By Jerry Hemry



Billhead for the new Chicago location

H. E. Bucklen & Co. commenced business in 1879 in Elkhart, Indiana. The President and owner of the company was Herbert Elden Bucklen, born July 19, 1848 in Herkimer County, New York (far Southwest corner of the Adirondack Mountains) a young assistant druggist in Elkhart, Indiana. H.E. Bucklen moved his company to Chicago, Illinois in 1880. By 1885, the company occupied a six-story, "Laboratory" building facing Lake Michigan on Michigan Avenue. The company was very active until sometime in the 1930s. The company produced and sold millions of patent medicine items over the 50+ years.

Items manufactured and sold by the company:

1. **Dr. King's California Golden compound** The bottle is an aqua embossed glass medicine bottle with a paper label.
2. **Dr. King's New Discovery for Consumption** (after the food and drug Act of 1906, the company dropped the word "Consumption" and inserted "Coughs and Colds" on the embossed bottle and on the paper label).
3. **Electric Bitters** Each of the items #2 and #3 are packaged in

Amber embossed medicine bottles with paper labels. Items #2 and #3 can be found in two or three sizes of bottles plus #2 can be found in a 3 inch "trial" size bottle.

4. **Bucklen's Arnica salve** A round tin, 3 inches in diameter and ½ inch thick.
5. **Dr. King's, New Life Pills** A clear glass embossed bottle about 3 inches high, packaged in a white cardboard box.
6. **King's Croup and Cold syrup**
7. **King's Hop Cordial**
8. **Dr. Skeeter's Great German Cure for Consumption**

The company also issued numerous trade cards, counter top displays and product jars and generated invoices and other ephemera listing and praising its various products and containing written testimony by various "consumers".

In addition, the company created and distributed annual Almanacs,



A Dr. King's trade card



An advertising pamphlet published by H.E. Bucklen

starting about 1880 and running through 1925. It also had printed annual calendars featuring pictures and descriptions of its various products on the face of each calendar page, as well as testimonials from "customers" on the backside of each calendar page.

The finest single advertising effort and most successful and widely cherished was a Souvenir Program. This 13 page Souvenir Program lithographed in color, was for the crowds attending the 1893 Chicago World's Exposition. The full size 7 1/2 x 10 1/2 inch page Souvenir Program priced at \$.50, featured a color lithograph of each of the specialized buildings for the 1893 Chicago World's Exposition. On the back of each page was a description of a company product and reports of an individual's use and experience and recovery from whatever physical ailment the individual had prior to consumption of product.

In addition, the company during its extensive lifetime, purchased thousands of advertisements in various local newspapers throughout the Midwestern United States featuring its products and testimony as to the effectiveness of a particular product featured in the ad. The company had a network of salesmen traveling the Midwestern, Southern and Southwestern parts of the United States.

My grandfather, Ulysses Sidney Grant Hemry, was Vice President and Sales Manager for the H. E. Bucklen Company from approximately 1900 to 1908. In 1908, Grant informed Mr. Bucklen. He was quitting his job as Vice President and Sales Manager of the company. When he told Mr. Bucklen that he was quitting the job as Vice President and Sales Manager, he explained it was to spend more time with his wife and young son, Jerome. Mr. Bucklen then told Grant that he hated to lose his abilities and outstanding service on behalf of the company. He went on to explain that as owner and president of the



Bucklen's Arnica Salve was advertised to cure cuts, corns, bruises, burns, boils, ulcers, eczema, old sores, cold sores, fever sores, scalds, scars, cracked lips, chapped hands, chilblains, sore eyes, skin eruptions, salt rheum and more!



Electric Brand Bitters



Front and back of a Testimonial Souvenir for America's Greatest Remedies, 1899 H. E. Bucklen & Co. Illinois Post-War Token

company, he was considering retiring.

He then offered to sell the company to Grant Hemry. My grandfather was shocked by that offer, and said he needed to consider it carefully and would get back to Mr. Bucklen by noon the next day. Grant Hemry went to the Palmer House Hotel in Chicago, where he habitually stayed when checking in with the home office. He carefully reviewed the purchase offer. The next day he returned to the office of Mr. Bucklen and thanked him for the offer to sell him the company. Grant Hemry then told Mr. Bucklen, after careful thought and consideration, he respectfully declined the offer because he had only an eighth grade education. He went on to state that he was confident he could handle the sales of the company, as he had already demonstrated. However, he felt he could not handle the detailed administrative requirements of ownership of the company. Mr. Bucklen, then thanked Grant Hemry and said he did not want to lose the sales ability of Grant Hemry. He then offered Grant Hemry any sales territory in the United States that he would like to have to continue as a salesman. After careful thought, my grandfather responded that he would choose the sales territory of the new State of Oklahoma, which had just been admitted to the Union the previous year, 1907. The President of the company quickly agreed and inquired as to why Grant Hemry had chosen Oklahoma. My grandfather responded that he had chosen Oklahoma because in Oklahoma, "it was not who you were... But what can you do." My grandfather, accepted the sales territory of Oklahoma.

My grandfather then left Chicago and traveling by train, went to



The smaller New Discovery bottles on the right are "Free Samples" that were given away to attract business.

Bucklen's "New Discovery" was a medicine for consumption (tuberculosis) a disease which at the time was killing millions of people. Many companies offered cures, and remedies for consumption— all were frauds, including the "New Discovery."



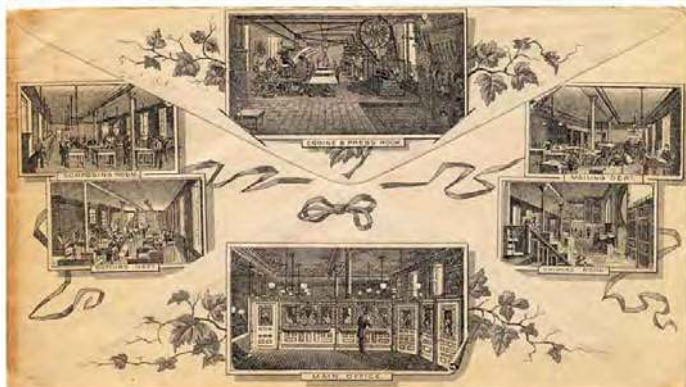
Dr. King's New Life Pills was marketed as a cure for stomach.



Front and back of a Dr. King's New Discovery for Consumption trade card



Here are a couple more images of the Bitters bottles, the first set showing one of the wonderful colors this bottle comes in. Next set shown is the larger version of the Bitters bottles. (Bottle images provided by Peachridgeglass.com)



Here is a postal cover, with one side showing the building and the opposite showing all the workings.

Vinita, Oklahoma, where he had previously rented an apartment, two blocks from the train station on the second floor of a bakery for his wife and young son, (my father, Jerome Herbert Eldon Hemry. He had been given the boss's name!). Upon arriving in Vinita, Oklahoma, my grandparents decided to move to the State capital, Oklahoma City, Oklahoma, where they quickly established a residence and where they lived the rest of their lives.

I was told the above narrative of my grandfather's experience with the H. E. Bucklen Co. at lunch one day by my father when he was 90 years old. I decided it would be interesting to see what the H. E. Bucklen Co. had for a history. I found the Oklahoma Territory Bottle and Relic Club listed on the Internet and contacted its President, Johnnie Fletcher, who invited me to their next meeting. At that meeting Johnnie handed me a bottle of Dr. King's New Discovery which he had dug in his many years of digging privies in Oklahoma, Kansas, and other nearby states. He informed me that it was a very common bottle. From that point on I commenced collecting bottles and products produced by the H. E. Bucklen Co and its many items of advertising as mentioned above.

I would be delighted to hear from other collectors of H. E. Bucklen Company items.

