

E-LIST NO. 2, PART 2: HEALTH & MEDICINE



PAMPHLETS, PRINTS, AND TRACTS, INCLUDING PATENT MEDICINE

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Books & Ephemera ABAA

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Welcome to PART 2 of E-LIST 2: Health & Medicine, one of a series of occasional lists of material from my varied stock.

In the upcoming months I plan on issuing several such lists, comprised on an average of 20-50 items, on a range of topics or themes: medicine, international expositions, trade catalogues, photography albums, sheet music, broadsides, transportation, ephemeral collections, Italian pamphlets, political propaganda, advertising, satire, and cinema.

Usually at this time of year I would be in Europe—and the fruits of recent past scouting there will be evident in this lists. So this forced confinement, as it were, encourages me to put forth material that I have been acquiring. I welcome inquires or wish lists from collectors and institutions.

Thank you for your time and attention.

Marc Selvaggio

May 2020.

ORDER INFORMATION:

CONDITION: Unless otherwise noted, an item is in the original as-issued binding and in what is generally accepted as very good condition. I try to identify any major defects, but I don't dwell on what I consider normal wear [e.g., slightly rubbed corner].

TERMS OF SALE: Any item is fully returnable for any reason within seven (7) days of receipt.

HOW TO ORDER: All items are subject to prior sale. I suggest a speedy placement of your order. I recommend email as the most expedient way to reach me, although you may also leave a message on my landline [510-548-8009].

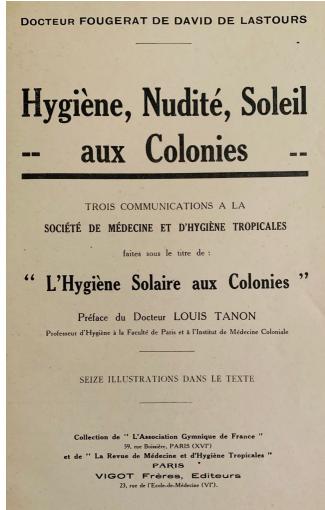
I AM FLEXIBLE ON ORDERING, SHIPPING, AND PAYMENT. Please let me know if you wish me to hold any item, or items, until you are open again, or to accommodate changes in your budget. I will ship and bill to your needs and requirements. I am happy to place any item(s) on reserve for as long as necessary.

PAYMENT: Institutional customers will be billed according to needs, situation, or wishes. Payment may be made by check, wire transfer (into either my U.S. or French bank accounts), or Paypal. Discounts to the trade are offered on a reciprocal basis. All prices are in U.S. dollars.

SHIPPING: All shipping within the United States is FREE, when shipped via first-class or Priority mail. Other options, at the buyer's discretion, will be billed at cost. Shipments outside of the U.S. will be at cost. As mentioned, I will invoice and ship according to your wishes.

52. [Medicine & Surgery] Tuffier, Docteur [Théodore]. *Musée Rétrrospectif de la Classe 16, Médecine & Chirurgie*. [Saint-Cloud: Belin Frères, 1900?]. 28 cm. 52pp + two phototype plates + profusely illustrated with full-page and text vignettes throughout. Wrappers, new paper spine with later plain rear wrapper. 100.

¶ Tuffier's report on his exhibition on the history of medicine in France-- —from the 16th century to Pasteur— displayed in the France Section of the 1900 Exposition Universelle Internationale. Profusely illustrated with full-page and text reproductions from books, engravings, etc., most borrowed from Tuffier's own private collection.

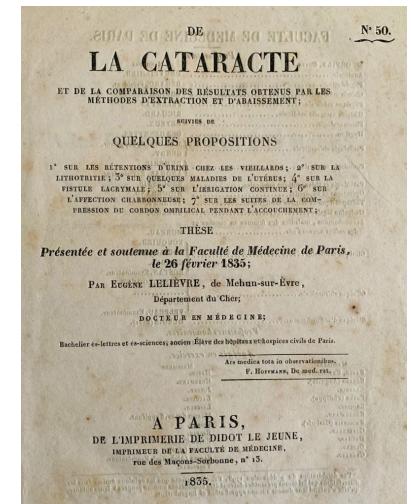


53. [Nudism] Fougerat de Lastours, Dr. David. *Hygiène, Nudité, Soleil aux Colonies. Trois Communications a la Société de Médecine et d'Hygiène Tropicales*. Paris: Victor Frères, Eds., ca. 1931. 52pp + wrappers (slight sunned on edges!). With sixteen half-tones and tables throughout text. 60.

¶ Series of papers on the author's studies, published between 1927 and 1931, of the effects and benefits of sunbathing and nudity ON EUROPEAN WHITES in tropical climates—specific French whites in French Colonies. Issued at the time of the Coloniale Internationale Exposition in Paris. OCLC notes four holdings in US and two in France.

54. [Ophthalmology] Leliévre, Eugène. *De La Cataracte et de Comparison des Resultats Obtenus par Les Methodes D'Extraction et D'abaissement; Suivies de Quelques Propositions*. Paris: Didot Le Jeune, 1835. 4to. 27cm. 32pp. Unopened and uncut copy with wide margins, bound in plain blue wrappers, with signed presentation from Leliévre on the front wrappers. Old damp stain along bottom edge but not in text. 75.

¶ Leliévre's thesis presented to the Medical Faculty of Paris on Feb. 26, 1835, with numerous case histories. OCLC notes four holdings (French National, British Lib., McGill, Harvard).





55. [Patent Medicine] **Aguado, José Fernandez. Admirable y Prodigioso Ungüento de Fray Gregorio Goigorotea. Religioso Franciscano y Capelián (que fué) del Convento de las Religiosas de esta Ciudad de Málaga.** [Málaga: Don José Fernandez Aguado, 1900?] 32 cm. Broadsheet, with text on recto only and printed space for address to verso, not mailed but with a Barcelona address written in by hand. 75.

¶ Broadside mailer for a patent medicine ointment purported to cure everything from post-surgical infection to gangrene, carbuncles, tumors, and more. A good example of religious medical marketing: *If invented by a priest, it must be good.* Marketed to both individuals and hospitals. Not located in OCLC.

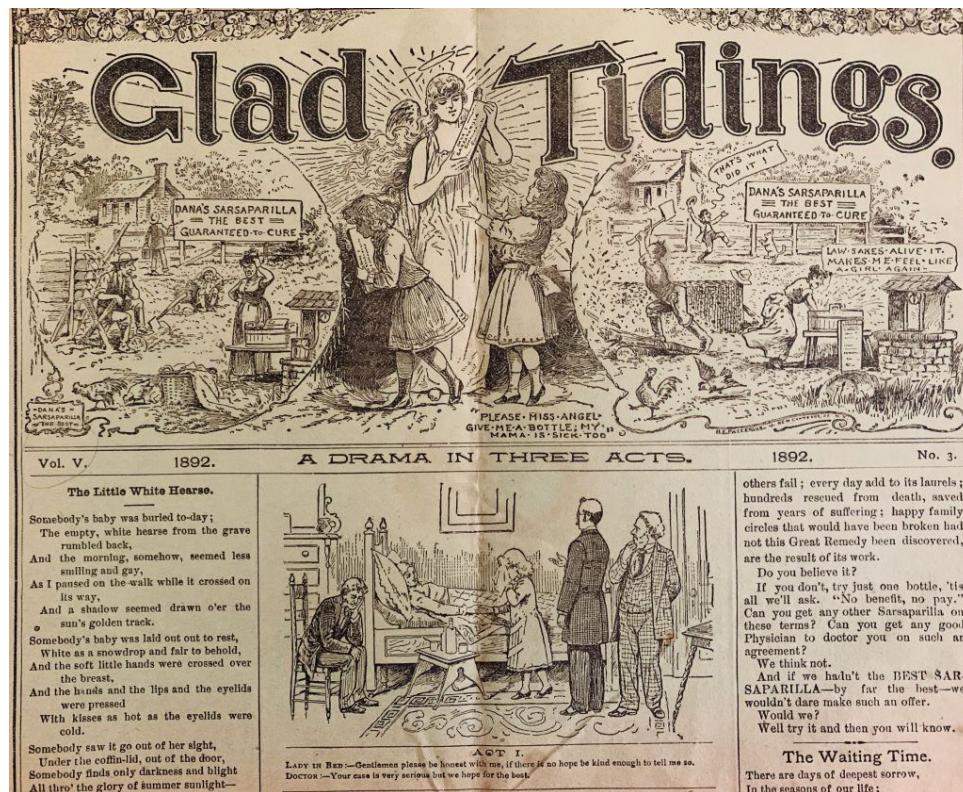
56. [Patent Medicine] **Bertelli, A. Cosa Ci Dá Bertilli? Salute, Igiene, Bellezza, Profumo.** Milano, ca. 1900. 32pp + color pictorial wrappers (printed by Fezzi of Cremona). Profusely illustrated with full-page montage depictions (with dialogue), mostly of upper-class women discussing health issues (e.g., painful kidneys!). 85.

¶ Catalogue pushing the wide variety of products available from this Italian manufacturer, but focusing more on the medical products, including Bertelli's plaster for kidney and back pain. Extract of Balsamo was good for gout. And the Rose Bertelli is *Superlativo! Divino!*



57. [Patent Medicine] Chassaing, M.M. *De l'Emploi des Préparations à Base de Pepsine et de Diastase dans le Traitement des Affections des Voies Digestives par Chassaing Pharmacien.* [Cover title.] [Paris: M. M. Chassaing, Guénon & Cie, 1878?] 17 cm. 16pp + wrappers. Illustration to the inside front cover. Soiling, a few tears to the rear wrapper and last leaf. 75.

¶ Promotional booklet for Chassaing's digestion-aiding wine — "not only a medicine ... a liqueur that we take with pleasure" (my translation). OCLC notes a copy at Bayer State Library, but a different imprint.



58. [Patent Medicine] Dana's Sarsaparilla. *Glad Tidings. Vol. V, No. 1. 1892.* [Belfast, ME: Dana's Sarsaparilla Co., 1892.] 48 x 31 cm. [4]pp, folded. Illustrated in text. Light toning and a few shallow chips to edges, fold lines.

65.

¶ Promotional piece for Dana's Sarsaparilla, filled with testimonials attesting to its ability to cure everything from nervous disorders, piles, dyspepsia, and Bright's disease to cancer and varicose veins. Issued as a *faux* serial; thus, not surprisingly not found in UCS. Not located in OCLC.

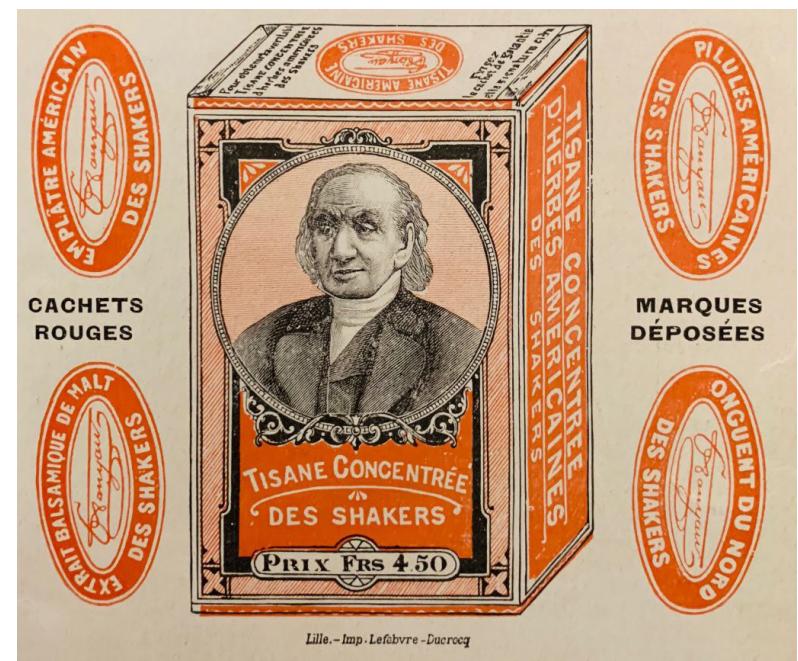


59. [Patent Medicine] **Escallier, M.** *Un Trésor Est Caché Dadans* [cover title] *Fleurs et Plantes Alpines. Est fabriqué aux Hautes Altitudes.* [Lyon: Sezanne, ca. 1934]. 44pp + color pictorial wrappers. Prof. illus. 45.

¶ Booklet on this herbal Extract invented by a local priest. It claims to be a sure cure for constipation, eczema, rheumatism, ulcers, etc. Booklet filled with half-tones of employees at work, many pages of testimonials, and text on other medical products (e.g., *Alpirine, Tonique des Alpes, Piles antianémiques*). Not located in OCLC.

60. [Patent Medicine] **Fanyau, M.** *Le Bon, Le Grand, Le Vrai. [Tisane américaine des Shakers].* Lille, ca. 1906. 15 cm. 32pp + pictorial wrappers, with portraits of French President Armand Fallières and American Teddy Roosevelt. Illustrated throughout. 65.

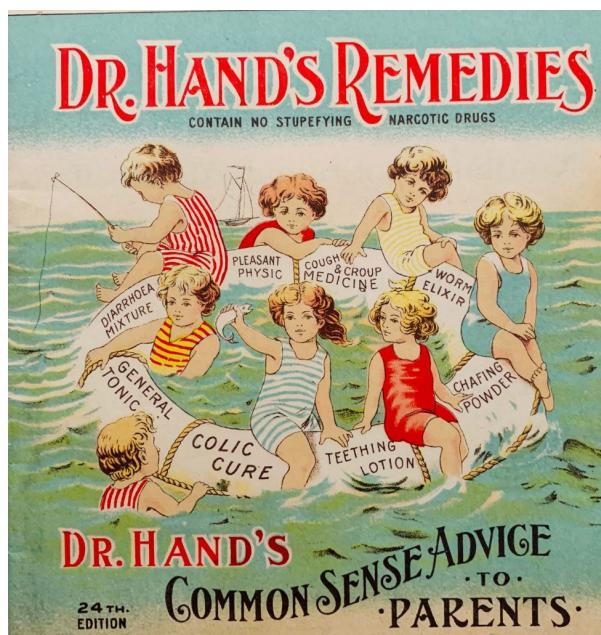
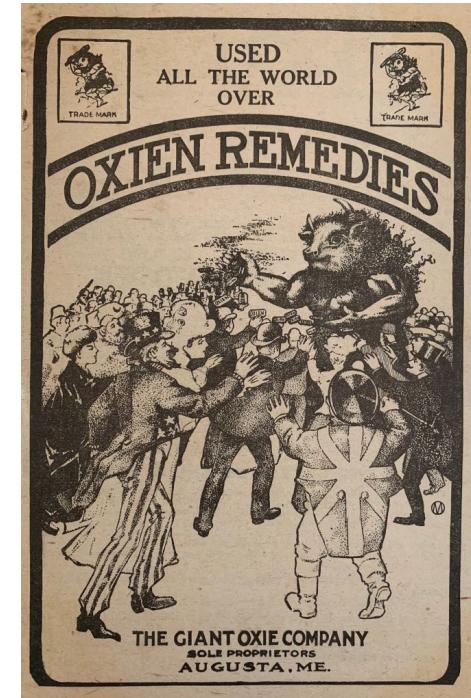
¶ Fanyau, a pharmacist based in Lille, claims to have received the Belgian and French franchise to manufacture and sell this product from the American (New York) producer A.J. White—presumably the elixir that White touted in his own *Shaker Almanacs* and various pamphlets as the *Shaker Extract of Roots*. Fanya's rebranding here includes the use throughout of testimonials from cured Frenchmen as well as illustrated anecdotes about American monuments and life [e.g., American political campaigns are characterized for having a lot of noise and enthusiasm; New York skyscrapers, Dakota Indians, etc]. The inside rear wrapper has a color-printed reproduction of the Tisane box. See Atwater (*An Annotated Catalogue of the Edward C. Atwater Collection of American Popular Medicine and Health Reform* #3759-3761.1 and S-1469) for American examples of this faux-Shaker product. OCLC notes only one holding (Hamilton College).



61. [Patent Medicine] **Giant Oxie Co. Used All the World Over, Oxien Remedies.** Augusta, ME, ca. 1907. 21.5 cm. [16]pp including stapled pictorial self-wrappers.

75.

¶ Sales booklet from the then-largest patent medicine firm in Maine, featuring its weird anthropomorphic trademark: a top-less muscle-bound/loin-cloth-wearing ox-headed creature wielding a “wicked-looking” club, as Stewart H. Holbrook recalled (*The Golden Age of Quackery*, p.175). Holbrook remarked, “No advertising agency of the time could have conceived so hideous a monster.... He seemed to be threatening Civilization... I was caused to wonder at the strange genius of William H. Gannett who, in a time when the hope of invalids lay in the hands of the kindly bearded doctors of the labels, conjured up this monster straight out of the visions of Daniel in the Old Testament. Yet there he *was*, and for half a century he *sold* Oxien Tablet beyond all count. It was too much to comprehend. I wonder what Dr. Freud would have made of him.” In 1907, a German government analysis found that this self-claimed “wonderful health tonic” consisted of “a mixture of milk sugar, cane sugar, corn starch, oil of sassafras, oil of wintergreen, and a bitter principle.” The entire rear wrapper is devoted to a “Reduced Fac-simile” of the Oxen Tablet box label. Atwater S-448. OCLC locates two holdings (Rochester & Maine/Orano).

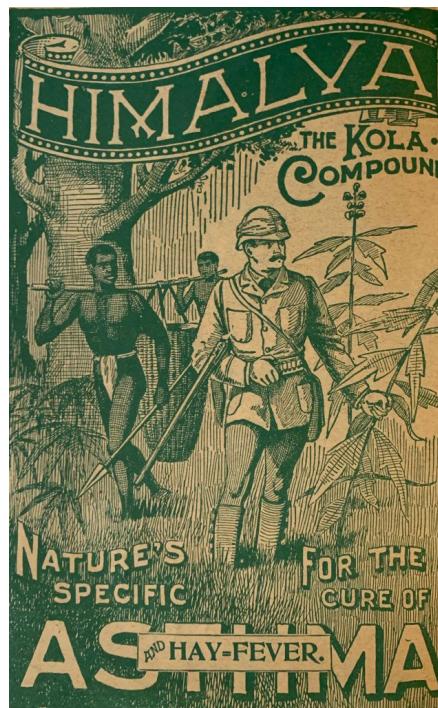
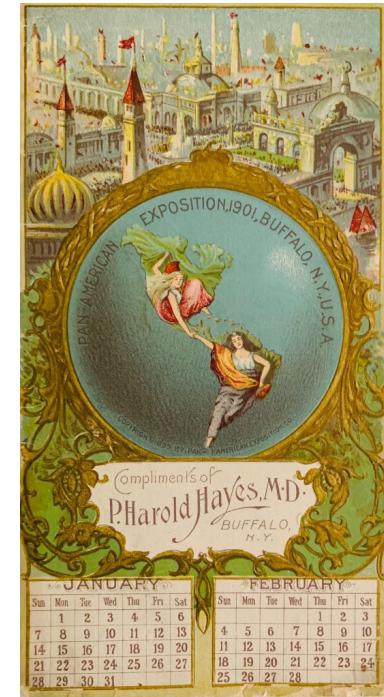


62. [Patent Medicine] **Hand, Dr. D[avid] B. Dr. Hand's Remedies contain no stupefying narcotic drugs. Dr. Hand's Common Sense Advice to Parents. 24th ed.** [Philadelphia: Hand Medicine Co., ca. 1912.] 14 cm. [32]pp + pictorial chromo wrappers (of children hanging onto a life preserver made of Dr. Hand medications). Fuzzy half-tones of kids throughout. Replete with dated testimonials from happy parents. OCLC cites on two locations for a 29th edition (1916), at the Winterthur and Rochester [see Atwater, S-504.1].

60.

63. [Patent Medicine] [Hayes, Francis Mason] **Hayes, Dr. P[liny]. Harold. Diet for Asthmatics.** [Buffalo, n.d., 1901.] 15 cm. 16pp + embossed chromolithograph wrappers (by Niagara Litho.) of Pan-American Exposition emblem, view, and calendar for 1901 on both covers. Some minor rubbing, slight tear on spine. **100.**

¶ Francis Hayes was the successor to his late father's operation, the "Asthmatics Institute" and its line of proprietary remedies. [Page 13 also promotes Dr Pliny Hand's main text, *Asthma and Hay-Fever*.] In this booklet, Hayes Inc. presents ideas on treating asthma, which they believed are partially caused by "mal-digestion, poor blood, impaired nutrition." The last two pages are a push for the Exposition, which no doubt brought in new customers to the Institute [as it did for the Buffalo-based institute of the famous Dr Pierce]. Not located in OCLC. See Atwater 165-167 and S.79-80 for excellent information on the Hayes and the operation of their business.

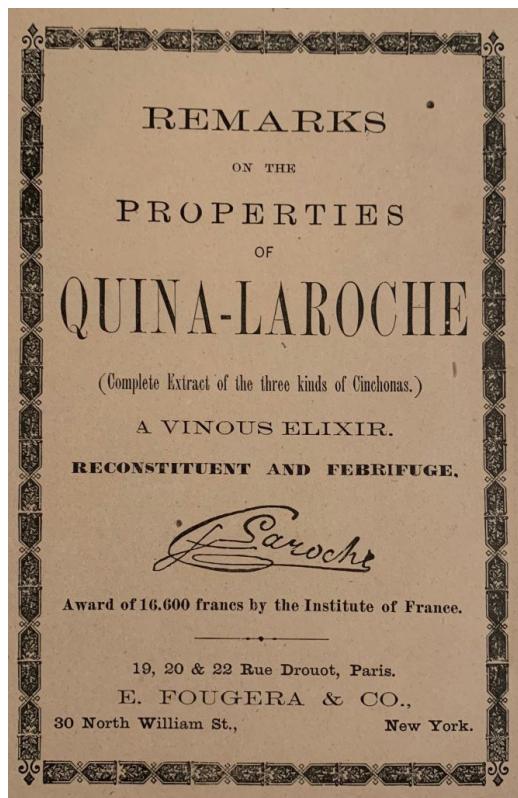
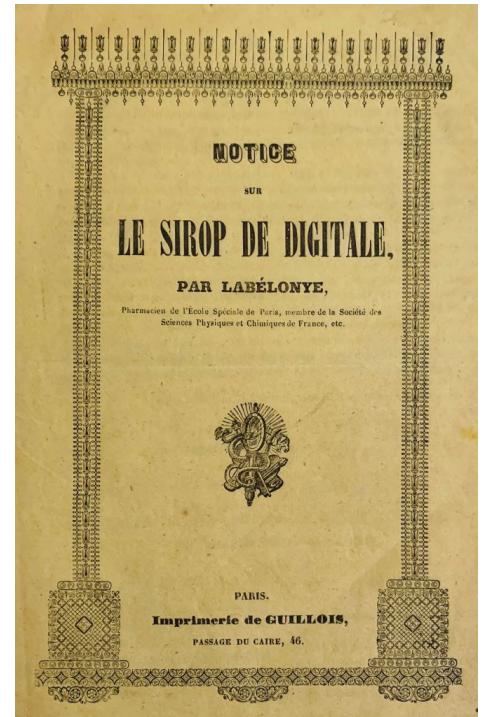


64. [Patent Medicine] **Kola Importing Co. Testimony of Living Witnesses to Himalya, The Kola Compound. Nature's Specific for the Cure of Asthma, Hay Fever, Etc.** Cincinnati et al, [1900]. 19.5 cm. 32pp + green-printed pictorial wrappers. **100.**

¶ Classic patent medicine brochure combining real historical facts—there was a plant, *Cola Acuminata*, discovered in Africa in 1887—and numerous claims for this concoction, including many named/dated testimonials, mostly from healed persons in small Midwestern towns. Much herein on darkest Africa [with a full-page map] and African exploration, and fanciful illustrations of natives and Henry Stanley. The mayor of Cincinnati attests here [in a facsimile letter printed on the inside rear wrapper] of the commercial vitality of the firm. The use of the brand name *Himalya* seems to just be a marketing ploy, adding more exoticism to the product. Atwater 2160, citing the 1896 issue, which was titled *Testimony of 1000 Living Witnesses to Himalya Kola*: "Though the preparation contained little if any kola, it was about nine percent alcohol." Also see the AMA's *Miscellaneous Nostrums* (1923), who did not despite the fact that the stuff "contains more than 9 per cent. Alcohol, yet the exploiters recommend it be taken with whiskey!" OCLC notes Rochester's holding of that edition [cf Atwater 2160].

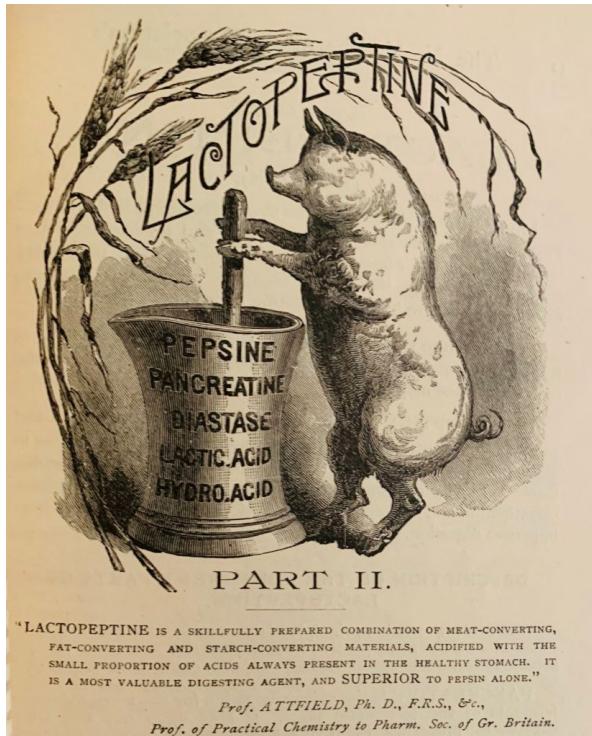
65. [Patent Medicine] **Labélonye. Notices sur Le Sirop de Digitale.** Paris: de Cuilloois, n.d. ca. 1840. 8vo (21 cm). 16pp + original decorative printed yellow wrappers. 100.

¶ Tract from a Parisian pharmacist, directed specifically to French doctors, promoting the use and consumption of his *Sirop de Digitale* for maladies of the heart, with a dozen case histories, contributed by anonymous doctors. The *Sirop* was a concoction with a strong alcohol base, as was typical of many patent medicines. Hence, this was also good for snake bites. OCLC notes two holdings in France—perhaps; the imprints there don't match. A few other pamphlets by the pharmacist are noted.



66. [Patent Medicine] **Larouche, T. Remarks on the Properties of Quina-LaRouche (Complete extract of the three kinds of Cinchonas.) A Vinous Elixir. Reconstituent and Febrifuge.** Paris & New York: Fougera, n.d., ca. 1880. 16 cm. [16]pp + printed wrappers. 85.

¶ Promotion booklet dressed as a science tract, promoting this “stimulating restorative” that combined Peruvian bark [source of the quinine] with “pure Catalan wine.” Hence, a tonic with a kick. A cure-all pickerupper. Cousin to Trump’s favorite elixir, chloriquine. *Quina-LaRouche* was, of course, touted as a cure for malaria as well as many other ailments (e.g., rheumatism, dyspepsia, typhoid, fever,), with case histories included. Also *Opinions of the Journals and Extracts* of opinions from doctors around the work—even a full-page letter praising Larouche from “M. Parmentier”—obviously meant to imply the famous and beloved agronomist, Antoine-Augustin Parmentier (1737-1813), although a reader was not to ponder, “how could a man who died in 1813 write a letter...” Not located in OCLC.



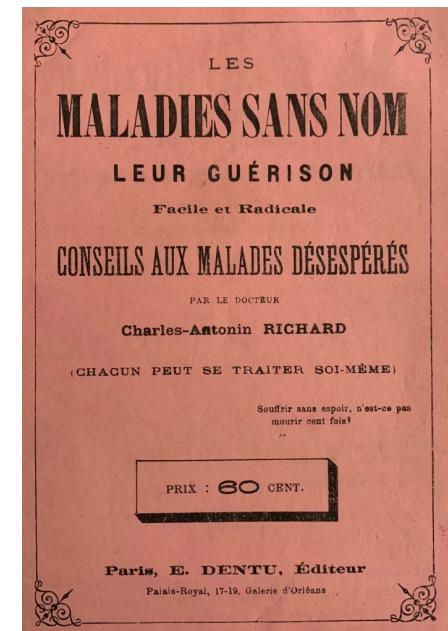
67. [Patent Medicine] **New York Pharmacal Association. *Lactopeptine Medical Annual.*** NY, 1888. 64pp + decorative wrappers with string tie binding. Illustrated. 125.

¶ Although this manufacturer produced some graphically attractive publications, clothed with some legitimate historical material, the AMA eventually set its aim at the concoction and closely examined it multiple times between 1907 and 1913, concluding Lactopeptine to be a “practically inert substance” with little of pepsin and other medicine promised, and despite being exposed, “it was still widely advertised with the same irrational claims.” As the *AMA Journal* of March 16, 1907 stated, “It is astonishing that physicians should so long have used a product whose therapeutic value extravagant claims have been made.” Well, as evidenced in this piece, its printed graphics were at least first-rate. I have not located this specific year in OCLC, although there are few holdings of other dates.

68. [Patent Medicine] **Richard, Charles-Antonin. *Les Maladies Sans Nom. Leur Guérison Faciles et Radicale Conseils aux Medaldes Désespérés.*** Paris: E. Dentu, [1877]. 32pp + pink-printed wrappers.

75.

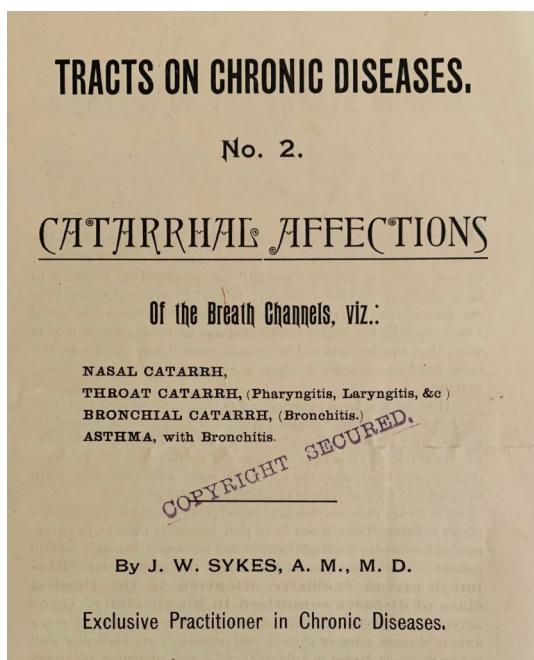
¶ Richard names many diseases, some sexual, with anonymous case histories—all healed with doses of either “gouttes régératrices” created by Dr. Samuel Thompson or Dr. Addison’s “Granules d’Arséniate.” Two holdings in Paris cite 46 pages [sic?] while Rochester Medical has a copy of this 32-page issue.



69. [Patent Medicine] **Ricqlés.** *Alcool de Menthe de Ricqlés.* Paris: Englemann, ca. 1911. Group of 10 color lithographed “comic” trade cards.

65.

¶ Representative group of colorful trade cards [with art-nouveau designed versos] from the manufacturer of a “indispensable hygienic product.” One took this minty alcohol-laced concoction by placing a few drops onto a piece of sugar and then putting it into a glass of water or hot tea. Good against heart pain, headache, indigestion, diarrhea, and cholera! Also makes the perfect toothpaste AND is a protector from epidemics. The cards here—all but one drawn by H. Gerbault—are from a two series: three illustrating “Les Proverbes” and six cards lampooning “La Civilité Puérile et Honnête” [e.g., a young girl mocks a legless man in a cart; a boy is reminded never to never to pick ones nose when visiting relatives—it is not an elegant sport].



70. [Patent Medicine] **Sykes, J. W.** *Tracts on Chronic Diseases. No. 2. Catarrhal Affections of the Breath Channels.* Pittsburgh, [1881?]. 16pp, small hole on last leaf. Pittsburgh-based doctor on his cure for Nasal Catarrh (with some testimonials included). WITH: a 4pp folio newspaper-format piece, *Notes on Chronic Diseases and Some Results of Thirty-five Years of Constant and Exclusive Attention*, ca. 1884. Some soiled on first page. Not located in OCLC, nor Atwater.

45.

Make Patent Medicines Great Again

71. [Patent Medicine] [Sultan Drug Company.] Two American Pharmaceuticals, Prescribed and Endorsed by the American Medical Profession, *Seng*, the Stomachal Restorative, *Cactina Pillets*, the Heart Tonic. [London and St. Louis: Sultan Drug Co., ca. 1895.] 12 x 19 cm. 12pp + color-printed crepe-paper wrappers, die-cut to look like a waving American flag. Light staining on lower corner of the front wrapper. 150.

¶ Attractive die-cut booklet from the folks who brought you the laxative, *Prunoid*. *Seng* is said to be a liquid preparation of Asian ginseng, "in an Aromatic Essence" while *Cactina Pillets* contained "one-hundredth of a grain" of powder extracted from the flowering cactus. This promotional brochure is filled with testimonials dating from 1865 to 1894. Not found in Atwater, although see 3398.3 for a similar promotional for *Seng*, specifically promoted for malnutrition. OCLC locates single copies of a few other Sultan pamphlets, but not this one.



72. [Patent Medicine] Swift Specific Co. S.S.S. For Good Health. Atlanta, ca. 1900. 15 cm. 32pp + chromolithograph wrappers. Vignette illustrations. 45.

¶ Booklet for popular blood purifier, good for everything but especially touted here for rheumatism and malaria. Many testimonials. A favorite of Georgia governors [a warning in itself]. S.S.S. stands for Swift's Sure Specific. An example of the Indian Remedy school of medicine [a remedy created by a mythic Native American]. See Atwater 3408.1-3409.1 and S-1297-1298.

Relieving the Stress of Japanese Life & Diet



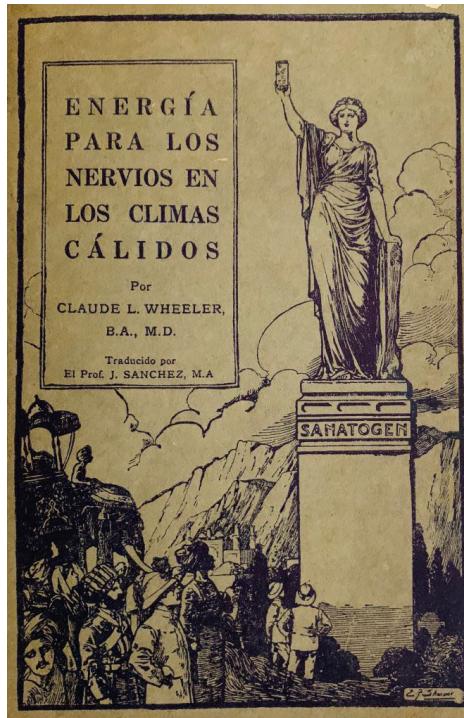
73. [Patent Medicine] **Wakyomaru**. [Hiroshima? Meiji Era, 1870-1900?] Tenmai-Do, n.d. Single-side wood-block print, 49 x 34 cm.

500.

¶Illustrated color-printed advertising broadside promoting *Wakyomaru*, a medicinal powder manufactured by Tenmai-Do. This woodblock print depicts, in no uncertain terms, the digestive-tract ailments that this powder can cure: from morning sickness, food poisoning, heartburn, low energy, vomiting and diarrhea, to colic in children, alcohol poisoning, chest and stomach pain, gastritis, overeating, and stomach troubles that can lead to depression! A viewer receives a particular graphic view of the dietary and emotional stress of life in Japan during the Meiji era.

74. [Patent Medicine] [Wells, Richardson and Company.] *Greatest of All Physicians. Eminent Prof. Phelps, of Dartmouth College, Discoverer of Paine's Celery Compound.* [Burlington, VT: Wells, Richardson and Co., 1905?] 37 x 26.5 cm. [4]pp, folded. Illustrated with a line drawing of Phelps and many halftone photographic portraits of “cured” users of the medication. Some chipping and minor loss to top edge, fold line with short split. 75.

¶ Promotional circular for Paine's Celery Compound, “the one true specific recognized and prescribed to-day by eminent practitioners for diseases arising from a debilitated nervous system.” Although initially created by Phelps and manufactured by Paine, in 1887 the rights were sold to Wells, Richardson and Co., who added cocaine to the ingredients list until prohibitive regulations went into effect in 1906. Atwater 3741.3, although that piece is dated circa 1890s. OCLC notes three: Rochester (Atwater copy), Dartmouth, Library Co. of Philadelphia.



75. [Patent Medicine] Wheeler, Claude L. *Energía Para Los Nervios en Los Climas Cálidos.* London: Wulffing & Co., ca. 1910. 32pp + pictorial wrappers. 45.

¶ Spanish edition of a booklet on this British doctor's wonder potion to cure the nerves... especially nerves caused by living in the hot Spanish climate! *Sanatogen*. With illustrated testimonials along the bottom third of the booklet... the King of Italy's medical doctor thought it was a wonder for weak children and convalescents and a tonic with “muy grandes méritos.” The AMA's *Nostrum and Quakery* (2nd ed.) devotes most of its chapter on “Food Tonics” to a description of this product, of its publicity campaign, and an active ingredient: something that was very similar to cottage cheese! Not located in OCLC.

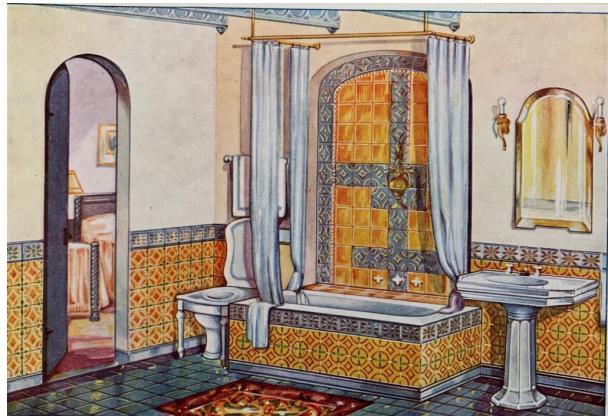
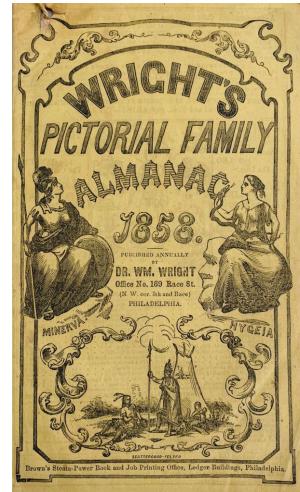


76. [Patent Medicine] **Wright, Sr. William. Wright's Pictorial Family Almanac**

1858. Philadelphia: Brown's Steam-Power Book and Job Printing Office, [1857]. 24pp + yellow pictorial wrappers.

45.

¶ Classic patent-medicine almanac, here touting Wright's Indian Vegetable Pills and Indian Vegetable Tonic. Comic cartoon on every recto except for a double-page spread with the words and music to Frank Romer's "May Guardian Angels Hover Near Thee." Atwater S-1538, noting this date as well as others.



77. [Public Health] **Compañía Roca-Radiadores. Bañeras Rister Modelo Majestic. La Belleza del Baño.** Oblong 8vo. [Gava, ca. 1925.] [18]pp + decorative wrappers with color illustration mounted on front cover; string tie.

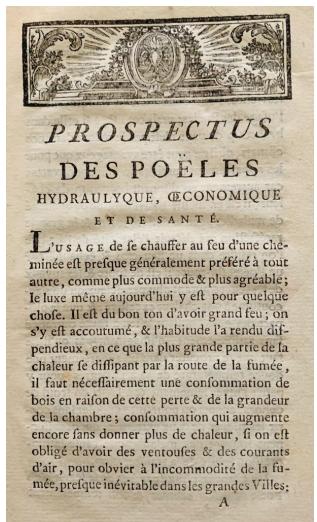
60.

¶ Booklet on the Modern Bathroom and arguments in favor of the Rister bathtub (sort of a block tub, rather than one on legs) and seven color illustrations of colorful ceramic-tiled bathrooms. Not located in OCLC.

78. [Public Health] **DeSartine. Prospectus des Poèles Hydraulique, Economique et de Santé.** [Paris, 1771.] 19.5 cm. 12pp + contemporary marbled wrappers, stitched.

150.

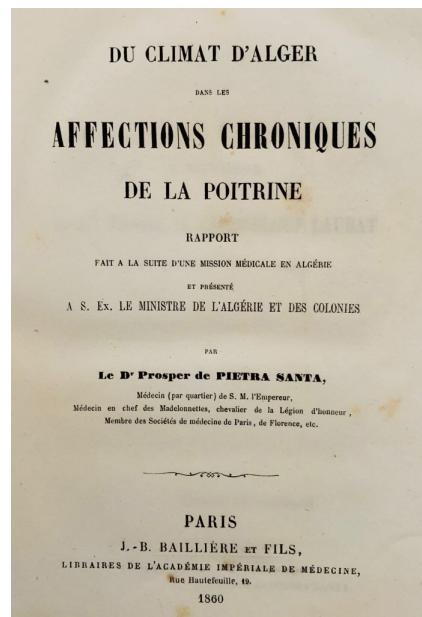
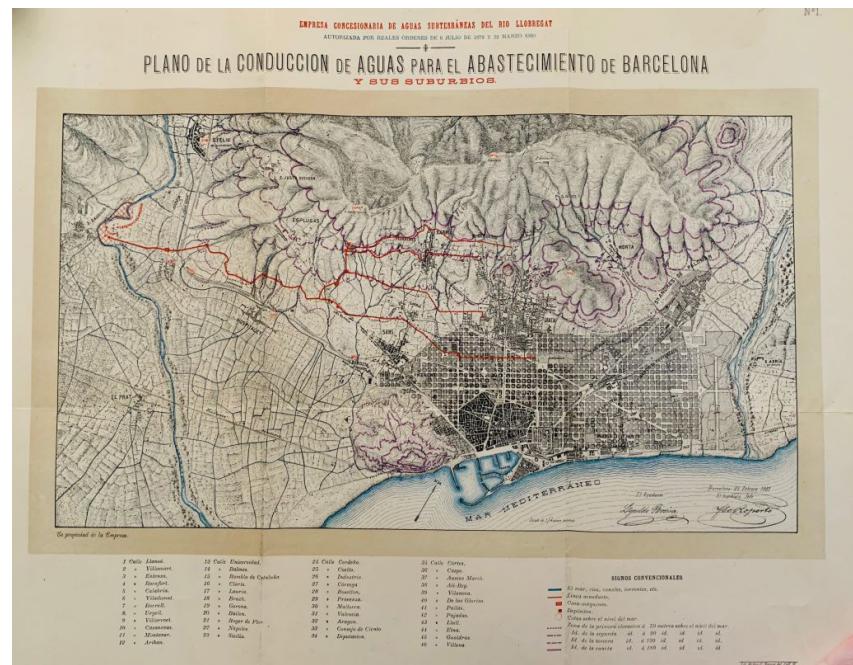
¶ Subtle sales piece for a new kind of stove, with two reports from "La Faculté de Médecine de Paris," attesting to the specific health benefits of the appliance. Not located in OCLC.



79. [Public Health] **Empresa Concesionaria de Aguas Subterráneas del Rio Llobregat.** Barcelona: [Luis Tasso, 1881?]. 4to. 24pp + six plates (five folding), including a large lithographed map with color-printed lines. Elaborate printed wrappers, in brown and blue with decorative gilt-printed border; some minor spotting. Title in black and red.

350.

¶ Detailed report on this company's proposal to deliver clean drinking water to the suburban areas of Barcelona (specifically San Gervasio, Sarra, and the Eixample neighborhoods). The report presents chemical analysis of the River's water as well as sample forms of the Company's contracts with officials and articles of agreement. Large excellent, keyed topographic map of Barcelona and the region—all the area now encompassed in the city limits. LAID IN are two official receipts/proclamation from the Ayuntamiento Constitucional de Barcelona from 1881, 4pp each, signed and stamped. OCLC only notes single holdings for three later publications from this private water company, but no holdings found of this large prospectus.

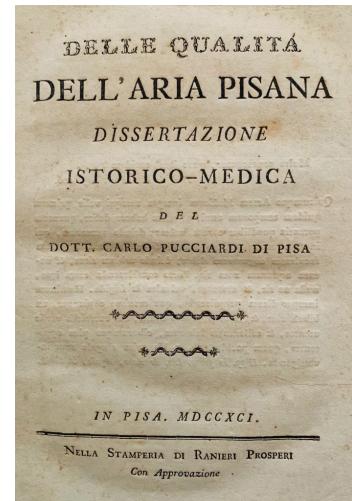


80. [Public Health] **Pietra Santa, Prosper de. *Di Climat d'Alger dans les Affections Chroniques de la Poitrine.*** Rapport fait à la suite d'une mission médicale en Algérie et présenté à S. Ex. Le Ministre de l'Algérie et des Colonies. Paris: Barilliére et Fils, 1860. Large paper edition, 27.5 cm. 128pp. 150.

¶ First edition of this study on the (positive) influence of the Algeria climate on those suffering from chronic pulmonary illnesses (e.g., tuberculosis). The author (1820-1989) was one of the medical doctors attached to the person of the French Emperor, Napoleon III.

81. [Public Health] **Pucciardi, Dr. Carlo.** *Delle Qualità Dell'Aria Pisana. Dissertazione Istorico-Medico.* Pisa: Stamperia di Ranieri Prosperi, 1791. Large square 8vo (25 cm). 44pp + contemporary marbled wrappers, slight wear on spine. Wide margined and untrimmed copy. 150.

¶ Starting with an assessment of the climate in the region at the time of the first Greek colonizers and analyzing the early water works, the author moved to Pisa during the 13th century, but he concludes that climate degradation began under the control of Florence, with the lack of water works, drains, and levees. Only in the 18th century were reclamation works resumed, including the raising of the levees along the Arno River and the “cutting of the fa-Guanaja”. Pucciardi also analyzes the geographical arrangement of the territory of Pisa and wind influences and benefits of the Arno. OCLC notes three holdings, including Nat. Library of Medicine; a fourth entry is made but no holding noted.



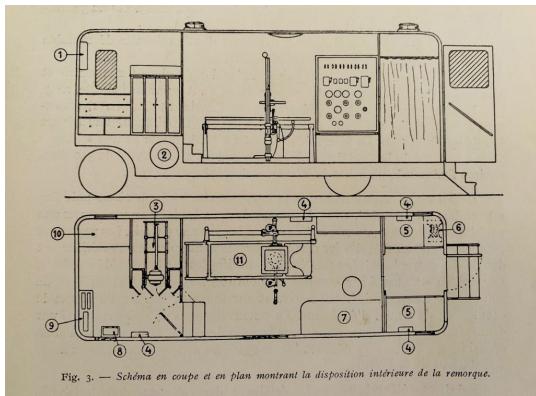
82. [Pulmonary] **Pharmacie des Terreaux.** *Guérison des Maladies de Poitrine.* Lyon, ca. 190-. 12mo. 24pp + color pictorial wrappers. 45.

¶ Lyon druggist presents proven method of curing broncho-pulmonary ailments with its “Bassett” brand of chest plasterer. With testimonials and four pages of ads for some others medical products. Not located in OCLC.

83. [Quack] **Minges, K. Leo.** *Il Modo per Ingrandire.* Parigi: Cartilage Co., [1904?]. 8vo (21.5 cm). [32]pp + printed wrappers. Half-tones and line drawings throughout text. 75.

¶ Operating from his Paris “laboratory”—or what looks like the front room of his apartment—Minges describes the role of cartilage in the spine in relation to height, and of the power and other benefits that tall people achieve over less-tall folks. For example, the power a tall man has over a shorter woman (and vice versa!). To wit, he created his “Trattamento Cartilagine” in order to replace this depleted organic matter, thereby enabling one (here, a man) to achieve greater height. This side of wacky. OCLC only cites single holdings for editions in English (*The secrets on how to grow tall*), French, and German—but not this Italian-language version [there was also a version in Spanish!].





84. [Radiology] **G. Massiot & Cie. Équipage Radiologique Automobile.** [Cover title.] [Paris: G. Massiot, 1934.] 24.5 cm. 6pp. + wrappers. Four text illustrations. 65.

¶ Short sales piece from a Paris firm that custom-manufactured mobile radiology units; with a description of the layout of a typical *tracteur* [trailer] and details on the equipment necessary for operating a mobile lab, including a list of all accessories (including screens, apparatus for developing x-rays). Not located in OCLC.

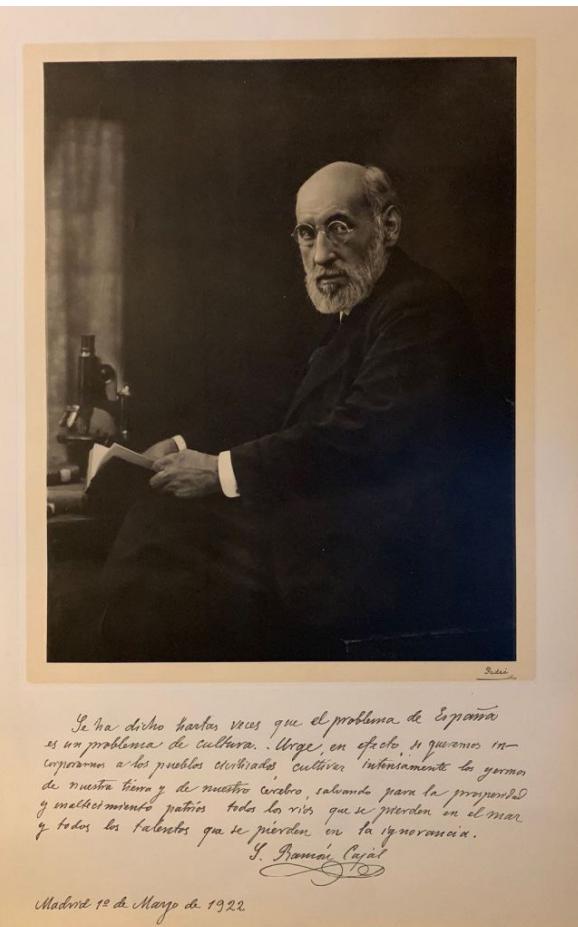
A Scientist in His Laboratory

85. [Ramón y Cajal, Santiago] **Padró, José. Photographic portrait of Ramon y Cajal.** [Madrid? 1922]. Image 39.5 x 31 cm; overall, 65 x 46.5 cm. Fine, crisp print. OCLC notes one holding (Biblio. Nacional de Espana) of a much smaller version of the portrait only, issued without the text. 300.

¶ Fine portrait of the famous Spanish neuroscientist (1852-1934), the proclaimed “father of modern Neuroscience” and the first person of Spanish origin to win a Nobel Prize (Medicine, 1906). Padró’s portrait shows the then-70-year-old scientist sitting in his laboratory (a microscope is visible in the background), pausing while holding a book, and looking in the direction of the photographer, but not directly, as if a little over his shoulder. The photo is signed, in the print, by Padró. Below the image there is a paragraph of text—a signed statement in facsimile in Ramón y Cajal’s hand, dated “Madrid 1º de Mayo de 1922”—a somewhat obscure message, especially as dated on the international day of labor [a MAJOR event in Spain], a vague enough comment as to suggest that perhaps it is a statement against colonialism (as manifested, for example, in Spain’s disastrous Riff War in Morocco)...

Se ha dicho tantas veces que el problema de España es un problema de cultura. Urge, en efecto, si queremos incorporar a los pueblos cultivados cultivar intensamente los yermos de nuestra tierra y de nuestro cerebro, salvando para la prosperidad y enriquecimiento patrios todos los ríos que se pierden en el mar y todos los talentos que se pierden en la ignorancia.

[It has been said that the problem of Spain is a problem of culture. It is urgent, in effect, if we want to incorporate the cultivated peoples, to intensely cultivate the wastelands of our land and our brain, saving all the rivers that are lost in the sea and all the talents that are lost in ignorance.]



86. [Red Cross] **Leonoel.** *La Croix Rouge Francaise Ouvre La Porte de l'Experiance. Adhérex 10 Fr. Par An.* [Paris?]: L'Agence Yves Alexandre, Les Impressions Moderns St. Etienne, April 1943. Original color lithographed poster, 65 x 43 cm. Tear in lower corner, repaired on verso. 150.

¶ Poster from German-occupied Paris, declaring that the French Red Cross opens the Doors of Hope, with a silhouette of three people—a child, a mother, a soldier (or returning prisoner), obviously all displaced by the War.



Red Cross Film Promotions

87. [Red Cross] **R. Albert et R.I.C. (Geneve) présentent... D'Homme a Hommes, Un film de Christian-Jaque...** [Paris?]: RAC Distribution, [1948?]. 31 cm. Oblong format, 12pp + embossed pictorial wrappers. WITH: **R. Albert... D'Homme a Hommes.** [Paris?]: RAC Distribution, [1948?]. 23cm. 12pp + pictorial wrappers.

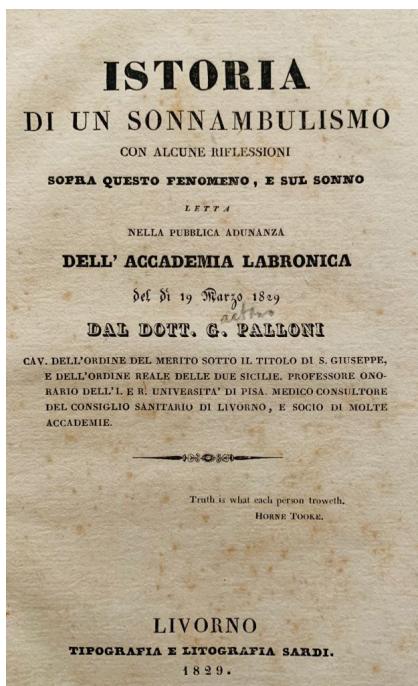
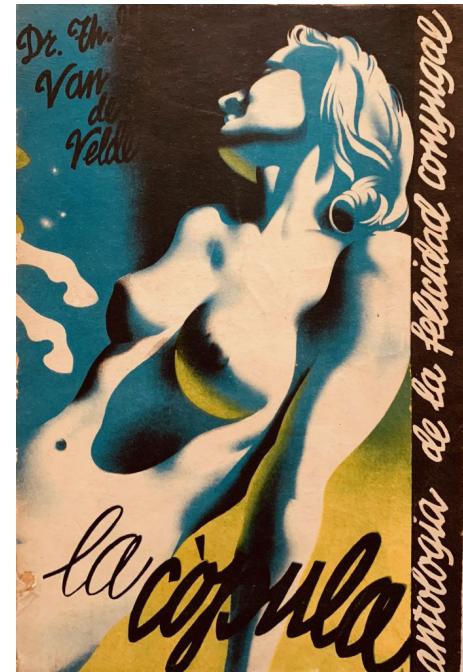
Illus. PLUS: *XVIIeme Conférence Internationale de La Croix-Rouge, Grand Première Mondiale du Film D'Homme a Hommes, Stockholm, 28 Aout 1948, a 23 Heures 15 au Cinéma Royal.* [No printer,] 1948. 32 cm. 16pp + pictorial wrappers, with silk cord binding. Prof. illus. 150.



¶ Three promotional booklets for a Swiss/France production biopic on Henry Dunant and the founding of the Red Cross, starring the fine French actor, Jean-Louis Barrault. The first two booklets here were prepared for distribution to film exhibitors (movie owners), with the 31-page issue including information on elements of the advertising campaign. The booklet from the Red Cross conference is based heavily on the design of the first work here, but also includes two pages each of information in English and Spanish. OCLC notes that the BNF has some archived material regarding this film and its promotion.

88. [Sex] Van De Velde, Dr. [Theodore]. *La Cúpula. Páginas Anthológicas.* Valencia: Biblioteca de "Estudios," [1935]. 12mo (19 cm). 92, (1) pp + color pictorial wrappers designed by Josep Renau (who also contributed two dreamy chapter head illus). Some wear on spine, and edge of rear cover. 125.

¶ A volume in this leftist series on "Felicidad Conyugal," and an oddity as it is a very detailed manual of sexual positions but without a single illustrations, except for some wave charts showing the rise and fall of an orgasm. Representative of the opening of the Spanish society and mores after the fall of the dictatorship of Gen. Manuel Primo de Rivera and the start of the Second Spanish Republic. Fine cover design by Renau. OCLC notes two holdings (Carleton Univ., Biblio. Nac. España).



The Night Life of a Working Man

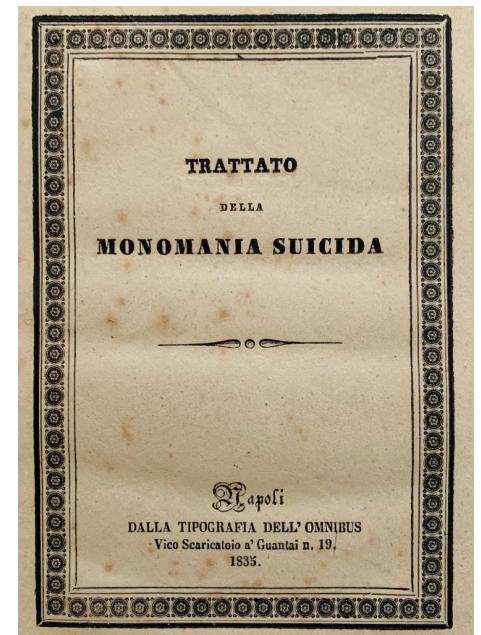
89. [Sleepwalking] Palloni, Dr. Gaetano. *Istoria di un sonnambulismo, con alcune riflessioni sopra questo fenomeno, e sul sonno; letta nella pubblica adunanza dell'Accademia Labronica.* Livorno: Tipografia e Litografia Sardi, 1829. 32pp + plan contemporary green wrappers. 200.

¶ Rare tract from Palloni, who in his day was considered one of the most respected doctors in Italy. He was best known for his work in treating infectious diseases—especially his campaign for small-pox vaccination (in 1798) and his first-hand care of patients during various cholera epidemics in Livorno. This brief and unusual work on sleepwalking is based upon Palloni's treatment of a forty-year old peasant who for nine years would sleepwalk—often going into the fields, carrying his tools along, then returning later to the bed where he slept tranquilly until the waking hour. Palloni muses on theories of sleepwalking, including by Messmer, and the impact on memory and attention. (Although I ponder if the very nature of the constant drudgery of the peasant's life may well have set his very mind into a deep repetitive pattern that even sleep could not break.) OCLC locates one copy (UC Irvine).

Causes & Treatment of Self-Destructive Insanity

90. [Suicide] **Ferrarese, Luigi.** *Della monomania suicida: trattato.* Napoli: Tipografia dell'Omnibus, 1835. 21 cm. 97, (3)pp + original printed wrappers, slight chipping on spine.. 200.

¶ Interesting treatise on the insanity of suicides, including musings about causes, “pathology” of suicide, results of various autopsies [with an obvious focus on the brain], and various treatments of those susceptible to the act (whether through “rational suicide” or “delirious suicide”—suicide caused by insanity). The work begins with a two-page bibliography and with an index at the rear. According to his Wikipedia entry, Ferrarese [1795-1855] was the leading proponent of phrenology in the nineteenth century,” and a friend of Scottish phrenology George Combe, who championed the Italian doctor’s work and tried to revive his reputation (and even treat Ferrarese’s depression). “Among his writings, Ferrarese advocated for a government embrace of phrenology as a scientific means of conquering many social ills. An 1835 study of suicide, *Della Monomania Suicida* (‘Suicidal Monomania’) concluded that government regulations punishing the families of suicides were ‘absurd and unjust’ as they failed to prevent the ill while punishing the innocent” [Wikipedia, based on the Italian entry]. OCLC locates six holdings: Yale Med., National Med. Library, Texas (Med.), National Lib. of Scotland and one each in Italy and Berlin. There are also holdings of an 1840 edition at Yale Medical Library and the Nat. Lib of Scotland.

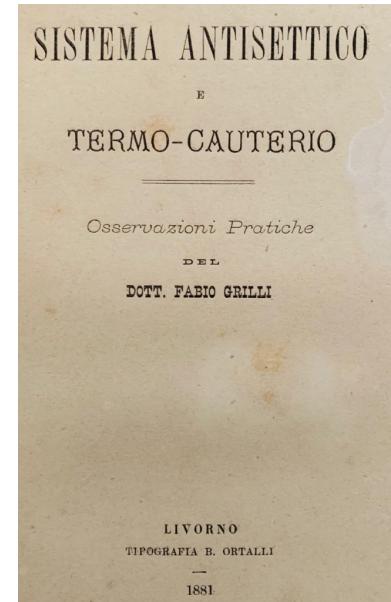


91. [Surgery] **Fabrizi, Paolo.** *Sopra Una Modificazione Nelle Forbici Chirurgiche.* Valletta: Cumbo, 1841. 25 cm. [15]pp + folding engraved plate. Printed wrappers; stitched, untrimmed and unopened copy. 200.

¶ Surgeon’s thoughts on improving surgical forceps, with a plate showing said improvements. OCLC notes two holdings: Royal College of Surgeons of England; Nat. Library of Medicine.

92. [Surgery] **Grilli, Fabio. Sistema Antisettico e Termo-Cauterio. Osservazioni Pratiche.** Livorno: Ortalli, 1881. 72pp + folding chart (19 x 13 in.) + original mounted photograph (portrait of author) on leaf facing p.64. Printed wrappers, some old tape marks on spine. Presentation from the author on the front wrapper. 125.

¶ In the folding plate appended to this study, Dr. Grilli presents the results of a dozen specific operations with patients at the Livorno hospital in which he cauterized the surgical wounds, recording for each patient the illness, the operation, the immediate result of the procedure, and the long-term results. Not located in OCLC.



93. [Tuberculosis-- Poster] **Assistência Nacional aos Tuberculosos. Fortes, ajudai os fracos adquirindo o selo anti-tuberculoso.** [Lisbon?: Assistência Nacional aos Tuberculosos, ca. 1910?] 95 x 65 cm. Large poster illustrated in blue, red and white, showing a rather primitively-drawn image of a nurse standing behind a kneeling man. With a few pieces of tape to the top and bottom edges, pin holes to corners. 200.

¶ Promotional poster for the A.N.T., urging the strong people of society to help those weaker than they are by purchasing the anti-tuberculosis stamps. Not located in OCLC.



94. [Tuberculosis] **Comité National de Défense Contre la Tuberculose.** *Demandez partout le timbre doré[,] le timbre antituberculeux "Joie de Vivre."* [Paris: Comité National de Défense Contre la Tuberculose, 1920?] 31.5 x 21 cm. White advertising card printed in red and black, with color illustration by Rene Vincent of a nurse holding a happy child. With a small hole for hanging at top. 100.

¶ Priced promotional card for the gold anti-tuberculosis stamps "Joie de Vivre," urging readers to collect them all and post them for everyone's benefit.

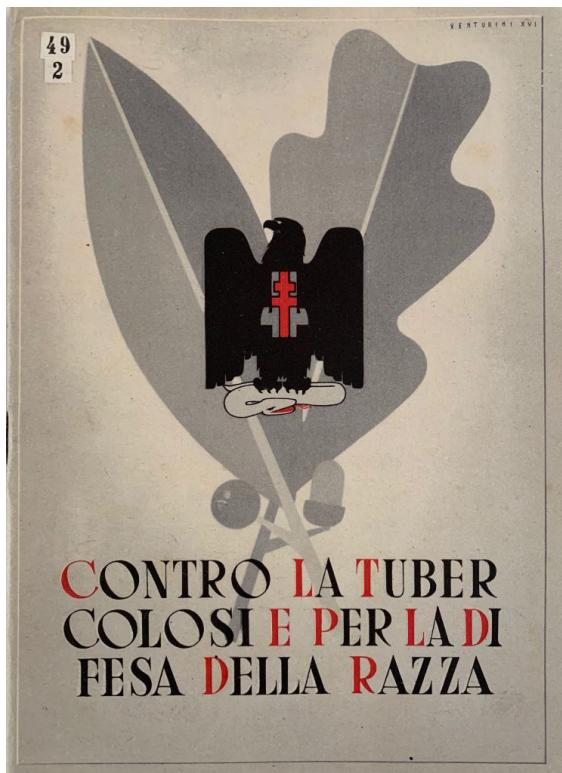
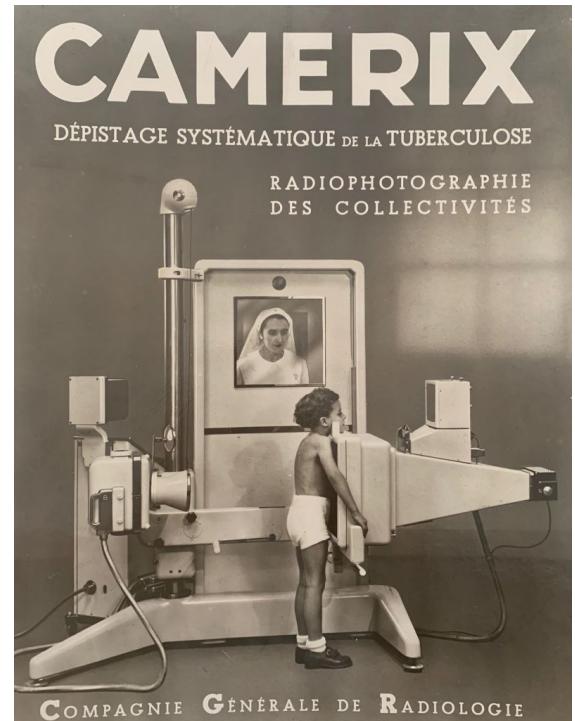
95. [Tuberculosis] **Comité National de Défense contre la Tuberculose.** *Le Timbre Antituberculeux.* Paris, 1927. Folio (32 cm). 4pp folded, illustrated p.1. Small edge tear repaired. **WITH:** **Comité National de Défense Contre La Tuberculose.** *Achetez le timbre antituberculeux.* Paris, 1926. 4pp + two perforated leaves with 20 unused illustrated stamps. 75.

¶ Full description of short France-wide 1927-28 campaign— brief history of the campaign, the promotional program, where to purchase, etc.— running from Dec. 1 1927 to Jan. 5, 1928. The front has a border showing stamps from past campaigns with the new stamp's image in the center. The set of stamps were an ephemeral souvenir of a fund-raiser celebrating the Comité's 10th anniversary and underwritten by Nestlé (who used the opportunity to advertise products for children).



96. [Tuberculosis] **Compagnie Générale de Radiologie. Camerix. Dépistage Systématique de la Tuberculose. Radiophotographie des Collectivités.** [No place or date, ca. 1940.] 40 x 30 cm. Large black-and-white photograph mounted to stiff backing board, showing a young boy standing in front of a large x-ray camera operated by a nurse. Promotional piece for Camerix x-ray cameras, advertising their use in systematic screening for tuberculosis.

200.



97. [Tuberculosis] **La Federazione Italiana Nazionale Fascista per la Lotta Contro La Tubercolosi. Contro La Tubercolosi e Per la Difesa della Razza.** [Parma: Anomina Zafferri, 1938.] 16pp + color pictorial wrappers designed by Giuseppe Venturini. With seven smaller color symbolic illustrations by Venturini throughout text. With the illustrated bookplate of Biblioteca Caproni.

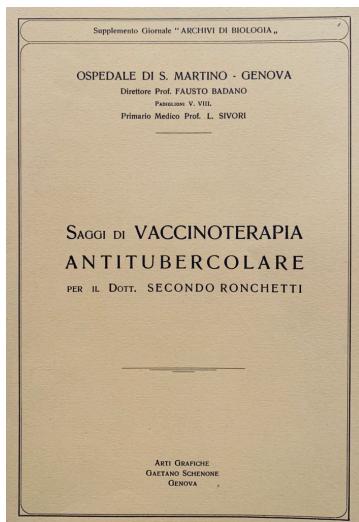
85.

¶ Representative tract from the Fascist Regime as it positions the struggle against tuberculosis as a political struggle to save the Italian race. Of course Mussolini (like other wanna-be dictators we know!) weasels his way into the text. At the time of this work, Venturini was working as an in-house illustrator for Zafferri, but soon moved to Milano. Not located in OCLC.

98. [Tuberculosis] Ghibellini, Isidoro. *Realtà e speranze nella lotta antitubercolare in Italia.* Veneta: Comune di Galliera Veneta, 1933-XI. 14pp + printed wrappers.

45.

¶ Talk by a specialist in pulmonary diseases, delivered at a conference held on the occasion of Florence's Festival of Flowers. OCLC only notes three post-war pieces by Ghibellini, on other medical topics.



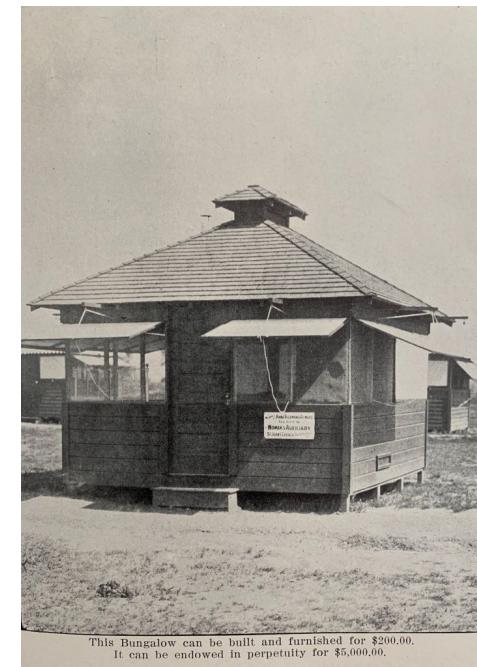
99. [Tuberculosis] Ronchetti, Dr Secondo. *Saggi di Vaccinoterapia Antitubercolare.* Geneva: Gaetano Scheonone, 1929. 80pp + printed wrappers. Issued by St. Martin's Hospital in Geneva. With outlined treatments of many individual cases. Not located in OCLC.

75.

100. [Tuberculosis] St. Luke's Home. *Annual Report of St. Luke's Home for the Treatment of Tuberculosis.* Phoenix, 1910. 18.5 cm. [14]pp + printed wrappers. With four full-page illustrations—one rendering and three half tones of bungalow arrangement in the desert. Subscriber card (blank) laid in.

125.

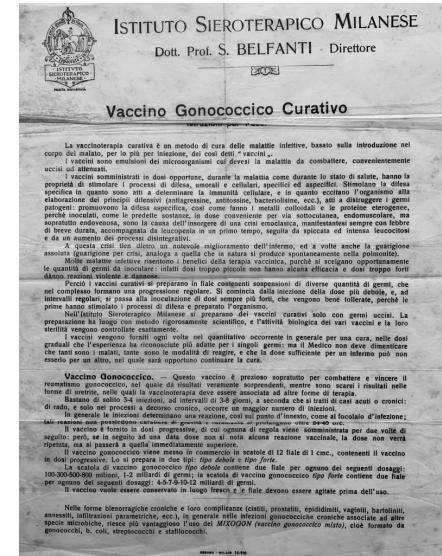
¶ Early report from a center founded in 1907 by Dr. Julius Atwood and still operating today as St. Luke's Medical Center. By the early twentieth century doctors were sending tuberculosis patient to Arizona to experience the benefits of the hot, dry climate, and Dr. Atwood had gone there in 1906 with his inflicted wife. He started the operation with a dozen canvas tents, with a capacity of 20 patients. In three years, the Home had progressed from canvas tents to wood-framed buildings and single bungalows, and was now fundraising here for a new stucco infirmary. This is the Home's second annual report. Atwood presents all of the financial information [contributors, incomes, and expenses, projected needs. OCLC locates St. Luke annual reports at three libraries: Arizona, Yale, and Harvard Divinity.



This Bungalow can be built and furnished for \$200.00.
It can be endowed in perpetuity for \$5,000.00.

101. [Vaccine] [Belfanti, S.] Istituto Sieroterapico Milanese. Vaccino Gonococcico Curativo. Istruzioni per l'uso. [Milano: Istituto Sieroterapico Milanese, 1920?] 28 x 23 cm. broadside. Fold lines, light foxing. 45.

¶ Instructional flyer about an Italian vaccine for gonorrhea, issued by the one of the first institutes on vaccines in Europe and the first vaccine producer in Italy. The Istituto was founded in 1894 by immunologist Serafino Belfanti, here listed as the director of the institute. Numerous publications from this medical institute on OCLC, but not this rare flyer.



102. [Venereal] Lupo, Davide. Compendio Practico delle Malattie Sifilitiche da Servire anche per i non medici. Naples: Angelo Trani, 1873. 128pp + soiled printed wrappers. 100.

¶ Overview on the causes of venereal diseases and the various treatments in this pre-penicillin period, taking into consideration treatment by “non medici” [and he didn’t mean Florentine rulers!]. OCLC locates two holdings, both in US (Harvard, National Lib. of Medicine).

“Beware the Finger of Time!”

103. [Women] Daggett & Ramsdell. Perfect Cold Cream. “The Kind That Keeps.” New York, 1909. 18 cm. [16]pp + chromolithographed pictorial wrappers (with package image on rear cover). Text illustrations. Color product information on inside wrappers. 150.

¶ “Beware the Finger of Time!” exclaims the ham-fisted caption title on p.1. Brochure touting the firm’s cold cream, which was as much a medicinal ointment for hygienic cleaning as well as a beauty aid, with a series of seven illustrated steps (with instructions) on the proper application routine. Some other products promoted, including Headache Cologne [“not a perfume”]. Not located in OCLC.



104. [Women] Lanscome, E. *Ay! Qué jaqueca mas insopportable!*
Tome Ud. una oblea de Algocratine M. R. [Paris: E. Lanscome, 1930?] 27 x 20 cm. Small color illustrated signboard with string tie at the top, signed in the plate *L. Maitrejean*. The illustration depicts a fashionable woman sitting with her head in her hand, while an attending nurse offer her some medicine. 75.

¶ Spanish-language promotional advertisement for *Algocratine*, touted here as an immediate pain relief medicine for menstrual cramps and neuralgia.



105. [Women] Sanadon Lab. *Collana di Novelle. Pubblicazione per La Donna.* Milano: Vanzetti e Vanoletti, 1935. 19.5 cm. [32]pp + color pictorial wrappers. Illustrated throughout, including 12 full-page product advertisements. 65.

¶ Promotional magazine from a firm pushing two products: Sanadon ["makes a woman healthy"] an elixir for the young woman and a regenerator for the ladies [aka, for menstruation problems, "why suffer every month?"] and Sanathé ["the tea that heals"], regulates the digestive region [aka, is a laxative]. With three long pieces: two short stories, by Cesare Zavattini [then working for the publisher Rizzoli but better known as a scriptwriter, such as "The Bicycle Thief" and "Umberto D"] and Francesco Carvelli, and an article on spring fashions. Not located in OCLC.

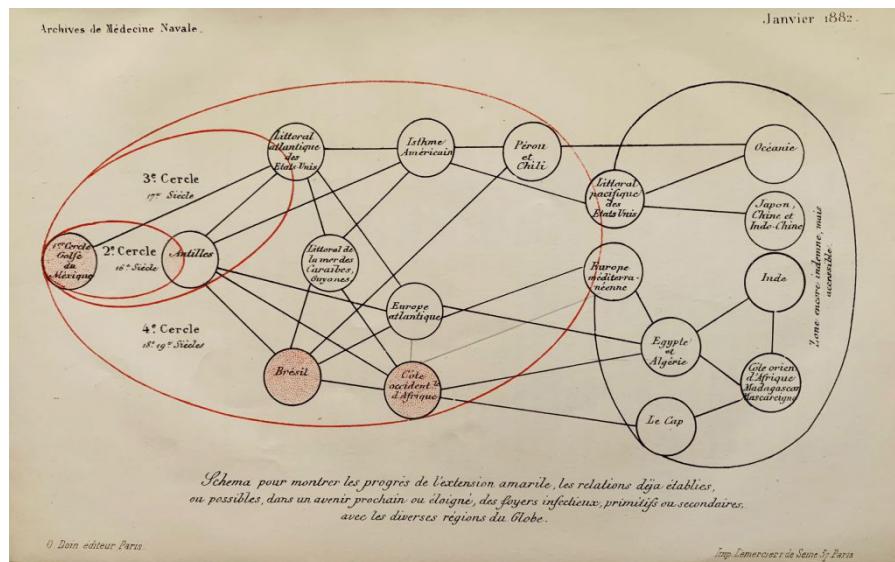
106. [World War I] **Vermelin, Dr. Henri. *L'Ambulance Alpine Dans le Vosges. Son Fonctionnement de 1914 à 1917. Thèse.*** [Nancy? L. Geisler, 1917?] [48]pp + eight plates of captioned half-tones + printed wrappers. Presentation inscription (Nov. 20, 1918, a little over a week after the Armistice) from the author on the half-title. 300.

¶ Rare and detailed paper – presented to Vermelin's thesis advisor and the committee in November of 1917, and quickly approved—on the delivery of medical services to wounded soldiers serving in the Alpine regions during the War (still being fought when Vermelin was writing this paper). Vermelin covers the organization of the medical service as well as methods of transporting wounded soldiers (e.g., via Alaskan huskie-driven sleds) and makeshift care facilities (such as underground medical bunkers). Photographs credited to one Dr. Jullrich. Not located in OCLC, but presumably the work is listed in the privately published *Titres et travaux scientifiques du Dr Henri Vermelin* (Nancy, 1943).



How An Epidemic Spreads

107. [Yellow Fever] **Corre, Dr. A[rmand]. *De l'Étiologie et de la Prophylaxie de la Fièvre Jaune.*** Paris: Octave Doin, 1882. 98pp + one slightly colored lithographed plate. Original wrappers. Separate printing of a long paper printed in the Jan-March 1882 issue of *Archives de médecine navale*. 150.



¶ A Naval medical officer who served throughout Asia, the Mediterranean, and the Caribbean, Corre writes from direct observation about Yellow Fever (especially as it appeared throughout the Caribbean), but attribute the disease to some unknown pathogen that was easily transmitted... a “living agent” that mired into coastal soils and altered them to form infectious products sparking disease” (M. Osborne, *The Emergence of Tropical Medicine in France*, p.143). The lithographed plate (by Lemercier) with highlighting in red, is a novel graphic presentation showing the spread of this disease. OCLC notes eight holdings, but only one in US (College of Physicians, Phila).