

## PATENT MEDICINE, PERFUMERY, HAIR OIL & SMALL BOTTLES

Numerous small bottles have been found in the hillside dumps. The purpose of many was unknown until a perusal through e-bay bottle information indicates that many were probably medicine bottles. Some contained medicines or mixtures obtained from doctors or pharmacists. Two bottles found near Howie's cottages had *Dr Blackall Queanbeyan* embossed on each. Dr Blackall provided some medication for his patents. Some bottles contained patent medicines such as cough medicine. Following are photographs of bottles found and similar one on e-Bay.

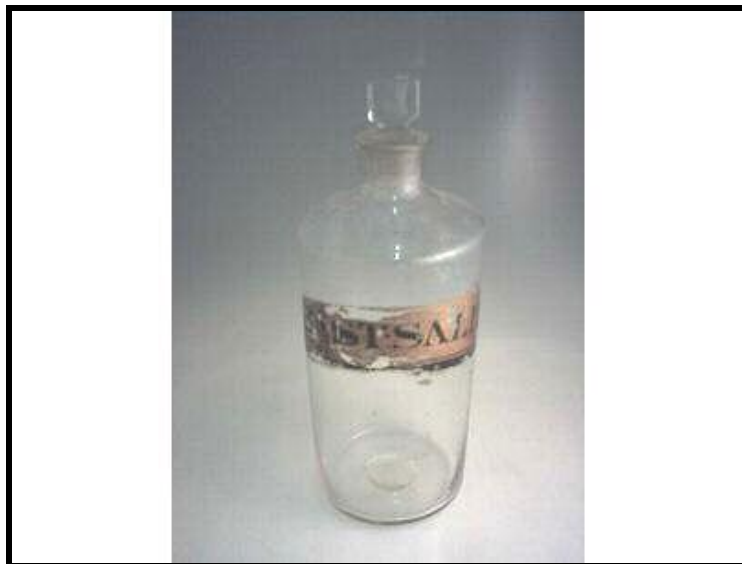


Above – E-Bay and below bottles found in dumps in Stirling Park. Some may have contained Eucalyptus oil? In an age when we now buy commodities in relatively large quantities I was surprised to find out just how small some of the bottles are. Some that have been found are about a quarter of the size of those shown below.





The above bottles advertised on e-Bay. They are Eucalyptus bottles. The two small ones are Sanderson & Sons and the three larger are (L-R) J Bosisto, Richmond; Bickfords Eucalyptus oil and Fauldings Eucalyptus oil. The next photograph (from eBay) shows a pharmaceutical bottle with stopper.



The e-Bay owner of the above bottles (similar to ones found in Stirling Park) identified them as l-r –

- 1) Wood's peppermint cure for coughs and colds.
- 2) Bonnington's Irish Moss, Christchurch.

3) Davis vegetable pain killer

4) Dr Sheldon's bottle. Embossed *Dr Sheldon's New Discovery* on face and *Sydney, NSW* on one side and *Boston USA* on the other side. Aqua green in colour, two piece mould with an applied top. Stands approximately 195 mm in height...

5) The amber brown coloured bottle is a Clement's tonic bottle. This stands approximately 170 mm in height and is rectangular in shape with chamfered corners. Embossed "*this bottle always remains the property of Clements Tonic Ltd* on face; and *AGM/S712* on base.



Above examples of bottles found in Stirling Park including a number of small medical bottles. Below one of the bottles found near Howie's Cottages site.



Below left are two medicine bottles found near Howie's Cottages. The following photograph shows the bottles side view. The bottle on the right has one side curved.





Australia's Pharmaceutical industry began in the mid 1800s and one of the founders was an employee of JH Faulding & Co (founded in England in 1845). His name was Joseph Bosisto who left England in 1848 to come to Australia. He was 21 years of age. Joseph Bosisto set up a Eucalyptus distillery at the Dandenongs and shortly afterwards expanded to take in several other Victorian sites. In 1898 Joseph Bosisto

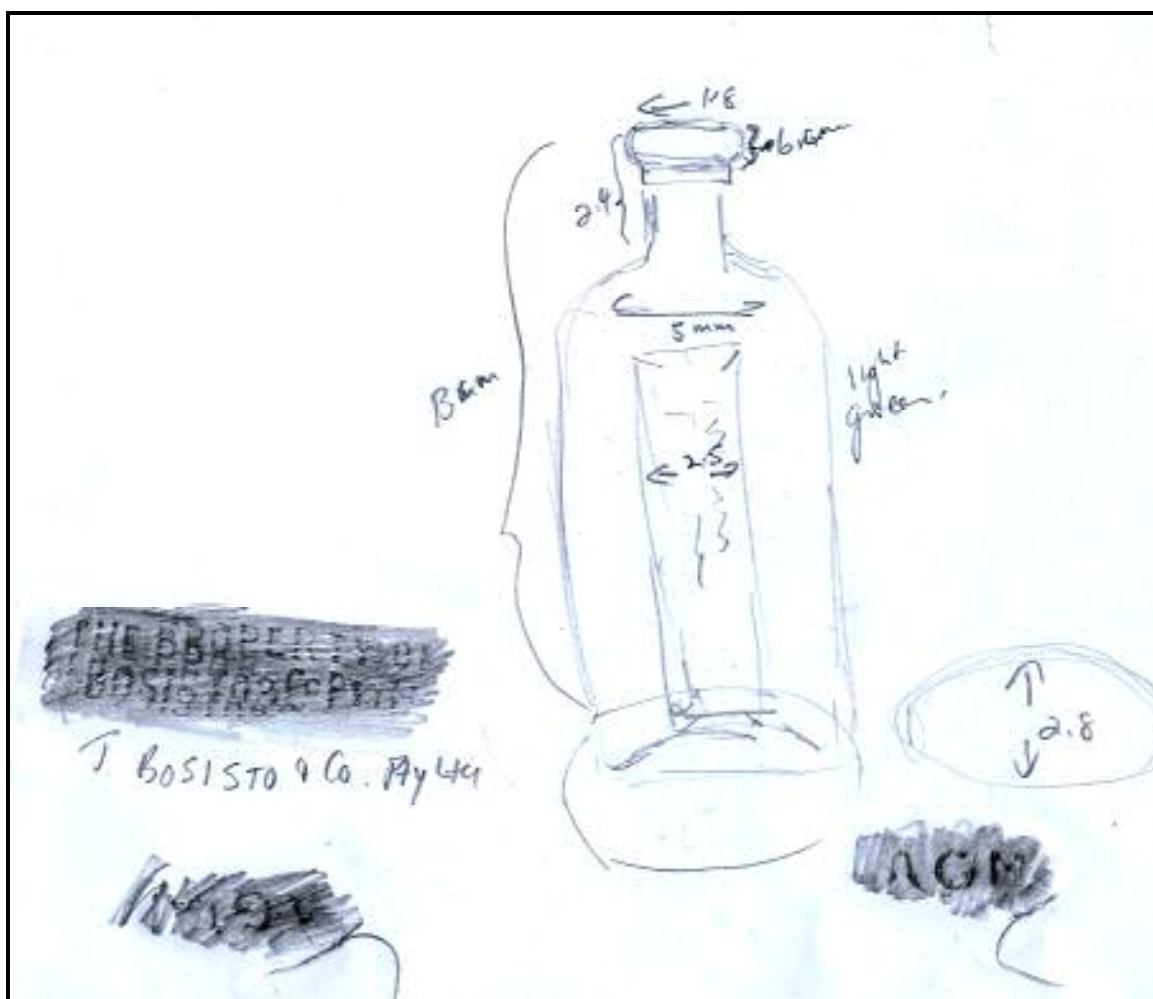
died and the following year his business – J Bosisto and Co converted to J BOSISTO & CO LTD.

Two other early companies were Felton Grimwade and Bickford Ltd. The latter was a Western Australian Company and later Adelaide. In 1930 Drug Houses of Australia was formed – amalgamated Duerdin & Sainsbury Ltd Vic; AM Bickford & Sons Ltd SA; Felton Grimwade & Bickford Pty Ltd, WA; Elliott Bros Ltd NSW; Taylors Elliotts Ltd Queensland and a Tasmanian Firm.

Popular patent medicines also included eg Dewitt's tablets (for stomach); Dr Roots Indian Pills, Cough Medicines and medicines mixed in a doctor's surgery.



Above: Bottle – *J BOSISTO & CO Pty Ltd* found in the park and on the next page drawings of the same bottle with rubbings. Joseph Bosisto who worked for FH Fauldings – pharmaceutical company – came to Australia in 1848. In 1908 Bosisto's trade mark used by the company was a parrot.



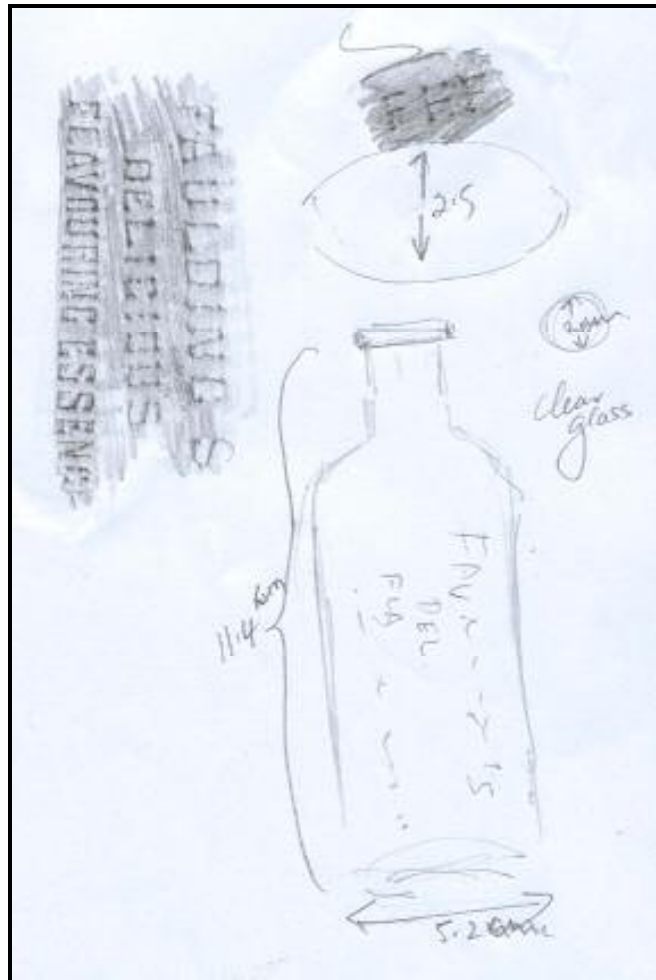
The next series of photographs and drawings are examples of JH FAULDING bottles found in the park. The majority would be for pharmaceutical products, but there are also a number that contained food essences used for flavouring.



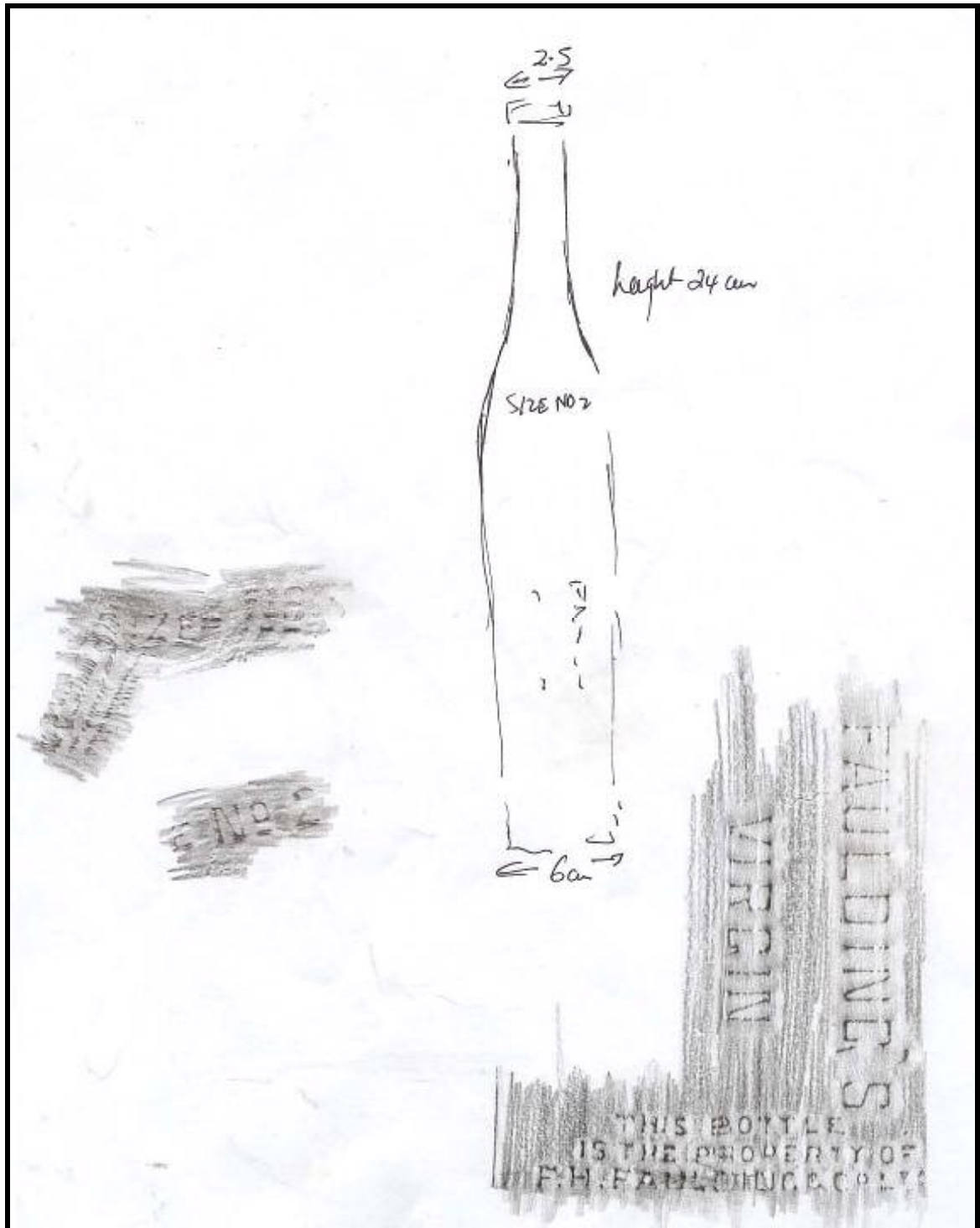


Zetland Glass Bottle Works Ltd Waterloo 1921-1925 Z(etland) between 1920 and 1925.







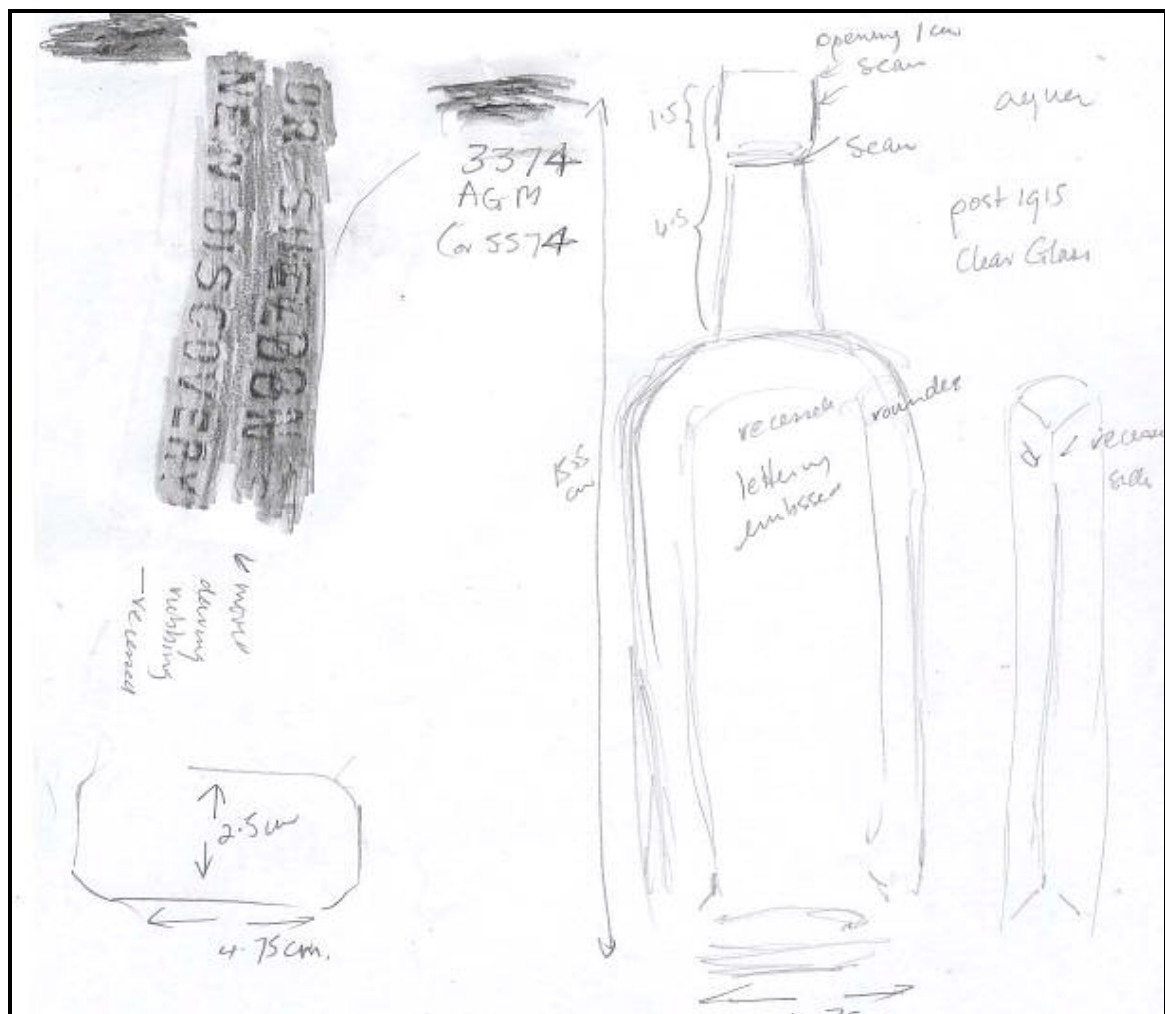




Above left is a diagram of a bottle dispensed by Dr Blackall of Queanbeyan. It was one of two found near each other in the area of Howie's cottages (Block 3, Section 128, Stirling Park.). On the right is a photograph of one of the bottles and below that is a photograph of Dr Blackall.

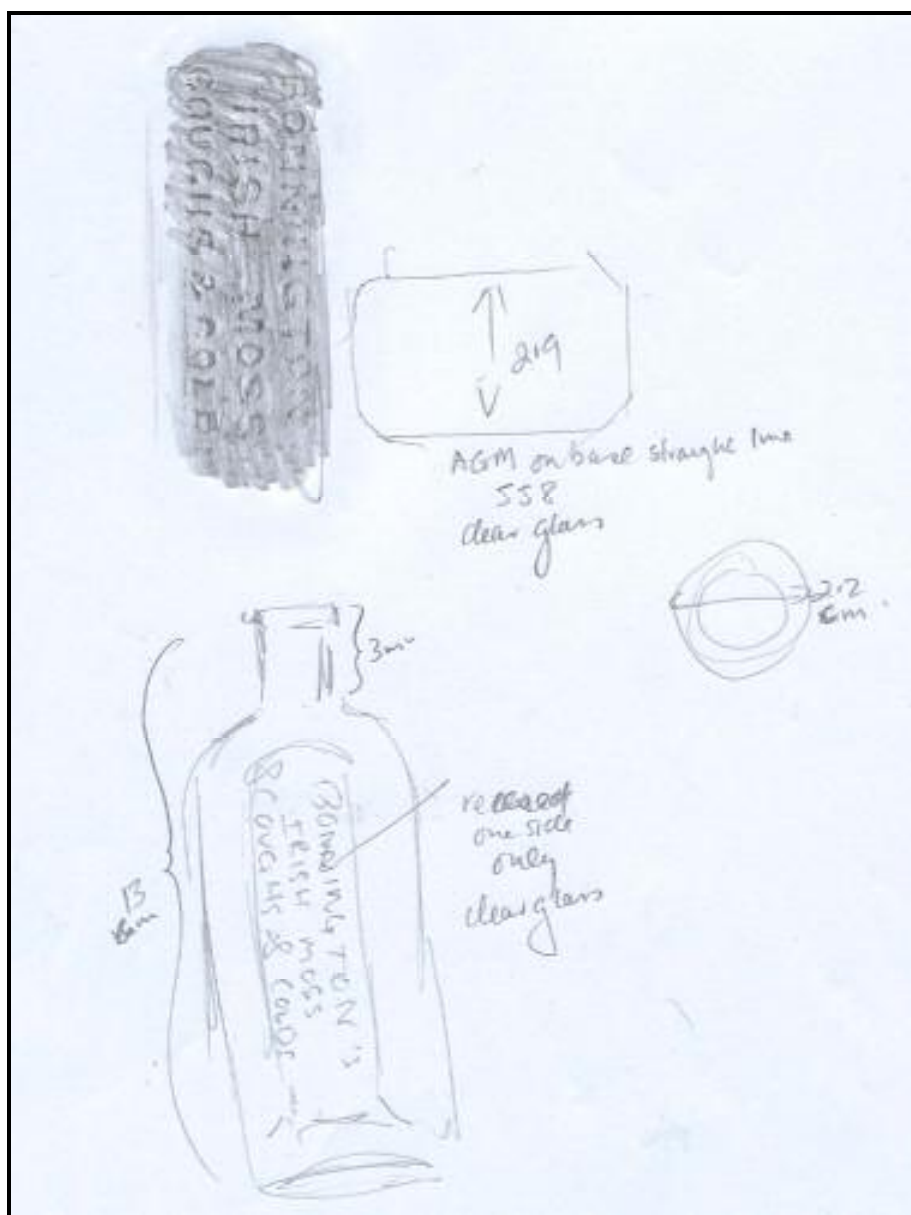


Above are two Woods Peppermint Bottles. They are common bottles found in Victoria.





Bonnington's Irish Moss cough medicine was still a favourite when I was a child (born 1937) and it had quite a pleasant taste.





On-line information Ellen Gartrell on *Pond's*. Pond's cream was a favourite with the ladies and was a common product used by many.

### ***More About the Pond's Collection***

*In 1846 chemist Theron T. Pond extracted a healing "tea" from the bark of witch hazel for use as a topical salve for wounds and purported remedy for numerous other ailments. Pond was among the first to create a commercial product from witch hazel; it became known as Pond's Extract. In 1849 Pond and several partners formed the T. T. Pond Company. Mr. Pond soon sold out and died in 1852. The company moved its manufacturing facilities to Connecticut, then moved its sales offices to New York City. The company incorporated in 1914 with the name Pond's Extract Company.*

*Pond's began its first national advertising campaign in 1886, using the services of the well-established J. Walter Thompson Company. Even though the Pond's company began creating other products based on the Extract in the 1890s, it advertised only Pond's Extract until 1910. Around that time, owing the broader availability of witch hazel at a lower price, it became clear that Pond's Extract had no future.*

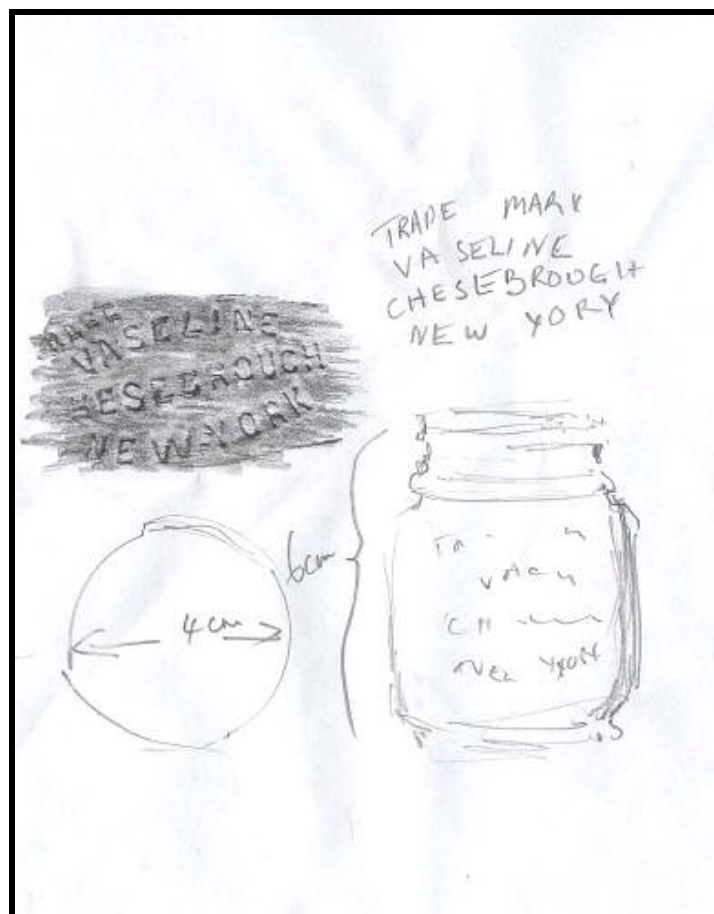
*Among the products the company developed early in the new century were Pond's Vanishing Cream and Pond's Cold Cream. J. Walter Thompson Company began creating ads focusing on the glycerine-based Vanishing Cream in 1910. In the early ads, Pond's Extract and Cold Cream were often mentioned briefly at the bottom of the copy. In 1914, advertising for Pond's Extract ceased, and a new campaign was initiated, promoting the Vanishing Cream and Cold Cream together in ads with the theme "Every normal skin needs these two creams." The new ads drew a clear distinction between the intended functions of the two products: Cold Cream to cleanse, Vanishing Cream to protect the skin. According to a JWT report, "the success of this strategy was immediate," with the 1916 sales showing a 27% increase for the Cold Cream and 60% for the Vanishing Cream. The campaign theme remained consistent for eight years, after which sales gains began to slow, though both creams still were leaders among the numerous brands marketed in the same product categories.*

*Concerned about the sales drop and changes in the competitive environment, JWT undertook intensive market research. The advertising agency reached the conclusion that the two Pond's products "had begun to suffer from their very leadership. Reasonable in price, used by everyone, many women had begun to think that they could not be as good as creams that were more costly or that were imported. Their enormous popularity had brought them loss of caste; they lacked exclusiveness, social prestige." (JWT Account History, January 18, 1926). JWT launched a bold strategy to give the creams prestige: a testimonial campaign which included the endorsements of "three of the reigning queens of Europe, six princesses, titled ladies, and leaders of American society," beginning in 1924. The campaign was carefully planned, and the ads were placed in a selection of the largest circulation women's magazines, in a half dozen fiction and motion picture magazines, and in only one "class" publication, *Vogue*. Sales of the creams jumped again, and they maintained their leading positions in a crowded marketplace of similar products.*

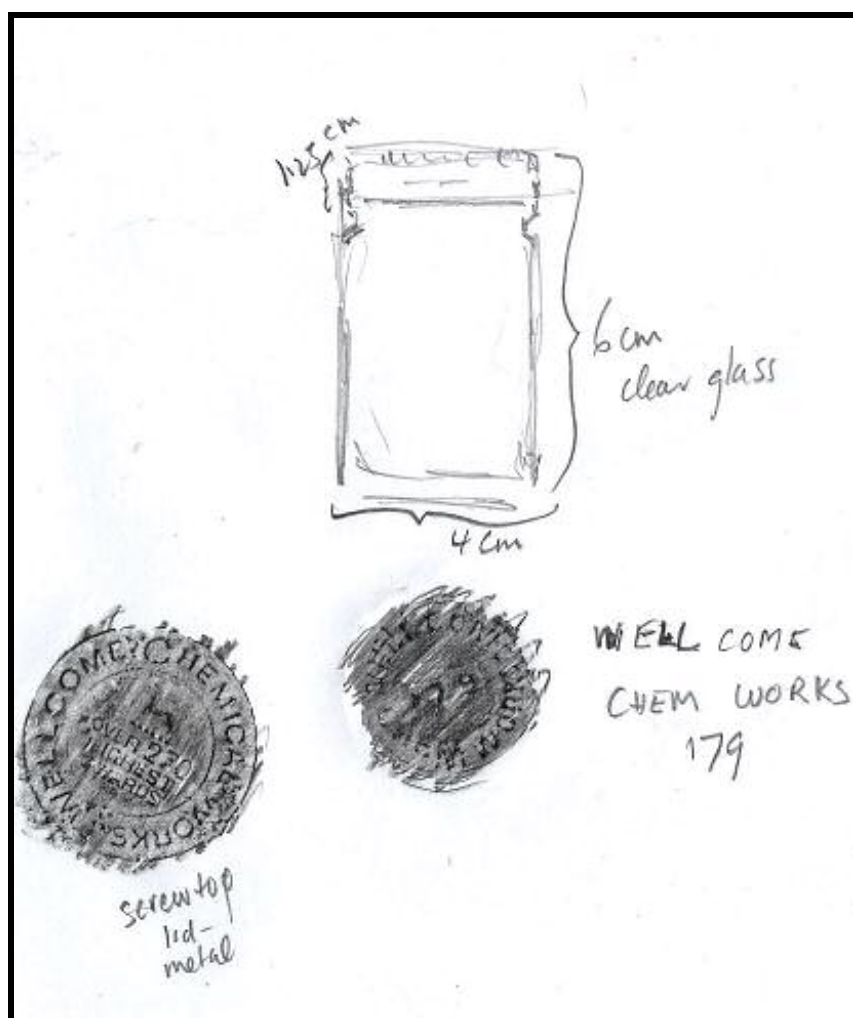
*In addition to testimonials (first used by Pond's in 1914, employing actresses' testimonials for Vanishing Cream), other marketing techniques that JWT employed in Pond's ads up to 1925 included coupons and samples, and serialized stories (tales of Peter and Polly Ponds in the 1910s).*

*Growth of the Pond's Extract Company continued into the 1940s. New products included Face Powder and Angel Face. In 1955 the company merged with Chesebrough Manufacturing Company, creators of Vaseline Petroleum Jelly. The joined company diversified further with Cutex nail polishes, Prince Matchabelli perfumes, and other products. In 1987 the British- and Dutch-owned Unilever purchased Chesebrough-Pond's, which is now a division of that consumer product giant...*

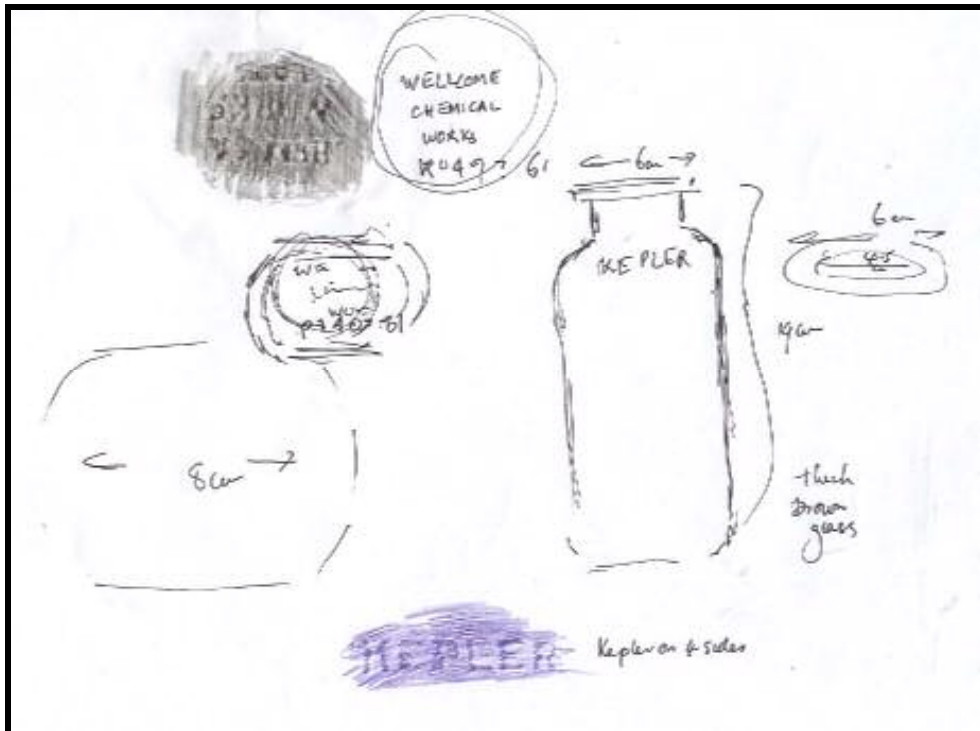
Below is one of the Chesebrough Vaseline bottles found in the park.







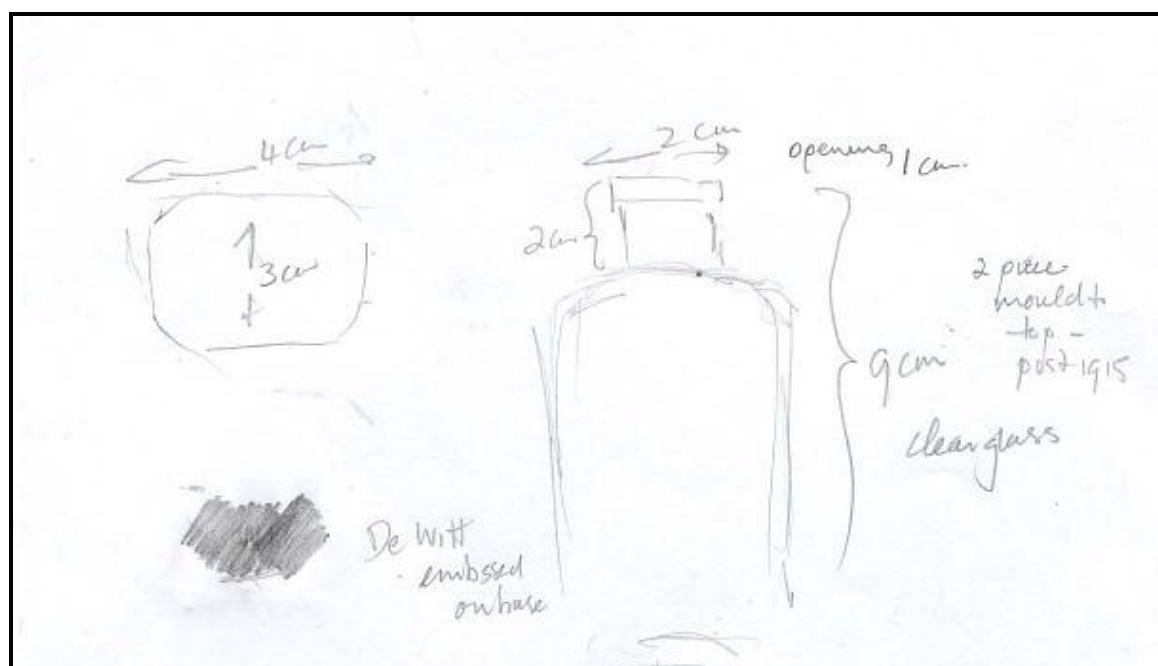
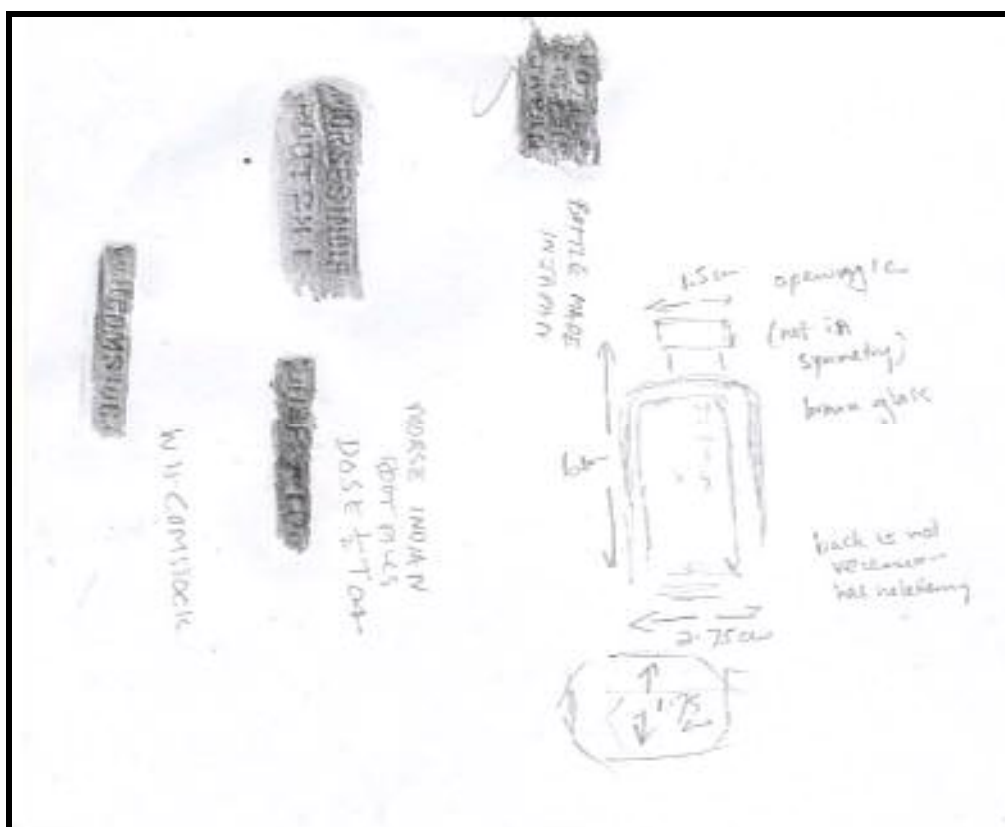


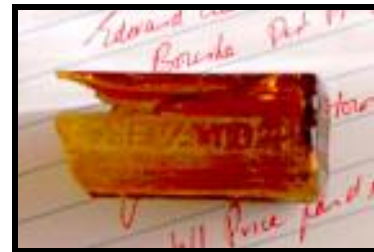
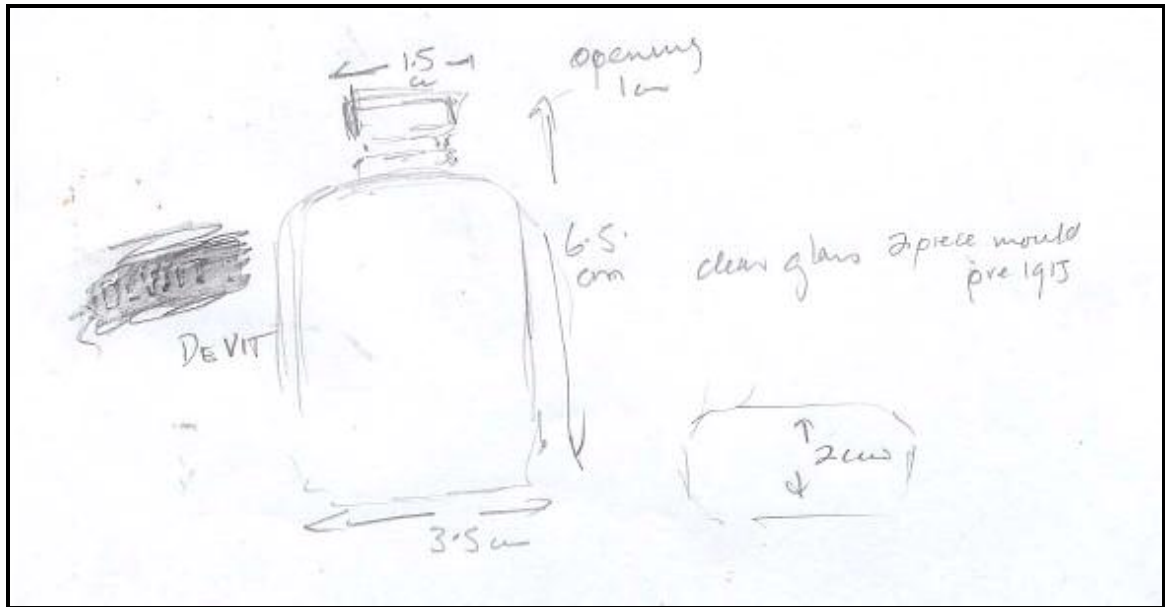


The Kepler bottle shown in the rubbing on the previous page is the brown bottle shown on the right hand side in the photograph below left. The photograph on the right shows a Dr Morse's Root Pill bottle.

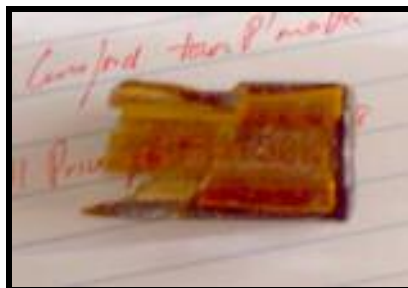


Problems with the digestion of food has been around for a long time. Numerous small bottles that contained De Witt's and Dr Morse's Indian Root pills are common finds.





Above and below – Dr Morse’s Indian Root Pills bottle found in the Quarry Dump (1922-1925). The base of the bottle has *BOTTLE MADE IN JAPAN* and on the sides *DOSE HALF TO 4* and ...*STOCK*.





Above left - J Enos Bottle – eBay – This product would have been one of many used by ordinary people. Similarly the bottles above right – Bisurated magnesia bottles – have not been found on the hillside but are a common product of the era.



Above is a DeWitt bottle found on e-Bay. It is similar to a number found in the dumps in the park – without the label. On the right is one of the bottles from my collection.





Above right Vaseline, New York – several similar jars have been found in the park.



Above are examples of bottles from a similar period of time. No examples of these bottles have been found in the park but have been included here because they are from the early twenties etc. Following are examples of bottles from my collection that are also contemporary with those found in the park.



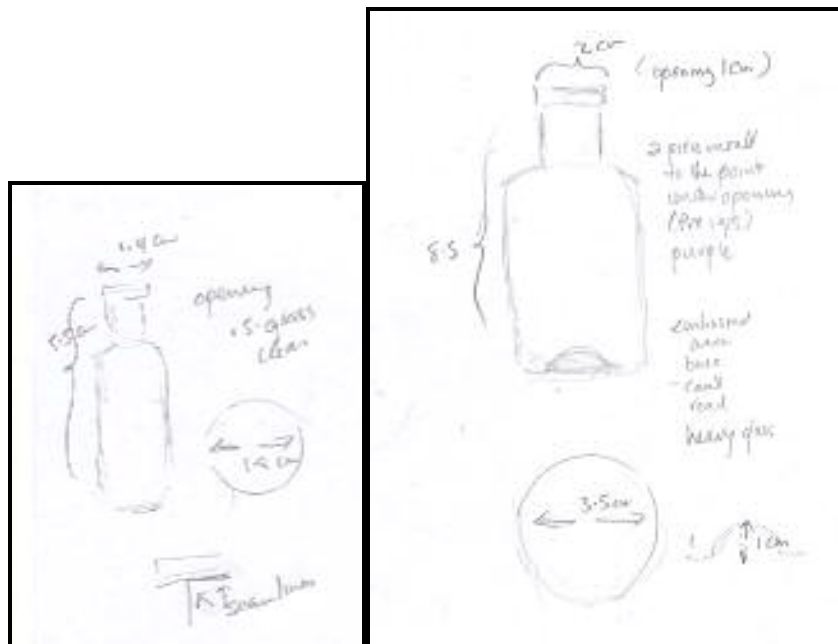


The next series of rubbings are of glass containers used for unknown products.



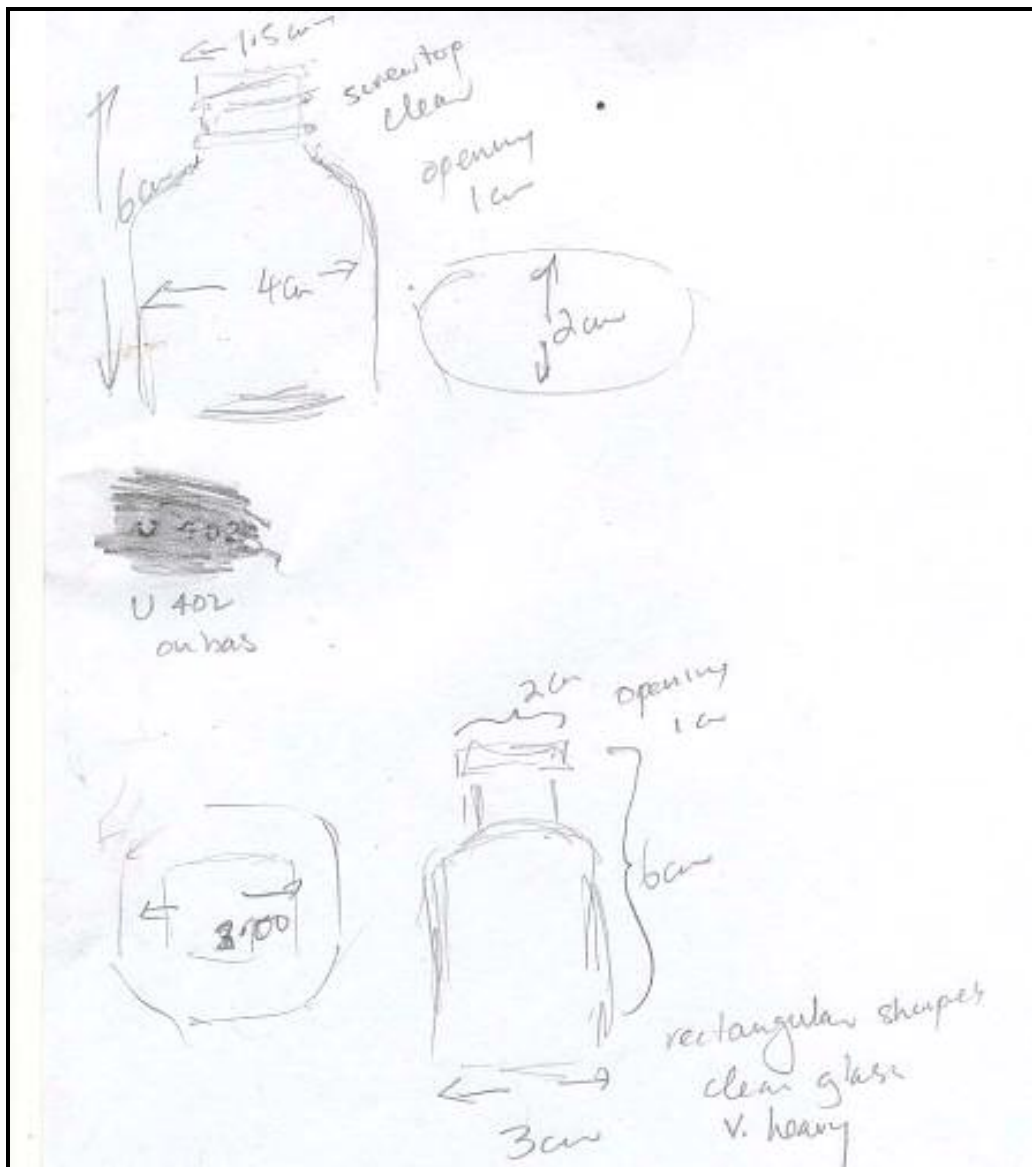
Above is an out of focus small bottle whose purpose is completely unknown to me. The photograph on the left shows it sitting on the corner of a cd plastic case and on the right is a photograph showing a view of the bottom of the bottle in my hand. I wondered if it may have contained laudanum (opium) which was often sold in small quantities for problems such as tooth ache. I have found similar small bottles one of which is a deep green in colour. Below left – the green bottle, centre Dr Morse bottle.





Above is a rubbing taken from a brown glass Kilner Bros bottle.







Above glass pieces from The Quarry Dump – the blue bottle is one of a few found and probably contained medicine.



Above broken pieces from The Quarry Dump. Bottom clear glass is part of Felton Grimwade bottle and on the right is Californian Fig ... San Francisco bottle.

## PERFUMES & TOILETERIES

In one of the Howie's Cottages dumps I found the remains of a squashed metal toothpaste tube – well flattened as its contents were squeezed out. Still discernable is the label that states that it is an Ipama toothpaste. It is the only one found. It was amongst rubbish burnt at the time of a tenant's departure from 1 or 2 Howie's cottages in 1929 or 1930. Amongst the rubbish in this dump was a broken beer bottle with the date 1927 on the front, remains of a burnt suitcase (clips); and parts of a woman's suspenders along with numerous other broken bottles, crockery, doll's head etc.

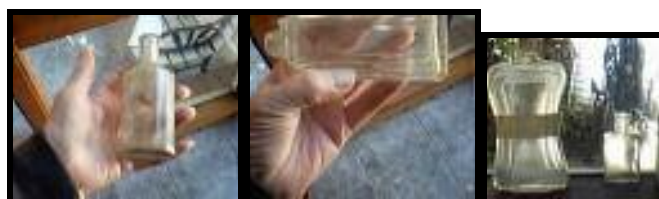
Many bottles have been found in the park's dumps that were used for toiletry purposes. Following are examples of the bottles of that contained products used for this purpose.



Above is an example from e-Bay. Similar bottles have been found in the park.

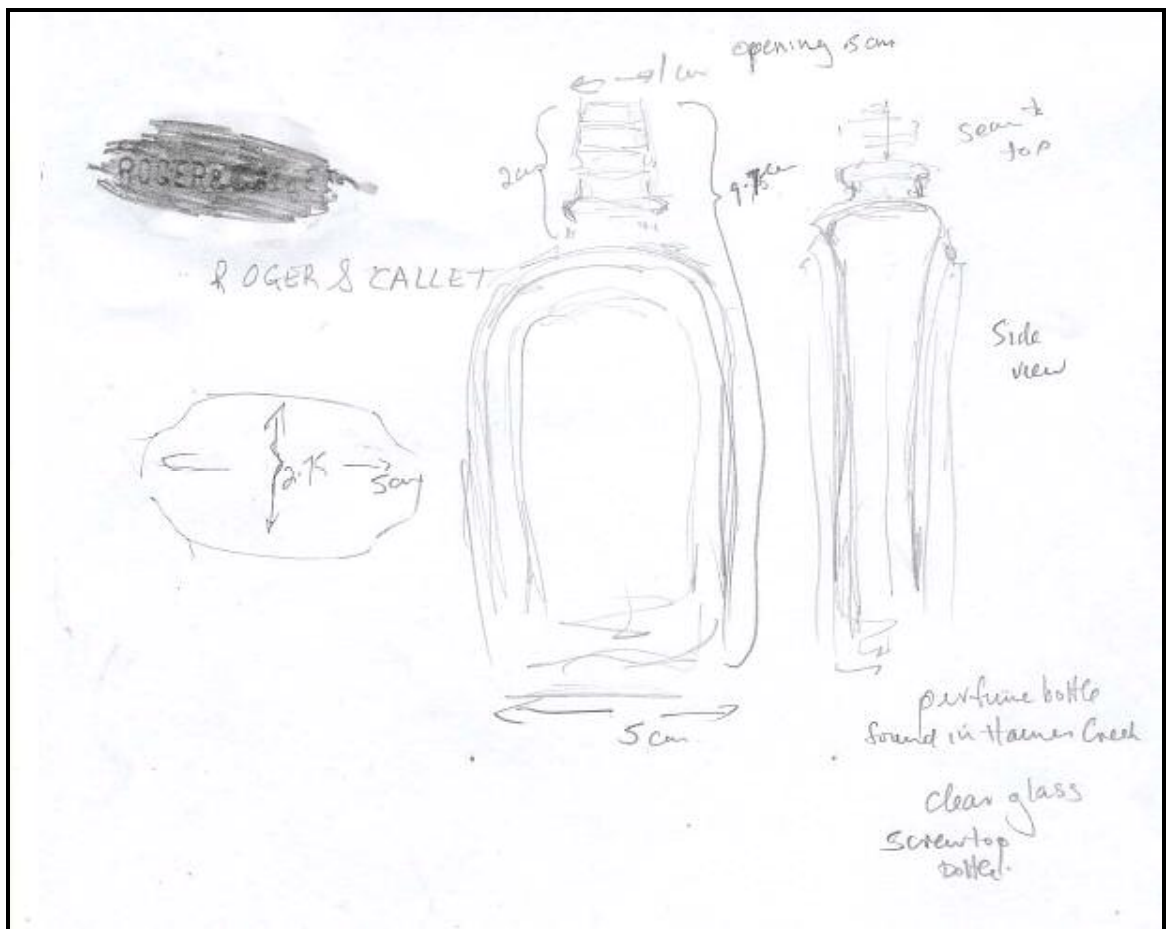
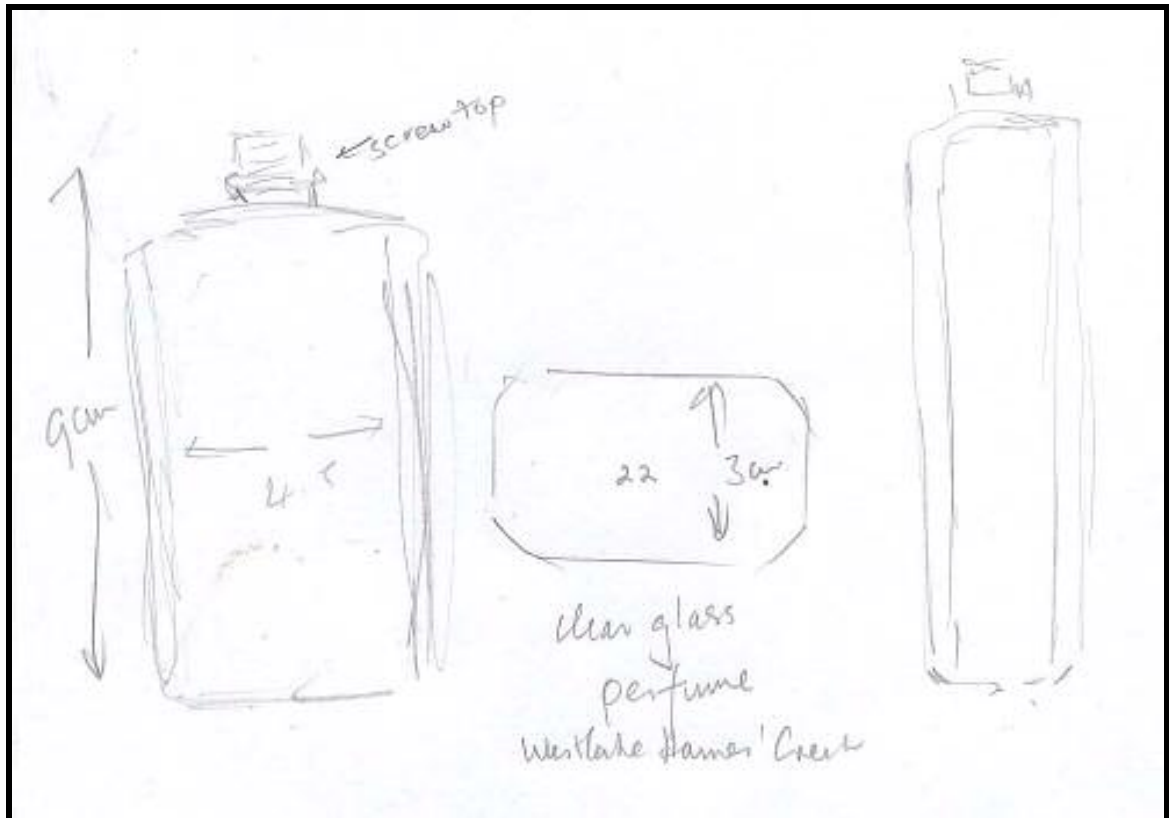


Above is a part rubbing from the base of the bottle shown in diagram form on the next page. The base is concave and difficult to get a good rubbing. The words around the base are *COLGATE NEW YORK* and in the centre *PERFUMERS*. The glass is clear.







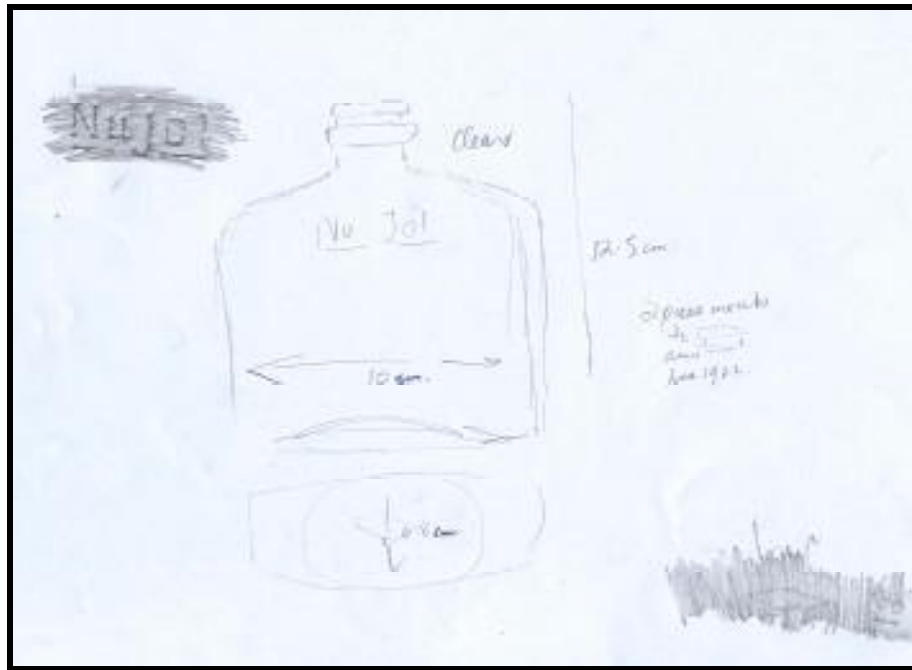




Above and below – two sizes of Brylcreem bottles found in the park. The product was used by men to keep their hair in place. I have seen another Brylcreem bottle is bigger again than the one shown below. It is the size of the Bushell's Coffee jars.







The above bottle was found in the creek in *The Gap* and probably contained a hair oil?



Below are examples of perfume bottles found in the park.



Several bottles with *PACIFIC* embossed on them – unknown purpose – may have been used for medicines or perfumes etc? Below left is one from my collection that is light blue in colour.



Above right is a photograph of perfume bottles found on e-Bay. Similar examples to the bottle on the left have been found in the park.

Below is a drawing of a nail polish bottle and probably dates from the 1950s. It was found in the creek that runs through *The Gap*.

