

Analysis on Herbal Medicine and Survival of the Fittest: How American Citizens Depended Heavily on those Highly Educated and Advertisements in Order to Consume Universally Well-Known Products.

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Human beings are known for advancing and improving society. Yet, as a nation we continue to create bigger problems around us no matter what the consequence in order to survive. As citizens, we cannot seem to survive without the aid of someone or something else. Currently, we are dependent on the use of the Internet, cell phones, and even plastic to improve our lives, whether we need them or not. Western medicine has progressed rapidly overtime and as a result has allowed our society to have a high life expectancy. Throughout history, Americans have learned from those around them on various methods on how to survive in the new world. Americans had learned various survival skills and how to hunt for food more efficiently from the Native Americans that also included one of the most prized possessions during the late 1840s...the production of medicine. In 1850, an advertisement was released entitled *Hutchings' Journal of Health*¹ in Washington D.C. that had been the answer to many of the common illnesses that had been preventing farmers and other civilians from working. Americans from the past or present have always tried to avoid death. Americans have always depended on those highly educated, local advertisements, and western medicine to advance and live in American society.

As an American citizen, it is essential to have an education. In high school, announcements periodically remind students to apply for several colleges that can provide them

¹ American Memory, ed., *An American Capsule* [on-line]; available from <http://hdl.loc.gov/loc.rbc/rbpe.20001400>; Internet; accessed 20 April 2009.

with opportunity and a future that consists of a promised financial future...but only if...only if they pursue an education.

Since the beginning of our nation, those highly educated became dependable, reliable, and an asset to their own community. The population in the United States in the 1850s was an estimated at 23,191,876.² Americans in the 1850s in Washington D.C. and around the east coast were that of a highly educated and appreciated community that also respected fertility of women. Many consumers around the east coast had been suffering with common illnesses that prevented them from working and in result led to a sense of hopelessness for this particular society that relied on trade and fertility.

“Dyspepsia, *or indigestion, is the prevailing malady of civilized life.*”³ Common illnesses consisted of indigestion, disorder of the bowels and the stomach, disorders of the kidney, liver, stomach acid, fatigue, etc. Imagine living with these conditions as a civilian trying to make a living into a new nation that would possibly allow endless opportunities for families and the family name. All of a sudden...a moment that is supposed to be spent improving ones life would instead be filled with illness that would slow down the economic process and financial gain. Hutchings’ considered his consumers as one who was prevented from living a civilized life. A civilized life would consist of having a sense of order and purpose in human society and culture.⁴The fact that Hutchings’ within his document stated the common illnesses are preventing those of a civilized life demonstrates his concern of many of those workers who are trying to

² Brief Timeline of American Literature and Events 1850-1859 [on-line]; available from. <http://www.wsu.edu/~campbelld/amlit/1850.htm>; Internet; accessed 02 May 2009.

³ American Memory, ed., *An American Capsule* [on-line]; available from. <http://hdl.loc.gov/loc.rbc/rbpe.20001400>; Internet; accessed 20 April 2009.

⁴ Dictionary.com [on-line]; available from <http://dictionary.reference.com/browse/civilized>; Internet; accessed 20 April 2009.

improve this new country and competing with other European nations during the industrial revolution.

Opinions of the press have also been a highlight point regarding the intelligence of this society, knowing that several media sources were spreading the news of the new patent medicine from Washington D.C. to around the world. According to a statement from a representative of the known N.Y. Tribune, “*it is almost everywhere acknowledged.*”⁵ The patent medicine was indeed acknowledged as it gained consumers from around the world and popularity grew and gained the trust of loyal and consistent consumers. Hutchings’ Journal of Health was not the only publication printed as a consumer report, but several were indeed published universally that demonstrates how media press responded quickly to the patent product.⁶

Highly educated, mostly acknowledged men took many roles as journalist for example. A journalist is required to comprehend what is being written from their printing press but also what their leading competitors are writing. Newspapers lead the spread and popularity of advertisements and lead to thousands of people knowing this product. Most importantly, the fact that this society had the advantage to write for advertisements, promotions, and news to inform their community demonstrates how serious they were regarding their education. Hutchings had also published in his journal of health in the last page, a list of stores or *agents* in which he established as approves stores that have the right to sell his product. Hutchings’ displayed how as an upcoming salesman that regardless of popularity, he needed to make his product convenient in a location that would give him an opportunity to promote his product and be purchased.

⁵American Memory, ed., *An American Capsule* [on-line]; available from <http://hdl.loc.gov/loc.rbc/rbpe.20001400>; Internet; accessed 20 April 2009.

⁶ Columbia University Press, *Columbia Encyclopedia* sixth Edition, New York: Columbia University Press, 2001-07.

Hutchings knew where his popularity was growing thanks to the media, and *consumers were located and provided agents with high supply.*⁷

Vocabulary and tone of the document also played an importance in revealing the highly educated society. “*Persons residing where no agencies are established, can have the Bitters forwarded to them by remitting to Dr. Hutchings.*”⁸ Through the context in the source, Hutchings uses an impressive method of presenting his product by the use of his vocabulary and tone that makes the reader feel that he is speaking directly to them as well becoming more intimate with the audience that if successful will become a future consumer. An expansion of vocabulary reflected ones capability of intelligence and motivation to continue learning and in this society made those highly educated relatable and reliable to those less educated in the society.

Occupation became of extreme importance as it determined the level of social hierarchy one should be placed. A lawyer is known now to be somewhat of good liars and cheats but in actually during the beginning of the Industrial Revolution, a civilian’s future, property, and life depended on the advice and opinion of a Lawyer. In one of the testimonials, a lawyer is listed stating, “it will give me great pleasure to recommend the same to anyone afflicted...I do believe your invaluable medicine possesses all the virtues which has been afflicted to it.”⁹ A lawyer was recognized for his intelligence, apart of one of the most important and prominent groups, and is at the top of the social hierarchy. Readers and consumers would definitely think highly of this

⁷ The Oxford Pocket Thesaurus of Current English. The Oxford Pocket Thesaurus of Current English 2009, Oxford University Press 2009.

⁸ American Memory, ed., *An American Capsule* [on-line]; available from <http://hdl.loc.gov/loc.rbc/rbpe.20001400>; Internet; accessed 20 April 2009.

⁹ American Memory, ed., *An American Capsule* [on-line]; available from <http://hdl.loc.gov/loc.rbc/rbpe.20001400>; Internet; accessed 20 April 2009.

product, especially if a lawyer was promoting it. “By the end of the eighteenth century, lawyers possessed most of the criteria associated with a modern career.”¹⁰ In today’s modern society, we continue to appreciate education as well as those highly educated. Modern careers are looked at as something highly achieved and workers are highly respected amongst their peers knowing that it took several years to complete and discipline.

Doctors have also been looked as an essential resource along with being at the top of the social hierarchy along with lawyers. A doctors’ testimony was also an important factor that provided the community with a sense of relief in their personal lives. A chemist and druggist from Providence Rhode Island stated, *there is no mistake about this remedy*¹¹ with this testimonial within the second primary source, it provided consumers in the community a sense of relief, knowing that there were other methods of taking care of themselves and trusted the chemist that was looked to as highly educated.

Between the two occupations, the occupants demonstrate how highly educated the society was. Whether or not one was educated in the community, the fact that they knew who to go to for a sense of advice or words of wisdom regarding their lifestyle, health, and property proves that indeed had felt a sense of purpose and a desire to live life the best way possible. Sickness was taken seriously into consideration with so many citizens wanting to work and the more knowledgeable one was the more profits they had inherited, as did the lawyer and chemist. The society also relied on medical representatives from the medical field for accuracy, but most importantly, as we see in the context above regarding the chemist, doctors, etc always consulted

¹⁰ Kim, Marie Seong-Hak Europe 1450 to 1789: Encyclopedia of the Early Modern World, Gale Cengage Learning, 2004.

¹¹ American Memory, ed., *An American Capsule* [on-line]; available from <http://memory.loc.gov/rbc/rbpe/rbpe06/rbpe066/06604000/001dr.jpg>; Internet; accessed 20 April 2009.

with one another in order to make sure that the products were indeed true in both advertisements and their relationship with consumers. Chemists continued to analyze and compare new products from previous remedies; they test out and debunk many of the myths and rumors that might be spread throughout the community.

Females were also an important asset as they were valued for their fertility and convinced doctors and those highly educated that women indeed play an important role with strengthening their nation and community. Females who suffer from a morbid and unnatural condition, will find this medicine of inestimable value¹² Within the documentation, females are in bold having the vegetable dyspepsia bitters targeted directed at them in order to have them purchase helpful remedies for pregnancy and other women troubles. Herbal remedies are allies when it comes to relieving symptoms associated with women's health symptoms...they can restore balance, correct deficiencies and reinstate the health and integrity of tissues and organs including that directly affect the menstrual cycle, mood, emotions, and other aspects of health.¹³ *Hutchings' Dyspepsia Bitters* gave women an opportunity to take care of common pregnancy issues such as vomiting and other upper digestive problems that made it uncomfortable for many women to have children that were needed in order to provide their community with help regarding agriculture.¹⁴

Though women did not have the opportunity to have a highly educated position, many women had used herbal medicine for hundreds of years even before local chemists and doctors

¹² American Memory, ed., *An American Capsule* [on-line]; available from <http://hdl.loc.gov/loc.rbc/rbpe.20001400>; Internet; accessed 20 April 2009.

¹³ Hobbs, Christopher, Keville Kathi. *Women's Herbs, Women's Health*. Book Publishing Company, 2007.

¹⁴ The Oxford Pocket Thesaurus of Current English. The Oxford Pocket Thesaurus of Current English 2009, Oxford University Press 2009.

knew or patent the idea. Women became the first to establish herbal remedies.¹⁵ This fact is indeed unfortunate, regardless of the fact that women had started this medical breakthrough yet the educated male has the opportunity to gain revenue and popularity. In this society, it was essential to have an idea or where you were getting your information as well as how it applied to ones life. Education deeply affected everyone, despite different levels of education all relied on one another and even inspired upcoming children thought of education as a way of financial stability and security for their futures as America feels deeply.

Along with financial stability and having a community that informs one another for survival, medicine is deeply appreciated in this particular society especially while many are being prevented from working and doing what was intended to be accomplished in the United States.

Medicines during the 1800s were mainly herbal and had better benefits compared to other medical risks and procedures. When it comes to mixing herbs, they do not create greater risks; they just blend in harmony with natural ingredients that are less harmful to the body. Most of the ingredients were from everyday food intake, many civilians were not educated in the medical field to come up with a hypothesis of what could possibly be completed with simple and significant objects such as vegetable to create *Dyspepsia Bitters*. Many of the medications taken by Americans usually contain side effects and a combination of what one needs to take sometimes also includes additional medication to prevent or treat frequent side effects.

While surgeons theorized why some patients died of infections (sepsis) and others did not, our natives were very familiar with the role of pathogens that could cause infections and

¹⁵ Hobbs, Christopher, Keville Kathi. *Women's Herbs, Women's Health*. Book Publishing Company, 2007.

created salves to clean off wounds and kill of the pathogens that could cause infections.¹⁶The society was already known to be highly educated enough to realize why so many in the community were getting sick and according to *Hutchings' Dyspepsia Bitters*, mainly people weren't immune to the new world environment and infections began to spread. In the testimonials, Americans had shared their personal experiences from the herbal medicine that relieved them of common sickness, and eventually it received respect universally. The radical concept of traditional folk medicine is that the disease is curable, i.e. organism can be returned to self-regulation and health.¹⁷

Those consumers who had read the publication consisted of those highly educated such as a lawyer, and in addition to several writers from popular publications acknowledging and reporting news to thousands who have read the advertisement. The medicine became acknowledged deeply for being known to be *inestimable*. *The medicine is inestimable with countless possibilities that relieve several symptoms such as a disorder of the stomach, and bowels, biliousness, yellowness of the skin, want of appetite.*¹⁸ The benefits of the medicine were that through the testimonials, no one had reported any discomfort or any side effects.

This medicine was indeed embraced by the public as only vegetable and plant based materials had been used which eventually lead many to feel cured and immune to their own environment. “*Dear Sir:-, I have been sick and your “Dry Up” has cured me.*”¹⁹ Testimonials

¹⁶ Wellness Directory of Minnesota. The History of Medicine 1800-1850. Wellness Directory of Minnesota, 2003. <<http://www.mnwelldir.org/docs/history/history03.htm>>

¹⁷ Wood, Matthew. The Practice of Traditional Western Herbalism: Basic Doctrine, Energetics, and Classification North Atlantic Books, 2004.

¹⁸ American Memory, ed., *An American Capsule* [on-line]; available from <http://hdl.loc.gov/loc.rbc/rbpe.20001400>; Internet; accessed 20 April 2009.

¹⁹ American Memory, ed., *An American Capsule* [on-line]; available from

gave a sense of truth and stability as Hutchings' continued to tell consumers that they had more to gain and they did as they became immune with their environment. The vegetable and plant based ingredients were generally grown from the backyard of a farmer or in Hutchings' nearby neighborhood, Native Americans orientated with the idea of using herbal medicine as a form of relief.²⁰ Consumers made sure that the patent medicine had been in everyone's household due to the success of the medicine. Herbal medicine allowed many consumers to feel restored once again and many consumers would take the medicine without having to worry about an issue of an overdose due to the non-toxic ingredients. *"In consequence of not fully understanding the directions, I swallowed almost every dose of the first four bottles of it, yet it did not hurt me; indeed it did not hurt me at all...."*²¹ Their level of education was not needed to take the medicine, even though it contained directions, it was completely harmless and was greatly appreciated from consumers.

Through education many highly educated occupants not only provided their community with a sense of relief from illnesses that overtime became almost non-existent and manageable but it gave several media business a chance to grow and spread news to those in their community but to also other countries that have become a competitor during the economic boom. The United States did not exceed the United Kingdom in per capita income until the late nineteenth century, according to most economic history accounts. Nevertheless, its labor force was considerably

<http://memory.loc.gov/rbc/rbpe/rbpe06/rbpe066/06604000/001dr.jpg>; Internet; accessed 20 April 2009.

²⁰ Wood, Matthew. The Practice of Traditional Western Herbalism: Basic Doctrine, Energetics, and Classification North Atlantic Books, 2004.

²¹ American Memory, ed., *An American Capsule* [on-line]; available from <http://memory.loc.gov/rbc/rbpe/rbpe06/rbpe066/06604000/001dr.jpg>; Internet; accessed 20 April 2009.

more agricultural than was Britain's throughout the nineteenth century. These two facts raise the distinct yet ironic possibility that America was more productive in the fastest growing sector-- manufacturing--than was the world's first industrial economy. That Douglas A. Irwin and co-author Stephen N. Broadberry who find that Britain led the United States in labor productivity in services explore conjecture, the two were about equal in agriculture, but America led in industrial labor productivity from 1840. The catch-up of the United States to Britain in per capita GNP came about mainly because of a shift out of low-productivity agriculture but also because service productivity increased relatively in the United States.²²

Advertisements since the late 1800s, have become increasingly popular not only as another form of communication that transports consumer information but also informs the supplier of what their consumer might need due to several testimonials of unpleasantness, especially medically. Advertisements played an important economic role in this society as it helped progress the new nation. Throughout history, advertisements have always seemed to get into the heads of consumers by playing with their emotions or most importantly, using recognizable and intimate authority figures to help sell their product. Representation played an importance as a lawyer stated; "*I find from personal experience that this article is fully equal to the representation to which it has attained.*"²³ Any product that was being portrayed as positive towards the public by an important figure influenced sales and triggered emotions such as trust between a lawyer and the community.

²² S.N. Broadberry and D. A. Irwin, "Labor Productivity in Britain and America during the Nineteenth Century," NBER Working Paper No.10364, March 2004.

²³ American Memory, ed., *An American Capsule* [on-line]; available from <http://hdl.loc.gov/loc.rbc/rbpe.20001400>; Internet; accessed 20 April 2009.

With such positivity spreading throughout the community or by *word of mouth*, eventually as a manufacturer you would have to sell large quantities of your product at an affordable price. Hutchings' therefore sold his vegetable herbal remedy for only fifty cents per bottle. Indicating that this society in particular has enough money to purchase this product in large quantities as it is recommended throughout the community also shows how that through publication Hutchings' has informed himself of his consumers and their needs.

A statement from H.H. Burington, Esq. States, *I perceive, by the Boston Journal, which you are general agent for the sale of Dr. Wadsworth's Dry Up, for the Catarrh*²⁴. Exposure and consistency allowed the society to gain a sense of trust along with the dynamic reviews that the herbal medicine had received. *Hutchings' Dyspepsia Bitters* gave consumers a positive perception of the product that eventually leads the society to believe that the new medicine would be reliable. *Reliability*²⁵ in bold within the primary source that helps determine its consistency and that it had indeed been reliable and considered the first product that many went to in order to prevent themselves from feeling progressed symptoms of the common upper intestinal illnesses.

"The reader will find looking over the following testimonials, they are not 'got up' for the occasion; but that are bona fide letters from the gentlemen living in our midst, and who can be

²⁴ American Memory, ed., *An American Capsule* [on-line]; available from <http://memory.loc.gov/rbc/rbpe/rbpe06/rbpe066/06604000/001dr.jpg>; Internet; accessed 20 April 2009.

²⁵ American Memory, ed., *An American Capsule* [on-line]; available from <http://memory.loc.gov/rbc/rbpe/rbpe06/rbpe066/06604000/001dr.jpg>; Internet; accessed 20 April 2009.

seen daily at their places of business."²⁶ According to Dr. Hutchings, within the text is sure that the testimonials listed have and are truly genuine from those who have actually used the product and are willing to share their experiences. He also states that they are not 'got up' meaning that those who have testified are not false and are true genuine accounts of their experiences. Until the 1800s, most drugs were given by mouth as preparations of crude plants: ground-up leave, flowers, and roots, or teas, extracts, and tinctures of them.²⁷ Hutchings' remedy truly does work, since he is willing to promote his product as a publication with several testimonials of those from different social hierarchies and concludes that, as a manufacturer has nothing to hide to consumers.

Many of the publications, especially those popular as the *Boston Journal* displayed common symptoms experienced from consumers such as vomiting, nausea, irritable bowl syndrome, etc that were highly displayed consistently to make sure purposely that they had reached their entire demographic. A one size fits all approach gave this product an edge as did many other products that had received unprecedented exposure for their success that lead to a financial gain for the new world.

Hutchings' had published in his journal of health in the last page, a list of stores in which he establishes approved the stores that have the right to sell his product. Publication made the communication between the consumer and manufacturer possible as circulation increased and telephone service was non-existent. The New York Times for example founded in 1851 by Henry J.Raymond and achieved worldwide coverage and circulation, which it had retained. The

²⁶ American Memory, ed., *An American Capsule* [on-line]; available from <http://hdl.loc.gov/loc.rbc/rbpe.20001400>; Internet; accessed 20 April 2009.

²⁷ The Natural Health Perspective., *How Natural Healing Developed In America* [on-line]; available from <http://naturalhealthperspective.com/tutorials/healing-in-america.html>; Internet; accessed 30th April 2009.

rotary press, a huge automated roll-fed printing press made high production rates possible to increase circulation. Newspaper circulation increased in order to keep up with the growing population.²⁸ This same process would be for agriculture and marketing, newspaper has the ability to have the similar affect of supply and demand due to the growing economy.

Before the uses of this newly establish patent medicine, other alternatives had consisted of side effects. Opium had been used as another plant based medicine but with strong side effects that make Hutchings' herbal medicine preferred by majority of the community. Opium was a genuinely effective against the gastrointestinal diseases that were epidemic in the cities of 19th Century England and America.²⁹ Opium comes from the poppy based plant that is a dark and yellowish color known for its instant relief from pain(s) due to its chief active principle is the alkaloid morphine, a narcotic.³⁰ Opium users describe experiencing a feeling of calm and well being.³¹ Plant based ingredients become more comfortable to the body and helps this society become immune to their new environment and world.³² Publication gave consumers an opportunity to compare and contrast their options for their own well being independently. In comparison with our current nation, especially in the Internet as consumers we usually search

²⁸ Columbia University Press, Columbia Encyclopedia sixth Edition, New York: Columbia University Press, 2001-07.

²⁹ McCoy, W. Alfred. Opium History, 1858 To 1940. Harper & Row, Publishers Inc. 1972 [on-line]; available from. <http://www.a1b2c3.com/drugs/opi010.htm>; Internet; accessed 30 April 2009

³⁰ Columbia University Press, Columbia Encyclopedia sixth Edition, New York: Columbia University Press, 2001-07.

³¹ Columbia University Press, Columbia Encyclopedia sixth Edition, New York: Columbia University Press, 2001-07.

³² Hobbs, Christopher, Keville Kathi. Women's Herbs, Women's Health. Book Publishing Company, 2007.

and dig deeper into depth regarding our resources, reviews, and comments that we use to base what doctor, hotel, or professor we might sign for. Throughout the documentation, a testimonial from a chemist who had previously acknowledged opium states both pro and cons of both medical breakthroughs.

When a publication remains unbiased, two things can happen (1) gain more readers because most likely the truth is being decided by the reader based on facts and information by the distributor itself or (2) people wouldn't read it because the audience might think that there might be a catch especially when a product is being advertised. *Hutchings' Journal of Health* gained many readers and consumers that gained a dynamic positive response that lead to many recommendations to family, friends, and people who would find this product of importance.

Since the beginning of patent medicine in this society, we still as a nation see education as a priority and a survival skill for life. Just as Charles Darwin's theory, *Survival of the Fittest* we still are relied and judged based on our education. The motivation to provide a public school education for all children was twofold. First was the desire to indoctrinate them with religious teachings to assure the continued existence of a devote and moral populace (and regular church attendance). A law passed in 1647 in the state of Massachusetts often called the "Old Deluder Law" makes reference to "...one chief object of that old deluder, Satan, to keep men from the knowledge of the Scriptures..." A second motivation for providing public education was the need to educate for social, economic, democratic and national reasons. By the time of the Revolutionary War, people were less homogeneous, and there was a commonly held belief that the democratic representative government would fail unless the state took a real responsibility in

educating the children of all people.³³ Americans greatly appreciated medicine, especially with demanding and hectic lifestyles and cannot afford to stop in the middle of our fast-paced society. Compared to other countries, America is number one when it comes to dealing with the most severe factors of diseases and common illnesses due to the stressors in our life.

Everything has become a competition from receiving interviewees for a high-paid position at a well known company or continuing education with hundred of credits to fulfill, Americans put more on them each and everyday. Americans have also started this nation with natural resources and organic foods provided with no costs and as centuries had passed America have hundreds of fast-food chains. Processed and manufactured foods have created sicknesses and obesity amongst our nation. Americans also do not provide the labor established during the early years of America and have become lazier and less familiar with exercise. Overtime, an American can accumulate preventable diseases that will eventually lead to several medications that might even corrupt ones lifestyle or body, yet Americans do whatever that is necessary to continue to become *the survival of the fittest* but not fit.

As Americans, we are now depending on the use of organic foods and eco-friendly tools to help us regain our society from global warming and obesity. Advertisement has also become an influence on our society and our lifestyle as it did in the late 1840s. Americans also continue to find ways to improve themselves including their well being in order to progress in society. Overall, though we try to escape reality; history does not repeat itself, yet only people still do.

33 Harper, Charles A., "A Century of Public Teacher Education", 1970. Greenwood Press, Publishers, Westport, CT. Ornstein/Levine, "Foundations of Education, 5th Edition", 1993. Houghton Mifflin Company, NY.