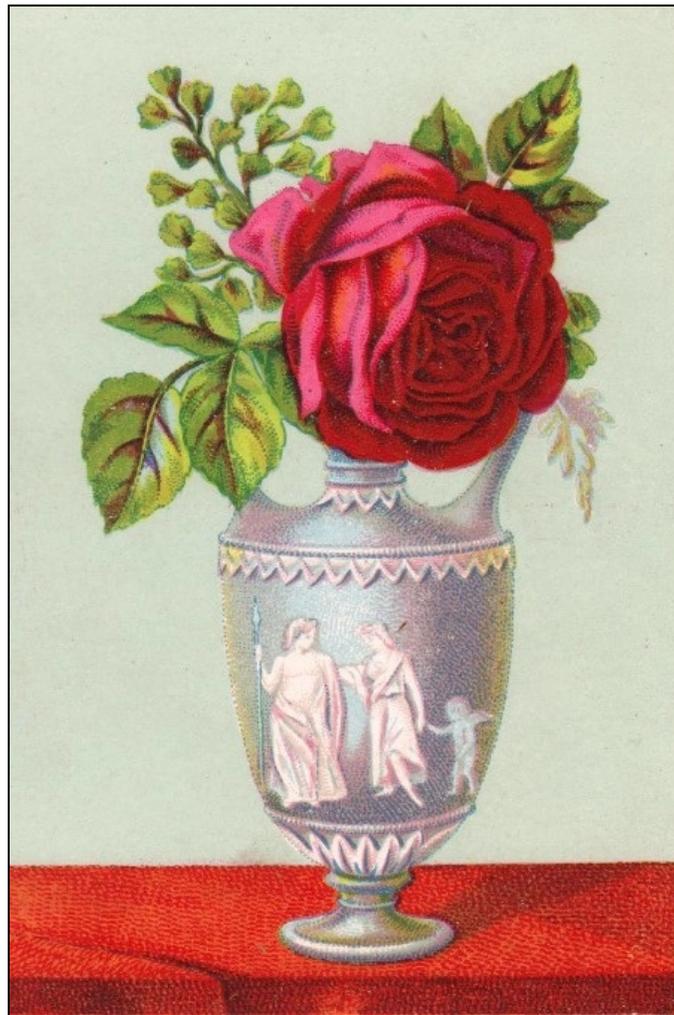


Chapter 3
Early El Paso Drug Stores
Trade Cards



Bill Lockhart
2015

Chapter 3

Early El Paso Drug Store Trade Cards

Bill Lockhart 2015

Black-and-white trade cards became a form of advertising during the late 18th century. Their use gradually increased, but the 1876 Philadelphia Centennial celebration marked the date when color lithography made its debut on trade cards, replacing the older black-and-white medium. These cards became the advertising standard, and businesses such as grocery stores handed them out by the dozens. The cards advertised everything, but cards for medicinal products were some of the most popular, and people began to collect all types. The popularity peaked ca. 1890 and gradually diminished until the cards had all but vanished by 1900 (Crane 2014; Purmell 2014).

Such cards were certainly ubiquitous in El Paso, probably with the coming of the railroad in 1881. Certainly, there would have been some use of the cards earlier, but the railroad truly connected the city with the outside world. Of the eight El Paso trade cards in my collection and eight more that I have found on eBay (total of 16), ten cards represented four drug stores. Only two of those druggists appeared in any extant city directory. Other cards represent other bottle-related businesses in the city. One card is for a beer and liquor distributor, and the remaining four are from two grocers. I have addressed these business in alphabetical order.

The El Paso Trade Cards

Albers Palace Pharmacy (1885-1903)

On January 1, 1885, the El Paso Times gave brief descriptions of some of the older businesses in town. The newspaper noted that A.K. Albers & Co.

opened their drug store on El Paso street last March [i.e., March 1884]. They keep always on hand a large stock of every thing [*sic*] in their line, including patent and non-secret remedies. In addition, they handle a fine line of choice cigars, toilet articles and English cutlery. Special attention is paid to the

prescription department which is open night and day, and prescriptions are compounded at all hours from the purest drugs.



Figure 3-1 – Albers Palace Pharmacy card, 1888

Under the name Albers Palace Pharmacy, the business placed its listing on a trade card for “Rich Mikado Cologne Prepared only by Fleming Bros.” The card also offered a “Beautiful Calendar” for 1888 (thereby dating the card) and Ivory Polish for the Teeth – also by Fleming Bros. The local area of the card claimed that Albers carried “Pure Drugs & Toilet Articles” at 109 San Antonio St. (Figure 3-1). An ad in the *Socorro Bullion* for July 24, 1888, called the business the Palace Drug Store

and News Stand, operated by A.K. Albers & Co. The 1888 Sanborn Fire Insurance Map shows the building on the north side of San Antonio St., fifth business west of Oregon St. The west side of the drug store faced the alley of Block No. 6, with a corner entrance at the intersection of alley and the street (Figure 3-2).

A.K. Albers still operated the business at the same address, when it was first listed in the city directory in 1892 – eight years after the store opened. During that same year, the *Bulletin of Pharmacy* (1892:342) noted



Figure 3-2 – 1888 druggists’ locations (Sanborn Map, 1888)

that “A.K. Albers & Co. . . have the soda water trade of the city. Vichy and phosphates is the celebrated and much sought after drink with them.”

Albers was mayor of El Paso from April 14 to April 20, 1894. Although Albers ran for the office, once elected, he declined to serve, so another election was held, and R.F. Johnson replaced him (City of El Paso 2014; Sonnichsen 1968: 355). For a biographical sketch of Johnson and a history of his soda bottling firm, see Lockhart (2010).

The *Druggists’ Circular and Chemical Gazette* for March 1903 noted that “A.K. Albers of El Paso recently sold out his drug business to the new and enterprising firm of Ferguson & Braun. He has purchased the business of Irvin & Co. and will occupy their old stand.” Albers renamed the business the El Paso Drug Store. Braun & Fergusson (the correct firm name) moved to 307-309 St. Louis and became a wholesale drug outlet.

Table 1 – Probable Chronology of the Place Drug Stores

Date	Event
March 7, 1881	A.L. Nicolls opened the Palace Drug Store, El Paso St. & Little Plaza
ca. 1882	Williamson’s City Drug Store, 35 El Paso St.
January 1883	Nicolls begins construction on the new store at 405 S. Oregon
February 1883	Someone – probably Nicolls – offers a drug store for sale
April 14, 1883	Fire destroyed City Drug; Williamson never reopened
March 1884	A.K. Albers & Co. opened
September 1884	Fred Borradaile – Palace Drug Store and Pioneer News – 35 El Paso St.
April 1885	Borradaile sells “Palace Book and News Company” John S. Kiersky
1888	Nicolls listed as druggist at his home address – no reference to “Palace”
1888	Albers Palace Pharmacy, 109 San Antonio St.
March 1903	Albers sold to Braun & Ferguson and purchased the former Irvin store

The “Palace”

Since three druggists used the name “Palace” within a five-year period, I need to discuss both the historical evidence and narrative interpretation of the probable sequence of events and the reason they transpired. The historical evidence is summarized in Table 1.

Placing these historical glimpses in perspective requires a bit of speculation. Nicolls certainly opened the Palace Drug Store on March 7, 1881. Fred H. Borradaile likely purchased the Palace Drug Store from Nicolls probably in early to mid-1883. Borradaile rebuilt at the former location of L.H.L. Williamson’s City Drug (see below) – probably for more space. Most of the lots near the intersection of El Paso St. and Little Plaza were small – as shown on the 1883 Sanborn Map. After a run of bad luck, Borradaile sold the “Palace Book and News Company” to John S. Kiersky in April 1885 and moved to either Ciudad Juárez or Detroit.

Meanwhile, A.K. Albers had opened his store in March 1884 on San Antonio St. With the 1885 sale of Borradaile’s business, the term “Palace” was no longer connected with the drug industry, so it was free. At some point – certainly by 1888 – Albers named his business Albers Palace Pharmacy or Palace Drug Store and News Stand. In 1903, Albers sold to Braun & Fergusson, who converted to the sale of wholesale drugs, and Albers named his new location the El Paso Drug Store. The Palace was no more.

As a postscript, another Palace – this one, the Palace Drug Co. – appeared in the 1917 city directory and remained listed until the 1945 edition at 700-702 E. San Antonio, the New City Market Bldg. The firm was no longer listed in 1948 – the next extant directory. G.D. Kilcrease owned the store in 1929. On the Census of Distribution, he noted that he had three male employees (no females) and paid them a total of \$1,600 for the year. His stock on hand was worth \$3,500, and his annual sales were \$21,600. When Gilcrease closed, the Palace name once again retired.

City Drug Store – L.H.L. Williamson (ca. 1882-1883)

None of the very early sources mentioned the City Drug or Williamson. The City Drug Store, however, was established prior to February 14, 1883, when Williamson placed a notice in

the *El Paso Lone Star* that his business was *not* for sale. The *El Paso Times* had published an ad a few days earlier that an El Paso drug store was for sale. The ad failed to include either the name of the store or of the owner (although the business probably belonged to A.L. Nicolls – see below), and Williamson was apparently becoming weary of questions. It is thus highly likely that Williamson opened the City Drug Store during 1882.

In 1883, the only drug store on the west side of El Paso St. (on Block 16) was W.A. Irvin – who sold to A.K. Albers in 1903. Therefore, that location was not available during the period when trade cards were in general use. The 1885 Sanborn map, however, showed a second drug store on the west side of El Paso St. – on Block 15, 11 businesses south of W.A. Irvin – at 35 El Paso St. (Figure 3-3). This location was marked “Books & Drugs.” The site was filled by a saloon (now No. 207 El Paso St.) on the 1888 map.

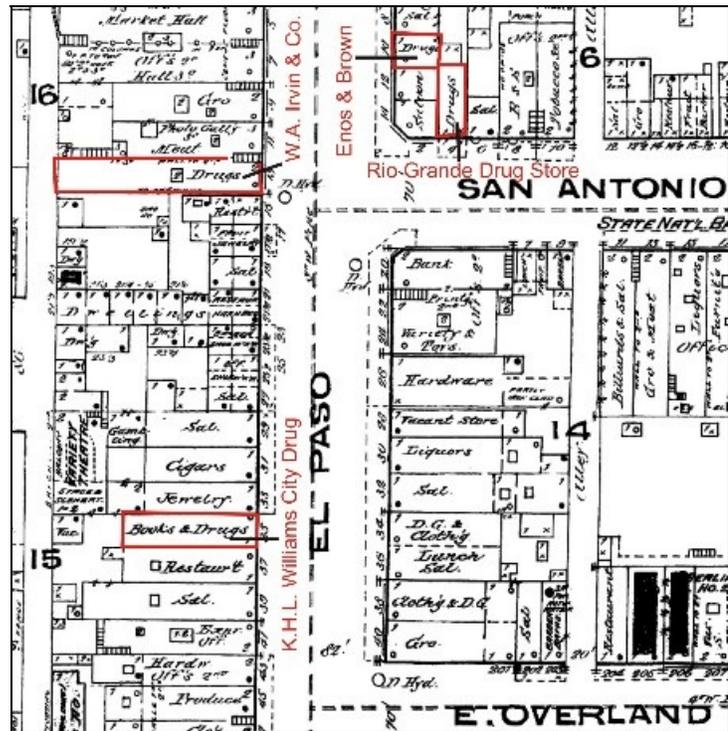


Figure 3-3 – 1885 druggists’ locations (Sanborn Map, 1885)

Williamson’s City Drug was involved in one of the worst fires of El Paso’s early days.¹ On April 14, 1883, the *El Paso Lone Star* reported that “a fire broke out in some rubbish in the rear of Williamson’s drug store and Kern’s jewelry store on El Paso street” about 2:00 AM. Because of high winds, the blaze “completely destroyed the Senate saloon, P.E. Kern & Co.’s jewelry store, L.H.L. Williamson’s drug store, Kaplan & Co., fancy goods store, and Disman & Co.’s clothing store” in about two hours. Several other businesses were damaged but saved, including W.A. Irvin & Co., just up the block. The paper reported that there were “some suspicions that the fire was the work of an incendiary [arsonist], but this is simply conjecture.”

¹ Sonnichsen (1968:252) also recorded the fire.

It was the end of City Drug. On July 4, the *Lone Star* reported that Williamson had “bought out Bank Exchange saloon” and planned to “take out the partition between the bar and the present gambling room and put billiard tables in the rear.” The *Lone Star* called him “Doc” Williamson, but whether he was an M.D. or if the appellation was honorary was not made clear. John Julian (of Julian & Johnson, El Paso liquor dealers – see Lockhart 2010, Chapter 6) purchased the saloon at the end of October 1883, and Williamson left for the East soon after (*El Paso Lone Star* 10/31/1883, 11/2/1883).

Williamson’s City Drug Store offered at least one trade card (Figure 3-4). The front of the card showed a Grecian urn with a single rose, while the back gave us little information. We know from the card that L.H.L. Williamson was the principal of the firm and that the store filled prescriptions and carried patent medicines and the typical goods of a drug store. The business was on the west side of El Paso St.

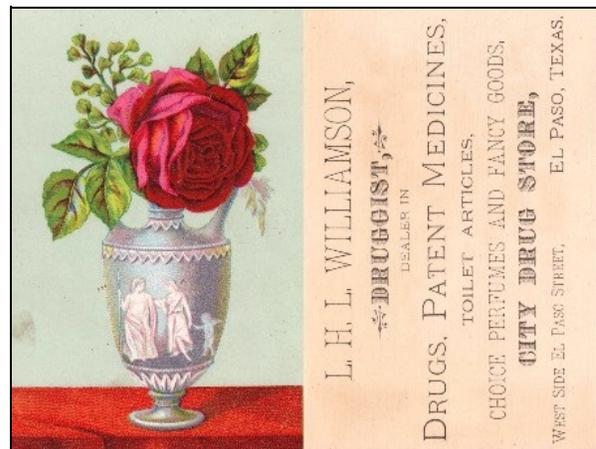


Figure 3-4 – City Drug Store card

The Palace Drug Store and Pioneer News – Fred H. Borradaile (ca. 1884-1885)

The 1885 city directory included an ad for the Palace Drug Store and Pioneer News Depot at “No. 35 West side El Paso St.” The owner was Fred H. Borradaile, and he advertised “Drugs, Patent Medicines and Toilet Articles Books, Stationery and Periodicals.” Borradaile was certainly in business at Williamson’s old location by September 7, 1884, when the *Lone Star* reported that

A portion of the rear wall of the building occupied by F.H. Borradaile as a drug store fell down during the last rain. The entire weight fell upon an adobe kitchen standing in the rear of the store, completely demolishing it. The legs of a table standing in the kitchen were entirely driven into the ground and in fact every thing in the kitchen was a total wreck. Fortunately no one was in the kitchen at the time.

Borradaile's luck with the building apparently remained bad. On April 7, 1885, he sent a letter to the *Lone Star*, and the paper published it the next day:

I have sold my entire book and stationery stock to Mr. John S. Kiersky, who will continue the business at the same stand under the style of the Palace Book and News Company. I solicit for the new company the same liberal patronage and support as has been extended to me.

Borradaile remained in the 1886 directory but had vanished by 1888. Even though he made no mention of the drug part of the business, he had likely had enough. When Borradaile was appointed as the State Analyst for Michigan in the Dairy and Food Commissioner's Dept. in 1897, the *Druggists' Circular and Chemical Gazette* (1897:14) noted that he had been a druggist at Ciudad Juárez, Mexico, as well as El Paso, before moving to Detroit.

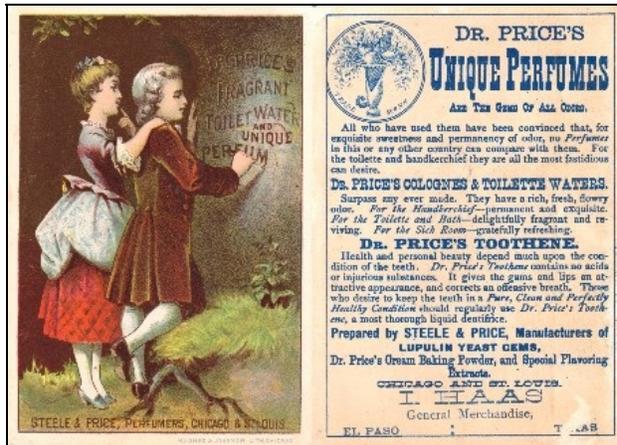


Figure 3-5 – I Haas card

I. Haas, Grocer (ca. 1882-at least 1887)

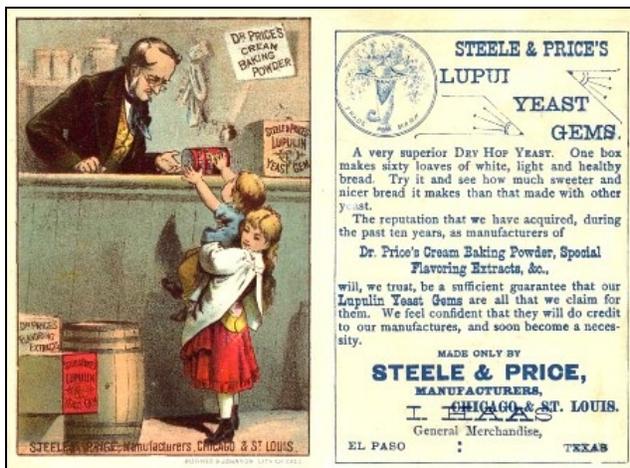


Figure 3-6 – I Haas card (eBay)

In his 1913 memoir of Christmas Day 1881, L.H. Davis, owner of the Rio Grande Pharmacy (see Chapter 4), recounted that the grocery store of I. Haas was on “the east side of [El Paso] street” in the early 1880s (Long 2010). The first mention I have found in primary sources was on a list of merchants from the February 17, 1883, edition of the *El Paso Lone Star*. The *Lone Star* further

reported that the “electric light company . . . lit the lamps” in several businesses, including the “I Haas’ grocery store” on February 4 of that same year. He was one of the early merchants to receive electricity.

Haas moved to “his new and spacious store” on the Mundy block – probably the location remembered by Davis – on April 1, 1885. The Lone Star noted that the location was “recently occupied by R.L. Hardy” (see White & Hardy section below). Haas was still in business as a wholesale merchant in 1887 (McKinney 1892).



Figure 3-7 – I Haas card (eBay)

Haas was survived by at least three trade cards, all distributed by Steele & Price of Chicago and St. Louis. All three illustrated scenes that focus on Dr. Price’s products made by Steele &

Price. The cards advertised Lupulin Yeast Gems as well as Dr. Price’s Flavoring Extracts, Perfumes, Colognes, Toilette Waters, and Cream Baking Powder. The back of each card was simply stamped “I. HAAS / General Merchandise / EL PASO TEXAS” or “I. HAAS / EL PASO, TEX.” (Figures 3-5 to 3-7). Although there are some variations, Dr. Price’s Special Flavoring Extracts bottles are ubiquitous (Figure 3-8).



Figure 3-8 – Dr. Price’s Special Flavoring Extracts (eBay)

W.A. Irvin & Co. (ca. 1882-1903)

The *El Paso Times* for January 1, 1885, noted that

W.A. Irvin & Co., wholesale and retail druggist, is one of the oldest firms in their line in El Paso. In addition to their large drug establishment the firm are [*sic*] the most extensive news agents in El Paso, and have always on hand a choice assortment of toilet articles and stationery of every kind.

The 1883 Sanborn Fire Insurance Map showed the store extending from El Paso St. to the alley in back, with a stairway to the second floor, possibly the dwelling of the druggist (Figure 3-9). Although the numbering system changed several times (from 613 in 1883 to 13 in 1885 to 113 from 1888 on), the different numbers still represented the same location where the store remained for its entire existence. Irvin probably opened sometime in 1881 or 1882.

The same April 14, 1883, fire that destroyed Williamson’s City Drug damaged the front of the Irvin & Co. store. The June 2 edition of the *Lone Star* noted that Irvin “shipped a stock of drugs and medicines to Huejuquilla, Mexico, where they will open a branch store under the management of Dr. Ross and William Edgar.” I have not discovered how long the Mexican branch remained in business.

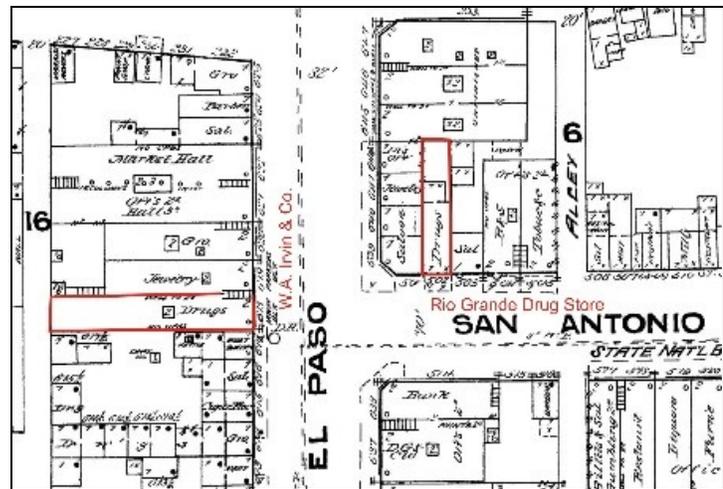


Figure 3-9 – 1883 druggists’ locations (Sanborn Map, 1883)

The *Lone Star* announced that W.A. Irvin & Co., in conjunction with White & Hardy and Francis Parker began the “erection of a brick block [i.e., three conjoined buildings] on El Paso street at the head of San Antonio” on June 16. Each building had a 23-foot frontage and was 134 feet deep. Both Irvin and White & Hardy were two stories tall, while Parker reached the third floor. All were to have “iron and plate glass fronts.” The “iron front” arrived on July 25. By October 6, Irvin had moved in and was open for business (*El Paso Lone Star* 6/16/1883, 7/25/1883, 10/17/1883).

Irvin advertised as the El Paso Drug Co. in the 1885 city directory, “Wholesale & Retail Druggists and dealers in Books and Stationery, School Supplies, Paints, Oils, Brushes, Wall

Paper, Window Glass, Toiletry Articles, Genuine El Paso Onion Seed for sale.” As noted above, A.K. Albers purchased the Irvin establishment in 1903. Also, see a bottle from W.A. Irvin in Chapter 4 and a photo of the establishment in Chapter 6.

Irvin’s Trade Cards

Irvin carried at least seven advertising trade cards that have survived. Most had the same message – in either English or Spanish. The front of one card showed a drawing of two children playing with a lobster on a beach (Figure 3-10). The text on the back read:



Figure 3-10 – W.A. Irvin “lobster” card

W.A. Irvin & Co.
Wholesale and Retail Druggists,
— Dealers in —
Books and Stationery,
El Paso St., El Paso, Texas
Call and See our Large Assortment of Holiday Goods.

Another card showed a drawing of two little girls fishing (Figure 3-11), with a back message of:

W.A. Irvin y C^A
DROUGISTAS
Por Mayor y Menor,
Comerciantes por
LIBROS, PAPEL, PARA ESCRIBIR Y PLUMAS
ETC. ETC.,
Calle de El Paso EL PASO, TEX.
Venid y examinar nuestro surtido inmenso de los
efectos para las dias de fiestas

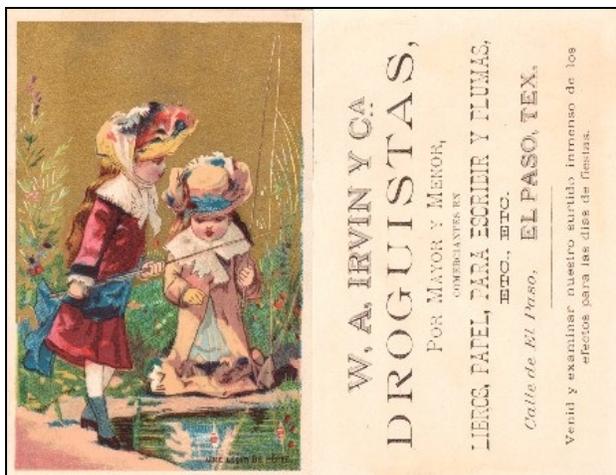


Figure 3-11 – W.A. Irvin “fishing” card

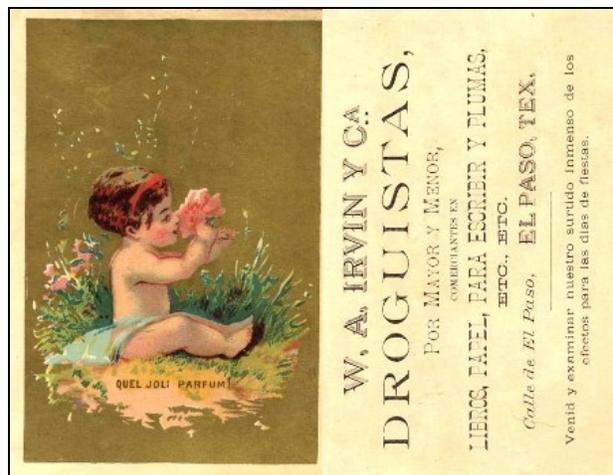


Figure 3-12 – W.A. Irvin “rose” card (eBay)

The emphasis on Spanish was explained by the *Bulletin of Pharmacy* (1892:342), when it noted that “WA Irvin & Co of EI Paso, Tex., are doing a very nice jobbing trade with Mexico and surrounding country.” As noted above, Irvin also opened a Mexican branch of the store.



Figure 3-13 – W.A. Irvin “3 girls” card (eBay)

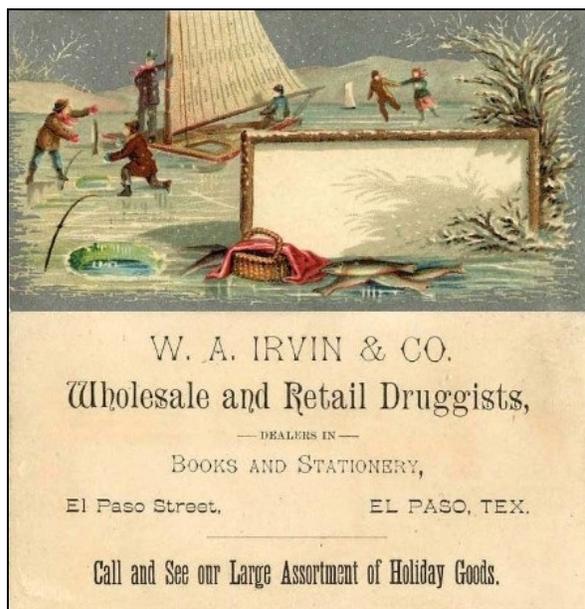


Figure 3-14 – Irvin “winter scene” card (eBay)

Other cards showed a little girl smelling a rose (Figure 3-12), three little girls all dressed up (Figure 3-13), a winter scene with a church in the background (3-14), and an ice fishing scene (Figure 3-15). Each of these had one of the two messages described above, and all of them were almost certainly used during the same period.

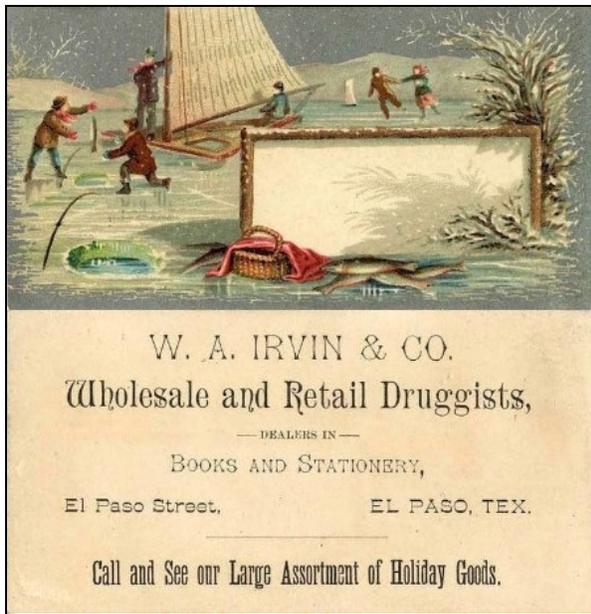


Figure 3-15 – W.A. Irvin “ice fishing” card (eBay)



Figure 3-16 – Dr. Jayne’s card – W.A. Irvin (eBay)

cat. The back noted that the painting used for the front of the card was called “Naughty Puss” and discussed the probable relationship of the little girl and the cat. That led to a discussion of the “Dr. Jayne’s” remedies, including Expectorant, Liniment, and Vermifuge (an anthelmintic, i.e., an agent to expel or destroy intestinal parasites). In the “Presented by” space, the pharmacist had stamped “W.A. Irvin & Co. / El Paso, El Paso Co., / Texas.” (Figure 3-16).

A.L. Nicolls (1881-ca. 1888)

A.L. Nicolls opened the Palace Drug Store on March 7, 1881, at “Little Plaza and El Paso Street.” (*El Paso Times* 4/2/1881; 1/1/1882). Unfortunately, there was no drug store at that intersection on either the 1883 or 1885 Sanborn Map. On the night of September 17, 1882, Nicolls² was a bit player in one of El Paso’s early dramas. Dallas Stoudenmire, the hard-drinking town marshal, stopped beside Nicolls that night at the Acme Saloon and told him that the Manning brothers had “put up a job to kill me this evening.” He was apparently correct. Jim Manning shot Dallas Stoudenmire in the head that night (Metz 1969:115).

² Metz spelled the name “Nichols” but called him “the druggist” – so this was certainly our man. The newspaper consistently misspelled the name, and I have left the misspellings in quotes.

The *Lone Star* reported on January 24, 1883, that “Dr. Nichols has commenced the erection of a two-story brick on Oregon street, near the custom house [Oregon and 3rd St., Block No. 135]. It is 25x60 feet, and the first story will be occupied by him as a drug store.” The walls of the new store were completed by March 10. As noted above in the Williamson section, Nicolls’ first location was probably the business offered for sale in the *El Paso Times* in early February – that was misidentified by some as Williamson’s City Drug.

Although he was not listed under the heading of “Drug Stores,” Albert L. Nicolls was enumerated in the alphabetical section of the 1888 city directory as a “druggist” at 405 S. Oregon St. – southwest corner of Oregon and 2nd St., Block No. 134 (Figure 3-17). The term “Palace” was not mentioned in the listing (see probable chronology of the “Palace” in the Albers section above), and that location was labeled as a dwelling on both the 1885 and 1888 Sanborn maps. The Oregon St. address was well south of the business district and was one block north of the Custom House.

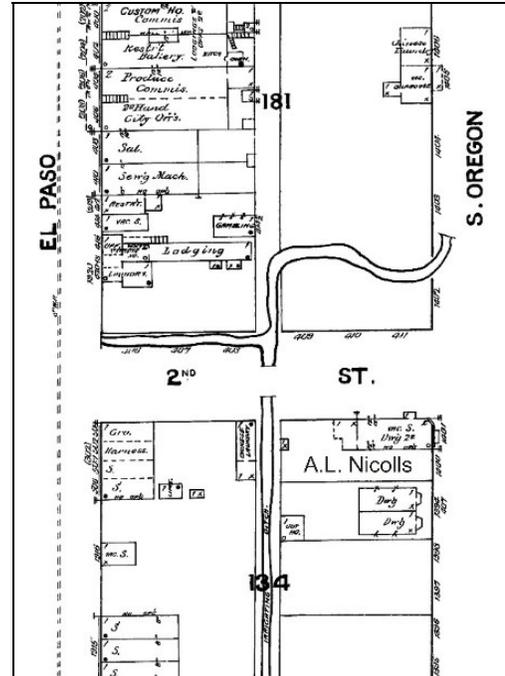


Figure 3-17 – Home of A.L. Nicolls (Sanborn map, 1888)

On October 28, 1887, Dr. A.L. Nichols “in a fit of spite” filled in the acequia (irrigation ditch) where it crossed his land. The blockage stopped the irrigation and drinking water for the town (Metz 1993:104). Although the townspeople were furious, I have not discovered the outcome of their wrath. Note that the Nicolls home was in a perfect location for him to block the acequia (see Figure 3-17). Nicolls probably left town soon thereafter.

Nicolls offered at least two advertising trade cards for Prickly Ash Bitters – a brand sold from at least 1885 to 1894 (Ring 1980:386). One of the cards depicted a stylish young miss with huge sunflower over her shoulder and “Health is Wealth” above her head. The card admonished the reader to use Prickly Ash Bitters. The back had a typical patent medicine claim to cure virtually all the ills known to the human race. The bottom was simply stamped “A.L. Nicolls / El Paso, Tex.” (Figure 3-18). Another card had a picture of Romanesque man kneeling while

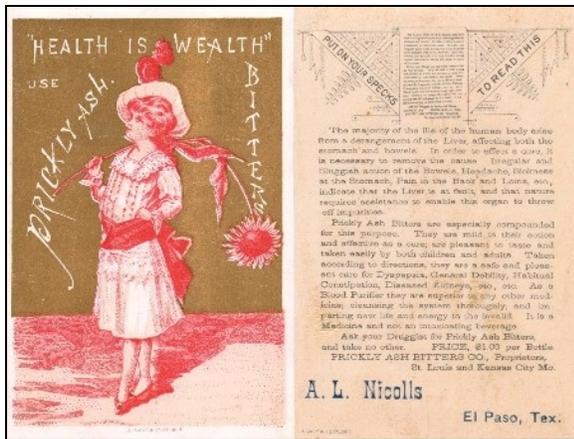


Figure 3-18 – A.L. Nicolls card



Figure 3-19 – A.L. Nicolls card (eBay)

holding a salver upon which sat a bottle of Prickley Ash Bitters. A woman dressed for the same period drank from a small glass. The back of the card was identical to the one previously described (Figure 3-19).

Sorting the Nicolls Data

As often happens, we have an apparent clash of primary sources. The *Times* placed the first Nicolls pharmacy at “Little Plaza and El Paso Street” – yet there was no drug store at that location on either the 1883 or 1885 Sanborn Fire Insurance Maps. By 1885, the map showed a drug store just south of the intersection – at 10 S. El Paso St. – and that store remained on the 1888 map (see Figure 3-3). By this time, however, Nicolls should have been relocated into his new store for at least a year. Therefore, the drug store shown on the 1885 and 1888 maps was *not* the one operated by Nichols. The store, in fact, belonged to Enos & Brown in 1886 and Frank P. Brown from 1888 to 1892 (El Paso City Directory, 1886-1892). The listing had disappeared from the 1895 directory, and the store was no longer a drug store on the 1898 Sanborn Map.

The second issue also concerns the Sanborn maps. On January 24, 1883, the *Lone Star* reported that Nicolls was building “a two-story brick on Oregon street, near the custom house.” The 1888 city directory placed Nicolls at 405 S. Oregon, the intersection of Oregon and 2nd St. – one block north of the custom house at Oregon and 3rd. The 1885 and 1888 Sanborn maps only showed a dwelling at that location (see Figure 3-17). The 1885 map showed a single-story

building on the lot, labeled “Laundry.” However, the structure was marked “vac. S. / Dw’g 2nd” on the 1888 map. The abbreviations mean “vacant store” on the ground floor, and a dwelling on the second. Thus, the 1885 map showed the structure prior to the erection of the new building (showing that the map was slightly out of date), but Nicolls had closed the drug store by 1888.

Table 2 presents a rational chronology of events that resolves the issues that seem to be contradictory.

Table 2 – Probable Chronology of A.K. Nicolls

Date	Event
March 1881	Nicolls opens at El Paso & Little Plaza
January 1883	Nicolls begins construction on the new store at 405 S. Oregon
February 1883	Someone – probably Nicolls – offers a drug store for sale
Early 1883*	Someone buys Nicolls’ original store and opens some other kind of business – before Sanborn map is drawn
March 1883	Nicolls finishes walls of new store
Late 1883*	1883 – Nicolls completes the new building – too late to appear on the 1883 Sanborn map
By early 1885*	Nicolls discovers that location is bad and closes store – before 1885 Sanborn map is drawn
1887	City directory puts Nicolls at 405 S. Oregon; Nicolls fills in acequia
By 1888*	Nicolls leaves town after unpopular fit of temper in 1887

* These notations are speculation by the author.

George W. Thomas and Thomas & Henderson (ca. 1881)³

In 1881, the firm of Geo. W. Thomas “Importers & Dealers in Foreign & Domestic Wines and Liquors” was located on El Paso Street, near Overland. The company specialized in

³ The Thomas & Henderson passage is taken verbatim from Lockhart (2014), Chapter 3, p. 56.

California Boca Beer and “the Well Known and Magnificent Frank Falk’s Beer of Milwaukee” (*El Paso Herald* 9/14/1881). The firm did not advertise the following year.

Thomas & Henderson, “Importers and Dealers in Wines, Liquors, Beers, and Cigars,” advertised themselves as sole agents for Falk’s Milwaukee Bottled Beer on a trade card. Such cards were in vogue as a means of advertising during the late 19th century, but I have no way of dating this particular one (Figure 3-20). George W. Thomas was certainly the principal partner, although the timing for Henderson’s involvement is currently unknown.

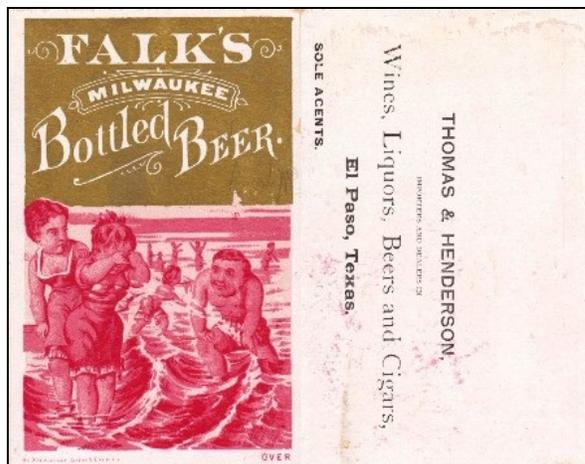


Figure 3-20 – Thomas & Henderson card – Falk’s Beer

White & Hardy (1882-1884)

The *El Paso Lone Star* announced that White & Davis were building a plumbing and tin shop on the back of their store on January 7, 1882. This may have been the ancestral business to White & Hardy. When L.H. Davis reminisced about Christmas Eve and Christmas Day 1881, he noted Zach White and “Hardy” as separate grocery stores (Long 2010). They had consolidated as White & Hardy by February 17, 1883, when the store was listed with other businesses in the *El Paso Lone Star*. On April 4, the firm announced its intentions to erect a two-story brick building next to W.A. Irvin & Co. on El Paso Street (see photo in Chapter 6). Like the Irvin structure, the building was two-stories tall with a frontage of 23 feet and a depth of 134 feet with an “iron and plate glass front” (*El Paso Lone Star* 6/16/1883).

The partnership was apparently short lived. By January 3, 1884, the *Lone Star* advertised a room to let “over R.L. Hardy’s store” with no mention of White. The April 1, 1885, edition of the *El Paso Lone Star* noted that I. Haas (see his section above) was moving his stock to a store on the Mundy block “recently occupied by R.L. Hardy.” This suggests that Hardy was no longer in business, and I have found no later references to him.

White & Hardy used at least one advertising card with a picture of two women in a kitchen, using Dr. Price's Cream Baking Powder. On a nearby table was a bottle another Dr. Price's product, although the print was too small to read. The back advertised Dr. Price's Special Flavoring Extracts and Dr. Price's Essence Jamaica Ginger in addition to the baking powder and Steele & Price's Lupulin Yeas Gems. The local identifier only included "WHITE & HARDY, EL PASO, TEX." (Figure 3-21).



Figure 3-21 – White & Hardy card

Discussion and Conclusions

This study of the druggists' advertising trade cards (along with those of a few other businesses) provides a valuable history of the early druggist trade at El Paso. As often happens in the tracing of histories, the story had many twists and turns as well its set of mysteries.

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