

## Dr. S.B. Hartman and Peruna

Bill Lockhart, Bob Brown, David Whitten, Bill Lindsey, and Carol Serr

After a distinguished medical practice, Dr. Samuel B. Hartman purchased the rights to Mishler's Herb Bitters in 1867 and creating Dr. Samuel B. Hartman & Co. the same year. A decade later, he began brewing his own patent medicines, offering Peruna, his flagship brand, two years later in 1879. Although business names changed, Peruna continued to be sold long after Harman's death, going through several changes a laws called for revisions and reductions in alcohol percentage. From 1879 to 1983, the bottles remained virtually unchanged (shift from cork to screw cap and slight changes in sizes), although the paper labels underwent a series of revisions.

### Histories

Samuel B. Hartman was a doctor, practicing at Lancaster, Ohio, when he purchased the rights to Mishler's Herb Bitters in 1867, forming his first firm, Dr. S.B. Hartman & Co. A decade later, he developed his own medicine, Lacupia, followed by Manalin and Peruna two years later. Peruna was by far Hartman's dominant brand, and he created two other companies connected with it. Upon his death, remaining employees formed a corporation to continue Pruna, selling to Royal Drug Co. in 1925. Royal created a firm called the Peruna Co. to continue sales until it combined with Consolidated Chemical Corp. to form the Consolidated Royal Chemical Corp. in 1937, shifting Peruna to the new amalgamation two years later. Sales continued until 1983.

### Dr. S.B. Hartman & Co., Columbus, Ohio (1867-1886)

Dr. Samuel B. Hartman's obituary in the February 5, 1918, issue of the *Kansas City Star* noted that Hartman practiced medicine at Millersville, Pennsylvania, for 12 years after he graduated from the Jefferson Medical College at Philadelphia in 1857 (Figure 1). That would place Hartman still in Millersville as late as 1869. However, 1867 was a pivotal year for Harman. The

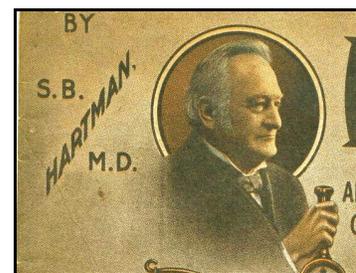


Figure 1 – Dr. S.B. Hartman (*Ills of Life* n.d.)

*Lancaster Daily Evening Express* reported on July 8, 1867, that Dr. Benjamin Mishler had sold his business making Mishler’s Herb Bitters to Dr. S.B. Hartman, Thomas W. Brown and Alexander Patton as Dr. Hartman & Co., calling the business “the new firm” suggesting that the trio began the company specifically to make and market the bitters. According to an ad for Mishler’s Herb Bitters in the December 31, 1867, issue of the *Daily Express*, the actual name of the firm was Dr. S.B. Hartman & Co.

The *Reading Times* for July 23, 1867, added that “Dr. Hartman is one of Lancaster’s best citizens and most popular physicians.” – placing Hartman in Lancaster by 1867, likely earlier. Meyer (2015) added that Hartman “joined his son, Henry, in producing H.L. Mishler’s Keystone Bitters” at that time, but we have not found Henry mentioned in the early newspaper reports. Although none of these newspaper articles specifically named the location of the new firm, most of the papers were from Lancaster, and all of the stories and ads were about Lancaster; ergo, the original Dr. Hartman & Co. was located in Lancaster.

As noted above, Hartman continued producing Mishler’s Keystone Bitters and introduced his new flagship product, Peruna, along with Manalin in 1879, by then at Columbus, Ohio, according to the 1879 ad noted in the bottle description section above. However, the *Mansfield News Journal* for July 26, 1981, stated that “the mixture of wines, syrups and extracts that goes into Peruna was the creation of Dr. Johannes Aten Jones” of Mansfield. “There is evidence that [Dr. Hartman] worked with Dr. Jones in developing Peruna.”

Hartman’s brother, Jacob B. Hartman, became involved with Peruna and the other products in 1877, when he sold the goods from “his farm on Lower Valley Pike, west of Osborn Road” near Osborn, Ohio (quoted in Facebook from one of Jacob Hartman’s obituaries). Jacob joined his brother at Columbus in 1883, but he sold his interest the next year to enter the grocery business (Facebook; *Lancaster Examiner and the Semi-Weekly New Era* 6/21/1902). The various almanacs produced by Hartman included illustrations of the first three laboratories where Peruna was made (e.g., 1910 – Figure 2). Although we have no evidence, it is possible that the cabin “where Peruna was first

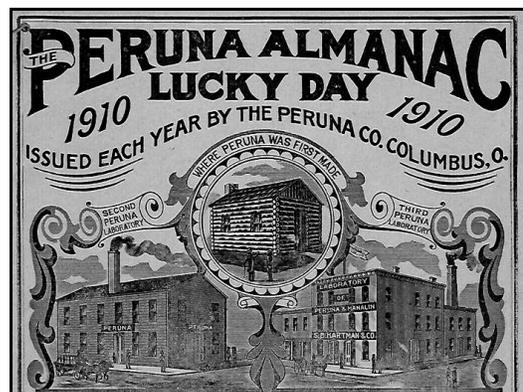


Figure 2 – Early Buildings (*Peruna Almanac* 1910)

made” was on brother Jacob’s farm. The second and third laboratories were almost certainly in Columbus.

Meyer (2015) noted that Hartman sold his interest in Mishler’s Herb Bitters to the Mishler Herb Bitters Co. in 1883. In confirmation, we found an ad for Mishler’s Herb Bitters placed by the Mishler Herb Bitters Co., Philadelphia, in the *Piqua (Ohio) Miami Helmet* for September 20, 1888. Since some secondary sources seemed to hint that Hartman bottled Peruna from the Mishler formula, this sale suggests otherwise.

**Peruna Medicine Co., Columbus, Ohio (1886-1916)**

**Peruna Drug Mfg. Co., Columbus, Ohio (1894-1908)**

A May 27, 1887, *Jessamine Journal* ad for Lacupia (Nicholasville, Kentucky) is the earliest date we have found for that product. Fike (1967) noted that Hartman began the Peruna Medicine Co. at Columbus in 1888, and the first ad we could find – in the *Cleveland Weekly Plain Dealer* for November 9, 1888 – probably explains his choice for that date. However, the *Cleveland Leader* for Dec 4, 1886, carried a list of incorporations for that day including the Peruna Medicine Co. with a capital of \$500,000. Several labels noted that the Peruna Medicine Co. was “Successors to S.B. Hartman & Co.” thereby creating 1886 as the closing date for the older firm and the beginning of Peruna Medicine (Figure 3). The last ad we found for Peruna Medicine was from 1918, but the name had changed two years earlier.

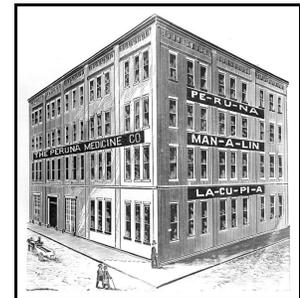


Figure 3 – Peruna Medicine Co. (Wikipedia)

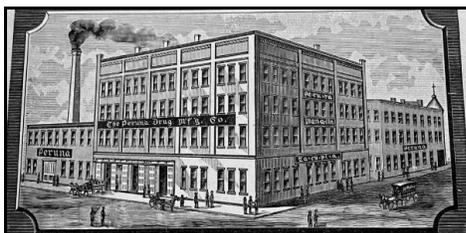


Figure 4 – Peruna Drug Mfg. Co. (*Peruna Almanac* 1895)

Hartman seems to have opened a second business concurrent with the Peruna Medicine Co. – the Peruna Drug Mfg. Co. – operating the two concurrently. As noted

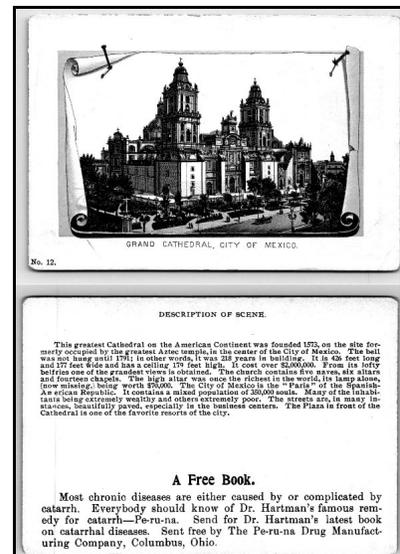


Figure 5 – Trade Card (eBay)

above, the Peruna Medicine Co. opened in 1886, although the earliest source we have found for the Drug Mfg. Co. was a Columbus city directory listing in 1894 (Figure 4). Apparently, the Drug Mfg. Co. produced Peruna, while the Medicine Co. distributed it. Both were at the same address. According to the Columbus Metro Library (2014), the firm first operated at 242 South Lazelle St. (1889 to 1902), but it moved to 115 East Rich St. and remained at that address until 1929. During the Drug Mfg. Co. period, Harman distributed trade cards (Figure 5). By 1900, the Peruna Drug Mfg. Co. had expanded to include the Hartman Sanitarium and covered three blocks, bounded on the north by Rich St., Main St. on the south between 3<sup>rd</sup> & 4<sup>th</sup> streets. Lazelle ran through the middle between the two numbered streets (Figures 6 & 7).

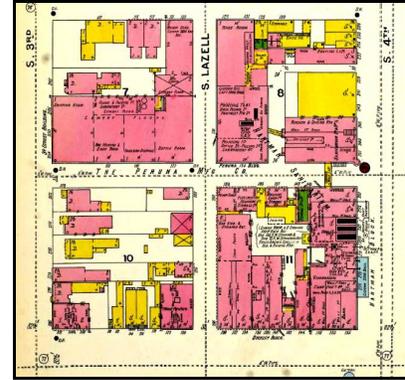


Figure 6 – Peruna buildings (Sanborn map 1901)

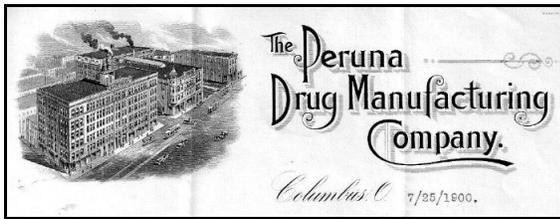


Figure 7 – Peruna letterhead 1900 (eBay)

\$150,000. Previously called the Penna Drug Mfg. Co., it was “a private concern, owned by Dr. Hartman” (Figure 8).

The end of the Peruna Medicine Co. is a bit fuzzy. As noted above, the last mention of the firm was an ad from 1918. However, Hartman purchased ads on a long-term basis, so the ads may have outlived the company. Meanwhile, the city directories first listed the Peruna Co. in 1916. Since Hartman died two years later (February 5, 1918), he may have been phasing out his involvement in the business, letting a new corporation move into control in 1916.



Figure 8 – Peruna letterhead 1906 (eBay)

## **Peruna Co., Columbus, Ohio (1908-1925)**

As noted above, the Peruna Co. incorporated in August of 1908, replacing the Peruna Drug Mfg. Co. This is corroborated by the the change in names on the almanacs distributed by Hartman. Although our sample is missing the 1909 almanac, the ones from 1895 to 1908 all were labeled as the Peruna Drug Mfg. Co., but, from 1910 to 1918, the name was the Peruna Co., Columbus, Ohio.

The 1906 Food and Drug Act required Hartman to make changes in Peruna. Not only did he reduce the alcohol content (from 28% to 12%), he added a laxative in order for Peruna to remain as a “medicine” rather than an alcoholic beverage. Sales plummeted and Harman sold the original formula to a company in New York City called the Katarno Co. (See the Katarno Co. discussion at the end of the history section below). Although Hartman made excuses, the magical days for Peruna were over. This almost certainly caused the reorganization of the firms in 1908.

Hartman’s excuses were met by hostile criticism from many sources. For example, *Colliers* (1907) chided:

Peruna has been have a hard, sad time. It makes one feel quite sorry for poor old Dr. Hartman, who, after a long, toilsome, and worse than useless life, is obliged to retire with only about twelve million dollars of bunco-profits, leaving his mdical ‘booze’ at the mercy of a lot of flinty-souled Government hirelings.

Even the *Journal of the American Medical Assn.* (1922) scoffed at Hartman:

Six years ago (1906) Peruna was being sold by car-load lots where it is now (1912) sold by the case. In 1906, the Peruna Company was notified that it must either put some medicine in it “booze” or it could only be sold in saloons or other places carrying liquor licenses. The company thus found itself between the devil and the deep blue sea.

When Hartman added a laxative, allowing the product to remain as a medicine, the *Journal* added,

The results of the change were what might have been expected. Those who had been taking their toddy in the form of old-style Peruna found themselves in for a bad quarter of an hour when they attempted to obtain the accustomed stimulation from the modified Peruna, to which a laxative had been added.

From 1908 until 1916, Hartman remained president of the firm, but he apparently allowed his most effective salesman turned vice president to run most of the operation. Not only was Frederick W. Schumacher an effective vice president, he also became part of the family when he married Hartman's daughter (Figure 9). Although Schumacher told the *Toronto Star* on September 3, 1916, that he "was president for fourteen years, but severed my connection with the company a few years ago [ca. 1914]," newspapers during that period referred to him as vice president.



Figure 9 – Frederick W. Schumacher (*Cleveland Leader* 1/29/1904)

According to the court testimony by James A. Hirschfield, Consolidated Royal Chemical Corp. gained possession of Peruna in 1916 – almost certainly marking a sale of the Peruna Co. to the Astor Chemical Co. Although we have not found direct evidence, the Hirschfield brothers left their drug store in 1916 to form Astor, and the purchase of the Peruna Co. may have been the main impetus for the change. As noted in the Astor/Royal section below, Astor became the Royal Drug Co. and, later, merged with Consolidated Chemical to form the Consolidated Royal Chemical Co., continuing to offer Peruna. By the 1921 Sanborn map, the Peruna property had shrunk dramatically (Figure 10).

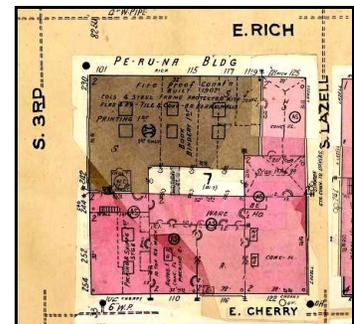


Figure 10 – Peruna building (Sanborn map 1921)

The last ad we could find for Pe-ru-na by the Peruna Co. of Columbus was in the November 5, 1925, issue of the *North Bend Eagle* (North Bend, Nebraska). Under the heading of "The Old Standby In A New Dress," the ad bragged that "the outside of the package only has been been altered. To facilitate packing and reduce breakage in shipping, the paper wrapper

which has identified the Pe-ru-na bottle for many years has been displaced by a substantial pasteboard carton.” By the time of the 1926 ad (see next heading below), the firm was the Peruna Corp. in Chicago. The actual change occurred in 1925 (see below).

### **Astor Chemical Co./Royal Drug Co., Chicago (1916-1937)**

The November 1937 issue of *Time Magazine* suggested that four brothers, James, Nathan, Harold and Irving Hirschfield, left their retail drug store in a Chicago slum area to open a wholesale drug business – the Astor Chemical Co. – in 1916. Although we have found ads for the Royal Drug Co. as early as 1904, that may have been the retail firm. The *Chicago Tribune* for January 27, 1916, listed James Hirschfield, Abraham I. Billiekin, and Nathan Hirschfield as the incorporators of Astor Chemical with a capital of \$42,500. We have not discovered when the wholesale firm came to be called the Royal Drug Co., but it certainly wore that name by 1934 at 544 S. Wells St., Chicago. James Hirschfield was president with Nathan Hirschfield as secretary.

According to a transcript from the U.S. Court of Appeals (1951), the Consolidated Royal Chemical Corp., 540-544 South Wells Street, Chicago, “began the sale and distribution of Peruna in 1939” – actually calling the product the New Pe-Ru-Na as well as New Pe-Ru-Na Tonic. However, the Consolidated Royal president, James A. Hirschfield, testified that the corporation had been in business since 1916. But, it was “two companies; one was Consolidated Drug Trade Products, and the other was Royal Drug Company, and at one time we also had a Peruna Corporation.” The court refused to overturn an earlier decision finding Consolidated Royal culpable for false advertising in its claims that New Peruna was a cure for colds. Despite a slight revision of the ad copies, the firm continued sales of the product until at least 1983 – the most recent ad we could find.

### **Peruna Corp., Chicago (1925-1939)**

According to *Manufacturer’s News* (1925), the Peruna Corporation, incorporated with a one million dollar capital at 127 N. Dearborn St., Chicago. Joseph Planer, S.M. Ash, and M. Schwartz were listed as incorporators. *Printer’s Ink* (1926) added that “W.W. Luedke . . . has been appointed advertising manager of the Peruna Corporation, Chicago, which recently purchased the Peruna company, Columbus, Ohio, and took over its name.” The new firm

renewed the Peruna trademark on December 6, 1926 (No. 48,440) by “mesne assignment.” According to Academic Dictionaries and Encyclopedias (2025), a mesne assignment is “an intermediate assignment in a series of assignments which occurs prior to the final assignment.” In actual patent and trademark practice, however, it almost always refers to the transfer of a trademark or patent owned by someone who has died, transferred by the next of kin (the “intermediate”) to a new firm.

The first ad we could find for the Peruna Corp., now moved to 139 N. Clark St., Chicago, was in the December 11, 1926, issue of the *Chicago Defender*. As noted in the court case, the former Peruna Co. (now Corp.) was at that time owned by the Royal Drug Co. The purchase had occurred in December of 1925 (cited above). We found ads for the Peruna Corp. as late as 1951.

### **Consolidated Royal Chemical Corp., Chicago (1937-1983)**

Time Magazine (1937 – listed above) reported that the Consolidated Royal Chemical Corp. was “an amalgamation of three companies, Royal Drug Co. and Consolidated Drug Trade Products, Inc., in Chicago, and Consolidated Drugs, Ltd. in Canada,” so the group was together at least that early, confirmed when James A. Hirschfield testified at the U.S. Court of Appeals (1951) that Consolidated Royal began the sale and distribution of Peruna in 1939.

Meanwhile, on December 10, 1947, James A. Hirschfield of the Consolidated Royal Chemical Corp. applied for a trademark for PE-RU-NA and received Trademark No. 502,178 on September 14, 1948. Hirschfield claimed a first use in 1879. This, of course, was the date of first use by Hartman. Consolidated Royal renewed the logo on December 16, 1975, receiving Trademark No. 1,027,179 for “Peruna” – first used April 18, 1975. The firm moved to 657 W Chicago Ave. in 1950 or 1951. As noted above, Consolidated Royal continued Peruna sales until 1983.

### **United Remedies, Inc., Chicago (ca. 1935)**

According to Fike (1987), “Peruna, Man-a-lin, and Lacupia were all adv. 1935 by United Remedies, Inc., 544 S. Wells St., Chicago.” This is the only report we have found that connected United Remedies with Peruna or the other former Hartman products. However, the building was

owned by the Consolidated Royal Chemical Corp., and United Remedies appears to have been one of the corporations under the Consolidated Royal umbrella.

### **Katarno Co., New York City (1906-1924)**

In 1905, the federal government banned the sale of Pe-Ru-Na on Indian Reservations due to its 28% alcohol content. The government further examined Pe-Ru-Na because of the Food and Drug Act of the following year and told Hartman to reduce the alcohol content and add some form of actual medicine or apply for a liquor license. Hartman therefore reduced the alcohol content to 18% and added a laxative, but this caused a decline in sales (Australian Postal History 2014; Columbus Metropolitan Library 2014; Sullivan 2007:30).

In a September 3, 1912, article in the *Fresno Herald*, Harman admitted that he had “made a change in the formula of Peruna. Quite a radical change. A change that altered the color and the taste and somewhat the medicinal effect of Pe-ru-na” – although he failed to mention the government requirement. This resulted in the formation of the Katarno Co. listed as being in New York, although Harman claimed it as Columbus, Ohio.<sup>1</sup> On April 17, 1906, the *Brooklyn Eagle* reported incorporation that day of the Katarno Co. of New York with a capital of \$100,000. J.L. Stewart, S.R. Perry, and W.P. Barker were the directors. Sales of the new brew briefly rose but equally rapidly declined.

On July 18, 1906, in the name of the Katarno Co., Harry H. Hershey (president) applied for a “Trade-Mark for the Treatment of Catarrh and Catarrhal Diseases” and received Trademark No. 63,549 on June 25, 1907, for a complex tax stamp label centered around “KATARNO” to be affixed atop the cap and finish of a bottle (see the section on Containers and Marks for more information).

Also on July 18, 1906, the firm applied for trademarks for “KATARNO” and slightly more complex logo with “KATARNO / THE GREAT / TONIC” in a rectangle – but we have not

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<sup>1</sup> Clearly, Hartman was incorrect in Columbus as the home of the Katarno Co. From the start, the Katarno Co., a corporation with Harry Hershey at its head, was located in New York City. However, this 1912 article was not the only source of confusion. An ad in the *St. Louis Post-Dispatch* for April 27, 1913, claimed the address for the Katarno Co. as “Columbus, Ohio.”

found actual trademark documents for those. Even though the cap label warned that “KA-TAR-NO COMPANY” was “BLOWN ON THE BOTTOM OF EACH BOTTLE,” we have been unable to find an example. See more about trademarks below.

As noted above, Katarno never gained any popularity. Although the Katarno Co. continued to advertise and promote the drink, the attempts were futile. The company gradually faded away with no fanfare. The last mention we found for the firm was in 1924. See Table 1 for a list of these companies and date ranges.

**Table 1 – Companies Associated With Peruna**

Dates	Company	Location
1867-1886	Dr. S.B. Hartman & Co.	Columbus, Ohio
1886-1916	Peruna Medicine Co.	Columbus, Ohio
1894-1916	Peruna Drug Mfg. Co.	Columbus, Ohio
1906-1924	Katarno Co.	New York, New York
1916-1926	Peruna Co.	Columbus, Ohio
1926-1939	Peruna Corp.	Chicago, Illinois
1939-1983	Consolidated Royal Chemical Corp.	Chicago, Illinois

### **Containers and Marks**

Although this study is primarily about Samuel B. Hartman and Peruna, Hartman had other bottled products, and Peruna sales continued after his death and later moved to different companies. But, we only have found containers for Peruna with the latter firms, even though there is some evidence that Harman’s other two products continued to be advertised for at least a decade after the later firms gained control. We have divided this section according to the various brands with subdivisions in chronological order. During his lifetime, Hartman bottled four different products, mostly in separate containers: Mishler’s Herb Bitters, Lacupia (La-cu-pia), Manalin (Man-a-lin), and Peruna (Pe-ru-na). Buying the rights and formula for Mishler’s Herb Bitters transformed Hartman from a medical doctor to a patent medicine producer and salesman.

According to Fike (1987:62), Hartman introduced La-cu-pia, a heart medicine, in 1887, adding both Ma-na-lin and Pe-ru-na in 1889. However, Hartman placed the earliest ad for Peruna and Manalin in the *Saltzburg Press* for September 24, 1879, a full decade earlier than Fike’s discovery. On April 6, 1895, Hartman applied for three trademarks, receiving No. 26,593 on May 28, 1895, for Peruna used since ca. September 12, 1879. On the same date, he received No. 26,594 for “LA-CU-PI-A” – “continually used . . . since about the 15<sup>th</sup> day of July, 1877” and No. 26,595 for Man-a-Lin (used since ca. September 12, 1879). Note that all three trademarks received consecutive numbers; however, Lacupia was in use two years earlier than Peruna and Manalin.

Hartman renewed the trademarks for Pruna and Manalin on April 14, 1905, and received Trademark No. 48,440 for Peruna on December 6, 1895, and No. 26,595 for Manalin on March 57, 1906, almost a year later. He continued to claim “about the 12<sup>th</sup> day of September, 1879” as the date when he first used both names. Although Hartman had applied for the 1895 trademarks under his own name (no company moniker), he applied for the 1905 updates in the name of the Peruna Drug Mfg. Co. and Peruna Medicine Co., using 242 to 248 South Lazelle St., Columbus, as the address in both cases.

The September 11, 1878, edition of the *Marysville Tribune* featured an ad for Lacupia by “J.B. Hartman, Prop’s, Osborn, O.” – the earliest mention we have found (more about J.B. Hartman in the history section above). Sullivan (2007:28) added that La-cu-pia was “a self-styled blood thinner” and Ma-na-lin, was “for billiousness.” By at least the 1890s, both Manalin and Peruna were also available as tablets as shown in ads an the Peruna almanacs, and all of the bottled products were entirely wrapped in paper (Figure 11). Since these lacked the alcohol content of the liquid, the tablets received much less notice.



Figure 11 – Paper wrappers (Peruna Almanac 1917)

## Mishler’s Herb Bitters

Meyer (2015) provided the best study of Mishler’s Herb Bitters bottles as well as a brief history. Meyer noted that”

Dr. S. B. Hartman & Co. were successors to Benjamin Mishler of Lancaster, Pennsylvania. They produced Red Label, Green Label and Herb Bitters. The firm included Dr. Samuel B. Hartman, Junius Kaufman and Henry Lehman, manager. In 1867, S. B. Hartman purchased the firm from Benjamin Mishler who then left and joined his son Henry in producing H.L. Mishler’s Keystone Bitters.

Meyer (2015) included several photos of Mishler’s Herb Bitters bottles offered by both Mishler and by Hartman. All of the bottles were mouth blown in various shades of amber, ranging from a light hue that was almost yellow to the more typical darker amber (but not black). All were square in cross-section with sunken panels on three sides and tapered one-part finishes. All were embossed “MISHLER’S HERB BITTERS” in one panel with “TABLE SPOON GRADUATION” and a series of graduations in another and “D<sup>R</sup> SB HARTMAN & Co” on the final panel. The base was embossed “STOECKELS GRAD PAT FEB 6, 66” in a circle around a sunken center (the patent for the



Figure 12 – Mishler’s bottles (Meyer 2015; eBay)

graduations). Inside the sunken center was “W M<sup>C</sup> & Co (arch) / No 2 (horizontal)” (Figure 12).

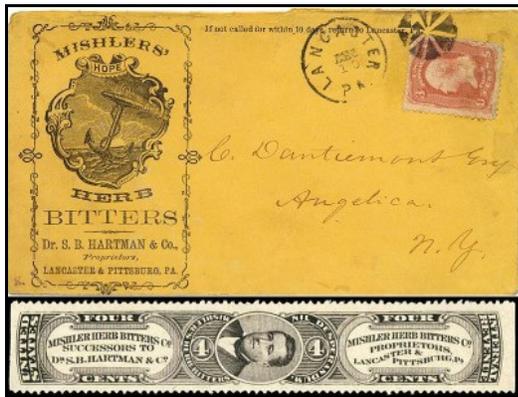


Figure 13 – Mishler’s cover & tax stamp (Meyer 2015)

Meyer also included several covers (envelopes) and a tax stamp in the form of a paper label from the neck over the cap for Mishler’s Herb Bitters from the successor to the Hartman period (Figure 13). We can assume that Hartman had a similar tax stamp.

## Lacupia or La-Cu-Pi-A

Unfortunately, we only have discovered two of these bottles, both with existing paper labels. The bottles were mouth-blown, aqua in color, and oval in cross-section – with a paper label that covered the entire body. Each base was embossed “LACUPIA” in a round sunken baseplate (Figure 14). The earliest of these had a wraparound paper label covered with

information about the product with “PREPARED FOR YOU BY / Peruna Medicine Co. (cursive) / COLUMBUS, OHIO” and (probably “Successors”) “to Dr. S.B. Hartman & Co.” (rest of message torn). The other bottle had an almost identical label with “PREPARED BY / The Peruna Company / (Incorporated) / Columbus, Ohio, U.S.A. / Successor to Dr. S.B. Hartman” at the bottom.

The Peruna Medicine Co. was in business from 1886 to 1918, the Peruna Co. from 1908-1925. The manufacturing technique apparent on the bottle with the “LACUPIA” base could have been used as early as 1877 or into the 1890s at least. Unlike the other two concoctions, the Lacupia bottle was packaged in a pasteboard container (see Figure 11).

Although Hartman’s other two products, Manalin and Peruna, were produced in round bottles, he seems only to have bottled Lacupia in oval containers. Since we only have discovered two examples with embossed bases, it is possible (likely?) that Hartman often used generic bottles (i.e., no basal embossing of the name) rather than the marked ones. The various Peruna companies produced almanacs from at least 1895 to 1917, each showing drawings of the paper-wrapped containers for the three main products, and the pictures of Lacupa wraps always were oval in cross-section. Although it is possible that Hartman’s successors used round bottles for the medicine during the 1918-1925 period, we have found none of the ones with the typical Peruna or Manalin basal embossing (see below) but with an abbreviation for Lacupia (probably “LA”).

### Manalin or Man-A-Lin

We only have found two bottles that contained Manalin. Both were mouth-blown and round in cross-section, but one was aqua in color the other colorless. The colorless one was full. Both had wraparound paper labels covered with information. At the bottom of each label was “PREPARED BY / The Peruna Company / COLUMBUS, OHIO, U.S.A.” The base of one was not shown but the other base was embossed “DR. S.B. H. CO. (arch) / 2 / ML.

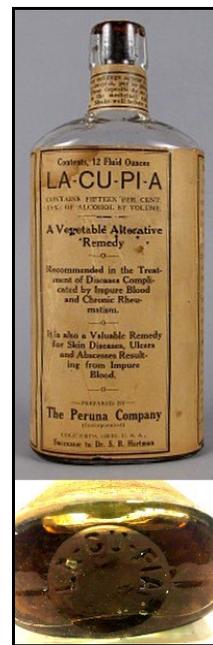


Figure 14 – Lacupia bottle (eBay)



Figure 15 – Manalin bottle (eBay)

(inverted arch).” (Figure 15). The base had a double stamp (i.e., a “ghost” image of “ML” above the embossed initials – a technique generally used between 1895 and 1914). Since these were the only two “ML” bottles we found, it is likely that much of the Manalin was sold in bottle with bases embossed “PR” (see below). Both Manalin and Peruna bottles were wrapped in paper (see Figure 11).

## Peruna or Pe-Ru-Na

Unlike Manalin and Lacupia, Peruna bottles/labels may be divided into four distinct classes, two with marked bottles, the other two with differences in paper labels. We will discuss each in chronological order below. Like Manalin, Peruna bottles were wrapped in paper (see Figure 11).

### The Hartman Period (1879-1925)

During the 104 years that Peruna was sold, this was the only period when an embossed bottle was used – although the embossing was only on the base. In this section, we discuss the bottles separately from the paper labels. Unfortunately, none of the bottles in our sample had manufacturer’s marks or date codes, although they appear to have been used from 1879-1925.

### The Bottles – DR. S.B.H. & CO. / PR (ca. 1890s-1925)

Sellers at eBay auctions have offered at least two basal variations of the same bottle, used by Dr. Samuel B Hartman. All of the bottles were cylindrical with slightly tapered one-part finishes. The simplest – and almost certainly earliest – base was embossed “DR. S.B.H. & CO. (arch) / PR. (horizontal)” (Figure 16). These were made in aqua or colorless glass, although the colorless bottles could solarize to a deep amethyst. Some were mouth blown, others machine made. Some had a number or letter in the center; others did not. The second style had an identical basemark with “REGISTERED” added in an arch below the company initials. These, too, were made in each color and both machine and hand produced. All of the ones in our small sample had



Figure 16 – Peruna bottle (eBay)



Figure 17 – Registered (eBay)

central numbers (Figure 17). The arched initials indicated Dr. Samuel B. Hartman & Co., and the “PR.” stood for “Peruna” – Hartman’s flagship product. One paper label touted Pe-ru-na as “a Cure for Catarrh of the Head, Lungs, Stomach, Liver & Kidneys, Bladder, Pelvic Catarrh, and Systemic Catarrh, Alcohol 28%.” (Fike 1987).

The mouth-blown bottles without “REGISTERED” mostly had tooled finishes, but a few in our sample had applied ones, suggesting that use of bottles with the embossed bases may have begun with the introduction of Peruna in 1879. One base in the sample had a typical machine scar, and another had the distinctive double-ring scar of the machine made to Frank O’Neill’s patent (Figure 18). For more information on the O’Neill machines, see Lockhart (2013). Even though Dr. S.B. Hartman & Co. ceased existence in 1886, bottles with initials for that firm continued in use until 1925, when the company changed hands and moved to Chicago.



Figure 18 – Double machine scars (eBay)

During the almost 60-year period when these bottles were used, Harman and his followers were involved in four separate companies:

1867-1886 – Dr. S.B. Hartman & Co.

1886-1916 – Peruna Medicine Co.

1894-1908 – Peruna Drug Mfg. Co. (Incorporated 1908 as the Peruna Co.)

1908-1925 – Peruna Co.

### **Hartman Period Paper Labels**

Unlike the other bottles described above, we have a large sample of Peruna bottles with no labels as well as three different paper-label examples and one from a Peruna Almanac. These paper labels help tell the story even though two were identical. The main label wrapped around the entire bottle with a small rectangular label across shoulder and remnants of a neck label that extended over the cork. The bottoms of the main labels on our sample of the identical two read: “PREPARED BY THE / Peruna Medicine Co. (cursive) / COLUMBUS, OHIO / Successors to Dr. S.B. Hartman & Co.” [1886-1916] – base unknown, but “none genuine unless the initials “DR. S.B.H. & CO. PR.,” are blown in the glass on the bottom of each bottle and the signature of

the firm appears on the label of the same” (Figure 19). Of course, the last sentence strongly suggests that these were the earlier bottles *without* “REGISTERED” added. The finish of one bottle was applied, the other tooled.

Like the earlier examples, the main remaining label wrapped around entire bottle with a small rectangular label across shoulder. Although there was no neck-over-cork tax stamp, those rarely survived. At the bottom of the paper label of our single example, we found “PREPARED BY / The Peruna Drug M’g Co. / Un-incorporated / COLUMBUS, OHIO, U.S.A. / Dr. S.B. Hartman, Sole Proprietor.” [1894-1916] along with “Guaranteed Under Federal Drugs Act June 30 1906” and “THIS LABEL AND FORMULARY / REVISED DECEMBER 1<sup>ST</sup>, 1905.” plus a basemark of “DR. S.B.H. &



Figure 19 – Peruna Medicine Co. label (eBay)

CO. / REGISTERED / PR.”

(Figure 20). The “successors to”

remark on the label discussed above suggests that bottles with “REGISTERED” bases were made later than the ones without the word, although, since both types of bases were hand-blown *and* machine made, there was a distinct overlap. In addition, paper labels from the Medicine Co. may have been earlier than the Drug Mfg. Co. – even though they apparently were in business concurrently. But, this speculation was made from an incredibly small sample. The reference to 1906, however, guarantees that the label was not used prior to December of that year.



Figure 20 – Peruna Drug Mfg. Co. label (eBay)

In addition, these labels had a number in red running vertically up the center of the label atop the other printing. Our only example on an actual label was “539397B,” but publications like *Colliers* (1907) included numbers “487282G” and “531633K” on Peruna labels that only differed from each other, although both had the December 1, 1905, date at the bottom (Figure 21). The “531633K” number and the one on our example also had the June 30, 1906 date. According to the *Lancaster New Era* for January 2, 1907, “every manufacturer of a patent medicine must file with the Department of Agriculture . . . a copy of the formula or list of

ingredients . . . receives a number which must be put on every original package of the preparation sent out by him.” The *Enterprise and South San Francisco Journal* reported on May 23, 1914, that the “use of a serial number on food and drugs is prohibited after May 1, 1915” – bracketing these labels between 1907 and 1915.

However, the discovery of a 1906 label on a machine-made bottle requires a bit of explanation. Although Owens machines began producing machine-made, small-mouth bottles by 1905, the basal scar on this bottle was *not* from an Owens machine. Although a very few small-mouth, machine-made bottles were made earlier, the majority were not made by machine until the 1912-1914 period. So, this bottle was likely made during that period. Almost certainly, the machine-made bottles continued in use until 1925, when the Chicago firm took control of Peruna.

But, the change from the Peruna Drug Mfg. Co. label to the Peruna Co. label likely occurred when the latter firm was formed in 1908 – about four years prior to the general production of machine-made bottles. This suggests one of three things:

1. The bottle was one of the few non-Owens small-mouth bottles made prior to 1912.
2. The Peruna Drug Mfg. Co. label continued in use four years after then Peruna Co. began.
3. Someone found a packet of old labels and used them four years after they were discontinued.
4. A collector pasted the label on a newer bottle.

While any of these are possible, possibilities 2 and 3 are the most likely. Although there were exceptions, bottlers of all kinds tended to use a now-obsolete bottle or paper label until the supply was completely exhausted. In addition, other cases have suggested the discovery of old labels or bottles and their use long after the adoption of a newer one.

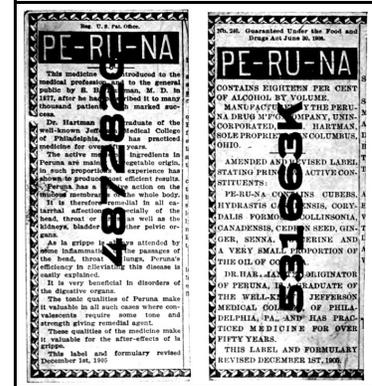


Figure 21 – Numbered labels (Colliers 1907)



Figure 22 – Peruna Co. (Peruna Almanac 1917)

A final label appeared on the cover of the Hartman almanacs from 1910 to 1917, each produced by the Peruna Co. Each of the drawings had a label noting that the medicine was “PREPARED BY / THE PERUNA COMPANY / (INCORPORATED) / COLUMBUS, OHIO.” (Figure 22).

### Tax Stamps

We have discovered two of the tax stamps that fit over the neck and cork of the bottles. One was from 1896. On the Left side was “LOOK FOR DR. S.B.H.&Co. P.R. / BLOWN ON THE BOTTOM OF THE BOTTLE”; Center: “COLUMBUS, O. JUNE 1, 1896 / ON DEMAND FOR VALUE



Figure 23 – Peruna Tax Stamps (eBay)

RECEIVED / WE PROMIS TO PAY TO THE BEARER / ONE CENT / Peruna Medicine Co. (cursive)”; Right side: “NOT GENUINE / IF STAMP IS BROKEN” (Figure 23).

The second example – from 1914 – was the same except that it had a date of “JAN. 1-1914” and “The Peruna Co. (cursive)” in place of the 1894 date and the company name (see Figure 23). Both of these tax stamps clearly define the use of the bottles with the embossed bases.

### Speculations and Conclusions about the Hartman Period

The Hartman period (including the Peruna Co. that extended beyond Hartman’s death) stretching from 1877 to 1926 when the Royal Drug Co. gained control of Peruna – although we can subtract two years since Hartman did not develop Peruna for marketing until 1879. This 47-year span may be subdivided by length of company existence (as noted above):

1867-1886 – Dr. S.B. Hartman & Co. (Peruna produced since 1879)

1886-1916 – Peruna Medicine Co.

1894-1908 – Peruna Drug Mfg. Co. (Incorporated 1908 as the Peruna Co.)

1908-1925 – Peruna Co.

Although we have only the three examples of paper labels from this entire period (discussed above), we can speculate that the first period (1879-1886) had a different label from those surviving in our small sample. If nothing else, it would have included Dr. S.B. Hartman & Co. as the maker, but it probably had other difference, and a guess for those would be pointless. The bottle almost certainly would have been aqua in color and mouth blown, probably with applied finishes, possibly also tooled ones. Based on the surviving label below, the base almost certainly lacked the word “REGISTERED.”

Our earliest surviving label included the name “Peruna Medicine Co.” with “Successors to Dr. S.B. Hartman & Co.” – and the label noted that the base had the non-REGISTERED embossing. Even though the Peruna Medicine Co. was in business from 1886 to 1916, this was almost certainly earlier than the next label that was used after 1906. So, we can date this label somewhat comfortably between 1886 and 1906.

Our only other paper-label example from the Hartman years included the name “Peruna Drug M’g Co. Un-incorporated” and a revised date of December 1, 1906 – clearly setting a beginning date for the label’s use – although the law did not require the use of the new labels until January of 1907. Since the company incorporated as the Peruna Co. in 1908, the label probably was printed for only a short time, although the firm almost certainly used up the supply before adopting what may have been the final label for the Hartman period.

As noted above, the final label appeared in Hartman’s almanacs from at least 1910 to 1917 (the years in our sample). Each of the labels included the terms “Peruna Company” and “Incorporated” setting the range for at least 1908 to 1918. The labels many have continued in use until 1925 when the Royal Drug Co. gained control of Peruna. However, we have *no* direct evidence for the labels beyond 1917-1918, so there may be an additional label that will eventually surface. It is also possible that collectors will discover more types of labels in the future.

### **The Early Peruna Corp. Period (1925-1937)**

We only have found two bottles and labels from this period. Both bottles had identical labels – rectangular in shape with volume information (11 oz.), the name, “(REG. U.S. PAT. OFF.)” followed by “MANUFACTURED FOR / THE PERUNA CORP. / CHICAGO, ILL.,

U.S.A. / Successors as to this product / —of— / The Peruna Company of Columbus, Ohio.” After a list of contents, it added “Dr. Hartman, the originator of / Peruna, a graduate of the Well-/ known Jefferson Medical College, / of Philadelphia, Pa., practiced med- / icine for over fifty-five years. / This label and formula as re- / vised under new working formu- / lary.”

The first bottle was virtually identical with the bottles used by the Peruna *Company* although with the *Corp.* label – including the one-part finish for a cork seal. No base photo was included, so this even *may* have had the Hartman base (Figure 24). This one safely may be attributed to the first few years after Royal Drug Co. acquired Peruna – 1925-1927. It was not until the early 1920s that techniques developed to produce continuous-thread finishes and screw caps on small-mouth bottles, but those were in use by the middle of the decade. As usual, the older bottle style certainly would have been used until the initial supply sold out.



Figure 24 – Peruna Corp (eBay)

The second bottle was colorless, round in cross-section, rounded shoulders, and a fairly short neck with a continuous-thread finish topped by a metal screw cap (see Figure 24). The words “PE-RU-NA / REG. U.S. PAT. OFF. (both arched) / TONIC (inverted arch)” were enameled on the cap. The bottle base was embossed with the K-in-a-Keystone logo of the Knox Glass Bottle Co. from 1932 to 1968 – with an “I” or numeral “1” below it (with no serifs).



Figure 25 – Keystone base (eBay)

Unfortunately, Knox did not emboss date codes on bottle bases (Figure 25). The paper label set the tone for the two labels that followed it (see below). This second label/bottle combination was used from ca. 1927 until the Consolidated Royal Chemical Corp. picked up the brand in 1939.

### **The Consolidated Royal Chemical Corp. Years**

The Consolidated Royal Chemical Corp. owned Peruna for the remaining years when the product was sold – 1939-1983. The firm sold Peruna in an identical bottle for the entire time, but

used three different paper labels plus one Applied Color Label (ACL) bottle. With one exception (an amber example), all bottles we have found were colorless, round in cross-section, rounded shoulders, and a fairly short neck with a continuous-thread finish topped by a metal screw cap.

### The First Paper Label (1939-1946)

We have found very few examples of this rectangular paper label even though it was used for a seven-year period. At the top, the label announced “Contents 11 Fluid Ounces / NEW / PE-RU-NA / REG. U.S. PAT. OFF. / Alcohol 18 per cent” followed by the list of ingredients. Below that was “Consolidated Royal / Chemical Corporation / CHICAGO, ILL. U.S.A.” (Figure 26). Unlike the Hartman era bottles (wrapped from top to bottom in paper), these came



Figure 26 – Consolidated Royal – first (eBay)



Figure 27 – Peruna cap (eBay)

in a pasteboard container marked “NEW / PE-RU-NA / REG. U.S. PAT. OFF.” above a rectangular box filled with information about the product – the box cocked to about a 45-degree angle. The information rectangle stretched across two panels of the box (see Figure 26). The white metal cap was enameled “PERUNA TONIC” in a circle (Figure 27). But, a new label appeared in 1946.

In 1946, Consolidated Royal adopted a slightly different label (still rectangular) for the same bottle. The paper label was similar, but “NEW” had moved to both sides of “PE-RU-NA” and was now cocked to a 45-degree angle. A ® had replaced “REG. U.S. PAT. OFF.” – and more information had been added (Figure 28).



Figure 28 – Consolidated Royal – second (eBay)



Figure 29 – 1427 base (eBay)

The box was similar to the previous one but added “This label revised under new working formula / adopted 1946.” (See Figure 28). All of the bases in our sample were embossed “1427 / Circle-B” with varying single-digit numbers beside the logo and below it. The “B” had three serifs (Figure 29). As noted above (Hartman section),

the mark was used by the Brockway Glass Co., another glass house that used no date codes. Although we have not seen a distinct top view, the white metal cap probably was labeled “NEW PERUNA” like the one on the ACL bottle described below.

Beginning in November of 1950 and extending into early 1951, newspapers advertised Peruna in an Applied Color Label (ACL) bottle. All of our examples had the revised 1946 label, although it was in ACL. The only major change was “The Peruna Corporation / CHICAGO, ILL. U.S.A. / MADE IN U.S.A.” at the bottom. (Figure 30). These had the same basemark (“1427 / Circle-B) and came in the same revised 1947 box. The white metal cap was enameled “NEW PERUNA” in a circle.



Figure 30 – Peruna ACL (eBay)

The end of the ACL bottle requires some speculation. Since the Brockway Glass Co. did not use date codes, the bottle, itself, was little help, the label providing only the 1946 revision notice that showed it could not have been made prior to that time. However, the only ads that featured the ACL bottle appeared in late 1950 and early 1951 (e.g., *San Antonio Light* February 27, 1951). Earlier ads (e.g., *Paducah Sun* May 20, 1949) showed the bottle with a paper label. This strongly suggests that the final rectangular paper label disappeared in 1950, the same year that the ACL bottle hit the ads. Later ads in 1951 and beyond showed no bottle photos at all. Surprisingly, the 1950-1951 ads showed the bottle photos but made *no* mention about the new ACL bottle. Since these ads were widely scattered, this suggests a national test market for the ACL bottles – and that the bottles were *not* well received. Since bottles were often as expensive as the ingredients, the ACL bottle probably remained in use until the first run was sold out – no earlier than 1952, possibly as late as 1954.

The final paper label was oval in shape and passed through at least two variations. The first label had “NEW / 3-WAY ACTION / PERUNA” at the top and the usual “Consolidated Royal / Chemical Corporation / CHICAGO, ILL. U.S.A.” plus “CONTENTS 13 FL. OZS.” on one side and “MADE AND PRINTED IN U.S.A.” on the other. A notable change from the rectangular label was a gold foil neck cover printed with “The / Outstanding / Tonic / For Over / 75 Years” in cursive. The box now proclaimed “NEW 3-WAY ACTION / PERUNA” above a fancy design with more information (Figure 31).

As mentioned above, the ACL bottle probably ceased existence between 1952 and 1954, setting a probable date for the beginning of the Over 75 Years label. According to Hartman’s trademark documents, he first used the term “Peruna” in September of 1879. A bit of quick math shows that  $1879+75=1954$  – setting the date for the label’s initiation very nicely. Once again, the next change works out very neatly. An ad from the June 27, 1971, issue of the *Mansfield News Journal* showed a photo of the Over 75 Years label, and we have a bottle base from 1972 with the Tonic Iron label that followed. Zip codes began July 1, 1963, but those probably did not show up until the next label.

At some point (no so neatly ascertainable – as noted above), the label (still oval) changed with “PERUNA ® / TONIC / IRON • VITAMINS • SHERRY WINE” followed by directions, contents, etc. then “Consolidated Royal / Chemical Corporation / CHICAGO, ILL. U.S.A.” plus “MADE IN U.S.A.” on one side and “PRINTED IN U.S.A.” on the other. Our only basemark was “2 I-in-an-Oval 72 / 7” – Owens-Illinois Glass Co., 1972 (Figure 32). Unlike the earlier bottles, our only example had embossed vertical ribs.

We have not seen a cap, but the product now had a foil neck wrapper, and the box also had changed. The neck wrapper, still gold in color, now said “BUILDS / STRONG / BLOOD / IN IRON / DEFICIENCY / ANEMIA” with the same words at the top of the box. The words “NEW 3 WAY ACTION / PERUNA” had disappeared, replaced by “PERUNA / TONIC / IRON • VITAMINS / SHERRY WINE” (Figure 33). As noted above, the clue for the 1972 change is the date code on a single bottle plus an ad from 1971 that shows the earlier Over 75 Years label. These likely were used until the last sales in 1983.



Figure 31 – Oval Label 1 (eBay)



Figure 32 – Owens-Illinois base (eBay)



Figure 33 – Oval Label 2 (eBay)

## Katarno or Ka-Tar-No

Since Peruna sales dropped because of the decrease in alcohol after the 1906 requirements, Hartman sold the original formula to a New York City corporation – the Katarno



Figure 34 – Katarno tax stamp (eBay)

Co. – no longer affiliated with Hartman. The new name for the old brew never caught on well, so Katarno petered out by 1924. We have never found an example of a bottle, although we did discover a tax stamp that fit over the cork acting as a seal. On July 13, 1906, Harry H. Hershey, president of the Katarno Co., 39 Vesey St., New York City, applied for a “Trademark for the Preparation for the Treatment of Catarrh and Catarrhal Diseases.” He received Trademark No. 63,594 on June 25, 1907. Hershey claimed a first use on June 22, 1906. Although the quality of the drawing on the remaining trademark document is poor, it was clearly the same as the label we found (Figure 34).

The tax stamp advised to “LOOK FOR / KA-TAR-NO / COMPANY / REGISTERED / NEW YORK, N.Y.” beside “BLOWN ON THE BOTTOM / OF EACH BOTTLE,” suggesting that each bottle had an embossed base. Note that the “medicine” was for catarrh, so Katar-No meant saying no to catarrh (Katar).

Although we have not found a physical example, an ad in the *Atlanta Journal* for March 27, 1907, provided a possible clue. The ad showed a drawing of a one-part finished, cork-sealed bottle of Katarno with the tax stamp (paper label sealing neck/cork) described above as well as a paper label: “KA-TAR-NO / FOR / CATARRH / OF THE / HEAD, / THROAT, / LUNGS, / STOMACH, / KIDNEYS / AND ALL OTHER / INTERNAL ORGANS / THE OLD TIME PERUNA” (Figure 35). The actual label may not have been exactly like the drawing, but it likely had at least some of the wording. The label would have been used during the 1906-1924 period when the Kitarno Co. was in business.

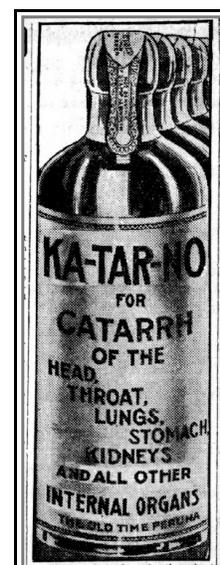


Figure 35 – Katarno ad (*Atlanta Journal* 3/27/1907)

Finally, another ad, from the April 27, 1913, issue of the *St. Louis Post-Dispatch* illustrated a Katarno bottle completely wrapped in paper – the way Peruna and Manalin were packaged during the same period. Printed on the wrapper was a rectangle cocked at a 45-degree angle enclosing “KA-TAR-NO / THE GREAT / TONIC” (Figure 36) Like the trademark discussed above, this one was registered on June 25, 1907. All three trademarks not only were registered on the same day but all claimed June 21, 1906, as the date of first use and had consecutive numbers – KA-TAR-NO (63,592), KA-TAR-NO in a rectangle (63,593), and the tax stamp (63,594).



Figure 36 – Katarno ad (*St. Louis Post-Dispatch* 4/27/1913)

## Discussion and Conclusions

Peruna was one of the concoctions that gave patent medicines a bad name. Obviously, the alcohol content provided the popularity – along with Dr. Samuel B. Hartman’s clearly overplayed endorsements if not outright lies. As noted in the history section, Hartman produced and sold Peruna (along with his other nostrums) at a series of firms, eventually selling both the products and the final firm then dying as a multi-millionaire.

Hartman sold the original formula in 1906, when the Food & Drug Act forced a reduction in alcohol and the addition of some form of a real medicine (a laxative was Hartman’s choice) to avoid having the drink become an alcoholic beverage. The new firm was the Katarno Co. – named for a change in the drink’s name from Peruna to Katarno (a play on “Catarrh” and “No”) – but the drink never regained popularity.

Meanwhile, the new formula was not popular either, but the revised-formula Pernua hung on, sold by the Peruna Co., owned by the Astor Chemical Co. (in 1916) which became the Royal Drug Co. then combined with the Consolidated Chemical Co. to form the Consolidated Royal Chemical Co. in 1937. The firm continued to produce New Peruna until 1983.

**Table 2 – Changes in Peruna Bottles and Paper Labels**

Dates	Label	M	F	C	B	Company
1879-1886	unknown	H	1	A	H	Dr. S.B. Hartman & Co.
1886-1906	Peruna Medicine Co.	H	1	A	H	Peruna Medicine Co.
1906-1908	Peruna Drug M'g Co	M	1	A	R	Peruna Drug Mfg. Co.
1908-1918	Peruna Company	HM	1	A	R	Peruna Co.
1918-1925	Peruna Company? (Unkn)	M	1	A	R	Peruna Co.
1925-1927	Peruna Corp.	M	1	A	U	Peruna Corp.
1927-1939	Peruna Corp.	M	C	C	U	Peruna Corp.
1939-1946	New Peruna (rectangle)	M	C	C	U	Consolidated Royal Chem
1946-1950	New Peruna 1946 (rect)	M	C	C	O	Consolidated Royal Chem
1950-1954	New Peruna ACL	M	C	C	O	Peruna Corp.
1954-1971	3-Way Action (oval)	M	C	C	U	Consolidated Royal Chem
1971-1983	Peruna Tonic Iron (oval)	M	C	C	O	Consolidated Royal Chem

M=Manufacturing Technique

H=Hand/mouth-blown

M=Machine made

F=Finish

1=1-part for corks

C=Continuous-thread for screw caps

C=Color

A=Aqua

C=Colorless

B=Base

H=DR. S.B. H. & CO.

R=Same plus REGISTERED

N=None

O=Other basal embossing

U=Unknown

Hartman only used two types of embossed bottles during the almost half century that he was connected with patent medicine sales (1867-1916). First, he used an embossed bottle (square in cross-section) for Mishler's Herb Bitters (purchased from Mishler in 1867 and sold until 1883), followed by an oval bottle for Lacupia, the first product that he developed (1877 – LACUPIA embossed on the base). Two years later (1879), he bottled both Manalin and Peruna in round bottles with his initials (DR. S.B. HARTMAN & CO.) embossed on the bases. These round bottles remained in use until 1916 with only a minor change (REGISTERED added), so only the paper labels could be used for finer dating. See Table 2 for a list of bottle changes.

Of course, very few bottles with paper labels have survived, but we were able to make a reasonable chronology for the ones we found as well as some labels shown in ads and the Peruna almanacs. From 1916 to 1983, the bottles were either unembossed or mostly had manufacturer's marks (e.g. K in a Keystone) with no date codes. Still, we were able to continue the paper-label chronology through that period. Unlike most of our usual conclusions, it is unlikely that any future finds will improve the dating of the bottles or labels to any great degree.

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