



## CHAPTER 10

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# Drinking for Health: Proprietary Tonic Wines

To the medically uneducated public [meat and malt wines] undoubtedly seem a most promising combination: extract of meat for food, extract of malt to aid digestion, port wine to make blood - surely the very thing to strengthen all who are weak and to hasten the restoration of convalescents. Unfortunately, what the advertisements say - that this stuff is largely prescribed by medical men - is not wholly true.<sup>1</sup>

In an article in *The British Medical Journal* in 1898, Dr F. C. Coley argued that doctors should warn patients and the general population to be wary when buying meat and malt wines. The problem with tonic wines was that they made bold therapeutic claims about the health-giving properties of alcohol based on flimsy medical evidence. Although the therapeutic use of alcohol was generally supported and propagated by doctors who wrote prescriptions for alcohol, it was important that its therapeutic use remains within the boundaries of medical control and not be thrown open to 'the medically uneducated public.' In other words, alcohol still had a place in medicine but the general public could not be trusted to use it wisely or responsibly. Yet despite the reservations of the medical profession, tonic wines were a commercial success and the idea of drinking for health was popular among alcohol consumers.

Foley's argument highlights one of the main concerns about the marketing of tonic wines expressed by the 1914 Commission on Patent Medicines, which investigated the supposed endorsement of these

products by the medical profession. The committee was acting upon ethical and moral concerns about the promotion of alcohol consumption for medical reasons. Dr Mary Sturge was called as an expert witness with professional experience on the effects of medicated wines. She was asked her opinion on why people buy tonic wine

I think one of the answers is that the advertisements are most extremely attractive and alluring. I have brought a group of advertisements here ... One advertisement states that 'Wincarnis is a natural nerve and brain food' ... I do not consider that anything which contains twenty percent of alcohol, which is a nerve depressant and a nerve irritant, has any claim to be called a brain food. Then there is the advertisement: 'Nurse? One moment please. Wincarnis gives a strength that is lasting because in each wineglassful of Wincarnis there is a standardized amount of nutriment.' That is calculated to make people think that it is really a nutritious mixture and when it comes to the analysis, we find that the little amount of meat extract is nothing approaching the amount of an ordinary cup of beef tea. My point is the misleading influence of the advertisements.<sup>2</sup>

Dr Sturge believed that the general public was duped into buying and consuming tonic wine because they were either unaware of the alcohol content or believed that alcohol acted as a medium for the delivery of medicinal agents in the drink. There was no legal compulsion for manufacturers to disclose the alcohol content or ingredients in tonic wine on product labelling or advertising and these products fell into the category of 'secret remedies', which the committee defined as proprietary medicines where the labelling contained very little information on the contents and the product advertising made false or misleading claims. It was known that companies like Coleman and Hall made huge profits from the sale of their tonic wines and the issue that the committee had to consider was whether the public would continue to buy these products if they displayed accurate information on the alcohol content and added ingredients. The manufacturers claimed that by disclosing this information, their products would face increased competition, which would in turn harm their businesses. The key question for the committee was whether product labelling was in the best interests of consumers and this rested on establishing the reasons why people bought tonic wines in the first place. Dr Sturge shared the opinion that the general public viewed these products as medicines rather than alcoholic drinks. She also believed that some people simply did not care to know the alcohol

content or believed that the alcohol content was minimal. She gave the example of her senior nurse

I asked my out-patient superintending nurse what she thought was in Wincarnis and she said “I think it is a nice mixture with perhaps a little alcohol in it.” The word win did not mean wine to her, although she is an intelligent woman.<sup>3</sup>

The example of a senior nurse’s ignorance over the product labelling was perhaps intended to point the finger of blame towards the manufacturer’s misleading advertising (see Figs. 10.1, 10.2, 10.3, and 10.4).

The committee heard evidence from Mr William Rudderham, who was the general manager of Coleman & Co. Ltd., the manufacturer of Wincarnis. The company spent £50,000 annually on advertising the product and Rudderham admitted that the success of Wincarnis was largely due to the ambitious marketing campaign.<sup>4</sup> Coleman’s advertised the product in many of the London newspapers such as *The Times*, *The Star*, *The Illustrated London News* and *The Penny Illustrated Paper*. The adverts shown are typical examples of those that appeared in national and regional newspapers in England and Scotland. These adverts were themed around the medical uses of Wincarnis as an alleged treatment or cure for a range of physiological and psychological illnesses such as fatigue, brain exhaustion, worry, nervousness, influenza and pneumonia. All of the adverts shown were reliant upon two main strategies to sell the product: one was the use of testimonials from customers and from doctors and the other was the offer of a free sample for the price of a stamp—also known as the coupon system.

Figure 10.1 is typical of adverts that played on concepts of class and gender roles. In the advert, a man is pictured sitting working at his desk while a woman (presumably his wife) brings him a glass of Wincarnis ‘by doctor’s orders.’ The caption claimed that: ‘a man who spends his energies recklessly will quickly overdraw his account at the Bank of Health. A man as he manages himself may die old at thirty or young at eighty; brain fag is the foster parent of disease.’ In other words, overwork meant an early demise for professional middle-class men and an early widowhood for their wives, unless it was kept in check by a glass or two of Wincarnis. The medical claims of Wincarnis are more obvious in Fig. 10.2, which shows a nurse holding a tray containing an overly large bottle of the product beneath the caption ‘The famous winter

## "WINCARNIS" WISDOM.

THE loss of our strength is much oftener occasioned by worry and anxiety than by the ravages of old-age.

The man who spends his energies recklessly will quickly overdraw his account at the Bank of Health.

A man as he manages himself may die old at thirty, or young at eighty; brain fog is the foster parent of disease.

No man can be said to enjoy perfect health without he feels within himself an eager energetic delight in labour.

If you would protect the body against disease, the brain against exhaustion, and the nerves against debility, you should recuperate with "Wincarnis."

"Wincarnis" is a high-class preparation which has won the approval of the medical profession by sterling merit.

Over 8000 Doctors have testified in writing to the invigorating restorative properties of "Wincarnis."

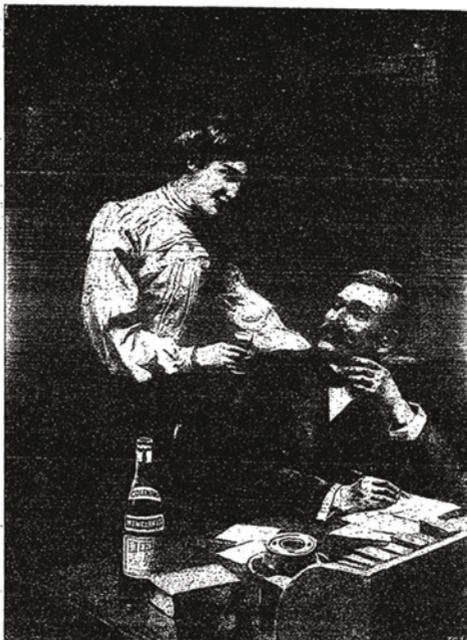
"Wincarnis" repairs the ravages of a long and painful illness, and never fails to soothe and comfort the exhausted.

"Wincarnis" is that which preserves your mind and body from decay, and renews the vigour of youth.

"Wincarnis" is that which makes work a pleasure, sleep refreshing, and all exercise simply delightful.

"Wincarnis" in dainty bottles, is sent on application free of charge on filling in coupon below, and following instructions, and we invite you to thoroughly test its merits.

"A Timely Warning in a Picture."



"BY DOCTOR'S ORDERS."

# Be Wise in Time: Send for 'Wincarnis,' Gratis

OVER 8000 MEDICAL TESTIMONIALS.

WHY NOT TEST IT?

Dear Sir,  
Please forward accompanying order. I have a very high opinion of the value of your "Wincarnis," and have used it in a case of debility following scarlatina at the Isolation Hospital.—Yours faithfully,  
....., L.R.C.P. and M.R.C.S.

**SIGN THIS COUPON TO OBTAIN "WINCARNIS" FREE OF CHARGE.**  
(Send to Coleman & Co. Ltd., Wincarnis Works, Norwich.)

Dear Sir,  
I regularly prescribe your "Wincarnis" to my patients, and am glad to say that it is an AI pick-me-up for invalids.—Yours, &c.  
....., H. H. F., M.R.C.S.

NAME .....  
ADDRESS .....  
*Penny Illustrated Paper, Sept. 21, 1905.*

Coleman's "Wincarnis" is sold by Wine Merchants, and all Grocers and Chemists holding a wine license, but should any difficulty arise in obtaining it kindly write to the Proprietors, and they will give you the address of the nearest Agents.

**NOTE.**—Any applicant is entitled to one free sample bottle of "Wincarnis" providing three penny stamps are sent in with this Coupon. The stamps pay the cost of carriage, but no charge whatever is made for the bottle of wine. Address to Coleman and Co. Ltd., Wincarnis Works, Norwich, marking envelope "Coupon."

**COLEMAN & CO. LTD., WINCARNIS WORKS, NORWICH.**

Fig. 10.1 Wincarnis advertisement in *The Penny Illustrated Paper*, London, 1905

wine tonic.' This advert ran in March, perhaps to target people suffering from winter respiratory infections. It claimed that Wincarnis could not only treat winter illnesses but could also be used to prevent them. The



<p><b>Depression and Sleeplessness.</b></p> <p>Mr. PROSSER, 101, Thomas Street, Merthyr Tydfil, writes:—"My wife had been suffering from depression and sleeplessness for months, and a friend advised me to give her a bottle of 'Wincarnis,' which I did. The result was simply magic."</p>	<p><b>Bloodless for Months.</b></p> <p>Mrs. J. GILES, Killceoy Castle, Killcaran, Co. Ross, writes:—"I feel it my duty to tell you what relief I had by taking 'Wincarnis.' Before taking your sample bottle I was bloodless for months. I can truly say that since I have taken two large bottles of 'Wincarnis' I am absolutely cured."</p>
<p><b>WINGARNIS</b></p>	
<p>"Wincarnis" has a delightfully soothing effect on the nerves, and if taken just before retiring.</p> <p><b>Gives a sweetly refreshing night's rest.</b></p>	<p>From the first wineglass, full "Wincarnis" creates a fund of new rich blood, and so</p> <p><b>Brings back the roses to the cheeks.</b></p>
<p><b>TEST IT FREE.</b> A liberal trial bottle of "Wincarnis" sent on receipt of 3d. to pay carriage. Coleman &amp; Co. Ltd., 21, Wincarnis Works, Norwich.</p>	

Fig. 10.3 Wincarnis advertisement, *The Penny Illustrated Paper*, London, 1911

is largely influenced by the recommendations of doctors.<sup>5</sup> To support his statement, he produced letters from doctors and gave these to the committee as proof that doctors who had tried his product had voluntarily given the recommendations. On examining the letters, the committee found that some simply thanked the company for the receipt of free samples. Hall was asked if any of the letters came from doctors who had associations with the company because it was known that a large number of doctors held shares in Stephen Smith & Co. and two doctors were members of the board of directors. Hall dodged this question by reiterating that he had letters from doctors who were not associated with the company. Medical endorsement was the main line of defence used by

# "WINCARNIS"

## A Wholesome Restorative for Nervous Debility.

**THE EXCITING CAUSE OF DEBILITY**

There is not the least doubt that the exigencies of modern life are producing an ever-growing amount of nervous nervous diseases, affecting both sexes of all ages.

We usually connect nervous breakdown with old age, but statistics prove that the most serious cases occur among young people, the cause: "Impudence and recklessness."

The eminent Dr. Wood says: "Nervous exhaustion may, in the beginning, affect the whole of the nervous system, or it may be at first purely local and co-exist with lack of general nervous strength."

Dr. William Osler, of the University of Heidelberg, says: "Nervousness is the growing malady of the age, hysteria, hypochondria, and neurasthenia are increasing with fearful rapidity."

Minds are over-developed, the pleasures of social life follow, over-exciting the already over-taxed nervous system, with the result that the nervous system is crippled by exhaustion.

Society, science, literature, art, literature, even religion, are all pervaded by a spirit of unrest, and by a competitive zeal which urges its victims on relentlessly.

Nerve force is Nature's most valuable asset in life, and it behooves every one who enjoys it to guard it carefully against injury either by over-work or indiscretion.

**CROWNED WITH SUCCESS.**



**THE DELICIOUS AND AGREEABLE REMEDY**

The remedy for nervous breakdown, according to the evidence of over 8,000 members of the medical profession, is Coleman's "WINCARNIS," a restorative of extraordinary excellence.

"WINCARNIS" penetrates the glowing fire of human energy and prevents the vital nerve force from being exhausted by overwork, anxiety, worry, and undue excitement.

"WINCARNIS" may be taken as a beverage with permanent benefit, until the exhausted organism has attained to its destined degree of perfection in digestive efficiency.

"WINCARNIS" sustains Nature when the strain of an arduous life tests the powers of endurance, and supplies the requisite force for the accomplishment of our highest ideals.

"WINCARNIS" is prescribed by the medical profession for exhaustion consequent upon a long and painful illness, and quickly restores the convalescent to health and strength.

"WINCARNIS" is not only a tonic for the sick, but is especially beneficial to those who in comparative health need something to keep their strength at the maximum.

"WINCARNIS" will work pleasantly and sleep refreshing, and never fails to rejuvenate the haggard, depressed, and morbidly sensitive, whether young or old.

"WINCARNIS" is not again for the purpose of a thorough test.

**8,000 MEDICAL TESTIMONIALS**

Dr. - Name, - Address, - Date, - Initial, Operated by, Result, - To my patients, - I have always found it a most valuable and confidence-inspiring -

"WINCARNIS with Quinine."

This preparation, which is very bitter, has a large sale, and must not be confused with "Wincarnis" without Quinine. Wincarnis with Quinine can be obtained from Chemists and Patent Medicine Vendors and Stores, but not from Wine Merchants. If you want Wincarnis without Quinine, do not be persuaded to take the Wincarnis with Quinine.

**SAMPLE BOTTLE SENT FREE**

To obtain "Wincarnis" free of charge, send this Coupon to Coleman's Wincarnis Works, Norwich, with three penny stamps (returned to you) and an envelope. No charge whatever is made for the bottle of most and finest wine.

**SIGN THIS COUPON.**

Name \_\_\_\_\_

Address \_\_\_\_\_

NOTE—Any applicant is entitled to one free sample bottle of "Wincarnis," provided three penny stamps are sent with the coupon. The stamp may be sent by post, but it should wherever it is made for the bottle of wine. Address to Coleman & Co., Ltd., Wincarnis Works, Norwich, enclosing envelope "I" paper.

**COLEMAN & CO., Ltd., Wincarnis Works, Norwich.**

Fig. 10.4 Advertisement for Wincarnis, *The Penny Illustrated Paper*, 1906

both Hall and Rudderham to counter the committee's accusations that they were in fact knowingly selling alcohol under the guise of a medicine and worse still, that their products were recommended for use by women and children. Some of the Wincarnis advertising did specifically target women, mainly for obstetric and gynaecological complaints but also for psychological problems. For example, an advert for 'Coleman's Delicious Wincarnis' that appeared in the *Penny Illustrated Paper* in May 1908 stated: 'For the housewife: When mother's patience is taxed to the uttermost by domestic worries and she is almost ready to faint, Wincarnis is comforting and sustaining.'<sup>6</sup> When asked if he considered it to be morally questionable and physically harmful to encourage women and children to drink alcohol, Hall stated that

This (his product) is recommended as a tonic and a restorative and when it has effected its purpose, these people do not continue to take it. They are not going to give three shillings and sixpence for a bottle of wine which does not do them any good. I say that in the case of these people who

require the wine, who have been recommended to take the wine by medical men or have been directed to take it by our advertisements, after it does what we state, they leave off taking it.<sup>7</sup>

When questioning both Hall and Rudderham, the committee referred to analyses of their products, which appeared in articles in *The British Medical Journal* in March and May 1909. The articles published the results of chemical tests carried out on some of the most popular brands of proprietary tonic wines, as shown in Fig. 10.5.

Although not pitched as exposés, the articles revealed that most brands of tonic wines contained high levels of alcohol and very little else. Rudderham was asked if he believed that people, and particularly women, bought Wincarnis in the belief that it was a medicine that did not contain any alcohol. Rudderham replied that it clearly stated on the bottle that it was a wine and that ‘three small wineglassfuls should be taken daily’ and therefore he found it hard to believe that there could

**The percentages of alcohol, sugar, and meat extract, and the amount of pure alcohol contained in a wineglassful, may be tabulated as follows:**

Wine.	Alcohol by Volume.	Sugar by Weight.	Meat Extract by Weight, corresponding to Nitrogen Found.	Pure Alcohol in a Wineglassful.
				Fl. Drachms.
Claret ... ..	9	0.25	—	1½
Hock ... ..	10	Trace	—	1½
Champagne(dry)	10 to 15	Trace to 2	—	1½ to 2
Sherry, dry ...	18	0.2	}	3 to 3½
.. brown...	23	1.0		
Port ... ..	20	2 to 6	—	3½
Bovril ... ..	20.15	10.2	0.5	3½
Lemco ... ..	17.26	12.8	0.6	2½
Wincarnis ...	19.6	18.2	1.2	3
Glendenning's ..	20.8	10.6	0.4	3½
Bendle's ...	20.3	8.0	2.5	3½
Bivo ... ..	19.2	11.5	3.4	3
Vin Regno ...	16.05	7.4	0.3	2½

Fig. 10.5 Chemical analysis of tonic wines: *The British Medical Journal*, March 1909<sup>8</sup>

be any confusion over the alcohol content of the product. However, Dr Sturge provided statements from doctors and temperance groups which suggested that people were buying and consuming tonic wine in the belief that it was non-alcoholic. In one case, a women's temperance group known as The White Ribboners, complained that 'many' of their members had drunk tonic wine but were entirely oblivious to the alcohol content. In another case, a doctor from Leeds reported that one of his female patients began drinking Wincarnis when she was 'run down' after her second pregnancy. The woman continued to drink it in increasingly large amounts before moving on to drink spirits instead. At which point she reportedly became 'hopelessly insane.'<sup>9</sup> Dr Sturge argued that women drank medicated wine on a daily basis because they believed that the products provided strength and nourishment during and after pregnancy and childbirth. She essentially implied that women would only drink for health reasons and not for the purposes of pleasure or intoxication. Another witness, Mr John Charles Umney, managing director of the firm that produced Marza Tonic Wine, made the point that the word 'wine' in tonic wine indicated an alcohol content. Moreover, anyone who drank tonic wine would know that it produced a physiological effect. In other words, they would feel slightly drunk.

The issue of intoxication was central to the committee's deliberations on the labelling and advertising of tonic wines. Despite evidence to the contrary, it must have seemed unlikely that men and women who purchased bottles of Hall's Tonic Wine or Wincarnis were completely unaware of any alcohol content. It may have seemed more likely that people did not know of the relatively high alcohol content or the very small amounts of 'medicinal' ingredients contained in the drinks. Depending on the reasons for drinking, intoxication was either the intended primary effect or simply a side effect of the drink. In any case, the commercial success of tonic wine was unlikely to have been based on the belief that it was a non-alcoholic medicine. Most people would have known it was wine and because it was sold as a medicinal drink, people could consume alcohol for health reasons. In the case of women of all social classes, tonic wine provided a socially acceptable way to purchase and consume alcohol in private, for their own purposes and beyond the male gaze. For middle-class men and women, tonic wine perhaps offered an intoxicating relief from the pressures of work or domesticity. In this sense, Wincarnis and other tonic wines created a viable means of intoxication by promoting the idea of drinking for health reasons.

Tonic wine also provided a means of self-medication for people who could not afford to see a doctor or would not see a doctor for trivial ailments. In the last half of the nineteenth century, people were bombarded with adverts for various brands of tonic wines. An Internet search of the British Newspaper Archive for ‘tonic wine’ generated the highest number of results in the period from 1850 to 1899.<sup>10</sup> Most of these results were for advertisements that appeared in national and regional newspapers across Britain. Alcohol producers, wine and spirit merchants, licensed grocers and chemists were most likely to place adverts. For example, there was an advert in *The Burnley Express* in February 1892 for ‘Wilkinson’s Orange Quinine Tonic Wine’, which was described as ‘pure genuine wine of the Seville orange’ and was recommended for use in treating influenza, debility and loss of appetite. The wine was sold in all Co-operative stores in Burnley ‘at very low prices’.<sup>11</sup> Quinine was a popular additive to tonic wine, not only because of its supposed health-giving qualities but also because of its flavour, which was often described as pleasantly bitter or refreshing. Another advertisement for quinine wine appeared in *The Pall Mall Gazette* in July 1899. The advert was for ‘Quinquina Dubonnet’ which was described as an ‘appetizing, stimulating and strengthening tonic wine of the most delicious flavour made solely from Old Muscat wine and Mexican Quinquina.’<sup>12</sup> Dubonnet Tonic Wine was developed by a French chemist during the French conquest of North Africa in the 1830s. It was designed to encourage the legionnaires to take quinine in a palatable form in order to combat malaria.<sup>13</sup> Another popular ingredient in tonic wine was coca extract, which was sometimes coupled with quinine. An advert for ‘Coca and Cinchona (quinine) Wine’ appeared in *The Bath Chronicle* in January 1889. The wine was intended for use in treating cases of neuralgia and was available from a local chemist in Bath.<sup>14</sup> Chemists often advertised various brands of tonic wines. One advert that appeared in *The Arbroath Herald* in June 1898 promoted the sale of ‘wines for invalids’ and listed various brands of meat and malt wines, invalid port and coca wine.<sup>15</sup> Some of the most widely advertised tonic wines were Hall’s Tonic Wine and Mariani Wine. The adverts provide examples (Figs. 10.6 and 10.7).

There was profit in selling alcohol as a tonic and companies such as Hall were not the only ones to use this tactic. In the late Victorian period, W & A Gilbey, one of the leading wine and spirit merchants in Britain, stated in its 1897 company report that inserting the word

**HENNESSY'S  
BRANDY.**

MESSRS. JAS. HENNESSY & Co. have at their stores at Cognac the largest stock in the world of genuine old Cognac brandy made from grape wine.

Their brandy can be taken at any time with absolute safety, whilst for medicinal purposes it is now almost universally prescribed by the medical profession.

# Influenza

is a complaint that attacks the nerves with uncommon severity. When the nervous system is well toned it is difficult for influenza to get hold. Coca is essentially a nerve food, and combined with port wine and Liebig Company's Extract of Beef, as in Hall's Wine, it makes the best tonic known to man against influenza, and for recovery after influenza.

There are imitations, but the genuine Hall's Wine can always be recognised by our Red "Keystone" trade mark.

**Sold by licensed grocers, chemists, and wine merchants.**

Stephen Smith & Co., Limited,  
Bow, London, E.

# Hall's Wine

**CARRERAS' CELEBRATED SMOKING MIXTURE.**

**J. J. CARRERAS,  
7, WARDOUR STREET,  
LONDON · W**

DR. J. M. BARRIE SAYS:-  
"WHAT I CALL THE 'ARCADIA'  
IN 'MY LADY NICOTINE' IS  
THE 'CRAVEN' MIXTURE,  
AND NO OTHER."



**THE CRAVEN** (Mild)  
Introduced by the 3rd Duke of Devonshire.  
Per Tin 10s. Post free 11s. 6d.  
Per 100s. 100s. 100s.

**HANKEY'S** (Mild)  
Introduced by Messrs. Hankey, London.  
Per Tin 10s. Post free 11s. 6d.  
Per 100s. 100s. 100s.

**GUARD'S** (Full)  
Introduced by J. J. Carreras.  
Per Tin 10s. Post free 11s. 6d.  
Per 100s. 100s. 100s.

**SIL PHILIPS** (Extra Special)  
Introduced by Col. Sir Philip.  
Per Tin 10s. Post free 11s. 6d.  
Per 100s. 100s. 100s.

**MUGGE'S** (Special)  
Introduced by G. Muge, France.  
Per Tin 10s. Post free 11s. 6d.  
Per 100s. 100s. 100s.

**CLARENCE** (Mild)  
Introduced by J. J. Carreras.  
Per Tin 10s. Post free 11s. 6d.  
Per 100s. 100s. 100s.

*A Excellence and economy of price.*

**Agents in every town, or through any Tobacconist.**

*A Doctor's Hint to smokers:-  
"Do not smoke and drink, and do not smoke too liberally."*

**Price Lists of Cigarettes, with Prices, Specimens, Post Free.**

**J. J. CARRERAS,  
7, Wardour Street,  
Leicester Square,  
London, W.**

**'The King of the Cruet.'**



# YORKSHIRE RELISH

**THE MOST DELICIOUS SAUCE IN THE WORLD.**

Makes the Finest Viands Palatable and the Delicest Dishes More Delicious. Enriches Soups, Stews, Chops, Steaks, Fish, etc. Sold in Bottles, 6d., 1s., and 2s. each.

Sole Proprietors: **GODDALL, BACKHOUSE and CO., LEEDS.**

A SHILLING COUNTRY BOTTLE FOR 6 DENTS. Send 1 penny postage note to GODDALL, BACKHOUSE and CO., White Horse Court, Leeds, West Yorks., or to any of our agents for a full list of our papers, and all "GOOD THINGS MADE, SOLD, AND BOUGHT FOR EVERY BODY AND EVERYWHERE."

Fig. 10.6 Advert for hall's wine: *The Graphic*: 6 January 1900

Image © THE BRITISH LIBRARY BOARD. ALL RIGHTS RESERVED.

*I don't want your Golden Guinea, but I do want your Guinea-Gold!*

**OGDEN'S 'GUINEA-GOLD' CIGARETTES.**

It is **MOST** essential that Sauce taken with Meats, Fish, Gravies, &c., Ac., should be of the purest possible character, and, while tending to quicken the appetite, should also aid Digestion. **GORDON & DILWORTH'S TOMATO CATSUP** possesses these qualities in a marked degree. **Most**

**PEOPLE** enjoy the delicious Tomato; and this very popular fruit is gathered in its prime and preserved under **GORDON & DILWORTH'S NEW PROCESS**, thus producing an article which, in every sense of the word, is unsurpassed and unapproachable. The Proprietors

**THINK** it essential to ask the Public to see they obtain **GORDON & DILWORTH'S** original.

MADE FROM WHOLE FRESH TOMATOES. Stimulates, and makes you Fresh and Bright. Used by the Royal Family.

**SIXPENCE and ONE SHILLING per Bottle.**

*Special strength given by First in amount of Fat in contents.*

It may often be obtained, writes **W. R. FURCHAM & SONS,** 88 to 90, York Rd., King's Cross, London, E.C.1. **WILLIAM TAYLOR & SON,** Elm Row, Edinburgh.

**CHOCOLAT**

*Suchard*

**70 YEARS' REPUTATION**

**SUCHARD'S MILK CHOCOLATE** is made with Cocoa, Sugar and Milk only.

The Cocoa selected is one which is known to contain more tonic and strengthening properties than any other.

The Sugar is pure refined Sugar only, not glucose.

The Milk is pure, unskimmed milk, specially sterilized, from the famous Alpine pastures of Switzerland.

From an hygienic point of view, therefore, Suchard's Milk Chocolate is perfect.

Eaten as a delicious confection, or taken as a beverage like our other Chocolates, its sustaining and strength-repairing qualities are remarkable.

Suchard's Milk Chocolate is specially recommended to Travellers, Sportsmen, Soldiers, and Cyclists, and to all who are desirous of having with them a lunch or dessert at once exquisite, sustaining and wholesome.

All Chocolate, Cocoa, and Milk-Boxes bearing the name of Suchard are of the highest quality only.

**Women suffer more than men.**

They live nearer the breaking-down point than men do. Their duties and constitutions play more tricks on their appetite, and they are usually ready to exert themselves more than the nourishment they take warrants. Their resources often amaze us.

The trouble is to induce them to take proper care of themselves.

Hall's Wine will preserve their natural strength, and will restore it when it has escaped through illness or over-work.

**Hall's Wine is food as well as drink.**

It not only plants food in the system, but also vitalizes all other food taken, and brings cheerfulness and bloom to their faces.

Its stimulating and restorative powers are best evidenced with convalescents, who rally quickly when Hall's Wine is given them.

Moreover, it wards off all those complaints that attack you when the blood is poor or the system run down, such as Neuralgia, Influenza, Sleeplessness, mental and physical fatigue; in fact, all weakness; and often when you are already in the throes of these complaints it will give astonishingly quick relief.

Sold by licensed grocers, chemists, and wine merchants.

Prepared by: **Stephen Smith & Co., Limited, 109, London, E.**

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Fig. 10.7 Advert for hall's wine: *The Graphic*: 2 September 1899

'invalid' onto the labelling of various ports, wines and champagnes, had greatly increased sales of these products.<sup>16</sup> Gilbey had used this marketing strategy for a number of years and the 1885 price list included a large section on 'special wines for the use of invalids' which contained invalid

champagnes, meat and malt tonic port, quinine sherry, coca wines and invalid port—all sold under the company Castle brand name. One advert for Castle Invalid Port contained an extract from an 1885 article in *The Times* which claimed

Dr Hood says: “there is no more wholesome wine than genuine port when it is well matured. Two or three glasses daily of such wine will act as a grateful stimulant to the stomach and will assist digestion. Dr. Mortimer Granville states: “stimulants are almost always, I believe, necessary in cases of gout tendency and during the intervals of these attacks. I impose no restrictions except that all alcoholic beverages shall be taken with food and that new or imperfectly fermented wines shall be avoided.<sup>17</sup>

An 1892 sales report stated that in a recent influenza epidemic, more than 200,000 bottles of invalid wines and champagnes had been sold. This gives some sense of the popularity and reliance upon alcoholic substances as medicinal tonics. Doctors still prescribed alcohol as a medicine and consumers also used it as a means of self-medication. It is hardly surprising that the drink trade capitalised on this and marketed products accordingly. As a tonic, alcohol could be drunk moderately and respectably to alleviate a myriad of psychological and physiological problems. This was an attractive idea—particularly for certain groups of consumers who could not otherwise drink without incurring social and moral disapproval. Yet the idea that alcohol was a tonic divided the opinions of the medical profession, and the claim that Wincarnis was endorsed by ‘thousands of medical men’ was based on very thin evidence. The company could, however, have legitimately claimed that the medical profession still relied upon wine in the treatment of disease and illness. The use of alcohol in medicine not only held commercial value but it also shaped public opinion on the substance and thus partly influenced consumer choices. From a consumers’ perspective—if doctors were prescribing alcohol and companies were selling it as a preventative and cure-all for virtually all forms of ill health, then it must have been very tempting to turn to alcohol for comfort and relief. The tonic wine boom is perhaps proof of that.

## NOTES

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