

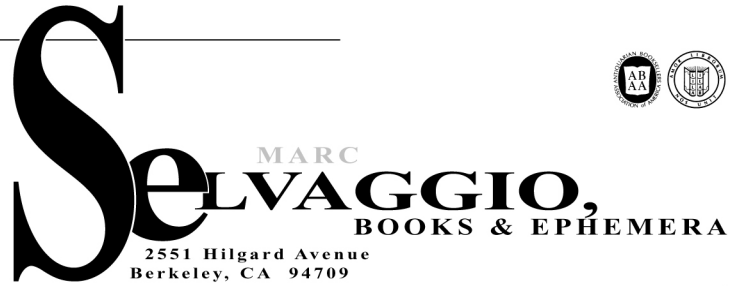
Catalogue Number 147:
MEDICINE & HEALTH



in American & European Ephemera

Catalogue 147
Medicine & Health

in American & European Ephemera



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Diseases & Ailments: General & Specific.

1. [Cholera] **Berselli, G.** *Il Cholera in Padova nel 1873. Relazione del medico municipale... letta nella seduta pubblica 8 febbraio 1874 della R. Accademia di scienze, lettere ed arti in Padova e pubblicata a cura del Municipio.* Padova: Tipografia Comunale della Minera, 1874. Large 8vo (25 cm). 64pp + original green printed wrappers, with spine reinforced. Many tables herein. ¶ The epidemic of 1873 was less severe than previous ones—for example, 346 cases here while the epidemic of 1835-36 affected 1,282. Following on his writing about the 1867 epidemic, Berselli devotes a good portion of this report (pages 24-45) to double-page tables on the 346 local citizens of Padua and the surrounding area who were affected by the cholera in 1873... noting, for example, whether they were cared for at home or in the Lazzaretto, whether they recovered or died, and other relevant information (e.g., age, profession, district). 100.00

2. [Cholera] **Cantani, A[arnaldo]** *II Colera. Lettera.* Milano: Vallardi, 1884. 12mo. 20pp. First separate printing, first published in the Napolitan newspaper, "Roma." OCLC locates one holding (Rochester Med.) 40.00

3. [Cholera] **Gerloni, G[iovanni]** **B.** *Il Colera Portato all'intelligenza del popolo. Seconda edizione riveduta ed aumentata dall'autore. Estratto dall'Alto Adige, Maggio 1886.* Trento: Scotoni e Vitti, [1886]. 60pp. OCLC notes nine [?] holdings, all in Italy—but they appear to be part of a re-issue series on cholera. 50.00

4. [Cholera] **Grimaldi, N.** *Istruzione Popolare.* Roma: Stamperia della Reverenda Camera Apostolica, 1832. Large printed broadside (67 x 52 cm, untrimmed); a few small worm-holes, otherwise bright, very good copy. ¶ Detailed Instructions from the President of the Health Commission on Cholera-Morbus and steps that the public can take to slow down the spread of the disease [e.g., don't eat as much pasta as usual... don't drink cold water, always add a little wine and also a little 'spirit of anise'. Acquavita is good too]. Instructions on maintaining a clean, cool bedroom... cleanliness of domestic animals... what to do while waiting for the doctor... on cold and humid evenings, don't spend your evenings in the a café or an osteria... stay calm and do not let fear take over. Interesting in the range of detailed instructions, especially at a time when the real *cause* of the disease was unknown let alone its true form of transmission [i.e., in drinking water]. Not located in OCLC—only the 8pp pamphlet issue (two loc., Wellcome, Melbourne). 250.00

5. [Cholera] **Trompeo, Dr.** *Instruction Pour Prévenir et Traiter le Cholera-Morbus Avant L'Arrivée du Médecin.* Nice: De l'Imprimerie de la Société Typographique, 1835. 4to (28 cm). Folded sheet, with text on pp.1/2. Light fold lines. ¶ Local doctor presents various suggestions on how to deal with cholera, such as avoid contact with people and their things (e.g., clothes), avoid large groups of people (e.g., the theatre), avoid extremes of temperature, avoid salty foods, especially oily or gaseous ones (such as beans, spinach, and pig meat, drink a lemonade that includes bitter almonds in distilled water... and watch out for charlatans who offer specifics or panaceas. OCLC notes one holding—Wellcome—who does not cite the author, although the piece is signed (in type) at the end, just above the imprint [p.2]. 150.00

6. [Dissentery] **Ministero dell'Interno Direzione Generale della Sanità Pubblica.** *Istruzioni Popolari per la Difesa Individuale Contro la Dissenteria.* Rome: Elzeviriana di Adelaide ved. Pateras, 1907. 8vo. 11pp. Original wrappers, a little spotted. ¶ Succinct advice, with highlighted condensed points printed in the margin. OCLC locates one holding (Padova). 45.00

7. [Malaria] **Badaloni, N. and Baccelli, G.** *La Lotta Contro La Malaria. Discorsi pronunciati alla Camera dei Deputati.* Rome: Tipografia della Camera dei Deputati, 1910. 8vo. 44pp. Original wrappers. Signed by Badaloni. ¶ Two politicians present a running dialogue on the topic before the

Italian parliament, with frequent interjections from the audience [e.g., *Bravo! Bene!*]. OCLC notes a different work by Badaloni on this topic, also in 1910. 50.00

8. [Malaria] **Felice Bisleri & C. *Volete la salute?*** [cover title] [Milano: Fili de Magistris, 1905.] 16pp + pictorial wrappers (sunned along edge. With 12 illustrations from photos throughout the text. ¶ Promotional booklet—here distributed as a “Supplemento alla *Rivista Medica*”, a periodical which the firm published—from this Milanese firm, describing its facilities for manufacturing its line of medicines—Ferro China and Acqua Nocera—taken as tonics against malarial fever. Various references to the statue group, *I Leoni di Bisleri* (used as its trademark), that had been placed in a sculpture hall at the 1905 Milan Exposition. Good views of a manufacturing facility (with employees) of the time. When this concoction was imported into the US, the government charged it for mislabeling, challenging the claim that it had “the best quality of quinin.” Analysis showed no presence of quinine whatsoever—but did find 16% alcohol. Not located in OCLC. 60.00

9. [Malaria] **Ministero della Guerra, Direzione General di Sanità Militare. *Lotta Contro La Malaria. Consigli Pratici al Soldato.*** No place or date [Rome? Ca. 1940.] 12mo. [8]pp + wrappers. With three illustrations, including one encouraging soldiers to pay attention to stagnant water. Not located in OCLC. 35.00

10. [Measles] **Kells, Frank and Al Arland & Al Vann. *Dear Santa: Have You Had the Measles?*** Delaware Water Gap, PA: Shawnee Press, 1944/46. Regular format sheet music (30 cm). 4pp, with advt on rear. Color pictorial cover of girl with measles staring out an iced window. ¶ The young patient is worried about Santa’s arrival because the family doctor had placed a quarantine sign on the front door, prohibiting visitors! Well, there’s always the chimney, Santa! OCLC locates two holdings (Kansas State, Alaska/Anchorage). 45.00

11. [Measles] **Ollivier, Docteur G. *Notions Médicales sur la Rougeole, mises a la porte de tous.*** Charlons-sur-Marne: Le

Roy, 1879. 32pp + soiled wrappers. ¶ After a measles epidemic in 1878 and 1879, a local doctor here presents a synopsis of what is known about the disease—its pathology, symptoms, abnormalities, and treatment. OCLC notes only paper and “open access” version at the French Nat. Library. 100.00

12. **Musella, Mario. *Mali di Moda e Rimedi de Attualità.*** Milano: Hoepli, 1936-XIV. 185pp. Printed wrappers with pictorial dust wrapper. With 26 plates + 13 figures in text. ¶ Essays by Musella on popular treatments of a variety of diseases plus real causes and treatment—malaria, Hodgkin and Parkinson’s diseases, eugenics (and how Fascismo keeps the Italian race pure), tuberculosis, fever, poison gas (during war), pneumonia... plus pieces on sanitation, current charlatans (e.g., Christian Science), and many others. OCLC notes Nat. Library of Medicine + two Italian libraries. 75.00

13. [Obesity] **Bulge, Issue #1.** January 1999. [Park Ridge, NJ? 1999.] 4to, (28 cm). 48pp, side stapled. + pictorial wrappers. WITH: **Bulge, Issue 2—March 1999.** [Park Ridge, NJ? 1999.] 4to, (28 cm). 45pp, side stapled. + pictorial wrappers. With two pages of color photos repro. **Belly Busters. Issue Six.** [San Francisco? Caldera Corp., 1996?] 4to (28 cm). [22]pp mimeographed, stapled; laid in original illustrated wrappers. WITH: **Issue Seven.** [1997?] [24]pp + illustrated wrappers [laid in]. WITH: **Issue Eight.** [199_]. [16]pp, mimeo, stapled, no wrappers. ¶ Five issues of two different early ‘zines in the FA [Fat Acceptance] and Feeder/Feedee world. Both of these magazines, which circulated somewhat clandestinely at the time, are now considered pioneer productions in the area of “gaining relationships.” The issues are full of first-hand accounts of men and women in big-time big weight gains. Also some fiction herein that would be classed as soft-porn [no pun intended!] Much of the content focuses on the sexual attraction and sexual gratification in regards to gaining or helping others gain weigh. These issues include personal ads [e.g., “Let’s Blow Up Like Balloon”] or recipes for big gains [e.g., Creamed Crab over English Muffins], useful information [“More than 80 percent of bologna’s calories come from fat.” *Bulge 2*

includes a four-page “Terminology” (e.g., Jutt Butt, Kidney Pads, Rear Fan-Out). *Bulge* was edited by the famous Kelligirl, who vanished from the Feeder scene about 12 years ago. In her autobiography *Wake Up, I'm Fat* (1999), actress Camryn Manheim writes of discovering the existence of “feeder zines,” and comments on the personal ads found in *Belly Busters*, “a low-budget, desktop publication, mimeographed for distribution.... I began to realize that *Belly Busters* was basically dedicated to men and women who were turned on by erotic weight gain, a term I had never heard of nor imagined even existed. I was told that force-feeding and erotic weight gain do exist in the dark corners of our society. Because its very origins are shame-based, it is a very underground practice.” Neither publication located on OCLC. For the five issues: 150.00

14. [Small pox] **Calcara, Francesco.** *Relazione sul Vaiuolo che Ha Dominato in Palermo e Nei Suoi Sobborgi.* Palermo: Benedetto Lima, 1872. Large 8vo (26.5 cm). 52pp (including three folding tables in pagination) + decorative printed wrappers, some slight wear on corners and small stain at lower edge of first three leaves only. ¶ Dr. Calcara was appointed by a local Commission to report on the epidemic of small pox in Palermo and surrounding suburbs. The tables provide a statistical picture of the victims, including noting the number of deaths by people who had been vaccinated and who had not. OCLC notes only two holdings, including at the National Library of Medicine. 250.00

15. [Tuberculosis] **Bocchestti, F., ed.** *La Diagnosi Precoce Della Tuberculosis Polmonare.* Roma: Edizioni di Propaganda Della Federazione Italiana Nazionale Fascista Per La Lotta Contro La Tuberculosis, 1936- Anno XIV E.F. 120pp + wrappers with mounted illustration on cover. Illustrated with small vignettes reproduced from publicity posters. ¶ Collection of papers from various Italian doctors and researchers on the topic of the early detection of pulmonary TB in children, issued as part of the “VI Campagna Nazionale Antituberculare 1936-XIV.” The fight against the disease here is cast—as usual—as a battle but one in which the Fascist Regime will prove victorious in “the defense of our divine,

immortal race.” However, within there is much practical information. OCLC locates a copy at Univ. of Pisa (Medical Lib.) 125.00

16. [Tuberculosis] **Breccia, Gioacchino.** *La Scuola Nella Lotta Contro La Tuberculosis.* *Agli insegnanti delle Scuole Elementari e delle Scuole Media.* Roma: Federazione Italiana Nazionale Fascista per la Lotto Contro La Tuberculosis, n.d., [1930s]. 15, (1)pp. Color illustrated color incorporating Roman eagle and Fascist (Roman fasci) symbol. ¶ Professor explains how the schools, and teachers, are part of the united forces of the Fascist government and Italian people in its battle against TB. As Mussolini is quoted here—and other Italian TB pamphlets— one of the stated goals of the Fascist regime was the conquering of this disease. OCLC locates two holdings (Duke; Rovereto Civica, Italy) 90.00

17. [Tuberculosis] **California Tuberculosis Association.** Collection of papers, mimeo reports, off-prints of articles, etc., pertaining to TB, especially education and public health issues. Includes: *Health Posters and Charts Obtainable through...* Oct. 6, 1937 (single sheet, mimeo); *Vital Statistics, for 1935.* May 6, 1936 (4pp, mimeo); *Vital Statistics, for 1936.* Sept. 7, 1937 (4pp, mimeo); *List of Pamphlets on Tuberculosis of Particular Interest to Health Officers* (2pp, mimeo); *Motion Picture Films in Library of CTA* (1936, 5pp mimeo); *Exhibit Materials available from CTA* (Oct. 1937, 5pp, mimeo); Set of Ten *Charts* (27 x 22 cm), printed recto only, accompanied by nine tables (on legal-size sheets), covering various aspects of death rates relating to TB in California between 1920-1930 (e.g., by age, race, cause of deaths); **Detroit Dept of Health, Health Inspection of School Children** (1936, 16pp); *In Every Home* (4pp flyer, ca. 1930); **Allen B.K. Krause, Tuberculosis and Public Health** (1928, 53pp, distributed by CTA), plus six other separate off-prints, including four articles from *Outdoor Life* on public health issues (1934). For lot: 150.00

18. [Tuberculosis] **Comité National de Défense Contre La Tuberculose.** *2 Sous Pour La Santé 1933.* *Jeux et Santé Protégé par Le Vaccin B.C.G.* [Paris? 1932?] Large color

lithograph poster (41 x 29 cm), die-cut along the outer margin to appear like a giant stamp. With three small actual TB stamps (1931 and 1932) tipped in the corners. The U.S. National Library of Medicine has a different version of this poster, posted on its Digital Library; the “stamp” image is set within a larger piece, not this large die-cut version. 125.00

19. [Tuberculosis] **Comité National de Défense contre la Tuberculose. *Le Timbre Antituberculeux.*** Paris, 1927. Folio (32 cm). 4pp folded, illustrated p.1. Small edge tear repaired. ¶ Full description of short French-wide 1927-28 campaign—brief history of the campaign, the promotional program, where to purchase stamps, etc.—running from Dec. 1 1927 to Jan. 5, 1928. The front has a border showing stamps from past campaigns, with the new stamp’s image in the center. **WITH: Comité National de Défense Contre La Tuberculose. *Achetez le timbre antituberculeux.*** Paris, 1926. 4pp + 2ff of illustrated stamps (total of 20, unused). ¶ Ephemeral souvenir/fund-raiser here underwritten by Nestlé (who used the opportunity to advertise products for children), celebrating the Comité’s 10th anniversary. Pair: 75.00

20. [Tuberculosis] **Comité National de Défense Contre la Tuberculose.** [Later **Comité National Contre la Tuberculose et Les Maladies Respiratoires**]. ***Collection of 86 original large color stickers***—mostly 5 x 3 inch or slightly larger—issued by this French organization between 1930 and 1983. Hence, this collection presents a 50-year look at the graphic presentation of the fight in France against TB. Almost all of these stickers, with the adhesion still present on verso, have die-cut ridged borders to appear as stamps—and they are called “timbres”/stamps—but they are NOT the size of the regular postage-stamp dimensions common, for example, with American TB stamps. For many of the years represented here, there are versions of the same image but in different values (e.g., 100 fr., 500 fr), and occasionally slight changes in dimensions or coloring within the same year. The years represented here are: 1930, 1933, 1935, 1937, 1945, 1946, 1948, 1950, 1953-55, 1957—1967, 1971-1981, 1983. 450.00

21. [Tuberculosis] **Commission Américaine de Preservation contre la Tuberculose en France. *Combattex la Tuberculose.*** Paris: Devamez, ca. 1920. Small single-sided color (red and black) illustrated poster, 27 x 18 cm. ¶ Instructional poster presented in three stages—at the top, captioned panels show how TB is spread (e.g., people sneezing in one’s face, breathing dirt in the home, or drinking from a bottle being passed around); the Allies of TB [e.g., intemperance and closed windows] and its Enemies [e.g., medicine, sunlight, fresh air and rest]; and precautions to take (covering your mouth with coughing, sleep alone, and don’t share eating utensils). OCLC notes one holding for a larger poster version—Nat. Library of Medicine. There was also a larger version in English, at the Wellcome—see Julia F. Irwin, “*Savons les bébés*”: *child health and U.S. humanitarian aid in the First World War*’, *Bulletin of the history of medicine*, 2012, 86: 37-65 (on American aid in France) 85.00

22. [Tuberculosis] **La Federazione Italiana Nazionale Fascista per la Lotta Contro La Tubercolosi. *Contro La Tubercolosi e Per la Difesa della Razza.*** [Parma: Anomina Zafferri, 1938.] 16pp + color pictorial wrappers designed by Venturini. With seven smaller color symbolic illustrations by Venturini throughout text. With illustrated bookplate of Biblioteca Caproni. 85.00

23. [Tuberculosis] **Ghibellini, Isidoro. *Realtà e speranze nella lotta antituberculosa in Italia.*** Veneta: Comune di Galliera Veneta, 1933-XI. 14pp + printed wrappers. ¶ Talk by a specialist on pulmonary diseases, delivered at a conference held on the occasion of the Festival of Flowers. OCLC only notes three post-war pieces by Ghibellini, on other medical topics. 45.00

24. [Tuberculosis] **Oeuvre Des Enfants Tuberculeux. *Enfants Tuberculeux. Loterie... 3 Gros Lots, 250.000 fr. 50.000 fr—20.000f.*** Paris: Orsoni, 1902. 4pp flyer, with one panel being an application form for the lottery—to be detached and mailed in, with ticket payments. Text speaks of the contest as well as the work of the organization. 35.00

25. [Tuberculosis] **Rockefeller Foundation. *Principles d'Hygiène***. Paris, [1918?]. 15pp + wrappers. Color illustrations throughout. ¶ Tract for parents on infant care, tips for avoiding conditions that could cause tuberculosis (e.g., never kiss a child on the mouth, never spit on the ground). From the Foundation's Commission Americaine de Préservation Contre la Tuberculose en France. Noted as second edition. Wrapper title: *Hygiène de l'Enfance*. 45.00

26. [Tuberculosis] **Commission Américaine de Préservation Contre la Tuberculose en France. *Principles d'Hygiène***. Paris: Foundation Rockefeller, [1920?]. 12mo (18 cm). 31pp + color pictorial wrappers. Profusely illustrated with color drawings. ¶ Colorful instructional guide, in word and pictures, sometimes full-page, about TB—which at the time was killing 87,600 French per year—showing how family members, workers, bosses, the public can stop the spread of the disease. Much advice... mothers, never kiss your child on the mouth... fathers, stop drinking alcohol... sleep with the window open... watch where outhouses are located... organize a local Health Service... the open-air classroom strengthens the weak child... control fly populations, test milk... Same illustrations and text as in the Foundation's *Hygiène de l'Enfance* [above], but greatly expanded, with more text and illus. OCLC locates one holding (Hoover Institute). 75.00

27. [Tuberculosis] **Ronchetti, Dr Secondo. *Saggi di Vaccinoterapia Antituberculare***. Geneva: Gaetano Scheonone, 1929. 8opp + printed wrappers. Issued by St. Martin's Hospital in Geneva. With outlined treatments of many individual cases. Not located in OCLC. 75.00

28. [Tuberculosis] **Roster, Dott. Alessandro. *Consigli igienici sulla tubercolosi dati al popolo***. Firenze: Paggi, 1893. 12mo. 228pp. Printed wrappers; spine repaired. Bibliography at end. OCLC notes a paper copy at Harvard and microfilm at Nat. Library of Med. 45.00

29. [Venereal] **Lupo, Davide. *Compendio Practico delle Malattie Sifilitiche da Servire anche per i non***

medici. Naples: Angelo Trani, 1873. 128pp + soiled printed wrappers. ¶ Overview on the causes of venereal diseases and the various treatments in this pre-penicillin period, taking into consideration treatment by “non medici” [and he doesn't mean Florentine rulers!]. OCLC locates two holdings, both in US (Harvard, National Lib. of Medicine). 100.00

30. [Venereal] **Ricord, F[ilippo]. *Compendio Terapeutico per La Malattie Veneree***. Venezia: Pietro Naratovich, 1851 114, (1)pp. Original yellow wrappers. Second edition of the Italian issue, translated by Dr. Angele Ceriali. ¶ Cause and treatments of venereal diseases, especially syphilis and gonorrhoea, with heavy doses of mercury involved. First Italian edition was 1847. OCLC notes two holdings in Italy of this 1851 issue (only one holding for 1847). 100.00

31. [Yellow Fever] **Corre, Dr. A[rmund]. *De l'Étiologie et de la Prophylaxie de la Fièvre Jaune***. Paris: Octave Doin, 1882. 98pp + one slightly colored engraved plate. Original wrappers. Separate printing of a long paper printed in Jan-March 1882 issue of *Archives de médecine navale*. ¶ Medical officer writes about Yellow Fever, especially as it appeared throughout the Caribbean, attributing the disease to some unknown pathogen that was easily transmitted... a “living agent’ that mired into coastal soils and altered them to form infectious products sparking disease” (M. Osborne, *The Emergence of Tropical Medicine in France*, p.143). OCLC notes eight holdings, but only one in US (College of Physicians, Phila). 125.00

DENTAL

32. **Bofill, Ramon. *Los Dentifricos y Sus Effectos***. Barcelona: Tipografia Española, 1898. 26pp + original wrappers, some foxing; last few pages wrinkled. ¶ The president of the Circulo Odontológico de Cataluña offers some observations and comments about false teeth. Not located in OCLC. 65.00

- 33. Bristol-Myers Co. *Certificate*....** No place, 1943. Color illustrated document from the makers of *Ipana Toothpaste*, to be awarded to youth who “has an excellent record for twice daily tooth brushing and gum massage” [best with *Ipana!*] and verso has information on teeth and care tips. WITH: a die-cut sheet with cut-out jaw as well as upper and lower teeth—to be assembled so kids can learn “the proper method” of brushing [using *Ipana!*] Distributed to schools. 45.00
- 34. Columbus Dental Manufacturing Co. *Steele’s Interchangeable Tooth, Pictorially Told*** [cover title].. [Columbus: Champlin Press, 1902?] Oblong 8vo. 32pp + wrappers. Prof. illustrated (full-page illus. on rectos throughout with facing text). ¶ The “Benefits of interchangeable facings,” discussed and shown. An early type of dental implant. “This tooth has been awarded the Laurel of Success by the Profession.” OCLC notes various publications on this dental item, but none this early. David & Dreyfus, *The Finest Instruments Ever Made: A Bibliography of Medical, Dental, Optical, and Pharmaceutical Company Trade Literature, 1700-1939*, p.100, cites three other publications from this firm. 65.00
- 35. Consolidated Dental Mfg Co. *Teeth of Pearl*.** New York, [1896?]. [30]pp + color lithographed wrappers. Illustrated throughout with decorative color litho designs, portraits, and scenes of facilities. Laid in is a reduced facsimile of a letter from a supplier of an alloy of platinum. ¶ “This little book is an advertisement. Its object is to sell you some teeth. If it doesn’t do that it is in some sense a failure.” [The purpose of this catalogue entry is to sell you this pamphlet!] Handsome production, with bios of the firm’s principles, a description of the operation (and production of false teeth), other services (e.g., prosthetic dentistry) and the Company’s branches in other cities. We are informed that all of the work in the Trimming Room “is done by young ladies, whose sense of touch is carefully educated to the use of the delicate files and saws.” Catalogue produced by “The Gallison and Hobron Co., Catalogue Makers.” Not located in OCLC; although Davis & Dreyfuss (pp.100-101) cite a number of catalogues from this firm. 100.00
- 36. Drossner, Maxime. *Les Dents et Leur Véritable Insensibilisateur, Le Somnol*.** Paris: Praiser, 1901. 16pp + printed wrappers. ¶ Booklet that describes and promotes Drossner’s new anesthetic for painless dentistry, available at his various “Institute Dentaire” offices. Includes commentary by a doctor at the Academy of Medicine plus press notices as well as information on some other Drossner products (e.g., Formodol, the best toothpaste). Not located in OCLC (only a pamphlet on Drossner’s general anesthetic, published the same year). 45.00
- 37. French Dental Parlor & Other Related Ephemera Matter.** A small collection of 35 printed pieces—ranging from single-sided flyers and handbills, to some pamphlets, and including nine original photographs of dental apparati (with two of a patient sitting patiently in a dental chair). Some of the pieces cash in on the belief of the supremacy of American dental practices—driven, no doubt, by the practice of the legendary, Paris-based dentist Dr. Thomas W. Evans (1823-1897). They and include, for example, Dr. J.J. Irlicht’s flyer for his *Cabinet Dentaire-Américaine* and a small litho 4pp brochure for Dr. Frenkel’s *Savon Dentrifrice Américaine*, or the *Grand Établissement de Docteurs Américains Dentistes* [16pp, in English, French, German, Spanish, and Russian], or the *L’Institute Dentaire de Philadelphie*... other pieces includes ones for *Cabinet Dentiare de L’Hotel de Ville*, the *Palladium Dentiare*, and the *Maison de Confiance’s Institute Dentaire*. Also with two copies of Dr. Gelinier’s *La Prothèse Dentiare* (244pp, prof. illus). Also with four pamphlets from Nancy-based dentist, Léon Blanc, including his rare 1917 *La Profession dentaire en U.R.S.S.* This group also includes a copy, in orange wrappers, of the rare *Blaguomanie ou Honteuses Réclames de Deux Dentistes de Montpellier* (“Joke-Mania, or Shameful Ads by Two Montpellier Dentists”, 7pp, ca. 1880). For the group: 400.00
- 38. Fripp, S.T. *Presa dell’Impronta e Dentiare Artificiali*.** London: De Trey, ca. 1910. 71pp + cloth-backed wrappers. With 44 figures (photographic) in text. ¶ Handbook from British supplier of dentures. WITH: *Il Problema: Del Dentista Conscienzioso* (De Trey,

ca. 1910, 16pp self-wrappers, illus)—pamphlet on “how to do with the best while reducing the cost.” Of course, all was possible with De Trey dental products. A few holdings of English and French editions of the first work, but none of either of these Italian-language versions. 45.00

39. Iodent Chemical Co. *Diet, Dentistry, Dentifrice. Souvenir of the Three “D” Oral Education Exhibition, Chicago, 1933, Century of Progress Exposition.* (Detroit, 1933.) 12mo. [16]pp including wrappers. Illustrated in color and with b&w vignettes. ¶ Souvenir from a manufacturer of tooth paste and tooth brushes. With a page of talking ingredients... “I am Mr. Petroleum Jelly”! The Exhibit was in the Hall of Science. OCLC locates two holdings (AM Dental Assn., Texas/Houston). 45.00

40. [Toothpaste] *El Torero, Esmalte dental para la mujer elegante.* Tolosa: Laborde & Labayen, 1937. Single-sided color poster, 33 x 24 cm, signed by A. Garrastachu. ¶ Attractive advertising poster for toothpaste “for the elegant woman,” as communicated graphically here. An image of this poster is on the interesting website of the Centro de Documentacion Publicitaria in Palma (Las Balereas). 100.00

Pharmaceutical & Patent Medicines

41. L'Abbé Soury. *Méthode Curator de Toutes des Maladies Intérieures de la Femme, Retour d'Age, Circulation du Sang par La Jouvence de l'Abbé Soury.* [Lille: Taffin-Lefort, 1939.] 12mo. 16pp + color pictorial wrappers. Text illus. Not located in OCLC 35.00

42. “A l'Eucalyptus.” *Dépot Générale de l'Eucalyptor.* Paris, 1889-90. A small collection of four sales pieces promoting the firm's “Produits Dérivés de l'Eucalyptus,” including a 20pp catalogue (plus green wrappers), describing the benefits of eucalyptus as a disinfectant, and its use as a fabric for hygienique cloth (such as

underwear), soaps, vinegars, and oils—and mounted to inside front wrapper is a small piece of real eucalyptus cloth. Also with a 4pp flyer on “L'Eucalyptor Desinfectant Antiseptique”—applying the theories of Pasteur! Plus a cover letter to Monsieur le Docteur. Not located in OCLC. 125.00

43. A. Dadanne & Fils. *Phoscao.* [Paris: Atelier A.B.C., ca. 1925.] 12mo (13 cm). [12]pp + color pictorial wrappers. Illustrations throughout. ¶ Booklet on the firm's breakfast drink that is a perfect regime for people suffering from stomach problems or nervous or muscle depression. Helps students prepare for examinations. Solves insomnia and great for nursing mothers. Also plugs *Valentine*, a laxative drink. Not located in OCLC. 30.00

44. Barducci, Silverio. *La Medicina Per Tutti ovvero Farmacia Domestica.* Firenze: Tipografia e Calcografia del Vulcano, 1856. 12mo (16 cm). 36pp, self-wrappers. ¶ Rare small guide and promotional booklet from a local pharmacist, mostly to push Barducci's pills and tonic, with a chapter on cholera (pp.11-18), a section of pithy statements on how prolong health and life, and some testimonials. Not located in OCLC. 100.00

45. Bayer. *Une Découverte de Nénufar. Dessins de Pol Rab.* [Paris: I.F.R., 1931.] 12mo (12 cm). [12]pp including self-wrappers. Illustrated throughout with cartoons by Rab. ¶ Unsubtle racist cartoon narrative about an African black man who is sent by his king to represent his country, at the 1931 Colonial International Expo in Paris, and their main export product: Bayer Aspirin! All Africans caricatured with fat red lips... a guide at the exposition exclaims “Il est noir!” One page of promotional advt text. Not located in OCLC. 65.00

46. Bertarelli, Prof. Ernesto. *Nuove Considerazioni Sull-Alimentazione Razionale.* [Milano Tomasina, 1937-XV.] 8pp + wrappers. WITH: folded 4pp sheet laid, with some stains. ¶ The director of the Institute of Health at the Univ. of Pavia here shills for the manufacturers of that pure-food wonder extract, “Este,” especially good for the

young, the old, and the infirmed. The product was a leaven-yeast bouillon cube manufactured by the Soc. An. Distillerie Italiane (Milano)—the laid-in piece presents 10 reasons why one should consume this product. Not located in OCLC. 45.00

47. Bertelli, A. *Cosa Ci Dá Bertelli? Salute, Igiene, Bellezza, Profumo.* Milano, ca. 1900. 32pp + color pictorial wrappers (printed by Fezzi of Cremona). ¶ Profusely illustrated with full-page montage depictions (with dialogue), mostly of upper-class women discussing health issues (e.g., painful kidneys!). Catalogue pushing the wide variety of products available from this manufacturer, but focusing more on the medical ones, including his plaster for kidney and back pain. *Extract of Balsamo* good for gout. And the *Rose Bertelli* is Superlativo! Divino! 85.00

48. Brown, Lyman. *Seven Barks Almanac 1888.* [NY, 1887.] 12mo (15 cm). 32pp + chromolithographed wrappers, Some light wear. Printed on pulp text. Illus. Ad sheet for a druggist in Galesburg, Illinois tipped to the first page. ¶ Typical patent medicine almanac, long on testimonials and advertising for this product based (as stated) on the medicinal properties found in hydrangea. Atwater S-184.2 45.00

49. Carleton, Will. *The Country Doctor.* No place, [189-?] Oblong 8vo. [12]pp + pictorial crepe wrappers. ¶ Illustrated version of Carleton's poem, (taken from his *Rhymes of Our Planet*), reissued here as a promotional booklet by *Liquid Peptonoids*, a palpable elixir that had "nutrient, peptogenic stimulant and reconstructive properties." Ad copy on every verso. 45.00

50. Chimichéapia "Hélose." *Terapia Nuova.* *Nuovi Remedi Scientifici Besati Sulle Recerche Recenti Della Terapia Moderna ed Esperienze Cliniche.* [Paris: Laboratoire de Chimichéapia "Hélose," n.d. ca. 1910]. 31, (1)pp + decorative at-nouveau style embossed wrappers. Text illus. ¶ Italian-language promotional booklet from a French pharmacist, describing his various medications—in pill or liquid form—with small half-tones of the small manufacturing center. Products covered here include *Gonotal*

for gonorrhea and *Diaminol* for arthritis. Not located in OCLC. 45.00

51. Dad Chemical Co. *The Reason of It* [cover title]. *Respiton, Prepared with Asclepias and Berberis, A Dermal and Respiratory Renovant.* NY & Paris, ca. 1910. [16]pp including pictorial wrappers. ¶ Concoction for "treatment of Colds, La Grippe, and Pneumonia," as well as "many chronic diseases of an obscure nature." Many enthusiastic testimonials from various doctors. OCLC locates a group of pamphlets from dear old Dad at the College of Physicians of Philadelphia. Oddly, cited by Davis & Dreyfuss (p.104). 45.00

52. de Jorge, Dr. Fulgencio. *Meningitina.* *Específico en extracto para la curación de la Meningitis.* Zaragoza: Abadia, ca. 1910. Oblong 12mo. 16pp + pictorial wrappers. With a section of testimonials, with three half-tones of cured children. Not located in OCLC. 30.00

53. Demolon, S. *Grande Pharmacie Commerciale du Sud-Ouest.* Bayonne: Lasserre, ca. 1900. 12mo (15 cm). 8pp, self-wrappers. ¶ Small catalogue of products manufactured at this small-town pharmacy, such as its "Vin Antidiabétique," as well as a priced list of analysis services. Not located in OCLC. 30.00

54. Dietéticos Max S.A. *Yo Me Crio con Matermax.* [Barcelona: Piulats, ca. 1930.] Four-panel (8pp) folding color illustrated brochure tipped into a die-cut booklet shaped like a can (16.5 cm). ¶ Madrid-based company pushes its line of eight different formulas for kids, each sold in cans, such as *Albulactol* (good for intestinal problems), *Baca-Malt*, *Maltopol*, and *Maltomax*. 45.00

55. Elliman Fils & Co. *Accidents et Douleurs. Premiers Secours.* Slough, Eng., ca. 1900. 12mo 48pp + wrappers. Text illus. ¶ Pocket-size first-aid manual, but actually a very thinly disguised advertising booklet for Elliman's Universal Embrocation, "Rubbing Eases Pain," a concoction which works for just about everything (not sure about broken bones). French language issue. Not located in OCLC. 35.00

56. Elwin Laboratory. *A Thy-ca-lol Antiseptic Mouth Bath, a New Delight in Cleanly Living.* Poughkeepsie, ca. 1900. 12mo. 16pp including pictorial wrappers. Text illus. ¶ The proprietor announces that there are “no secret ingredients in Thy-ca-lol”—the only secret “is our ability to combine the ingredients most valuable for the purpose” [of cleaning the mouth]. In other words—it’s a secret! But the brand name would suggest healthy doses of al-co-lol. Not located in OCLC. 35.00

57. Escallier, M. *Un Trésor Est Caché Dadans* [cover title] *Fleurs et Plantes Alpines. L’Extrait Dépuratif des Alpes. Est fabriqué aux Hautes Altitudes.* [Lyon: Sezanne, ca. 1934]. 44pp + color pictorial wrappers. Prof. illus. ¶ Booklet on this Extract which is a sure cure for constipation, eczema, rheumatism, ulcers, etc., with half-tones of employees at work, many pages of testimonials, and text on other medical products (e.g., *Tonique des Alpes, Piles antianémiques*). Not located in OCLC. 45.00

58. Fellows Medical Mfg. Co. *A Few Important Ophthalmic Reminders for the Busy Practitioner.* NY, 1916. [15]pp including two color plates + die-cut wrappers. ¶ Fellows’ Syrup of Hypophosphites for eye problems, esp. pink-eye and glaucoma. Oddly, the firm also marketed this Syrup as a “cure” for tuberculosis: “It stimulates appetite.” It also had some strychnine. Young noted that the product was “promoted exclusively to physicians, with not a cent spent on direct advertising to the consumer, but 90 per cent of its sales were over the counter without a prescription.” Young calls this “the Fellows’ Syrup of Hypophosphites type of racket” (*The Toadstool Millionaires*, p. 160). David & Dreyfuss, p.131, citing a copy at the College of Physicians, Phila. 45.00

59. França, Dott. Eduardo. *La Lugolina.* *Opuscolo Illustrato con vedute di Rio de Janeiro (Brasile), America del Sud.* [Milano: Modiano], 1903. 12mo (17 cm). 62, (2)pp. ¶ Promotional booklet for this Italian-made tonic, presenting here a view book to Brazil, with full-page half-tones on most rectos... descriptions of the sights shown, but also with advertising copy printed along the bottom

until the point when the promotion takes over the booklet. *Lugolina* was good for everything—skin problems, plague, shaving rash, shingles, dry skin, gonorrhoea. One of the sights in Rio was the Laboratorio della “Lugolina” where the tonic was produced for the local market—200,000 flacons a year! Not located in OCLC. 45.00

60. Gardner, R.W. *The writers of this pamphlet...* New York, ca. 1898. 13ff, printed on rectos only. Die-cut shaped, in the outline of a map of New England, color-printed wrappers. ¶ Booklet from this manufacturer presenting “a few interesting facts about the Medical Profession in New Hampshire,” a “copy of the laws regulating the practice of medicine” in the State, “a brief description of two of their products—Gardner’s *Syrup Hydriodic Acid* and Gardner’s *Syrup Ammonium Hypophosphite*.” The later was a “stimulating expectorant.” In 1907, the AMA removed Gardener’s *Syrup Hydriodic Acid* from the list of approved remedies, finding it to be virtually useless (Cf. AMA, *The Propaganda for Reform in Proprietary Medicines*, pp.59-63). David & Dreyfuss cite a number of pamphlets from this firm, but not this die-cut cartographic one. Not located in OCLC. 125.00

61. Glaxo. *Un mot aux Mamans.* [Pais: Kahn, ca. 1920.] 12mo (13.5 cm). 36pp + pictorial wrappers. Text vignettes. ¶ Complete little guide to baby’s health—covering symptoms and treatments—for any infant ailments (e.g., fevers, diphtheria, coup, convulsions) from British manufacturer of canned baby formula. Not located in OCLC. 45.00

62. Hall, R.P. & Co. *The Language of Hair.* Nashua, NH, ca. 1885. 16mo (10 cm). [8]pp including wrappers, chromolithographed throughout, with small vignettes inside. ¶ Promotional booklet for Hall’s Vegetable Sicilian Hair Renewer. I learned that I am a pious man: “A thin head of hair is said to denote ‘early piety’!” Not located in OCLC. 50.00

63. Hetherington, J.E. *Tropic-Fruit Laxative, Nature’s Sovereign Curative for Constipation and its Attendant Maladies.* NY, 1880. 12mo. 16pp + lithographed wrappers, package illustration on inside rear

wrapper. ¶ “We need the Medical Action of the pure Fruit Acids in our System and their cooling corrective influence.” OCLC notes two holdings for an eight-page version (BYU, Library Co. of Phila.) 35.00

64. Instituto Médico Nacional. *Catálogo de Los Products que exhibe el Instituto Médico Nacional en la Exposition de Coyoacán.* Mexico: Oficina Tipográfica de la Secetaria de Fomento, 1895. 89pp + printed wrappers. ¶ Extensive catalogue, with much annotation, of a variety of drugs made from indigenous plants of Mexico with information on nomenclature (scientific and “vulgar”), location, chemical make-up, use, etc. OCLC notes two physical locations (in Switzerland and Spain) plus internet availability via NIH. 100.00

65. Lab. Farmaceutico dott. G. Borromeo. *Note di Terapia Practica.* Oct. 1934. Milano, 1934-XII E.F. 32pp + color lithographed pictorial wrappers. ¶ Issue devoted to the firm’s *Elastina*, a product that cures atherosclerosis and helps with other health problems. OCLC locates this publication only at the National Library of Med. 25.00

66. Labélonye. *Notices sur Le Sirop de Digitale.* Paris: de Cuilloois, n.d. ca. 1840. 8vo (21 cm). 16pp + original decorative printed yellow wrappers. ¶ Tract from a Parisian pharmacist, directed specifically to French doctors, promoting the use and consumption of his *Sirop de Digitale* for maladies of the heart, with a dozen case histories, contributed by anonymous doctors. The Sirop was a concoction with a strong alcohol base, as typical of many patent medicines. OCLC notes two holdings in France—perhaps; the imprints there don’t match. A few other pamphlets by the pharmacist are noted. 100.00

67. La Laboratoires Dehaussy. *Vieilles Pierres & Paysages de France Stéréographiés* [cover title] [Paris: Studio P. Dupure/ Stéréographique M. Roulet, n.d., ca. 1930.] 8vo (22 cm). 72pp, in nine fascicles (8pp each). With tinted full-page views (printed for stereoscopes) printed on each recto with explanatory and promotional text printed on verso. With 2pp card address to Doctors laid in; also two pairs of cardboard stereo views

laid in pocket on inside front cover. Thick patterned wrappers. ¶ The Laboratory presents here a series of artistic views of scenes from throughout France (e.g., historical bridges, cloisters, churches, palais) with every fourth page (in each fascicle) being an illustrated ad for one of the publisher’s various medications (e.g., *Diastogéne*, a painkiller for convalescents, with ads showing a boy in bed—most of the ads either feature a child or product packaging). Verso text on all plates includes plugs for medications—and on advertisement plates, all text is of promotional nature. Laid in: large illustrated card (17.5 cm), with a stereo-printed image of the statue “La Victoire de Sanothrace” in the Louvre. Not located in OCLC. 200.00

68. Laboratoires Dupraz. *L e raffermissement du buste féminin par les methods scientifiques. Hormones-S-8.* Paris, n.d., ca. 1935. 8vo (23 cm). 32pp + pictorial wrappers. Profusely illustrated, some color, numerous text vignettes. ¶ Hormonal preparation that guaranteed to enlarge breasts in women—available in three formulas, depending on desired size and shape (shown a few times, with prices). With some color anatomical illustrations as well as a number of cheese-cake half-tones (e.g., sultry bare-breasted women). Now in pill or convenient powder! Not located in OCLC. 75.00

69. Laboratori Farmaceutici Maestretti. *L’Illustrazione del Medico.* Feb. 1938-XVI. No. 45. Milano, 1938. 4to. 32, (4)pp + pictorial wrappers. Prof. illus. ¶ Monthly magazine issued by an Italian pharmaceutical company, with articles on a variety of topics, including (here) on sanitation facilities on small airplanes (illus.), the cave art at Altamira, Spain, a short story by Marino Moretti (“Il Medico Ordina Una Cura”), a long piece on urban renovation in Naples region, an autobiographical sketch by actor Renzo Ricci, and dog racing. With four additional pages on various medications. 45.00

70. Laboratoires de la Fluxine. *Études de Nu en Plein Air.* Paris, 1928. small 4to (27 cm). 4pp. ¶ Promotional offer from the manufacturer of *Fluxine* (for gout) and *Evonyl* (for constipation and hypertension), here teasing its customers with a

copy of G.L. Arlaud's collection of artistic cheesecake photos. With a cover letter from the Lab + two flyers on the medicines. 45.00

71. Laboratoires Pharmaceutiques Efficia. *La Vie Intime de la Femme* [cover title]. [Paris, 1936?] Large square 8vo (24 cm). Color lithograph wrappers on foil-covered paper, some light wear along edge. Color illustrations throughout, including eight full-page illus of product packaging. ¶ Elaborate booklet/catalogue on the Lab's line of medicines for women and the medical issues they face (e.g., menstruation, "toilette intimes féminines"). Some useful chapters at the rear on various topics, such as first aid, list of plants useful for tisanes, lists of baths and hot springs in France, etc. Not located in OCLC. 65.00

72. Laboratorios Sokatarg, S.A. *Para Adelgazar, Sabelin*. Single-signed color illustrated store sign (with paper hook on verso), 30 x 22 cm. Ca. 1940. ¶ Illustration for medicine to fight obesity, showing a winsome woman with a collee in a park situation. OCLC locates one (Wellcome).50.00

73. Lavintern. *El Seguro de la Salud* [cover title]. [Barcelona, ca. 1910.] 12mo. 48pp + pictorial wrappers. Illus. ¶ Booklet promoting large line of products, including the eight different types of *Lavintern*, plus *Pursang*, *Sanin*, *Trovit* (an antidiabetic wine) and others. All products aimed for the center of the body (as shown by *Lavintern* elves washing the intestines!). Some testimonials. Four indispensable elements for cure from illness: sun, air, water, and *Lavintern*. Actually, one can skip the first three, if need be. Not located in OCLC. 35.00

74. Leprince, Dr. M. *Petit Dictionnaire Medical a l'Usage des Méres de Famille or Guide Pratique d'Hygiène...* [Paris, ca. 1901.] 12mo. 36pp + blind-embossed wrappers. ¶ Handbook for treatment of illnesses, from Acné to Vomitif, with descriptions of illnesses and often formulas for medicines... but most also include healthy doses of LePrince's various concoctions, such as *l'Arsycodile* or *Cascarine Leprince*. Not located in OCLC. 65.00

75. *Les Grains de Vales*. [Paris: Imp J. Barreau, ca. 1900.] 8vo (19 cm). {8}pp + color pictorial wrappers; color cover and text illustrations by *T Hbiaiet* [?]. ¶ Decorative promotional booklet for a grain laxative, the perfect compliment to an evening meal, because the "the human machine is delicate." The text stresses the importance of regularity while the many vignette illustrations show a series of a man and a girl (with dolly) playing out a medical consultation (dolly is constipated!), with the "doctor" brandishing a can of the product. The cover shows a woman dancing through a blossoming grove [no doubt in rapture over her regularity] brandishing her small flacon of the stuff. Not located in OCLC. 50.00

76. Lorate Co. *The Most Common Complaint of Gynecological Patients* [cover title]. NY, ca. 1930. Folded brochure, opens to 14 x 11 inch color illustrated poster (fairly graphic). ¶ Treatment for leucorrhœa. "Lorate for douching." OCLC only notes the firm's "The Renaissance idea of feminine hygiene." I wonder what Lucretia did? 35.00

77. Lorrimer & Co. *The Investigator*. Seventh Edition. Baltimore, n.d., ca. 1899. 4to (30 cm). ¶ Sales piece from a Baltimore firm pushing its *Excelsior Hair Forcer*, here disguising its advertisement to appear like a legitimate magazine, with the cover article penned by a real doctor. The inside spread is full of testimonials, many illustrated with crude line drawings—and many couples from small rural towns who together have reclaimed their luxuriant manes. ALSO WITH: 2pp (30 cm) "facsimile page" from the *United States Health Reports* (made to resemble, typographically, the *Congressional Reports*), with an article on "Beautiful Hair" [via Lorrimer, natch]; also WITH a 2pp form letter on firm's illustrated letterhead; plus a printed order coupon. Items with folds, from previous mailing envelope. "Beautiful Hair: Man's Pride and Woman's Glory." Not located in OCLC. 85.00

78. Lukutate Corp. of America. *Lukutate*. *A tale of ancient lore and modern science; Oriental jungle and European laboratory*. NY, ca. 1928. 12mo. {32}pp + wrappers. With testimonial letters from Virginia doctor.

¶ Promotional booklet for the concoction to stimulate the endocrine system (and thus by gaining control of glands, enhancing beauty), made in European laboratories “from certain Indian fruits—fruits which grow in highly elevated parts of the Malayan Archipelago, Java, Borneo, Sumatra, and neighboring countries.” OCLC notes that the AMA’s Dept. of Investigation has a folder with information relating to *Lukutate*, “an alleged health food and rejuvenation product, 1928-1966.” 45.00

79. Maltine Co. Surgeons Generals. United States Army. Series I [cover title]. [NY, ca. 1900.] [14]pp + chromolithographed (with gilt highlighting) pictorial cover. Six full-page plates. ¶ Sequel to the firm’s pamphlet on Naval Surgeon Generals—both were used to push the health benefits of this malt extract (e.g., using it as a medium for administering creosote or wine of pepsin). Not located in OCLC. 60.00

80. Minges, K. Leo. Il Modo per Ingrandire. Parigi: Cartilage Co., [1904?]. 8vo (21.5 cm). [32]pp + printed wrappers. Half-tones and line drawings throughout text. ¶ Operating from his Paris “laboratory”—or what looks like the front room of his apartment—Minges describes the role of cartilage in the spine in relation to height, and of the power and other benefits that tall people achieve over less-tall folks. To wit, he created his “Trattamento Cartilage” in order to replace this depleted organic matter and this enabled one (here, a man) to achieve height. This side of wacky. OCLC only cites single holdings for editions in English (*The secrets on how to grow tall*), French, and German—but not this Italian-language version [there was also a version in Spanish!]. 75.00

81. National Wholesale Druggists Association. Banquet of the Forty-First Annual Convention of the National Wholesale Druggist Association. Hotel Potter, Santa Barbara, California. Thursday, September Thirtieth [1915]. [San Francisco: Taylor & Taylor, 1915.] [8]pp + decorative wrappers. ¶ Fine example of classy job printing by Taylor & Taylor, in the graphic style of the time (e.g., typography, inks, paper). With three tipped-on half-tones—Mission Santa Barbara plus two plates from the Panama-Pacific Int. Expo. OCLC locates one copy (Book Club of CA). 125.00

82. New York Pharmacal Association. Lactopeptine Medical Annual. NY, 1888. 64pp + decorative wrappers with string tie binding. Illustrated.

¶ Although this manufacturer produced some graphically attractive publications, clothed with some legitimate historical material, the AMA eventually set its aim at the concoction and closely examined it multiple times between 1907 and 1913, concluding *Lactopeptine* to be a “practically inert substance” with little of pepsin and other medicine promised, and despite being exposed, “it was still widely advertised with the same irrational claims.” As the *AMA Journal* of March 16, 1907 stated, “It is astonishing that physicians should so long have use a product whose therapeutic value extravagant claims have been made.” Well, as evidenced in this piece, its printed graphics were at least first-rate. This year not located in OCLC of the few holdings of this medical almanac noted. 125.00

83. Ollivier, Dr. [Charles Prosper?] Opuscule Médical et Confidentiel. Offert aux Gens du Monde avec 19 gravures d’anatomie. Paris, 1881. 12mo (13 cm). 88, (2)pp advts + plain pink wrappers. Some slight rough opening. ¶ Plain-wrapper guide to health, with sections on male and female ailments (with illustrations); pp.75 to end devoted to the various digestives and purgatives created by the esteemed Dr. O, who was available for consultations every day from 1-6. OCLC notes holdings for various publications by Ollivier, but not this guidebook. However, this Dr. Ollivier had perhaps co-opted the name (and honor) of the more famous of French practitioners of the same moniker (1796-1845). 150.00

84. Pastilles Valda. Garde a Vous! [Paris: Pastilles Valda, 1910?]. 8vo (24 cm). 32pp + color pictorial wrappers (emblematic cover). Illustrations throughout. ¶ Promotional booklet for this line of pills, perfect for all sorts of respiratory ailments (e.g., catarrh, asthma, laryngitis, bronchitis) and also a treatment for lack of energy. Testimonials throughout (with portraits) of satisfied French customers. OCLC notes a 1911 issue at the Wellcome. 45.00

85. Pastilles Valda. *Les Yoghis aux Indes*. [Paris: Pastilles Valda, 1914?]. 8vo (23.5 cm). 32pp + color pictorial wrappers. Illustrations throughout. ¶ Another promotional booklet for this line of pills, here with a three-page illustrated introductory essay on Indian Yoghis and their ability to masquerade death and their practice of “anaboise”—anabosis--- by resuscitating through breath. Much as Pastilles Valda enable a sufferer to breath again by fortifying the lungs. The textual leap is made effortlessly. Testimonials throughout (with portraits) of satisfied French customers. Not located in OCLC. 65.00

86. Perry Davis & So. *A Household Necessity*. (Phila: Harris, ca. 1890.) 16pp + embossed pictorial wraps. ¶ Seven illustrated verses to prove that Davis’s PAIN-KILLER KILLS PAIN. Cuts, burns, rheumatism, whooping cough, even cholera. As necessary as an umbrella (which is embossed on front wrapper). Many ad pages, too. OCLC, three. 25.00

87. Pfunder, F.H. *What to do for Hyper-Acid Stomach*. Minneapolis, 1934. [32]pp including color pictorial wrappers. Prof. illus. ¶ Remedy: *Pfunder’s Tablets*, which were “NOT for Sale at ALL Drug Stores,” only selected outlets. OCLC notes that Minn. Historical Society has a folder with some matter (but apparently not this piece) on Pfunder’s patent medicine empire. 45.00

88. Pharmacie des Terreaux. *Guérison des Maladies de Poitrine*. Lyon, ca. 190-. 12mo. 24pp + color wrappers. ¶ Lyon druggist presents proven method of curing broncho-pulmonary ailments with its “Bassett” brand of chest plasterer. With testimonials and four pages of ads for some others medical products. Not located in OCLC. 45.00

89. Pharmacie Franco-Americaine et Sant-Lazare. *Écartez des dangers ceux que vous aimez*. [Paris: Gilbert-Clarey, n.d., ca 1910.] [12]pp + color pictorial wrappers. Printed in blue and orange. ¶ Large pharmacy on rue de Sant-Lazare plugs itself and the reasons why one—in this case, always a woman in the role of mother or wife—should choose

this establishment. Plugs on its services, its trustworthiness, its classiness (at least of its clientele) and some of its products. Illustrations by the Italian artist Gino Baldo (1884-1961), signed either “C. Baldo” or simply “CB”. Baldo had a successful career in Paris as a caricaturist before specializing in later years in illustrating children’s books. Not located in OCLC. 45.00

90. Pharmacie Goble-Vigier. [Labels]. [Paris, ca. 1870?] Six sheets, 31 cm, on which someone arranged, in a variety of designs, the many various printed labels used by this pharmacy (located in the 6th ard. on Rue du Bac). Over 50 different labels, showing the variety of concoctions (for health and bath) available at a mid-century pharmacy... *eau sedative, perles d’éther, pomade campbrée, pate de jujubes, graines de lin, huile d’amandes douces, vin de quinquina au Malaga*... Each sheet tastefully arranged, creating a pleasing graphic design, with usually a large decorative bottle label in the center. 200.00

91. [Pharmaceutical] Spanish Drug Advertising. Collection of 107 original color-illustrated postcards, from a variety of drug manufacturers in Spain, ca. 1945-1955, advertising an array of medications of an assortment of ailments and conditions, concerning lung, heart, intestines, energy, bones, stress, blood, etc. Sizes range generally from the regular postcard format (5.5 x 4 in) to a slightly larger postcard (6.5 x 4.5). Very colorful, and many in the same design as a poster. Great array of product names... *Hubersomma Biochlorofil, Gineclorina, Propasmin, Pulmo-Gray*. Detailed product information printed on verso. Many of these were sent, in the early 1950s, to a doctor in Barcelona. Excellent look at medical advertising during the first decades of the Franco dictatorship. Cards of these type—and even some of the specific cards in this collection—are shown in the chapter on health ephemera in Victor Oliva Pascuet and Priol Oliva Sanosa’s recent tome, *Barcelona, Publicitat I Ephemera 1850-1950* (2015). 650.00

92. Phosphatine Falières. *Album de la Phosphatine Falières*. Livraison A¹. Paris: Phosphatine Falières, 1904. Oblong 4to (31 cm). [20]pp + stiff pictorial wrappers in art-nouveau design by Popineau. Profusely

illustrated, with page decorations by Popineau and illustrated contributed by Madeleine Lemaire and F. Oger. ¶ An elaborate record of this company's advertising campaign that incorporated children—and frequently infants—into its ads. This volume presents montages of some of the celebrated children, including a grandson of Victor Hugo and the daughter of writer Victor Margueritte and the son of H. Prel, director of the *Vaudeville*, or the daughter of Paul Viardot, violinist. Even in some cases a group of kids from Marie Laurent's Orphlinat des Arts. Cover title: *Les Enfants de la Phosphatine*. Another (different) volume was published in 1905. OCLC notes a copy at Delaware + three European institutions. 100.00

93. Phosphatine Falières. Phosphatine... La Premier Farine de Bébé. Paris: Verrerie, n.d., ca. 1930? Complete 30-piece color illustrated jig-saw puzzle, with original matching illustrated glassine envelope. ¶ Promotional piece for health food for kids—image shows cars on a racetrack with the winning car passing the finish flag... Phosphatine “Tourjours premier.” Product is still being sold—and marketed to French bébés. Not located in OCLC. 45.00

94. Pinus Medicine Co. Fruitola and Traxo. A remedy for stomach trouble... Los Angeles, (1911). 12mo. 20pp + wrappers. Title on p.1: *Fruiotola for Stomach Trouble*. ¶ The AMA laid into *Fruitola* and its maker's fraudulent claim that it could rid a body of gall stones. One doctor commented, “The fraudulent character is so evident that it is a great imposition on the public to allow such a fraud to be perpetrated” (*Nostrums and Quakery*, 2nd ed. Pp.479-482). Traxo was good for liver problems; also “Pinus” [no snickering!] good for rheumatism and gout. With some testimonials. OCLC locates a copy at UC San Diego. 35.00

95. [Puzzle] Bayer. Contra Resfriadas Reumatismo y Gripo, Tabletetas de Aspirina. Barcelona: Rieusset, n.d., ca. 1930. 12mo (12 cm). Five-panel (10pp) folding brochure, with pocket at the end containing a die-cut puzzle, when assembled it can resemble a man in various positions (or performing various activities). ¶ Promotional

puzzle, with advertising text as well as six panels showing various shapes possible, and below each a rhyming four-line verse about the power of Bayer Aspirina. Graphically attractive (in black and red), produced for the Spanish market. Not located in OCLC. 75.00

96. [Puzzle] Sloan Linament. Labertino Japonés. Linimento de SLOAN. No place or date, ca. 1930. 12mo (10.5 cm). Three-panel folding card, with inner flap (with color litho of product bottle) protecting small game frame with sixteen letters, loose as issued, inside. User was to unjumble the letters and within the space spell out “LINI/MENT/ODES/SLOAN.” Fun for the whole Japanese family (as shown in the artwork) living in Spain. Sloan Linimento “Mata Dolores.” Two small Sloan-related pieces laid in, including a 2pp flyer, “El Japón Heroico y Deportista,” and the use of Sloan for *dolores musculares*. Not located in OCLC. 60.00

97. [Puzzle] Sloan Linament. Labertino Linimento de Sloan. No place or date, ca. 1930. 12mo (10.5 cm). Three-panel folding card, with inner flap (with a color litho of the product bottle) protecting a small game frame with nine small illustrated pieces of different dimensions, loose as issued. Player was to assemble pictorial pieces into *Zona de Peligro* and *Zona de Curacion*. The cover flaps show a family playing the game—a child of 12 should solve the puzzle within 63 minutes! Not located in OCLC. 75.00

98. Richard, Charles-Antonin. Les Maladies Sans Nom. Leur Guréison Faciles et Radicale Conseils aux Malades Désespérés. Paris: E. Dentu, [1877]. 32pp + pink-printed wrappers. ¶ Richard names many diseases, some sexual, with anonymous case histories—all healed with doses of either “gouttes régératives” created by Dr. Samuel Thompson and Dr. Addison's “Granules d'Arséniate.” Two holdings in Paris cite 46 pages [sic?] while Rochester Medical has a copy of this 32-page issue. 75.00

99. Ricqlés. Alcool de Menthe de Ricqlés. Paris: Englemann, ca. 1911. Group of 11 color lithographed “comic” trade cards issued by the manufacturer of the “indispensable hygienic product” that one was

to place on a piece of sugar and then into a class of water or hot tea. Good against heart pain, head ache, stomach ache and indigestions, diarrhea, and cholera! Also against most epidemics. The cards here—all but one drawn by H. Gerbault—are from a few series, one illustrating “Les Proverbes” (three cards) and six cards lampooning “La Civilité Puérile et Honnête”—for example, a young girl mocking a legless man in a cart. 85.00

100. Riggs, John A. Mr., Mrs. Or Miss Sick or Well. *Here's a Little Booklet about a Medicine That May Save You or Your Loved Ones Life and Hundreds of Dollars.* Read it Carefully. [Hot Springs, AK? 1929.] 12mo. 32pp including wrappers. ¶ Harmless tonic good for just about everything (e.g., constipation, piles, complexion, body odors). Based on a recipe learned by an American railroader while in South America from “a Famous Specialist by the name of J.G. Lopez.” Riggs also drops in some promotional chatter about the Hot Springs. Cover title: *Sick Man Woman Can Yoy [sic] Afford to be Sick?* Not located in OCLC. 45.00

101. Roche. “Delirium Tremens.” [Paris: Roche, n.d., 1960s]. 4to. (30 cm). 3ff + 18ff [numbered 1-18 on verso]. Text on both sides, color illustrations on recto only. Leaves laid in portfolio with side pocket. ¶ A very unusual and elaborate—and very very subtle—advertising piece for Roche’s “Valium”. The work presents in 18 leaves [36pp] the memoir of a man experiencing the DT’s. And in this case, since the 33-year-old patient, V.T., who was single, was also an advertising designer, each of the 18 plates has a design (each signed V.T) that he created to accompany the specific narrative illustrations, many incorporating photo-montage elements with a very 60s look. The work has a brief Preface by Dr. Luis Pelaz Lorenzo, followed by a two-page anonymous *Histoire Clinique*, and then a one-page *Prologue* by the patient. Mr T admits that creating these works while going through the DT’s is “like a strange movie in which one is both actor and spectator. The drawings and coloring follow both closest and most sincerely as possible what I saw or thought I saw.” Wikipedia, citing Calcaterra & Barrow’s 2014 article “Classics in chemical neuroscience: diazepam (valium)” notes that

Valium “has been one of the most frequently prescribed medications in the world since its launch in 1963. In the United States it was the highest selling medication between 1968 and 1982, selling more than two billion tablets in 1978 alone. In 1985 the patent ended, and there are now more than 500 brands available on the market” (*ACS Chemical Neuroscience*. 5 (4): 253–60; 16 April 2014). OCLC notes only two holdings, both in France. 100.00

102. Roze, M.L. La Menthe Poivrée. *Sa Culture en France, Ses Produits, Falsifications de l'Essence, et Moyens de les Reconnaître.* Paris: Bailliere et Fils, 1868. 46, (1)pp. Original wrappers, expert paper repair made to joints. ¶ First separate printing of a tract on peppermint, originally prepared for inclusion in a report from the 1867 Paris Exposition. The work also covers mint water. As noted herein, peppermint was used in perfumes and baking as well as a medicine for “internal ailments.” OCLC only notes two Internet versions (from British Library and French Natl. Library). 100.00

103. Scott & Bowne. “Gems of Art.” NY, ca. 1890. Large oblong 8vo. 9ff + decorative wrappers with string tie, slightly soiled. ¶ Collection of eight chromolithograph plates of reproductions of paintings (studies from nature—birds and flowers—with facing text on said work and suggestions on how to reproduce same. Prepared as an encouragement to art in the home. “These beautiful studies present the leading methods of treatment adopted in the foremost studios of the Metropolis. Every picture is an exact counterpart of its original, the individual touch of each artist being faithfully preserved in the reproduction. The Publishers beg leave to say that they are the manufacturers of SCOTT’S EMULSION, now so universally prescribed by the medical profession for sickly, delicate children, and for Amaemia and Consumption with such remarkable success.” Atwater-Hoolihan note some similar chromolithographed items from this firm—which pushed its product as a treatment for “wasting diseases of children”—but does not cite this piece. OCLC notes two holdings: Boston’s Museum of Fine Arts and Walmart’s Crystal Bridges Museum! 100.00

104. Scott & Bowne. *The Story of Billy the Bold.* Bloomfield, NH, 1924. 12mo. 12pp + color pictorial wrappers. Color illustrations throughout. ¶ Tale of Weakly Willie who starts drinking Scott's Emulsion [aka, cod-liver oil] and imagines himself sailing with the Vikings, the original drinkers of the stuff (so it seems). SMU owns a copy, but not in OCLC. 25.00

105. Searle & Co. *At the Sign of the Pulsating Heart at a Century of Progress.* Los Angeles, 1933. 12mo. 16pp, including pictorial wraps. ¶ From a hemorrhoid-manufacturer's exhibit in the Hall of Science which featured a larger-than-life-size human heart. What else did you think a hemorrhoid-manufacturer is going to show??? 35.00

106. Sociedad Española de Especialidades Wassermann Farmaco Terapeuticas. *Atlas Turístico de España.* Cartografía: Bescos-Dolcet. Sociedad Española de Especialidades Wassermann Farmaco Terapeuticas, no dates, ca. 1940s. 8vo. 4pp folding each. ¶ Nineteen (19) different separately issued brochures from this drug firm, from a total set of 42 brochures, each featuring a different region or province in Spain (including the Islands and North Africa). Front and rear of each devoted to a different medicine, mostly medications for the blood or bone, for young and old (e.g., *Aspasmol*, a sedative for spasmodic attacks, or *Lacto-Fosfer*, for bones). Each center spread has a very detailed map, in color, with natural features as well as towns and village and highways noted. This group includes Numbers 10, 13, 15-18, 24-29, 32, 34, 35, 37, 40-42. 85.00

107. Sykes, J. W. *Tracts on Chronic Diseases. No. 2. Catarrhal Affections of the Breath Channels.* Pittsburgh, [1881?]. 16pp, small hole on last leaf. Pittsburgh-based doctor on his cure for Nasal Catarrh (with some testimonials included). WITH: a 4pp folio newspaper-format piece, *Notes on Chronic Diseases and Some Results of Thirty-five Years of Constant and Exclusive Attention*, ca. 1884. Some soiled on first page. Not located in OCLC. 45.00

108. Vallerdú Gebelli. *Pastillas "Kalm" Curan La Tos. Tres Reales Caja.* Large die-cut color illustration store display

sign, with a stand support on verso, showing a boy holding a large circular tin of Klam Pills—which promise to cure the cough. Ca. 1930. 85.00

109. Wander. *Almanaque Wander, 1933-1934. El Camino Hacia La Salud.* No place [Bern?], 1933. 64pp + color pictorial wrappers. Profusely illustrated. ¶ Medical almanac from a prominent Swiss manufacturer, with much typical almanac features (e.g., stories, jokes) plus long promotional text (much illustrated) for various Wander drugs: *Ovomaltina*, *Gloma Puro*, *Jemalt*, *Formitrol*, *Ferro Gloma*. Color center-spread map of South America, showing locations of railroads, courtesy of *Ovomaltina*. OCLC locates one holding, in Peru. 85.00

110. Wells, Richardson & Co. *Lactated Food for Infants and Invalids.* Burlington, ca. 1890. 12mo. 16pp + chromolithographed pictorial wrappers. ¶ Promotional booklet for "a predigested non-irritating easily assimilated Food, containing pure Sugar of Milk as the basis and the nutritive elements of wheat, oats and barley." OCLC locates three (Rochester, Winterthur, LC). 35.00

111. Wheeler, Claude L. *Energía Para Los Nervios en Los Climas Cálidos.* London: Wulfin & Co., ca. 1910. 32pp + pictorial wrappers. ¶ Spanish edition of a booklet on this British doctor's wonder potion to cure the nerves... especially nerves in the hot Spanish climate! *Sanatogen*. With illustrated testimonials along the bottom third of the booklet... the King of Italy's medical doctor thought it was a wonder for weak children and convalescents and a tonic with "muy grandes méritos." The AMA's *Nostrum and Quakery* (2nd ed.) devotes most of its chapter on "Food Tonics" to a description of this product, of its publicity campaign, and an active ingredient: cottage cheese! Not located in OCLC. 45.00

112. Wright, Sr. William. *Wright's Pictorial Family Almanac 1858.* Philadelphia: Brown's Steam-Power Book and Job Printing Office, [1857]. 24pp + yellow pictorial wrappers. ¶ Classic patent-medicine almanac, here touting Wright's Indian

Vegetable Pills and Indian Vegetable Tonic. Comic cartoon on every recto except for a double-page spread with the words and music to Frank Romer's "May Guardian Angels Hover Near Thee." Atwater S-1538, noting this date as well as others. 45.00

Public Health

113. Angelini, Franco, ed. *Bollettino della Federazione Fascista Mutue di Malattia per I Lavoratori Agricoli.* Anno II- Nom. 10. Ottobre 1938-XVI. Rome, 1938. Large 8vo. 112pp + color pictorial covers. ¶ Representative issue of this publication devoted to the health of agricultural workers, with articles covering case histories, cooperative efforts of various "syndicates," government programs, conferences. Not located in OCLC. Earlier, Angelini had edited the newspaper *Agricoltura Fascista*, apparently co-owned or at least supported by Ezra Pound. 75.00

114. Aten Sewage Disposal Co. *The Problem & the Answer.* NY, ca. 1925. 20pp + wrappers; rusted stapled replaced. Numerous diagrams and half-tones. ¶ Firm discusses issues confronting architects and homeowners who do not have access to "connections to [public] sewers." In this case the answer is the Aten septic-tank system. The practical end, as it were, of what author Rose George calls "The Big Necessity" (cf. *The Big Necessity: The Unmentionable World of Human Waste and Why It Matters*, 2008). The Smithsonian owns a collection of catalogs by this firm. 45.00

115. Ciancolini, Giuseppe. *L a Salubrità delle Abitazioni ed il Fontaniere.* Seconda edizione. Firenze: Salvatore Landi, 1897. [2], 68, [2]pp. With eight figures in text. ¶ On creating a healthy environment in the home, especially pertaining to matters around water, including drinking water, bathing, sewerage (and plumbing), the kitchen, latrine, stables, and farmyard. Not located in OCLC. 85.00

116. Comité National de Propagande du Lait. *Le Lait, La Sante Dans Votre*

Foyer. [Paris: Les Créations Graphiques, ca. 1940.] Three-panel (6pp) die-cut color illustrated brochure, with fold-down flap inside. ¶ Milk IS health: "children who drink milk become stronger." Not located in OCLC. 35.00

117. Cuprigraph Co. *The Testimony whereof we have hereunto set our hands.* Chicago, [1898?]. [104] + [4]pp on red stock. Wrappers. Some facsimiles (reduced). ¶ Anthology of testimonial letters (all dated 1897-98) received from hundreds of satisfied customers, private and commercial, all crowing about the Company's *Sanitary Still*, a table-top device for purifying water in the home or office. Many letters on illustrated letterheads (e.g., Goff's Bicycle Lineament, Beaver Soap Co.). Letters are arranged by state; and on the corner of every page there is a Biblical quotation that mentions water. OCLC only cites a 96-page issue from 1901. 100.00

118. *Défense Passive. Si c'était pour demain... Soyons Prêts.* [Paris]: Synergie, Edit, 1939. Single-side illustrated poster (32 x 24 cm), printed in blues and reds, illustrated by L. Screpel. ¶ Poster prepared for citizens of Paris with advice on how to protect oneself, including knowing how to wear a gas mask, always carrying your papers in a satchet, have purses with first-aid material inside, know where your office of evacuation is located, know where your closest air-raid shelter is, and pin address labels on your kids clothing in case they get loss during a raid. Not located in OCLC. 100.00

119. *Eagle Lye.* Milwaukee: Eagle Lye Works, ca. 1915. 12mo. 12pp + color pictorial wrappers. Color illustrations on every page, showing a woman using Eagle Lye to clean toilets, windows, floors, milk cans, garbage cans, etc. "The garbage can is one of the most filthy and bad smelling, fly-breeding places about the home." Not located in OCLC. 25.00

120. *Gli Stabilimenti Heumann. Nella Ditta Dei 285000 Attestati di Ringraziamento* [cover title]. Milano: IGAP, 1937-XV. Oblong 12mo (18 cm). 42pp + pictorial wrappers. Old stain on fore-edge. ¶ Illustrated promotional booklet from a large

Milanese pharmaceutical firm on its full line of medications for virtually every ailment—the booklets goes through a host of them, covering diseases of the stomach, lungs, intestines, heart, etc., and presenting the exact drug that will cure, with testimonials from pleased Italians (with small photo, and name, address, and date—most from 1937). The cover title refers to the hundreds of thousands of testimonials letters received. Not located in OCLC. 35.00

121. Ibáñez, Dr. Félix Martí. Mensaje Eugénico a los Trabajadores. [No place or date] 12mo (15.5 cm). 16pp + pictorial wrappers. ¶ Speaking as “a man to men” but also to “new women and antifascists”—but NOT to those castrated so-called fascist men—the good Doctor pleads with the worker-soldier to temporarily adhere to the passions of the Revolution and not to the passions of the body. He warns of the “invisible enemy”: to wit, the aggressive microbe (i.e., venereal disease). He asks anti-fascist heroic-working women to help with this task. “Snow and iron” [e.g., cold showers and nerves of steel] are needed in defense of the Hygienic Ideal! Loads of exclamation points! The Doctor was one excited hombre!! OCLC notes two holdings in Spain, one in the Netherlands. 85.00

122. Kon, S.K. and E.H. Mawson. Human Milk. Wartime Studies of Certain Vitamins and Other Constituents. London: His Majesty’s Stationery Office, 1950. 188pp + wrappers. With errata leaf. ¶ Detailed study of more than 2,000 nursing mothers, between 1941-45. “It was obvious that pregnant and lactating women would be especially vulnerable to any inadequacies in the national diet, and as soon as rationing was introduced special supplements of certain foods were made available to them either free or at a reduced price. It seemed possible that a study of the milk these women produced might reveal how full their own and their infants’ needs were being satisfied, and at the same time give warning of any serious deficiencies in the civilian rations before ill efforts had become apparent in the population as a whole.” Issues as the Medical Research Council’s Special Report Series No. 26. Widely held. 35.00

123. Muller, L. Lampe Fumivore Hygiénique, à bout de plantine incandescent pour purifier l’air des appartements. Paris, ca. 1889. 12mo (13 cm). 12pp + chromolithographed wrappers. ¶ Crystal falcon, available in various colors and styles [shown on rear cover], with various extracts and alcohol-based scents... to purify and perfume the air. Great for clearing out bad odors and tobacco. Muller was noted here as being a pharmacist “de 1^{re} class.” OCLC notes two holdings in France. 75.00

124. [Nutrition] De voeding voor de schoolgaande jeugd. [‘s-Gravenhage: Voorlichtingsbureau de Voeding, ca. 1980.] 16pp + colorful pictorial wrappers. Color illustrations throughout. ¶ Tips on good nutrition to Dutch school kids—the “power supply” referred to in the title is, of course, the energy to be found in healthy foods. Printed a few times between 1949 and 1988. 30.00

125. [Nutrition] Lockwood, R.W. The Crimes We Commit Against Our Stomachs. [NY: Corrective Easting Society Inc., 1917.] 12mo (14 cm). [20]pp + pictorial wrappers, sun mark on cover. ¶ The secret to healthy eating, and weight loss, is the proper combination of foods and maintaining constant regularity. Constipation is NOT your friend! OCLC cites two holdings (Rochester; College of Physicians). 35.00

126. Office National Du Lait Et De Ses Derives. Le Bon Lait Pour Tous. Bruxelles, 1949. 64pp + pictorial wrappers, slightly soiled. Prof. illustrated with half-tones. ¶ Handbook on milk and its by-products, describing and showing production and processing steps (from farm to creamery), conservation, testing, health benefits, and a section of recipes and one on advice (e.g., “always buy bottled milk”). Issued on the occasion of Milk Week and distributed to middle and high schools. Not located in OCLC. 45.00

127. Pietra Santa, Prosper de. Di Climat d’Alger dans les Affections Chroniques de la Poitrine. Rapport fait à la suite d’une missions médicale en Algérie et présenté à S. Ex. Le Ministre de l’Algérie et des Colonies. Paris: Barillière et Fils, 1860. Large paper edition, 27.5

cm. 128pp. ¶ First edition of this study on the (positive) influence of the Algerian climate on those suffering from chronic pulmonary illnesses (e.g., tuberculosis). The author (1820-1889) was one of the medical doctors attached to the person of the French Emperor, Napoloen III. The book was reprinted later the same year. Playfair 2185. 200.00

128. [Red Cross] **La Croce Rossa. Nel Mese di Giugno... 12 Domenica... Un Giorno... L'Opera Della Croce Rossa.** No place, 1932. 12mo (13.5 cm). Four-panel (8pp) folding card, printed in red and black, with typography and design reminiscent of Futurist work. ¶ Brochure promoting the 4th "Day of the Red Cross," with various sections of text talking about the work of the organization... assistance to infants, antitubercular campaign... plus quotations from the Fascist thug Achille Starce, and Il Duce hisself, whose quotation is quite a political hedge (e.g., translated—"It is evident that in a perfect state the care of the people's physical health should be of the first order"). Interesting typography. Not located in OCLC. 85.00

129. [Red Cross] **La Croix Rouge Française. Pour Sauver Mon Enfant... Aidez La Croix Rouge Française.** Paris: Courbet, 1946. Single-sided color poster, illustrated with two half-tones (of infant and of a mother with infant). 22 x 38 cm. Post-war campaign. 45.00

130. [Safety] **Jefatura Central de Tráfico. La Aventura del Trafico.** [Madrid, 1966.] Folio (29.5 cm). [33]pp + stiff color pictorial wrappers. Designed and illustrated throughout by Serny [Richaro Summers Isern, 1908-1984]. ¶ Profusely illustrated guide for children on the proper behaviour in public, especially regarding safety, beginning with the first chapter, "Rules of the Jungle" [!], then covering pedestrian safety in the streets (e.g., crossing of corners and plazas, helping the blind), bicycle safety, safety in the country and while in vehicles ["It is very simple to be a traveler in whatever kind of vehicle. There is no special study or knowledge"], street smarts (always look when crossing), and traffic signs. OCLC only cites a 1962 (30pp) and 1973 (32pp) issue. 45.00

131. [Safety] **National Safety Council.** Four work-place posters by this industry group advocating "universal safety." Each single-sided (11.5 x 8.25 in.), printed in color. (1) *Lifetime Blackout. He Didn't Wear His Goggles.* Photo of blind man; designed by Benton; (2) *If you'd rather shop/For just one glove/ Leave off the guard/ Like the gal above!* Cartoon by Walt Diten; (3) *Beat/ the Germs to It/ With First Aid.* Cartoon germs on photo of an injured arm; (4) *There is No Time to/Forget Safety.* Creepy color illustration of man walking up to house (or Bates Motel), by Ralph Moses. None located in OCLC. The quartet: 150.00

132. [Safety] **Porfiri, E[milio]. Come Si Va In Bicicletta, ovvero Sillabario della Sicurezza Stradale.** 3rd ed. Rome: A.C.I., 1958. Large 8vo. 40pp. With 40 illustrations in color by the author and G. de Fiore. ¶ Guide to bicycle safety, published for the use in secondary schools, and a sequel (Parte II) to *L'Educazione del Ciclista*. Underwritten by Shell Italiana and the Auto Club of Italy. OCLC notes two holdings in Italy. 45.00

133. **Spelkens. Notice sur la formation d'une Société Anonyme pour l'exploitation de "The Hygiénic Water-Closet."** Bruxells, n.d., ca. 1900. 4to (28 cm). 4pp, folded, text on p.1 and p.4. ¶ Description of a new company formed to manufacture and sell a hygienic toilet... one that offers hygiene, modesty, and comfort. Some prospective finances also available. Not located in OCLC. 50.00

134. **Vereeniging Tot Bevordering Der Hygiëne in Nederlandsche-Indie. Verslag der eerste hygiëne-tentoonstelling in Nederlandsch-Indië, Bandoeng, 1927.** [Bandoeng, 1928.] Oblong folio. 112pp + [2ff] + wrappers, soiled. Profusely illustrated with 32 full-page half-tones (in pagination). ¶ Report, in Dutch, on the first hygiene exhibition held in Bandoeng (the capital of West Java, Indonesia)—replete with full-page illustrations of many of the stands and exhibits. OCLC notes four holdings—two in the Netherlands, the National Library of Australia, and Yale. 125.00

MEDICAL TRADE CATALOGUES

135. A. Claverie. *Appareils d'Orthopédie. Nouveaux Modèles perfectionnés.* Paris, ca. 1910. Set of four 4pp illustrated flyers laid in an illustrated general cover (with some plant scenes). ¶ Firm's various lines of devices—corsets for men and women, braces for correcting deformities in the legs, knees, feet, and shoulders. Not located in OCLC. 50.00

136. A. Claverie. *La Jambe Artificielle "La Française."* Paris, [1919]. Large 8vo (27.5 cm). 28pp + wrappers. With four full-page chromolithograph plates [with extra printed issue overlays], double-page (center) montage of manufacturing illustrations + text vignettes throughout. ¶ Timely catalogue, issued just after the end of the War, when there was a captive market, so to speak. Detailed catalogue on the French Leg—designed and manufactured in France by French workers. Text and illustrations throughout, describing the various models as well as multiple activities now possible (e.g., shot-putting, cycling, cutting lumber). OCLC notes Cornell + two French libraries. 100.00

137. Danto-Rogeat & Cie. *Appareils Sanitaires.* Lyon, ca. 1910. 4to (27 cm). 124+ pp, some supplemental/additional pages placed throughout. Printed stiff boards with cloth spine, slight wear. ¶ Profusely illustrated catalogue of bathtubs, sinks, urinals, toilets, bidets and various accessories, with vignette lithographs on every page. OCLC locates a slightly later catalogue, No. 27 [1927] at the French Nat. Library. 85.00

138. Dowie, James. *Elastic Boots and Shoes, Wholesale, Retail and for Exportation, and Contractor for Army, Navy, and Police Supplies.* London: Maurice, 1843.] 12mo. 16pp + printed pictorial wrappers, removed from volume, wrappers intact. ¶ Catalogue from a London shoe-and-boot-maker, with pages 3-12 reprinting Dowie's 1839 lecture (published in the *Edinburgh New Philosophical Journal*, No. 52), "Observations on Boots and Shoes, with reference to the

Structure and Action of the Human Foot," with seven text figures. Other pages devoted to reprinting enthusiastic testimonials. OCLC cites a few printed items relating to Dowie and his footwear, but not this piece. 100.00

139. Giralt Laporta, Juan. *Catalogo de Aparatos y Utensilios de Química Para Laboratorios Científicos e Industriales. No. 14.* Barcelona & Madrid, ca. 1900. 278pp + pictorial linen wrappers. Profusely illustrated; printed throughout in light blue. ¶ Detailed catalogue from a manufacturer of equipment for chemical testing laboratories—or any scientific lab for that matter. Full-page of apparatus and devices (e.g., glassware, microscopes, ovens). OCLC locates one holding (Biblioteca Universitat de Barcelona). 150.00

140. Kratz, Ernst. *Instruments pour les Oreilles.* Frankfurt sur le Mein, 1903. Small 4to (27 cm). 21pp + wrappers. Two-page price list laid in. Prof. illustrated. ¶ Firm's line of delicate instruments for use in examining or care for the ears. Kratz also manufactured such instruments for optical care and decided here to apply same design and manufacturing expertise to other organs. Not located in OCLC. 45.00

141. Manufacture Centrale de Bandages & d'Appareils de l'Art Médical. *M.C.B.—Commentary.* Paris, ca. 1908. 4to (27.5 cm). 86pp + wrappers, a little wrinkled. Prof. illustrated, including 23 chromolithographed plates + b&w illustrations throughout. Three related pieces, including price list, laid in. ¶ Large catalogue devoted, mostly, to the firm's dazzling array of "appliances" for the control and management of hernias. Who knew that there were so many product variants? (Let alone, "why?") Also with a section of other orthopedic appliances and various prosthetic devices. 125.00

142. Metzger, Edmundo y José. *Catálogo Ilustrado de Aparatos de Curugía y Mobiliario Aséptico.* Barcelona: Tobella, ca. 1900. Large 8vo (27 cm). [pp.153-171] + wrappers. Prof. illus. ¶ Table, chairs, trays, sterilizing equipment and other items for the surgical room, issued as a supplement to the firm's General Catalogue. Not located in OCLC. 75.00

143. Pharmacie Normale. Pharmacies Portatives. Paris: Dobrowolski Bire, ca. 1930. Oblong 8vo (21 cm). 24pp + pictorial wrappers. Prof. illustrated. ¶ Catalogue on the firm's line of first-aid kits, ranging from small trousseaus to wooden boxes for the auto or for sports events to kits for ambulances, industrial medical facilities, country pharmacy, people in the colonies or at missions—and a large one for castles. Not located in OCLC. 45.00

144. Schimmel & Cia. Apuntes prácticos sobre algunas nuevas Sustancias Odoríferas y Aromáticas así naturales como artificiales. [Leipzig?] 1908. 12mo. 68pp + wrappers. Scattered foxing. ¶ History and descriptions of 55+ different essences, scents, and chemicals available for use in perfumes and medicines. Not located in OCLC. 45.00

145. Service Installation-Agencement O.C.P. Pour Organizer Rationnellement Votre Pharmacie. Paris 1950. 4to. [18]pp, including self-wrappers. Profusely illus. ¶ Fixtures and equipment for the successful pharmacy, with numerous half-tones showing the interiors of various pharmacies in Paris and surrounding regions. Not located in OCLC. 45.00

146. Sigismund, Carlo. Prezzo Corrente Illustrato degli Articoli per l'Igiene domestica. Milano, 1901. Large 8vo (23.5 cm). 56pp + two chromolithographed plates (on heavy stock) + pictorial wrappers. ¶ Trade catalogue that opens with 16 pages on the firm's offering of bathtubs, showers (or combinations thereof), tubs, and heaters—with two lovely chromo plates of tubs models—followed by a selection (all illustrated) of sinks, bowls, bidets, chair latrines, a variety of decorative toilet-paper holders, and brushes—then morphing into a selection of sporting goods and products for the kitchen (e.g., gelatin molds), including iceboxes. Not located in OCLC. 125.00

147. Società Ceramica Richard-Ginori. Tariffa di Oggetti in Porcellana per uso di Laboratori Chemicì, Farmacie, ecc. e per Fotografia. Milano, 1902. 32pp + double-sided chromolithographed plate +

printed wrappers. Vignette illustrations throughout. The color plate depicts four different styles of porcelain containers and the verso shows ten different styles of labels that one could purchase for said contains (e.g., "solfato du potassa"). Not located in OCLC. 65.00

148. Torcida, J. Aparatos de Bier y Klapp. Hemostasia—Aspiración--- Aire Caliente. Madrid: Trujillo Hermanos, ca. 1910. 4to. [16]pp + wrappers, worn at spine. With five full-pages of illustrations. Catalogue prepared for the "Bazar Quirúrgico Internacional." Not located in OCLC. 35.00

GENERAL & MISCELLANEOUS, VIVERS TOPICS

149. [Advertising] Miller Brewing Co. Convention Survival Kit: Democratic National Convention 1964. Small die-cut card, folded to resemble a small satchel, printed in red and blue on white. ¶ Contents—obviously selected by someone familiar with a convention—includes *Curat Bandage*, *Alka-Seltzer*, *Tums*, *Anacin Tablets*, *Medicated Mint-Flavor Smokers Drops*, and a 'Do Not Disturb' sticker. Product-placement souvenir from the event that brought us the Lyndon Johnson/Hubert Humphrey ticket. Not located in OCLC! 35.00

150. [Advertising] Ramon, Pedro. Album Selectisimo. Barcelona: Instituto Español de Ortopedia Abdominal, ca. 1900. Oblong 8vo. (2)pp letterpress + 47 plates (each with tissue guard). Original cloth. ¶ Collection of endorsements from supporters of Ramon's Institute as well as to testifying to Ramon's own skill as a physician—with each plate having a portrait of the endorser, a brief resume, and a facsimile of a few words by each doctor. The last plate is a portrait of Ramon, noting the honor he has received from the support from these distinguished illustrative personalities. Not located in OCLC. 150.00

151. [Anatomy] **Co-Fa S.A. *Il Corpo Umano***. *Omaggio della "Co-Fa" S.A. Milano*. [Milano: Cellograf, XVIII.] 12mo (16 cm). Three-panel folding brochure with additional 3ff of color illustrated and printed plastic overlays, attached at the top by spirals. ¶ Color-illustrated anatomy booklet with overlays to show placement of vital organs and other parts. Promotional text, with product packaging, for three Bayer products. Not located in OCLC. 85.00

152. [Anatomy] **Lambert, Alfred. *Le Corps Humain. Anatomie de la Femme*** [AND] *Anatomie de L'Homme*. Paris: Maison de la Radiethésie, [1941]. Two volumes. Tall 8vo (26 cm). Each with 8pp text and key + fold-out (40 cm) color lithographed models, each with eight plates (sides), some (for example No. IV) with further small "organ flaps" (e.g., lungs, intestines). Pair of the ideal couple, as seen from the inside... skeletal, muscular, organs, etc. OCLC notes only one holding (both titles) at the National Library of France. 125.00

153. [Blind] **Comitato Fiorentino per l'Assistenza ai Ciechi di Guerra. *Relazioni e Rendiconto. Anno 1932***. [Florence: Pieri, 1933?] Folio (31 cm). 27pp + printed wrappers. ¶ The work of this local committee (org. 1916) was to provide assistance to those veterans who had become blind in World War I. Not located in OCLC. 65.00

154. [Blind] **Comitato Fiorentino per l'Assistenza ai Ciechi di Guerra. *Relazioni e Rendiconto. Anno 1933***. [Florence: Pieri, 1934?] Folio (31 cm). 27pp + printed wrappers. Not located in OCLC. 65.00

155. [Cemetery] ***Del Nuovo Cimitero Fiofentino alla Certosa***. Firenze: Tipografia della Gazzeta d'Italia, 1870. 4to (26 cm). 30pp + large folding map (55 c 16 cm) of Comunita del Galluzzo, with hand-color outlining. Plain wrappers. ¶ Planning and regulations relating to a new public cemetery for Florentines to be located outside of the city (south) near the Carthusian monastery (Certosa del Galluzzo), on the bank of the River Greve. The new cemetery was to relieve overcrowding at the existing cemeteries at Trepiano and Parco di Pratolino. It is now the location of the

Florence American Cemetery, where over 4,400 American soldiers from the Fifth Army who died in Italy during the fighting of 1944 were buried. Not located in OCLC. 200.00

156. [Cemetery] **Marquez, Miguel Jesús. *Plano General de Cementario de Cristobal Colon de la Habana***. Habana: Guerra Hnos., -1897?} Three-panel folding lithographed flyer, opens to 7 x 11.5 inches, printed as a promotional item for Marquez "Padre" (manufacturer of the patent medicine *Magnesia*) with three illustrated panels on front, including one dedicated to the product; verso with a chromolithographed plan of the cemetery and a color-coded key. Folds expertly strengthened. A rare ephemeral piece—and weird paradox of a medicine company promoting a cemetery! Not located in OCLC. 125.00

157. [Deaf] **Comite Provinciale Lucchese. *I Figli del Silenzio. Numero Unico. Edizione 1957***. Lucca: Buccelli & Martinelli, 1957. 8vo (24 cm). 32pp + wrappers, soiled and spotted. ¶ Collection of brief pieces about deaf-mutes.... Deaf-mutes in history, the life of a deaf-mute, deaf-mutes in other countries... published here for the benefit of the Lucchese branch of the Ente Nazionale Sordomuti. Includes a long list of actions that deaf mutes should NOT do (e.g., read a newspaper in the street... touch unknown dogs who may be rabid). Not located in OCLC. 45.00

158. [Deaf] **Pendola, Tommaso. *La Metodica Applicata alla Istruzione ed Educazione del Sordo-Muto***. Siena: Tip. Sordo-Muti di L. Lazzeri, 1869. Large 8vo (23.5 cm). 280pp + printed wrappers. Signed presentation from the author on the title page. Additional errata slip tipped to p.274pp. ¶ Very detailed instructional book on teaching language skills to deaf-mutes, by the director of the Royal Tuscan Institute for Deaf-Mutes in Siena. Much relating to grammar and comprehension... e.g., specific chapters on different prepositions, or the conjugation of specific verbs, or the use of the word *perché*. OCLC located two holdings—Galludet and Univ. of Vermont. 200.00

159. Dufestel, Dr. L[ouis] G. *L'Héliothérapie Artificielle. Bases Physiques et Biologiques, Appareillage Technique et Indications.* Paris: Amédée Legrand, 1924. 230pp + original wrappers. With 17 illustrations. ¶ Use of artificial light as healing for just about every type of possible ailment. Noted as Second ed., revised. No US holdings in OCLC. 35.00

160. [Feet] Kahler, Dr. P. *Dress and Care of the Feet.* NY, 1894. 12mo. 47pp + frontis portrait of Dr. K + decorative cloth. Text illustrations throughout plus a few plates (in pagination). Free front end-paper repaired at hinge. ¶ Tract intended, in the end, to lead to the purchase of Kahler's Broad-Soled Shoes and Boots (for gents and ladies), as touted in last few pages (which included a list of satisfied wearers). With a brief chapter, with plate, on Abe Lincoln's large platters. At end of title: "Important to Health and Comfort." Other motto: "'Tis a Feat to Fit the Feet." OCLC located numerous single holdings for other dated issues of this manual. 50.00

161. [Hospital] Ascenzi, Dr. Rutilio. *Casa di Salute per Malattie Nervose nella Villa S. Caterina.* Roma: Tip. Elzeviriana, 1890. 16pp + pictorial lithographed wrappers, map on rear. ¶ Attractive promotional booklet on this sanitarium, with the resident consultant, Prof. Giuseppe Buonomo, who also served as director of clinical psychiatry at Univ. of Naples; the medical director was Prof. Ezio Sciamanna, a neuropathologist from Rome. Facilities, prices, diet. Just south of Rome. Not located in OCLC. 85.00

162. [Hospital] Candela. *Nuovo Sanatorio Candela, Palermo.* [Palermo?: Andrea Brangi, ca. 1900.] Oblong 8vo. 40pp + wrappers. Prof. illustrated. ¶ Brief introduction and explanation of this Sanitarium's goal (e.g., treatment of tuberculosis, but especially gynecology and obstetrics) and five pages of rules, followed by 30 pages (pp.11-40) of captioned half-tones showing staff and facilities, such as various operating rooms and wards. Not located in OCLC. 85.00

163. [Hospital] Citizens' Volunteer Hospital Association. *History and Annual Reports... With list of Officers and*

Contributions. Philadelphia: Burk & McFetridge, 1889. 40pp + patterned wrappers, old stains on cover. With frontispiece woodcut view of the Hospital. ¶ Report on local hospital established to care for Union soldiers, and was in operation from Sept. 5, 1862 to August 11, 1865. OCLC notes five holdings. 50.00

164. [Hospital] Comitato Nazionale "G. Oberdan" pro Cure Marine e Climatiche dei bambi gracili e degli Orfani di Guerra. Milano: Marzorati & Vigo, 1925. 12mo. Board covers with tri-colors incorporating Fascist design. ¶ Illustrated booklet (12 full-page plates) on this facility for sick war orphans, covering the period from Sept. 1921 to Jan. 1926, with photos of facilities, staff, kids at the beach, and also celebrating the near-completion of the new pavilion, "Benito Mussolini." Not located in OCLC. 85.00

165. [Hospital] Moretti, Bruno. *Ospedali. Note Preliminari all'Impostazione di un Progetto di Ospedale.* Milano: Hoepli, [1935-XIII]. 4to (27 cm). 296pp. Original stamps buckram cloth. Profusely illustrated with "91 illustrated examples in 292 plates" and with 300 diagrams. ¶ Detailed study of the design of hospitals in Italy as in many other countries (e.g., Germany, U.S., France, Greece) with architects of each project credited. Floorplans, models, construction scenes, interiors, exteriors. Moretti discussed 33 hospitals, 35 clinics—including the seven separate sanitariums of the Istituto Nazionale Fascista della Previdenza Sociale—10 other facilities, and four scientific institutes. 75.00

166. [Hospital] Sisters of the Sorrowful Mother. *St. Mary's Hospital. Owned and Operated by...* Oshkosh, WI: Duggan Printing Co., ca. 1907. Oblong 8vo. [24]pp + decorative wrappers; slightly clip in upper outside corner. ¶ Illustrated promotional booklet—with full-page plates on rectos, with facing descriptive text—on this "strictly non-sectarian" hospital [e.g., it cared for patients no matter what religious background, if any], showing reception rooms, hospital ward, facilities ["Dr. Oviatt's Private

Operating Room”]. Rates and other business matters on the last leaf: “Insanity or contagious cases not admitted.” Not located in OCLC. 65.00

167. [Hospital] **Société Générale Des Eaux Minérales de Vittel. *Album de l'internat [des Hôpitaux de Paris], 1924.*** No place, 1924. Oblong 4to (30 cm). 49ff + Original cloth and boards. ¶ Photograph album consisting of 26 full-page portraits of the medical staff at various hospitals in Paris... Hospital de la Charité, Hospital Tenon, La Maternité... with a color illustrated title page + 21 tinted illustrated section titles. As noted on the title page, the volume is an offering from this mineral water firm, which issued this volume annually in the 1920s and 1930s. Most of the group portraits are static, but a few have comic overtones, and each has the names of doctors printed on the bottom margin. OCLC notes a holding at Paris-BIUM. 125.00

168. [Humor] **Berge, A. *L'Auscultation.*** [Paris: Phototypie A. Berge, n.d., ca. 1905]. Complete set of 10 numbered unused postcards (undivided back) depicting the visit of a dapper doctor to a swooning French woman, who feels obliged to remove her dress so the medic can “properly” listen to her... umm... internal organs. Although no one disrobes, the set falls just this side of the “French postcard.” Well, there are from Paris! For the set: 85.00

169. [Humor] ***Historias de Médicos. Más de 300 Historias y Anécdotas ilustradas por Urda.*** Barcelona: Editorial Bauzá, 1928. 8vo. [32]pp + color pictorial wrappers. ¶ Full of jokes plus cartoons by Urda, all on the subject of doctors. Not located in OCLC. 65.00

170. [Humor] ***Les Médecins vus par 60 Humoristes.*** [Paris, 1960.] 4to. 66pp + color pictorial wrappers. Noted as a “Supplément au no. 126 de *Paris Gai Magazine.*” ¶ Collection of funny stories and jokes, arranged by medical specialty, plus over 150 panel cartoons—all very much like American stag magazines of the time. That is, most cartoons featuring naked women... usually talking to a doctor! 35.00

171. [Infants] **Child Study Association of America. *Home in Wartime.*** NY, 1944. 12mo. 24pp including pictorial self-wrappers. Small color vignettes in text. ¶ How to create and manage a healthy home life for children while Father is away in service and Mother is working a defense job. “Even though the war goes on, children in American can grow up healthy and sound if their parents know what things are important.” Cover title: *What Makes a Good Home?* Not located in OCLC. 45.00

172. [Infants] **Rubens & Marble. *Rubens Infant Shirt.*** Chicago, ca. 1905. 12mo. Four-panel (8p) illus. flyer, with laid in notice slip, with pictorial advertising cover. “The Rubens shirt is a veritable life-preserver... It afford full protection to the lungs and abdome.” No Buttons, No Trouble. Not located in OCLC. 30.00

173. [Infants] **Zwitsal. *Welke naam voor Uw Zwitsal-Baby/ Votre Bébé Zwitsal comment d'appellera-t-il?*** No place, ca. 1935. 12mo. Five-panel (10pp) flyer, in French and Dutch from manufacturer of products for babies, providing an alphabetical listing of suggested names of babies, from Abel to Zulma. 20.00

174. [Insurance] **Réserve Mutuelle des Etats-Unis. *Instructions a MM. Les medecines-examineurs de la Réserve Mutuelle des Etats-Unis...*** [Paris, n.d., ca. 1890] 12mo. 35pp. Original pink wrappers. ¶ Guide for insurance agents from the Mutual Reserve Fund Life Association to its French agents on how to evaluate the health (including living conditions) of prospective policy holders, with some actuary tables included. Not located in OCLC. 45.00

175. [Massage] **Brümmer, Dr. Karl. *El Masaje, Al Alcance de Todos. Reglas practicas de aplicación para el médico y para el profano, del Masaje general y local. Con algunos consejos a los profesionales y aficionados a los "sports."*** Barcelona: Juan De Gasso, ca. 1940. 108, (2) index. Pictorial wrappers, chipped at spine ends. With 18 text illustrations. Not located in OCLC. 25.00

176. [Medical Missionary] **Bement, Dr. Lucy P. and Frances K. Bement.** *Notes from Shaowu.* Foochow: A. B. G. [sic] F. M., 1903 [printed by Romanized Press at Foochow College]. 39pp + six plates of half-tones from photos + two plates of diagrams (of girls' schools) + two folding maps (a few small tears at folds). Original pictorial wrappers, spine with expert repair; former Theological Seminary Library copy with two small marks. ¶ Detailed account of a trip made through the countryside by two American medical workers associated with the American Board of Commissioners of Foreign Missions, with a special focus on their treating of children and women—treating their bodies, as it were, and not specifically attending at the time to their souls. Compassionate, observant. OCLC locates two holdings (Harvard, Oberlin). 250.00

177. **Modess Corp.** *What a trained nurse wrote to her young sister.* [No place, 1933.] [8]pp including pictorial self-wrappers. ¶ Another entry in the “girl-coming-into-womanhood” sub-genre of advertising fiction. Here, on the eve of her 13th birthday, Joan receives a letter from her older sister Eleanor, on that most delicate of topics, with sound advice, since Sis was a health professional... “People used to think that any bathing during menstruation was dangerous. Of course, that’s nonsense!” OCLC notes one holding (SMU).35.00

178. [Nudism] **Fougerat de Lastours, Dr. David.** *Hygiène, Nudité, Soleil aux Colonies.* *Trois Communications a la Société de Médecine et d'Hygiène Tropicales.* Paris: Victor Frères, Eds., ca. 1931. 52pp + wrappers (slight sunned on edges!). With sixteen half-tones and tables throughout text. ¶ Series of papers on the author’s studies, published between 1927 and 1931, of the effects and benefits of sunbathing and nudity ON EUROPEAN WHITES in tropical climates—specific *French* whites in *French* Colonies. Issued at the time of the Coloniale Internationale Exposition in Paris. OCLC notes four holdings in US and two in France. 60.00

179. [Nudism] **Strasborg, Doctor.** *Desnudismo y Salud.* Barcelona: Librería Sintes, ca. 1930. 60, (1)pp + 15 photographic plates (e.g., non-airbrushed nude women frolicking on the beach, swinging from trees,

setting up camping tents). Pictorial wrappers. Scattered foxing. Stamp of Barcelona “Naturlista” magazine on rear cover. ¶ Nudism is, basically, adapting oneself to the basic laws of nature. The fresh air doesn’t hurt, either. Not located in OCLC. 45.00

180. [Ophthalmology] **Lelièvre, Eugène.** *De La Cataracte et de Comparaison des Resultats Obtenus par Les Methodes D'Extraction et Dabaissement; Suivies de Quelques Propositions.* Paris: Didot Le Jeune, 1835. 4to. 27cm. 32pp. Unopened and uncut copy with wide margins, bound in plain blue wrappers, with signed presentation from Lelièvre on the front wrappers. Old damp stain along bottom edge but not in text. Lelièvre’s thesis presented to the Medical Faculty of Paris on Feb. 26, 1835, with numerous case histories. OCLC notes four holdings (French National, British Lib., McGill, Harvard). 75.00

181. [Physical Culture] **Croft & Allen. Dr. U.S. Manuels Course of Physical Culture.** Philadelphia, 1904. 12mo. [32]pp + pictorial wrappers, chromolithographed throughout, slight crease on corner of cover. ¶ Brief manual by Manuels, presenting 16 different exercises—“approved of by a jury of experts”—described and illustrated. Published by a manufacturer of chocolate products—always good for your health!— with 12pp of advertising matter; package illustrations printed on the inside covers, with a view of factory on rear cover. Not located in OCLC. 65.00

182. [Physical Culture] **Kline, Richard. Richard Kline System of Bar Bell and Dumbell Training. Six Courses.** Los Angeles: Healthways, 1945. [64]pp + pictorial wrappers. ¶ Kline was “Hollywood’s Foremost Builder of Beautiful Bodies,” and dedicates the work to his Hollywood pupils... Cary Grant! Bing Crosby... George Raft. OCLC located two holdings (LA Public, Cornell). 30.00

183. [Physical Culture] **Stella. Gymnastic D'Appartement. Santé, Beauté, Force, Éléance par l'Exerciseur Stella.** Paris: J. Barreau, [30]pp + pictorial wrappers. Includes 22 captioned half-tones.

Series of exercises using a rubber band that one attached to a door-jamb, as shown here by a bare-chested man, apparently taken in a photo studio. Not located in OCLC. 45.00

184. [Physical Culture] **Wallace.** *A Woman's Birthright.* No place: Privately printed by Wallace, 1942. [20]pp + wrappers. Illustrated. ¶ Promotional booklet for Wallace's [no last name] weight-loss program, based on his patented "Keep Fit to Music" records and charts. With eight different testimonial letters, accompanied by before/after pictures, of eight women, with complete name and street address (plus four additional pages of only testimonials). Presentation of complete names adds some validity to Mr. Wallace's claims. OCLC only notes a few holdings for the 78rpm records. 35.00

185. [Sex] **Goupil, Docteur [Edmond-Alfred].** *Les Pertes Séminalles. Guide Pratique a l'usage des maladies.* Paris: Chez l'Auteur, n.d. [ca. 1880]. 12mo (15 cm). 48pp + printed wrappers. ¶ One of a number of booklets issued by the Docteur, from his digs on the fashionable Rue de Rivoli (15), under the series *Publications Populaires de Médecine & d'Hygiène*, with information on his "Cabinet Medical" and treatment specials (e.g., diabetes), hours, etc. A few other of the Good Doctor's publication listed in OCLC (e.g., *Le Sexe Male*) but not this "seminal" guide. 75.00

186. [Sex] **Hildegart.** *Profilaxis Anticoncepcional. Paternidad Voluntaria.* Valencia: Ediciones "Orto," 1931. 8vo (19 cm). 110, (2)pp index. Color cover designed by Josep Renau; old damp stain on lower portion of rear cover. Text illus. ¶ Very frank guide on birth control and contraception issued right at the beginning of the Second Spanish Republic—and an antidote to the silence of the topic from the Catholic Church. Numerous small instructional text illustrations... semen, diaphragms, "madre de familiar" [condom!]. Great cover by the famous Spanish illustrator. OCLC notes four holdings—two in Spain and two in California. The work was reprinted in 1985 in a series entitled "Vindicación feminista." 75.00

187. [Sex] **Van De Velde, Dr. [Theodore].** *La Cópula. Páginas Anthológicas.* Valencia: Biblioteca de "Estudios," [1935]. 12mo (19 cm). 92, (1)pp + color pictorial wrappers designed by Josep Renau (who also contributed two dreamy chapter head illus). Some wear on spine, and edge of rear cover. ¶ A volume in this leftist series on "Felicidad Conyugal," and an oddity as it is a very detailed manual of sexual positions—without a single illustration, only some wave charts showing, for example, the rise and fall of an orgasm. Representative of the opening of the Spanish society after the fall of the dictatorship of Primo de Rivera and the start of the Second Spanish Republic. OCLC notes two holdings (Carleton Univ., Biblio. Nac. España). 65.00

188. [Spine] **Bradstreet, Hobart.** *Spine-Motion.* No place, 1922. 12mo (18 cm). 27pp + original green cloth. Text illustrations + mounted photo portrait. WITH: a set of five cards, each with two half-tones of Bradstreet (fully clothed), demonstrating the Spine-Motion motion, with explanatory text included. The author of this little tract to a limber spine self-proclaimed himself "Discoverer and Developer of Spine-Motion." Looks like some elementary hip-hop moves. 35.00

189. [Surgery] **Antonelli, G.** *Due Lezioni Sul Peritoneo, Raccolte e Pubblicae dal dott. Giuseppe Jannuzzi.* Naples: R. Accademia dell Scienze Fisiche e Matematiche, 1877. 36pp. Original yellow printed wrappers. Paper by professor at the Univ. of Naples. Not located in OCLC. 35.00

190. [Surgery] **Grilli, Fabio.** *Sistema Antisettico e Termo-Cauterio. Osservazioni Pratiche.* Livorno: Ortalli, 1881. 72pp + folding chart + original mounted photograph (portrait of author). Printed wrappers. Presentation from the author. ¶ In the folding plate (19 x 13 in.) Dr. Grilli presents the results of a dozen specific operations with patients at the Livorno hospital, recording illness, the operation, the immediate result, and the long-term results—each having had the wound cauterized. Not located in OCLC. 85.00

- 191.** [Surgery] **Sabourin, Dr. Jean.** *Appareil d'Anesthésie et de Réanimation.* [Paris: Editions Ara, n.d., ca. 1955.] 8vo (20 cm). 31pp + pictorial wrappers. With nine full-page half-tones. ¶ Descriptive sales brochure on Parisian surgeon's own model of a machine to deliver anesthesia and control respiration during an operation. Branded with his name. OCLC notes one holding (French Nat. Library). 45.00
- 192.** [Surgery] **Zanini, Dr. Ferruccio Caneva.** *La "Doppler" (Chirurgia del Simpatico Perivasale).* Milan: S. A. Poligrafica degli Operai, n.d., ca. 1929. 105 (1)pp + wrappers. Unopened copy. Text illustrations. Detailed treatise, with many case histories, on this method of perivascular surgery. Not located in OCLC. 65.00
- 193.** [Temperance] **Barnes, Mrs. Frances J., ed.** *WCTU Almanac 1902.* Boston: Women's Christian Temperance Union, [1901]. 72pp + embossed pictorial wrappers. ¶ Calendar information, poetry, portraits of Union officers in US and other countries, Biblical quotations (for every day). Some ads. Still attached is the perforated *Pledge* slip, with the invitation for the reader to remove the coupon and send it in, pledging, "God help me, to abstain from all distilled, fermented and malt liquors, including Wine, Beer, and Cider, *as a beverage* [my italic], and to employ all proper means to discourage the use of and traffic in the same." These conditions left open the possibility of consuming large volumes of alcohol-laced patent-medicines. Numerous half-tones throughout, such as "Cuban Young Woman Saluting the Army of Liberation." OCLC locates a copy at Harvard (Schlesinger). 65.00
- 194.** [Temperance] *L'Alcool est un Poison. Lisez Bien Ceci: L'Alcool ne donne pas de force...* No place, Fevrier, 1912. Single-sided illustrated flyer, 28 x 21 cm. ¶ Illustration shows a drunken man about to throw a chair at his family who are cowering around the table (with a spilt bottle). Text speaks of dangers and death by alcohol. The conclusion is: Drink in moderation cider, wine, beer, and coffee but abstain from Alcohol. Not located in OCLC. 45.00
- 195.** [Thermometry] **Seguin, Edward.** *Family Thermometry: A Manual or Thermometry, for Mothers, Nurses, Hospitaliers, etc., and all who have charge of the sick, and of the young.* NY: Putnam, 1873. 72pp + original pictorial cloth. Atwater 3137. 50.00
- 196.** **AIDS Posters.** Collection of 29 color illustrated original posters from various countries, promoting Aids treatment, safe sex techniques, condom use, care of patients, public health programs, etc., mostly 1993-2002. Includes posters from Brasil (6), Germany (1), Indonesia (1), Japan (1), Portugal (1), Russia (1), South Africa (10), United States (7) and Zimbabwe (1). Variety of graphic styles, from Annie Liebovitz's Aids portrait poster from 1993 to a South African poster showing proper application of a condom to a Brazilian poster featuring a reproduction of the famous Sistine Chapel image, but in this version God is reaching out to Adam with a condom. [Which, if Adam had used, we would not be here!] List available upon request. As a group: 650.00