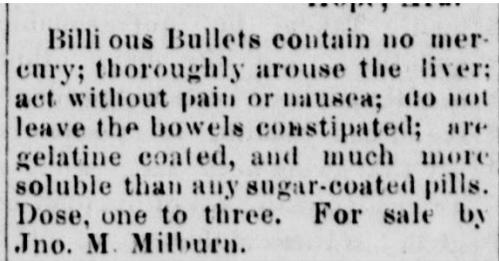


Jerry McKelvy's  
**WAY BACK WHEN**  
March, 2025

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**OLD ADVERTISEMENTS FROM LOCAL NEWSPAPERS**



Billious Bullets contain no mercury; thoroughly arouse the liver; act without pain or nausea; do not leave the bowels constipated; are gelatine coated, and much more soluble than any sugar-coated pills. Dose, one to three. For sale by Jno. M. Milburn.

**BILLIOUS BULLETS**

It seems that a healthy liver was of great concern in the old days. There were many medicines advertised for a torpid liver. This ad for Billious Bullets was from John Milburn's Drug Store in 1912 in *The Prescott Daily News*.

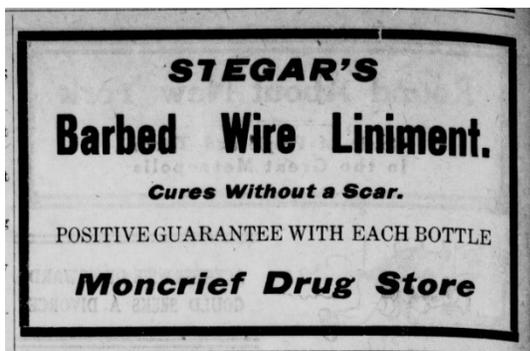


**Turnip Seed**

*The kind this store  
has always sold.....*

**Moncrief Drug Store**

Drug stores in 1907 sold more than drugs. Ad from Moncrief's Drug Store in Prescott in *The Prescott Daily News*.



**STEGAR'S**

**Barbed Wire Liniment.**

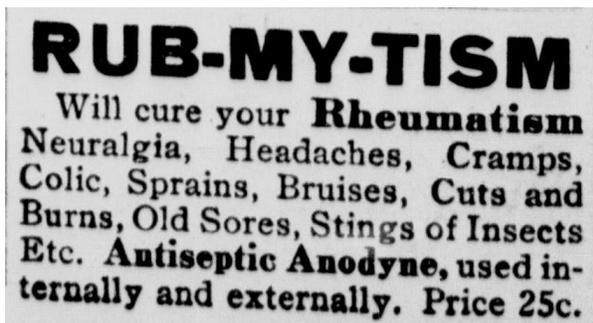
*Cures Without a Scar.*

POSITIVE GUARANTEE WITH EACH BOTTLE

**Moncrief Drug Store**

**Barbed Wire Liniment Ad in 1907.**

This liniment was advertised for man or beast. Good for barbed wire cuts, sores, and scratches. Also good for rheumatism. Sounds like it might sting a little. (From *The Prescott Daily News*)



**RUB-MY-TISM**

Will cure your **Rheumatism**  
Neuralgia, Headaches, Cramps,  
Colic, Sprains, Bruises, Cuts and  
Burns, Old Sores, Stings of Insects  
Etc. **Antiseptic Anodyne**, used in-  
ternally and externally. Price 25c.

I like the name of this medicine. (From *The Nevada County Picayune* in 1913)

# WAY BACK WHEN

*It's not always temper—*

That causes a horse to balk. It may be a Sore Shoulder, a Bruise or a Strain—maybe Colic or Bots. Dr. Tichenor's Antiseptic cures all of these troubles.

AT ALL DRUGGISTS  
25 and 50 Cents  
Also in quart bottles.



When A Horse Balks Doctor Tichenor's Antiseptic

Sold by  
**MONCRIEF DRUG STORE**

Dr. Tichenor Antiseptic Ad – (1907 Prescott Daily News)

I guess it was good for man or beast

## COLLINS AGUE CURE

### HEADACHE.

Nothing relieves a Headache so promptly as **Collins' Ague Cure**. It cleanses the stomach, promotes action of the liver, and purifies the blood, aiding you to perfect health.

### MALARIAL FEVER.

A few doses of **Collins' Ague Cure** will quickly break up the worst case of Malarial Fever. No other remedy possesses the power of so completely eradicating Malaria from the system. **CHILLS and FEVER** yield at once to its influence, and the cure is permanent.

### BILIOUS COLIC.

Immediate relief and a speedy cure for the worst cases of Bilious Colic is found in the use of **Collins' Ague Cure**. As a radical corrective of all Bilious Disorders it has no equal.

### DIARRHOEA or FLUX.

Flux, Diarrhoea, and all Summer Complaints are completely checked and cured in a few hours by **Collins' Ague Cure**. **TRY IT.** Sold everywhere by all Dealers at 50 cts. a Bottle. **ASK your Dealer for a Copy of the COLLINS' PRESENT CENTURY ALMANAC, or Address COLLINS BROS. DRUG CO., ST. LOUIS, MO.**

Ague was an early name for malaria and was a common ailment. The symptoms were fever and shivering. This medicine was advertised in 1888 as a cure-all for several problems. (From The Prescott Daily News)

## GROVE'S TASTELESS CHILL TONIC



It is as pleasant to the taste as lemon syrup.

The smallest infant will take it and never know it is medicine.

Children cry for it. Never fails to cure.

Chills once broken will not return.

Cost you only half the price of other Chill Tonics.

No Quinine needed. No purgative needed.

Contains no poison. Cheaper than Quinine.

It purifies the blood and removes all malarial poison from the system.

It is as large as any dollar Tonic and

RETAILS FOR 50 CENTS.

**WARRANTED**

Prepared by W. W. Stinson, St. Louis, Mo.

FOR SALE BY  
Hugh Moncrief, Wholesale and Retail Agent, Prescott, Ark

**Grove's Tasteless Chill Tonic** was available in 1890. I remember taking this in the 1940s when I was a kid. I think at that time, parents thought it was good for kids like vitamins. Some ads said "it makes children and adults as fat as pigs". Best I remember, I didn't like taking it because of the gritty texture. The picture of the smiling baby was on every bottle in 1890. (From The Nevada County Picayune in 1890)

## Children Cry FOR FLETCHER'S CASTORIA

This children's medicine was very popular as a substitute for castor oil. Each bottle had the signature of Charles H. Fletcher. (From The Pine Bluff Daily Graphic November 6, 1909)

## WAY BACK WHEN

FOR COUGHS AND CROUP USE  
**TAYLOR'S**  
**CHEROKEE REMEDY**



OF SWEET GUM AND  
**MULLEIN.**

The sweet gum, as gathered from a tree of the same name, growing along the small streams in the Southern States, contains a stimulating expectorant principle that loosens the phlegm producing the early morning cough, and stimulates the child to throw off the false membrane in croup and whooping cough. When combined with the healing mucilaginous principle in the mullein plant of the old fields, presents in **TAYLOR'S CHEROKEE REMEDY OF SWEET GUM AND MULLEIN** the finest known remedy for Coughs, Croup, Whooping-Cough and Consumption; and so palatable, any child is pleased to take it. Ask your druggist for it. Price, 25c. and \$1. **WALTER A. TAYLOR, Atlanta, Ga.**

The gum from sweet gum trees was once used for medical purposes. This so-called Cherokee remedy was made from sweet gum and the mullein plant to produce a medicine for coughs, croup, whooping cough, and consumption.

*(from The Nevada County Picayune November 19, 1885)*

**SATANTA**  
 THE GREAT MALARIAL ANTIDOTE  
 OR CHILL SPECIFIC

Office of Jno. T. Chidester, )  
 Camden, Ark., Aug. 1, 1885. )  
 Satanta Medicine Co., Little Rock, Ark.,

GENTS:—I have used your Satanta in my family for over a year. I have given it to my little ones as well as the grown people, and I have never given but one dose in each case to cure the fever or chills permanently. It is as harmless as water, and as sure to cure with one dose as the summer sun is to melt ice; and if the people of the United States were aware of such a remedy being in Little Rock, Ark., it would be sent out in train loads. It is certainly the greatest remedy for chills on earth.

Yours truly,  
**JNO. T. CHIDESDER.**

Col. Chidester is known throughout the South as the largest and oldest stage contractor in the United States.

Fever and chills from malaria were common in the old days. This popular medicine relied on comments from users published in newspapers to promote the benefits of the medicine such as this recommendation from Col. John T. Chidester of Camden.

*(from The Nevada County Picayune June 13, 1886)*

# WAY BACK WHEN

**Feelin' Mean?**

Headache? Nausea? Dizziness? Biliousness? Constipation? Lazy and good for nothing most of the time? What you **need** is a shaking-up of your "innards" and a gingering-up all over. The thing that'll fix you up is:

**Dr. THACHER'S LIVER And BLOOD SYRUP**

An old doctor's prescription; in use for 68 years. Enlivens your **Liver**, purifies and enriches your **Blood**. Regulates your **Bowels** and is a fine family TONIC. Get a bottle from your drug store and you'll soon be

**Feelin' Fine!** 31

*From Washington Telegraph, Washington, Arkansas*

Dr. Thacher's Liver and Blood Syrup would fix you right up if you were feeling out of sorts. (from *The Nevada County Picayune* September 23, 1920)

**BONE FOOD**

November 25, 1904

Soft and crooked bones mean bad feeding. Call the disease rickets if you want to. The growing child must eat the right food for growth. Bones must have bone food, blood must have blood food and so on through the list.

Scott's Emulsion is the right treatment for soft bones in children. Little doses every day give the stiffness and shape that healthy bones should have. Bow legs become straighter, loose joints grow stronger and firmness comes to the soft heads.

Wrong food caused the trouble. Right food will cure it. In thousands of cases Scott's Emulsion has proven to be the right food for soft bones in childhood.

Send for free sample.

SCOTT & BOWNE, Chemists,  
409-415 Pearl Street, New York,  
30c. and \$1.00 all druggists.

**OH! MY BACK**

Every strain or cold attacks that weak back and nearly prostrates you.

**BROWN'S IRON BITTERS**

PHYSICIANS AND DRUGGISTS RECOMMEND IT.

Trade Mark

QUALITY P PURITY NOT QUANTITY. On Every Bottle.

**THE BEST TONIC**

Strengthens the Muscles, Steadies the Nerves, Enriches the Blood, Gives New Vigor.

□ If your back hurt, reach for Brown's Iron Bitters tonic.

*From Nevada County Picayune* Nov. 19, 1885

Salt as an elixir is not a modern discovery, as many people suppose. Lot's wife was cured of her feminine curiosity by it.

*From Osceola Times* January 26, 1901

# WAY BACK WHEN

## KEEPING UP WITH THE JONESES

We often hear this expression and know what it means, but what is the origin of the expression? Who were the Joneses? There are three main theories about this.

1. The most likely theory is that it came from a comic strip by that name in 1913 by an American cartoonist named Arthur Momand. The comic strip ran for 25 years.
2. Another possibility is that it refers to Elizabeth Schermerhorn Jones, a wealthy unmarried lady who had a mansion built in New York in the 1850s which she called Wyndcliffe Castle. The house had 8,000 square feet and 28 rooms which she used as a summer house. This caused her neighbors to build larger homes trying to compete with her large mansion.
3. Another theory is that it comes from Pembroke and Sarah Jones of Wilmington, North Carolina. They were very rich and built a mansion named Airlie which was the grandest house in North Carolina, second only to George Vanderbilt's Biltmore estate. This couple was known for having frequent large parties at the house. They budgeted \$300,000 annually just for party expenses. In today's money, that would be about ten million dollars. The home was surrounded by beautiful gardens which today are a frequent tourist destination. They say it takes about two hours to tour the Airlie gardens.

Jones is a very common British family name and is often used to designate one's neighbors or equals. We also often hear the expression "every Tom, Dick, and Harry" meaning everybody. Jones could have been used in a similar way to mean one's neighbors. Jones ranks number five in surnames in America. Of course, the number one spot goes to Smith. It makes me wonder why the expression wasn't "keeping up with the Smiths" instead of "keeping up with the Joneses".



Even advertisers used the expression in their ads such as this one from The Evening Star newspaper in 1956. The sentence right above the car says "Are you keeping up with the Joneses?"

# WAY BACK WHEN

## CAT GOT YOUR TONGUE?

Someone asks another person a question but they remain silent. The person who asked the question might then say, "What's the matter? Cat got your tongue?". When we think about that expression, we wonder how it ever got started. Like many of these expressions we hear, the origin of this one is unclear. Here are three theories I found on the Internet.

1. In earlier times, people were punished by whipping with a whip called a "cat of nine tails", nicknamed "the cat". This was a whip made from nine leather straps knotted together. Sometimes small pieces of metal were attached to the ends to do more damage. The English Royal Navy used these to discipline unruly sailors. Men were sometimes beaten until they passed out or were speechless. Other men watching this might say, "What's the matter? Cat got your tongue?".

2. Another theory says that in ancient Egypt, cats were worshipped. Someone accused of lying, blasphemy, or other crimes were sometimes punished by cutting off their tongue and feeding it to the cats.

3. There was once a belief that witches stole tongues. People feared cats and believed that witches sometimes appeared in the form of a cat, especially a black cat. They believed that if a person saw a black cat, the witch would take their tongue to prevent the person from telling someone what they saw.

Most people who have researched the origin of the expression think the first theory is probably more likely to be the origin of the expression.

## KNOCK ON WOOD

The origin of this expression is unknown, but it dates back thousands of years. We sometimes see people knock on wood because it is thought to bring good luck or ward off bad luck. Here are several theories about the origin of this expression.

1. The most common theory is that ancient cultures believed that trees were sacred and that gods and good spirits lived inside the trees. Knocking on wood was a method of calling on the spirits for protection or to show gratitude.

2. Some think it came from the persecution of the Jews during the Spanish Inquisition. Jewish synagogues were built of wood and a system of secret knocks was used to gain access to the synagogue.

3. Some say sailors knocked on a wooden part of a ship for good luck against the heavy seas before beginning a voyage.

4. Miners knocked on the support beams in a mine to make sure they were sound or needed to be replaced. Some think this might be the origin.

5. There was a children's playground tag game called "Tiggy Touch Wood" in which players would chase each other but would be safe if they touched wood or a tree.

Various forms of the expression are found in almost all parts of the world. In Latin America, they knock on wood except any type of wood with legs such as tables, chairs, or beds. In Denmark, they knock three times on wood while saying the numbers 7-9-13.

Like many of these old expressions, the true origin is unknown. It has been around for many, many years and will probably continue to be passed down from generation to generation. It is just another superstition for good luck such as four-leaf clovers, rabbit's foot, horseshoes, wishbones, blowing out candles on birthday cakes, making a wish when seeing a falling star, and many others.

# WAY BACK WHEN

## A VERY COLD WINTER

I think most senior citizens would say that cold weather seems to bother them more than it once did. Young children enjoy playing in the snow, making snowmen, and throwing snowballs. Old folks had rather stay inside where it is warm.

The weather was the main topic of discussion in January, 1918 as one of the worst blizzards in many years affected the country from the Rocky Mountains all the way to the Atlantic Ocean. Snow reached as far south as New Orleans.

In our part of Arkansas, the temperature was seven below zero, the coldest since 1886 when it reached fourteen below zero. Some people had automobiles by that time, but they were not of much use in heavy snow. In those days most rural school children walked several miles to school. The Gum Grove school in our area closed school due to the extreme cold and decided to remain closed until summer due of an outbreak of measles in the community.

The larger cities were hit extremely hard by the blizzard. Trains could not move which delayed shipments of coal which many families depended on for heat. Some had to move in with neighbors who had wood heat.

In Chicago, schools closed for a week. There was no train service for 24 hours. Factories and stores closed. Streets were blocked with snow drifts from the 40 mile per hour winds. Many families suffered from lack of food and no way to heat their homes. Hundreds of cattle and hogs being shipped by rail died in stock cars that could not move due to the blizzard.

Hoxie, Arkansas—The mayor seized a car load of coal that was standing on the railroad tracks and distributed it to needy families in that town.



Little Rock, Arkansas—heaviest snow in 23 years. Street cars could not run due to ice on the rails. Residents were told to conserve gas due to low gas pressure. There was little coal or wood in the city. The Arkansas River was frozen over and people were seen skating on the ice. Snow had been on the ground for seven days with drifts up to two feet deep. The city advertised for workers to shovel snow from the streets and offered them 30 cents per hour.

Memphis, Tennessee—The Mississippi River was frozen over for the first time since 1876. Johnson City, Tennessee reported a temperature of twenty-five below zero.

Kansas City—All schools, churches, saloons, pool halls, and theaters were ordered closed to save coal. A passenger train was stalled eight miles west of Anthony, Kansas due to snow drifts. Drifts there were reported to be up to 30 feet deep.

The shortage of coal for heat and shortage of food were the main problems for those living in many of the larger cities. The lack of snow removal equipment left most cities paralyzed for several days. The blizzard of January, 1918 was one for the history books.

# WAY BACK WHEN

People probably thought nothing could be worse, but they were soon to be confronted with the great world-wide influenza pandemic of 1918 which would kill about 50 million people, including 675,000 Americans.

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## March Off to Bed!

Daylight Saving Time begins at two a.m. on Sunday, March 9, so it is no surprise that March 10 is National Napping Day. What's more, March 9-15 is Sleep Awareness Week and the entire month of March is National Sleep Awareness Month. The United Kingdom celebrates National Bed Month in March and the Pediatric Sleep Council marks March 1 as Baby Sleep Day. If all this information causes you to feel drowsy, this poem is for you!



## Sonnet for Somnolence – by Don Mathis

I threw cross words at chirping birds  
early in the morning.  
Never in my days had I felt such rage.  
I gave them each a warning.  
They made me crazy. I was feeling lazy,  
wanting to sleep late.  
I was nauseous, they were obnoxious.  
They made me irate.  
Any other time, I wouldn't mind  
bird song at the crack of noon.  
But today I was furious, angry and delirious,  
at waking up too soon.  
I wanted to rest my head in my soft bed  
for a little while longer.  
I'm feeling too weak, I'll get up next week,  
when I'm feeling stronger.