



United States RS104 & RS105- Imperial Granum, Edward Heaton & John Carle

(how one stamp led me on a search all about an historic family of New Haven, some historic buildings and more than I ever wanted to know about baby food supplements)



Louis J. Gotlib

It's not just the item(s) you collect, it is also what you can learn by digging into things

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*Collecting Slide Rules and Reading Encyclopedic Novels -
Down the Rabbit Hole We Go*

Louis J. Gotlib

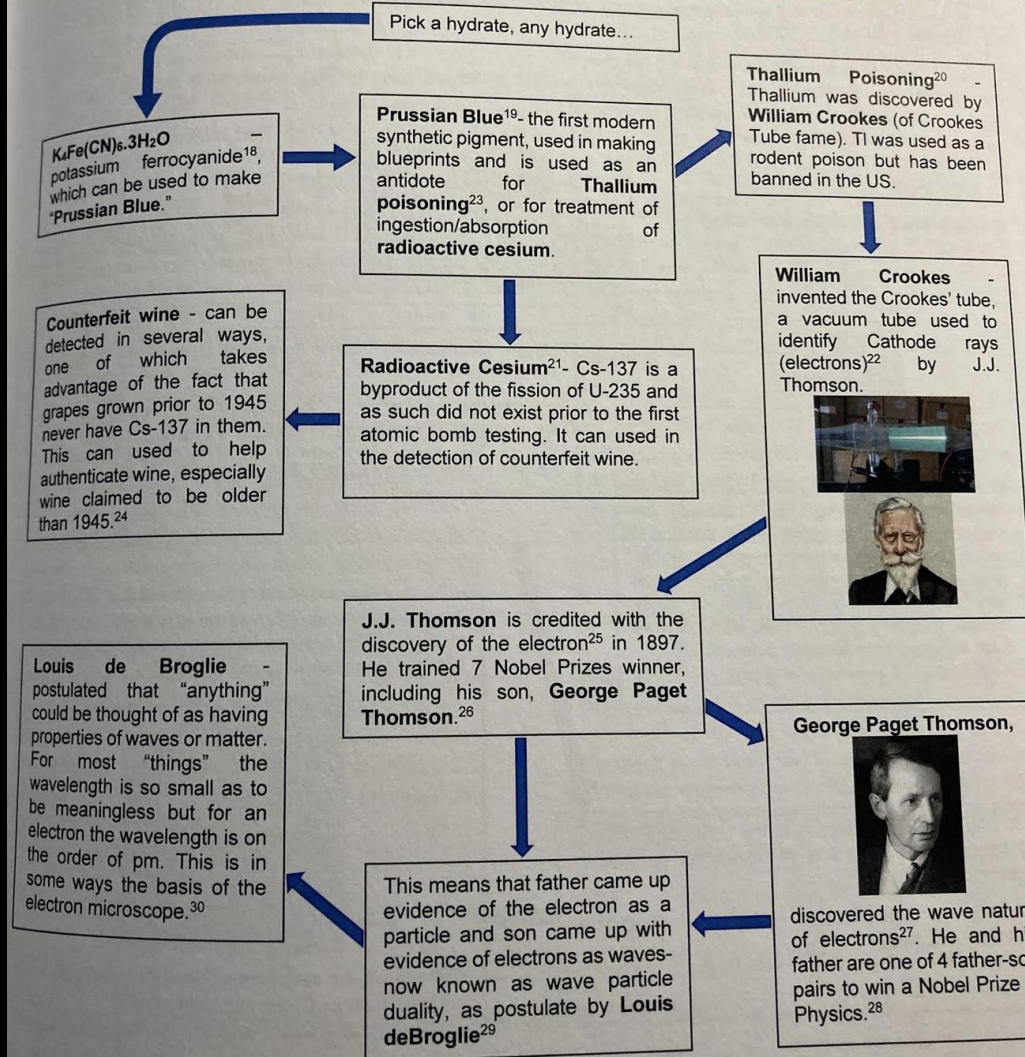
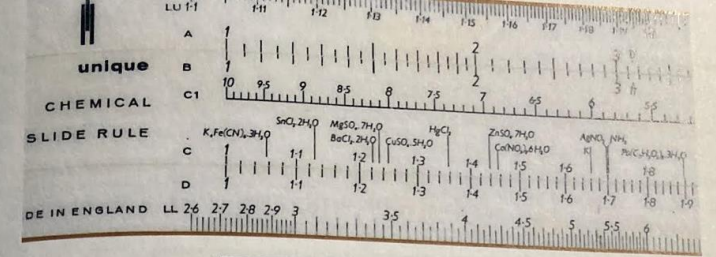


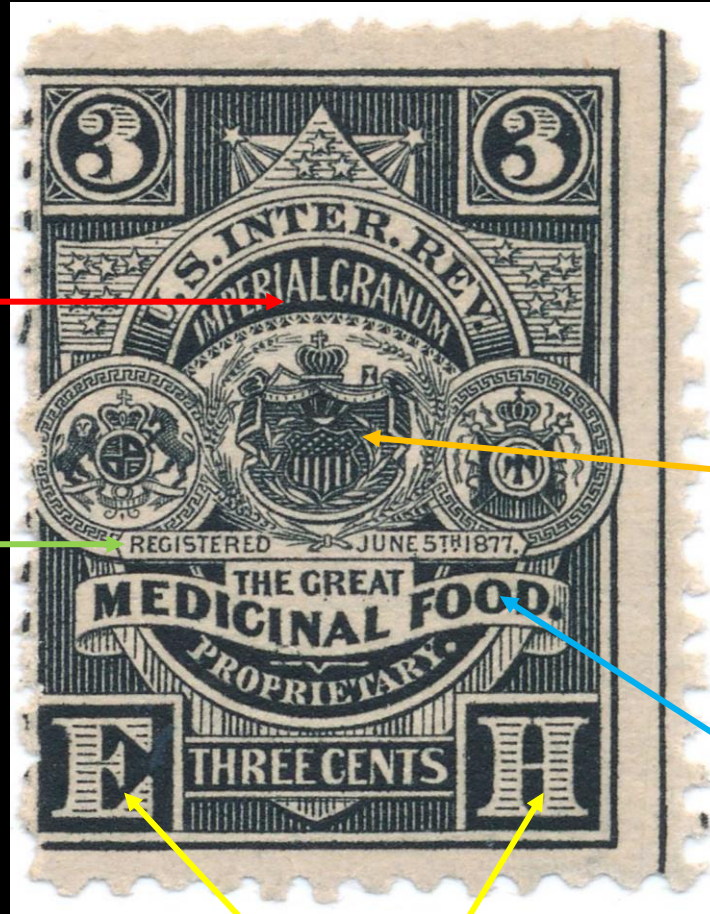
FIGURE 2. Unique Chemical Slide Rule Showing Compounds, Mostly Hydrates

What I first thought (and expected to find...)

- Initially I thought that Imperial Granum was a “quack medicine” item
- I expected I’d have some fun with the weird claims it made and maybe even find it was truly harmful (and many such “medical” items were)
- No such luck- it wasn’t necessarily great stuff, but it wasn’t harmful, and it had a long history



What's on the Stamp(s)?



The name

Trademark date

The "seal"

Medical "claim"

Edward Heaton

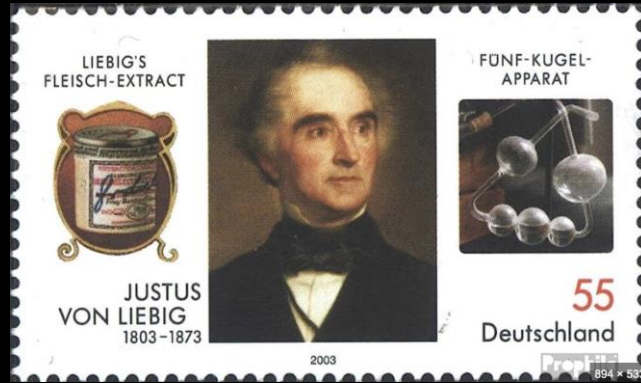
Heaton also used this seal on some products



What's on the Stamp (2)?

- The Name- granum comes from the word “grain” as it was mainly a grain product. “Imperial” was just a bit of advertising to make it sound more impressive
- The Registration Date (date of name trademark)- although invented in the 1860's, the name was not registered until 1877
- EH- Edward Heaton, a New Haven businessman man who manufactured it and later sold the rights to John Carle
- “Great Medicinal Food”- specific rules dictated when a proprietary medicine stamp was required because it made a health claim
- The “seal” while interesting is nothing but advertising and has no official status associated with it (although it is intended to look like a government seal)

Digression- similar products had already been created- Justus von Liebig and Early Baby Formula



for
another
time

- Early organic chemist,
- Worked in the fertilizer industry early on, well before Haber*
- Developed a means of obtaining “beef extracts” and a created the bouillon cube
- Did much work on elemental analysis of compounds and created what we now think of as the modern chemistry lab
- Developed a breast milk supplement and substitute (Liebig’s Formula developed in 1865)
- I always find in interesting how many other nations pay tribute to their scientists and thinkers in stamps and currency (unlike the US)

Why a Revenue Stamp? (or why 2 of them?)

- A proprietary medicine stamp was required mainly because the stamp made medical claims
- The Tax Act of 1862 was passed to help fund the Civil War. These stamps showed payment of taxes and many manufacturers took advantage of the discount for providing/printing the stamps on their own (also free advertising)
- The initial stamp from 1881 (391000 were printed) used black ink, but this was thought by some to be too closely related to the color of **mourning**, so the later stamps were identical in form, but printed in brown
- **Infant and maternal mortality rates were often as high as 20-25% given poor understanding of nutrition and infection and the lack of any vaccines**

Proprietary Medicine Stamps..

- The tax period ended in 1883 (although it did recur from 1898 – 1902) to help fund the Spanish American War
- RS104 and RS105 were printed starting in 1881, well after Imperial Granum was being sold, as that was when the Commissioner of the Internal Revenue Service determined that Imperial Granum was subject to this tax as the product made medicinal claims.
- Both RS104 and RS105 are type d, watermarked paper

Who Invented it...?

- John Edward Heaton claimed to have invented the product in 1865 and then registered the name in 1877
- However, the Lake County Museum (in British Columbia) has a set of blog posts that states "...it was indeed started by Edward Heaton , a recipe given to him in compensation of debt by Mrs. Green, the wife of the debtor. (Long story) ... research readily provides that information for which I am surprised it was not included herein."

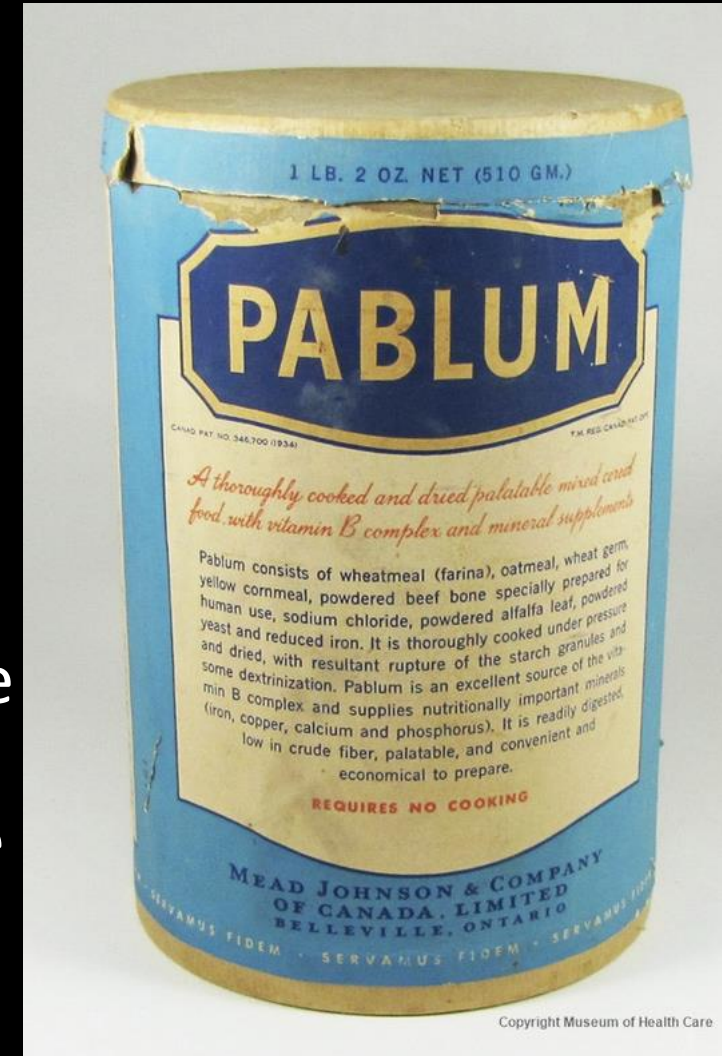
I can't find any such information on this (requests on the blog and to museum yielded no help)

History of Imperial Granum

- Credit for its invention goes to John Edward Heaton of New Haven who created the formula in 1865 (see Liebig slide)
- It is a wheat/milled gruel meant to be added to baby formula or milk for premature infants or for those not gaining weight (it could also be used for “invalids”)
- The box says: “This original and world-renowned dietetic preparation is a substance of unrivaled purity and nutritive worth derived by a new process from very superior growth of wheat—nothing more.”
- Gruels of this kind had been used by many cultures throughout history

It predates but is similar the better known “Pablum”

- **Pablum** is a multi-grain processed cereal developed as a nutritious, precooked digestible food for infants. The cereal was first developed at the Hospital for Sick Children in Toronto in 1930 by pediatric doctors Theodore Drake and Frederick Tisdall under the supervision of physician-in-chief Alan Brown. Pablum became commercially available in 1934 through an agreement with the Mead Johnson & Company and was used as a brand name through the early 21st century.



Imperial Granum

- The rights to Imperial Granum were sold to the John Carle Company which had been founded in 1817. They were the sole distributor of the product (see sales receipts)
- The goal of the product seems to be weight gain (used I think as a proxy for health and nutrition)
- It did provide nutrition but hardly what we would think of as balanced and much of the benefit was likely luck (vitamins had not yet been discovered nor their specific functions understood)

Even mentioned in a manuscript Mark Twain wrote (but didn't send) to the New York Evening Post

- To the Editor of the New York Evening Post
23 November 1880 • Hartford, Conn.

..... We fed **her** with common manure; with guano; with ashes, hair restorative, gold filings, milk breast milk, cow's milk, condensed milk, **imperial granum**, whale oil, whisky, Pond's Extract, blue mass, vasiline, kerosene, Epsom salts, government bonds—in fact everything in the nature of a persuader that could be thought of; but it was of no use;

- He is describing trying to revive a plant he had gotten as a gift from the Mayor of Stratford-Upon-Avon

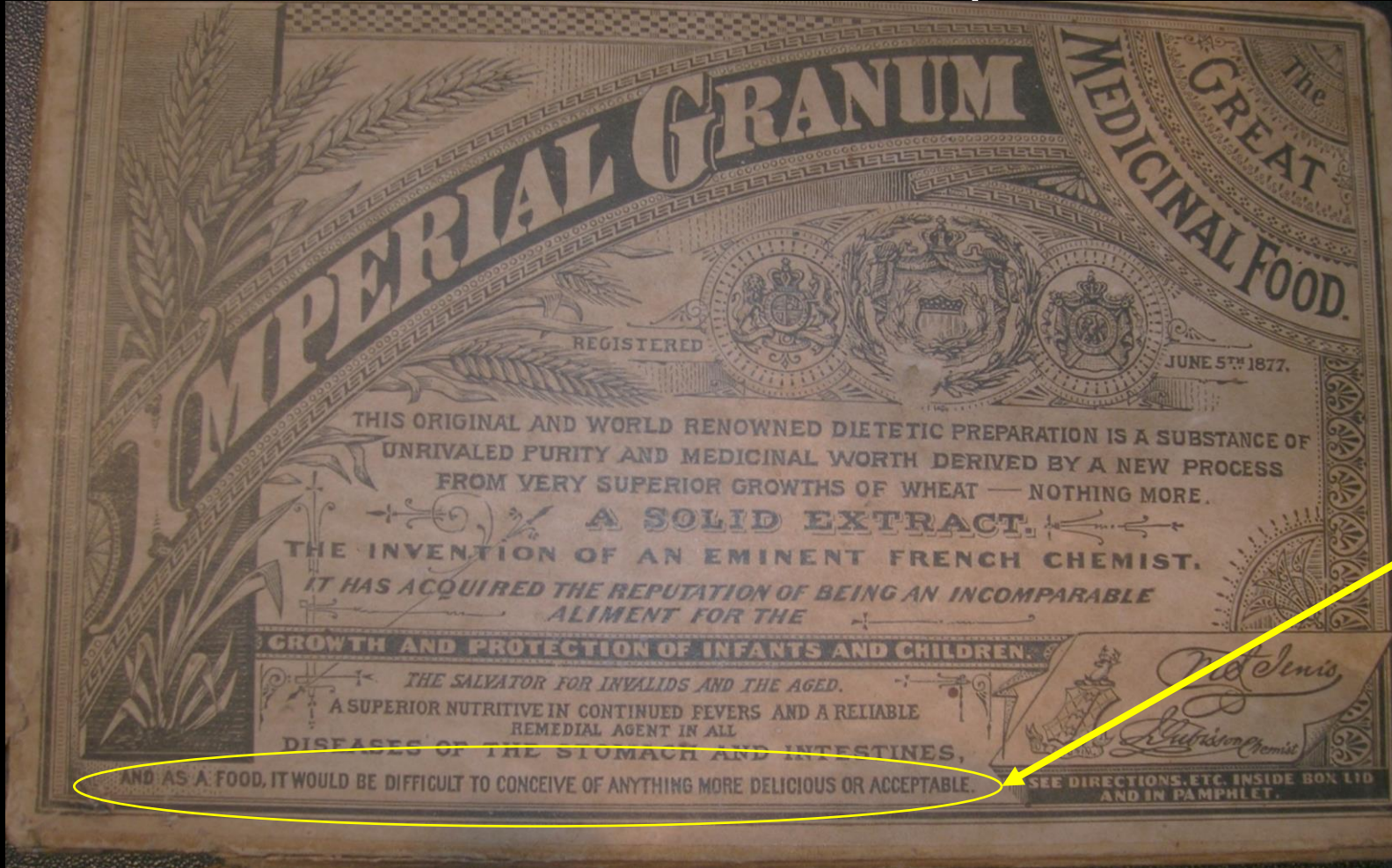
The Crest on the Box (these two were used)



- The text on the crest reads “DIEU ET MON DROIT” which translates from the old French to
- “God and my Right”
- It is the motto of the British Monarchy (who knew the motto of the British Monarchy was in French? Mon Dieu!)
- In looking at the advertising materials one sees many technical terms that indicate an intended audience of those with education (and presumably money)



Box of Imperial Granum



Modesty, to say the least!

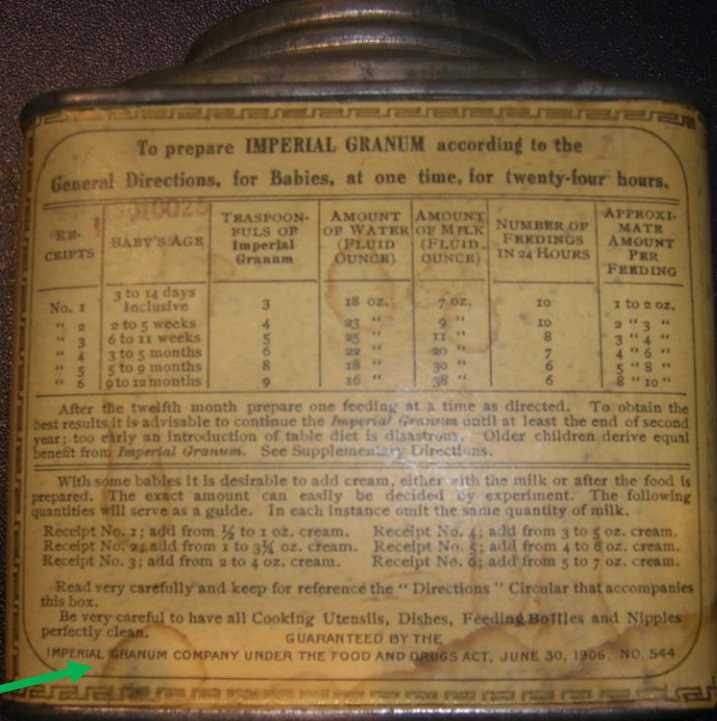
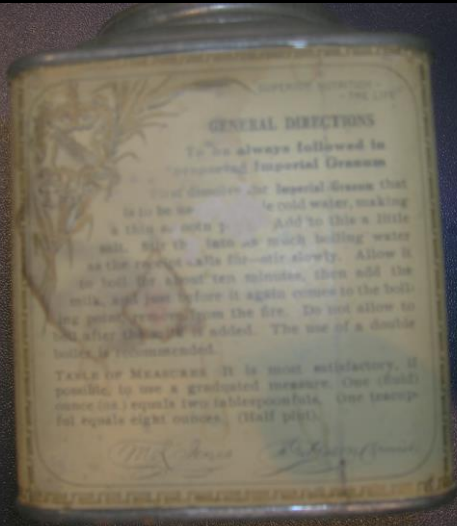
Box (cont'd)



Tin of Imperial Granum



Tin (cont'd)



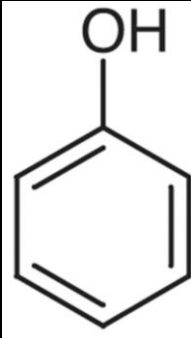
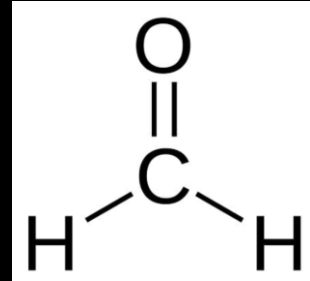
Food and Drugs Act of 1906

The Food & Drugs Act of 1906 (Dr. Wiley's Law)

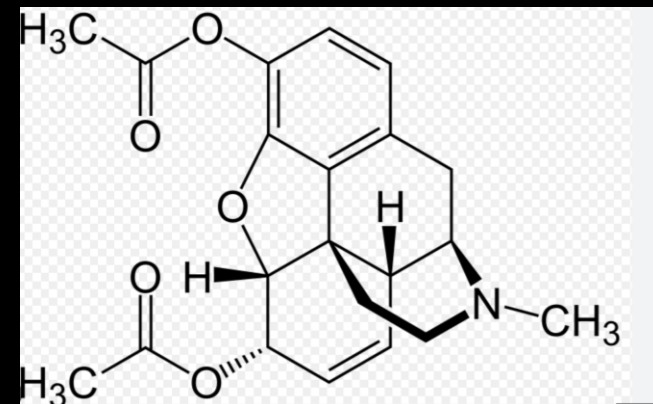
- Signed into law on the same day as the Federal Meat Inspection Act (T. Roosevelt)
- Largely prompted by works such as Upton Sinclair's "The Jungle"
- Main purpose was to ban foreign and interstate traffic in adulterated or mislabeled food and drug products, and it directed the U.S. Bureau of Chemistry to inspect products and refer offenders to prosecutors.
- Was principally designed to raise standards in the food and drug industries and protect the reputations and pocketbooks of honest businessmen.

The Food & Drugs Act of 1906 (Dr. Wiley's Law)

- With more interstate commerce products were being shipped and preservatives were used to prevent spoilage (including phenol and formaldehyde)- no refrigeration yet



- Specific chemicals that were dangerous/addictive (heroin, opium) had to be listed on package labels (this did not apply to Imperial Granum). No other information on contents needed to be listed
- This was really a sort of “truth in advertising law” and not so much a law that ensured products had to do what they claimed
- Led to the formation of the FDA (officially in 1927)
- Replaced by the Food, Drug and Cosmetic Act of 1938



What Made it so Popular? (other than good marketing)

- [L.E. La Fetra](#) was a prominent visiting physician in the pediatrics unit at Bellevue Hospital and Columbia Medical School
- In his paper on feeding of infants (and especially premature infants) he specifically mentioned Imperial Granum).
- By this time Imperial Granum had been around for about 38 years but this gave it a greater air of respectability
- His paper on this was published in a prestigious journal and this gave a boost to sales of Imperial Granum
- The product was sold as late as 1941

It was taken seriously

Starchy Baby Foods.

TABLE I.

Allenbury's Malted Food No. 3.....	66.3 per cent wheat starch;
Benger's Food for Infants.....	56.57 per cent wheat starch;
Chapman's Food.....	greater per cent of carbohydrates are wheat starch;
Cornick's Food.....	18.50 per cent wheat starch;
Eckay's Food.....	28.11 per cent raw arrowroot starch;
Drum's Food.....	greater per cent of carbohydrates due to wheat starch;
Fessenden's Food.....	35.89 per cent arrowroot starch;
Nevo's Infant Food.....	greater part of carbohydrates due to wheat starch;
Neulle's Food.....	35.34 per cent wheat starch;
Hilge's Food.....	70.71 per cent wheat starch;
Sunbeicht's California Baby Food.....	60.25 per cent linseed starch;
Imperial Granum.....	78.60 per cent wheat starch; and
Laminated Food.....	41.94 per cent wheat starch.

These foods for infants that contain no starch, but are either deficient in fat or in available mineral matter, or both, are:

Contain no Starch but Deficient in Fat or in Available Mineral Matter or Both.

TABLE II.

Hortick's Malted Milk.....	Baby's Soluble Milk Food, (Elixir & Co.)
Meadow's Malted Milk.....	and condensed and evaporated milks.
Wampole's Milk Food.....	

R. Hutchinson says that it is often contended for these proprietary products that they are more easily digested than natural foods and that many of them exist because they are predigested. He says that the necessity for peptonizing foods is greatly exaggerated, and that in pathological chemistry pepsin is almost never absent from the gastric juice unless hydrochloric acid is also absent. If hydrochloric acid can be found in the stomach, pepsin is sure to be there too; there is, therefore, little necessity for predigested foods.

With all these objections as pointed out, there is still an economic objection to proprietary foods for infants. Most of them contain a ridiculously small amount of nourishment at the retail price paid. Hutchinson says that it is vastly more expensive to rear a child upon one of them than upon fresh or even condensed milk. Mention might be made of the retail price calculated per pound net of some of these proprietary foods for infants. These are tabulated, and calculated in the following table:

TABLE III.

Trade name of infant food.....	Calculate price per lb. net.
Cow's milk at 4 cents per liquid pound (calculated on dry basis).....	\$0.31
Allenbury's Malted Milk No. 3.....	28
Ridge's Food.....	41
Sunbeicht's Baby Food.....	58
Neulle's Food.....	61
Imperial Granum.....	74
Cornick's Food.....	77
Laminated Food.....	79
Ekin's Meadow Malted Food.....	84
Fessenden's Food.....	85
Hortick's Malted Milk.....	87
Borden's Malted Milk.....	87
Wampole's Food.....	90
Benger's Food.....	93
Eckay's Food.....	95
Mellin's Food.....	1.48

The facts in Table 3 are given as if these proprietary baby foods have the same food value in calories per pound as cow's milk. Table 4 which

follows shows that this is far from being the case. It also demonstrates the economy in buying cow's milk instead of proprietary baby foods, as far as the food value in calories per pound is concerned:

TABLE IV.

\$0.31 worth of cow's milk is equal in food value to

\$0.44 worth of Allenbury's Malted No. 3;
.96 worth of Ridge's Food;
.74 worth of Neulle's Food;
.82 worth of Sunbeicht's Baby Food;
1.92 worth of Imperial Granum;
1.03 worth of Hortick's Malted Milk;
1.03 worth of Cornick's Food;
1.11 worth of Laminated Food;
1.10 worth of Ekin's Meadow Malted Milk;
1.13 worth of Borden's Malted Milk;
1.20 worth of Fessenden's Food;
1.24 worth of Wampole's Food;
1.98 worth of Eckay's Food;
1.91 worth of Benger's Food;
2.69 worth of Mellin's Food.

The food value in calories per pound is obtained by multiplying the sum of the per cents of carbohydrates and protein by 18.6. To this product add the product of the per cent of fat multiplied by 42.2.

Holt in "Diseases of Infancy and Childhood," p. 241, quotes the following table with reference to occurrence of infantile scurvy:

Previous Food.

Brown milk.....	12 cases, alone in 10
Raw cow's milk.....	3 cases, alone in 4
Pasteurized milk.....	20 cases, alone in 16
Condensed milk.....	60 cases, alone in 35
Sterilized milk.....	107 cases, alone in 68
Proprietary infant's foods.....	214

The translator in the preface of Pierre Budin's French book, "The Nursing," says in regard to this table quoted: "The disease (infantile scurvy) may thus arise under all forms of feeding. I do not know of any recorded case of infantile scurvy arising from sterilized milk where systematic analysis showed the milk to have been consistently of good quality. It is the poverty of the milk and not its sterilization which causes the disease. In sterilized milk alone is safety, and it must be the basis of all artificial feeding. The importance of the quality of milk which is to serve as a food for infants need hardly be emphasized. But besides the purity and quality, the amount of the infant's daily diet must be supervised. The purest of milks, the sterile supply which flows from a mother's breast, given in excess, may cause fatal digestive troubles. Each medical man ought to regulate the feeding of all infants born under his charge. His calling demands it as a duty, his humanity as a right. Every practitioner should be a center for the protection of infant life."

I mention this quotation from Professor Budin's book because in America there is a great deal of prejudice against sterilized milk, for it is thought to give rise to infantile scurvy. The two authorities in France, Budin and Dufour, have used sterilized milk in infant feeding for many years, have reared innumerable infants on it, and yet they have not had a single case of infantile scurvy. Doctor Pierre Budin towers far above



A Study of Foods for Infants

Author(s): Leon A. Congdon

Source: *Transactions of the Kansas Academy of Science (1903-)*. Mar. 15-16, 1918, Vol. 29, Semi-Centennial Volume (Mar. 15-16, 1918), pp. 209-216

Published by: Kansas Academy of Science

TABLE SHOWING AVERAGE ANALYSES, ALL SOURCES—FOODS FOR INFANTS.

NAME OF FOOD.....	Per cent fat.	Per cent mineral matter or ash.	Per cent protein (Kjeldahl).	Per cent carbohydrates.	Per cent water.	Remarks as to principal carbohydrates.
Allenbury's No. 3.....	0.87	1.01	11.47	81.65	5.31	Wheat starch, lactose, maltose and milk.
Borden's Malted.....	0.83	1.07	12.08	78.49	4.81	Raw wheat starch.
Borden's Malted.....	6.14	3.17	18.38	71.85	6.42	Converted starch and lactose.
Cornick's.....	1.60	2.29	16.49	78.25	3.46	Wheat starch and milk sugar.
Chapman's.....	1.98	1.54	12.55	74.28	6.21	Wheat and starch.
Eckay's.....	1.29	1.34	6.56	87.84	3.05	About equal parts raw arrowroot, starch and milk sugar.
Fessenden's.....	0.48	1.32	13.31	81.21	3.27	Baked wheat starch, maltose, dextrose and cane sugar.
Hilge's.....	0.45	1.44	6.58	86.05	5.05	About equal parts raw arrowroot, starch and dextrose.
Hortick's Malted.....	6.89	3.54	23.23	76.82	3.25	Dextrose, malt, lactose and sucrose diastase.
Meadow Malted (Ekin's).....	4.11	3.22	19.82	74.70	4.84	Dextrose and lactose.
Mellin's.....	0.35	3.43	11.43	80.23	4.20	Maltose.
Neulle's.....	0.91	0.55	13.43	79.07	3.50	Wheat starch.
Nevo's.....	6.18	1.92	15.14	78.39	2.83	Dextrose and wheat starch.
Ridge's.....	0.85	0.70	12.21	78.70	7.45	Raw wheat starch.
Robb's.....	11.39	3.15	14.33	45.21	2.32	Milk sugar due to dried milk.
Sunbeicht's.....	0.79	1.93	7.94	81.75	9.34	Barley starch, small amount dextrose.
Wampole's.....	4.23	4.98	15.51	49.61	6.37	Milk sugar.
Imperial Granum.....	0.58	0.11	13.45	78.55	5.51	Wheat starch.
Condensed Milk, sweetened, dry basis.....	14.38	1.75	11.56	32.18		Due to original 4.32% cane sugar and 11.97% milk sugar.
Condensed Milk, unsweetened, dry basis.....	58.76	5.60	33.75	34.50		Due to original 8.33% milk sugar.
Cow's Milk, dry basis.....	38.59	5.51	21.87	37.27		Due to milk sugar and lactose.
Human Milk, dry basis.....	39.12	2.45	18.18	19.36		Due to milk sugar and lactose.

Almost all carbohydrate (80%)

TABLE SHOWING AVERAGE ANALYSES, ALL SOURCES—FOODS FOR INFANTS.

NAME OF FOOD.	Per cent fat.	Per cent mineral matter or ash.	Per cent protein (Nx6.25).	Per cent carbohydrates.	Per cent water.	Remarks as to principal carbohydrates.
Allentary's No. 4:	0.87	1.91	11.47	81.66	5.81	Wheat starch, lactose, maltose and malt.
Hodge's:	0.83	1.97	12.00	78.49	8.61	Raw wheat starch.
Borden's Malted:	5.14	3.17	18.38	71.89	6.42	Converted starch and lactose.
Cornick's:	1.60	2.29	16.80	78.59	2.46	Wheat starch and milk sugar.
Chapman's:	1.88	1.64	12.54	74.26	9.21	Wheat and starch.
Eskey's:	1.29	1.34	6.56	87.84	3.86	About equal parts raw arrow, oat, starch and milk sugar.
Frane's:	5.48	1.52	18.31	81.31	3.37	Baked wheat starch, maltose, dextrose and cane sugar.
Fessenden's:	9.45	1.40	6.08	86.05	3.95	About equal parts raw arrowroot, starch, and dextrose.
Horlick's Malted:	5.89	3.64	10.73	76.83	3.25	Dextrose, malt, lactose and active diastase.
Meadow Malted (Edgins):	4.11	3.22	10.82	74.76	4.84	Dextrose and lactose.
Mellin's:	0.55	3.49	11.43	89.38	4.29	Maltose.
Neave's:	0.91	0.58	13.44	79.57	5.59	Wheat starch.
Necker's:	5.19	1.92	11.74	78.99	2.80	Dextrose and wheat starch.
Ridge's:	0.55	0.70	12.21	78.79	7.15	Flour wheat starch.
Robb's:	11.30	1.16	14.55	65.21	2.52	Milk sugar due to dried milk.
Sunlight's:	0.70	1.02	7.94	81.75	9.58	Barley starch, small amount dextrose.
Wampole's:	4.23	4.98	15.51	89.61	6.17	Milk sugar.
Imperial Gramam:	0.58	0.17	11.45	79.55	5.85	Wheat starch.
Condensed Milk, sweetened (dry basis):	14.33	1.75	11.86	72.33		Due to original 4.32% cane sugar and 13.97% milk sugar.
Condensed Milk, unsweetened (dry basis):	28.76	5.65	30.75	35.84		Due to original 9.83% milk sugar.
Cow's Milk (dry basis):	24.50	5.51	21.87	37.97		Due to milk sugar and lactose.
Human Milk (dry basis):	39.52	2.46	18.18	14.84		Due to milk sugar and lactose.

Mentioned in many infant care books

malt; the very thing which an infant cannot do. When we consider that the digestion of starch in the alimentary canal consists of this change into glucose, and that it is effected principally by the saliva and the pancreatic juice, the significance of the value of such foods will be seen...Mellin's food and malted milk are prepared according to the Liebig process. In them the starch has been converted into soluble matter by the action of the ferment of malt. It is really a partial predigestion. Mellin's food does not contain milk...Mellin's food bears comparison with milk. It is easily digested, and as an attenuant for milk may be used without harm during the early months of life, but it should not be used to the exclusion of milk for more than a few days at a time, and then only when milk is not retained by the stomach. Later it is doubtless a valuable addition to the regular daily food of the child. Malted milk is made from selected grain and desiccated or dried milk. To prepare it for the infant it needs only the addition of water. It is probably one of the best substitutes for milk but should not be used for any length of time when it is possible to get good milk....**Nestle's food, Imperial Granum, Ridge's food, and some others are made very carefully from selected wheat by this process.** Nestle's food contains dried milk. These foods are all valuable when made into gruel or porridge, but should be used very sparingly under the age of twelve months, and then only as attenuants of milk, *not as substitutes* for it. Dr. Mary Putnam Jacobi, editor of 'Domestic Hygiene of the Child,' by Uffelmann (a translation), in speaking of the value of the various preparations of infants' food on the market says: "There is not the slightest reason to prefer them to milk or its preparations, except that the latter requires more care; and for any intelligent and affectionate mother this reason is quite insufficient."

---*A Handbook of Invalid Cooking*, Mary A. Boland [Century Co.:New York] 1893, 1898(p. 289-292)

First page of La Fetra article & Key paragraph

“We have found it most satisfactory to use 6 per cent. top milk as the basis of the modification and to dilute this at first with whey or with a gruel made from Imperial Granum; often both the whey and the granum are used as a diluent. Five ounces of 6 per cent. milk, 10 ounces of whey and 5 ounces Imperial Granum water are used to make up a 20-ounce mixture. To this is added either milk sugar or more often dextrimaltose in quantity from 1/2 ounce to 1 1/2 ounces.”

THE HOSPITAL CARE OF PREMATURE INFANTS*

L. E. La FÉTRA, M.D.

Assistant in Diseases of Children, Columbia University College of Physicians and Surgeons; Visiting Physician to the Children's Ward, Bellevue Hospital
NEW YORK

At the outset I wish to say that this is not a general discussion of the topic, but a résumé of my personal experience in the observation and treatment of these cases.

In the past two years there have been admitted to the infants' ward of Bellevue Hospital 278 premature infants. Of these thirteen are still in the warm ward specially provided for premature infants and 265 have been discharged. There are three reasons for the very large number of this class of patients admitted to Bellevue: first, because there is a large maternity ward on the floor just above the infants' ward; second, because Bellevue is a city institution to which the police department brings all the foundlings, and third, because the hospital is known to have special facilities for taking care of these tiny patients. There is, so far as I know, no other institution, either here or abroad, that has so many such cases.

These infants are brought to us in the most diverse and curious wrappings; some beautifully swathed in cotton and warm flannels, with hot water bottles around them, and many others stiff and blue from exposure and insufficient covering. Naturally, many of the latter have received so severe a shock that the small spark of life cannot be fanned into a sufficient flame; it flickers for a day or so and then goes out. This means that the mortality is very high, and the most of it during the first few days after admission to the hospital. But a great deal can be done for even the smallest and feeblest of them, and it is on this account that a consideration of the measures we have found most useful may be of interest to all who are called on in private work to care for these interesting little patients.

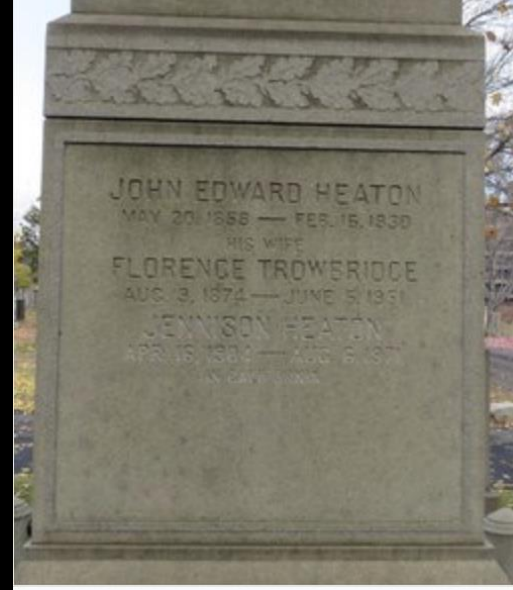
I have recently gone through the records of the last 200 patients discharged and find that there were thirty saved, discharged cured, as we say; that is, they were discharged from the hospital in strong

*From the Infants' Service, Bellevue Hospital, New York.



Who Was Edward Heaton?

- From a wealthy New Haven Family
- Born 1858, died 1930
- Wife Florence (1874-1951)
- Children (these are their real names!)
- Trowbridge
- Jennison (also known as Ninette)
- Florence
- John Rutherford



Edward Heaton

- Lived the last 20 years of his life in Switzerland
 - Made a lot of money from the Imperial Granum Product
 - Company had actually been founded by his father
- Obituary in NYT

JOHN EDWARD HEATON.

Former Business Man of New Haven
Dies in Switzerland.

Special to The New York Times.

NEW HAVEN, Conn., Feb. 17.—
The death of John Edward Heaton,
a former resident of this city, was
announced today in a cablegram
from Lausanne, Switzerland, where
Mr. Heaton and his family resided
for twenty years. The body will be
brought to this city for burial.

At one time Mr. Heaton was presi-
dent of the Imperial Granum Com-
pany, a concern founded by his
father. Selling this business twenty-
five years ago, Mr. Heaton went to
the Riviera and later to Ouchy,
Lausanne.

The Imperial Granum Building



- Also known as the Del Monico Building
- At the intersection of Elm & Orange Streets in New Haven
- Actually, a pair of buildings from 1875 and 1877

Who Was John Carle?

GREENWICH, Conn., Jan. 7.—John J. Carle of 55 East Fifty-fourth Street, New York, died yesterday at the Kent House, Belle Haven hotel, at the age of 91. He was for many years a wholesale druggist at 153 Water Street, New York, retiring from business several years ago. Mr. Carle had for the last fifty years spent his Summers at the Kent House and his Winters at his New York home. His wife was the late Cornelia Willets.

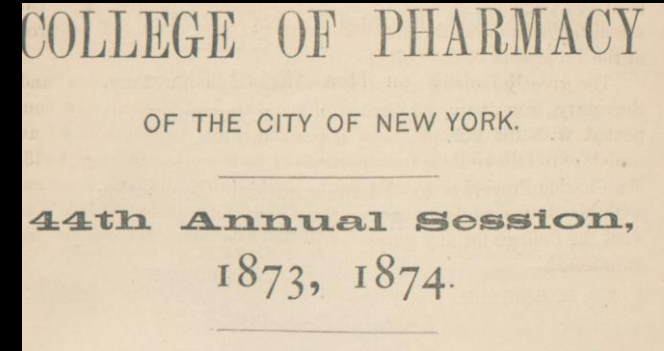
A daughter, Mrs. Duncan Edwards of Greenwich, and two sons, Robert W. Carle of South Salem and Edward H. Carle of Smithtown Branch, L. I., survive.

Wealthy and high successful druggist who sold products all over the country.

He was a sole provider of Imperial Granum, per his deal with Edward Heaton.

His company had their own building.

Member of the College of Pharmacy of the City of NY in 1873 (served as a trustee and VP of that organization).



Order placed to John Carle (rec'd by Charles Rice)

NO CLAIMS ALLOWED ON GOODS RECEIPTED FOR IN GOOD ORDER; MEDICAL REQ.

New York, Mo. 2nd 1891

Commissioner P. O. V. C.

IMPERIAL GRANUM
The Great Nutritional Food,
AND
REYNOLD'S SPECIFIC
FOR
GOVT AND SYPHILITIS,
PATENT 1888.

Bought of JOHN CARLE & SONS,
WHOLESALE DRUGGISTS,
AND DEALERS IN PAINTS, OILS, GLASS, DYE-STUFFS, &c.
No. 158 WATER ST., cor. Maiden Lane.

TERMS CASH, PAYABLE IN NEW YORK CITY, OR WITH EXCHANGE. CREDITORS FOR "SPOT CASH" WILL POSITIVELY NOT BE ALLOWED.
BILLS NOT LIMITED FOR WITHIN THIRTY DAYS SUBJECT TO DRAFT WITHOUT NOTICE.

General Drug Department

20 1/2 lbs Pure Norwegian Cod Liver Oil 25 365.00

365.00

Reg. A. [Signature]

RELATIONS AND
TEN SONS CORRELL

The articles enumerated in this bill of
John Carle & Sons
have been received and are for the ex-
clusive use of the institution
and only of requisition...
Charles Rice
February 7, 1891

94

\$265 worth of cod liver oil in 1891
= about \$12200 today

MAY 14, 1901 PAGE 9

DEATH OF DR. CHARLES RICE.

Chemist and Philologist Expires at Bellevue Hospital — Leaves His Property to an Assistant.

Dr. Charles Rice, for thirty-five years a chemist in the Department of Charities of this city and one of the best-known apothecaries in the country, died yesterday at Bellevue Hospital of cancer of the throat.

On Saturday last Dr. Rice went out driving, but was taken ill and driven back to the hospital, where he made his home. Five physicians were called in to attend him, and he was kept alive for some time by means of oxygen. There was some doubt among the physicians as to the actual cause of Dr. Rice's death, some claiming it was due to asthma and others to cancer. The funeral will be held on Thursday. The burial will be at Greenwood.

Superintendent Steward of Bellevue and Dr. Alexander, Secretary of the Medical Board, have called a meeting of the medical staff and the board to take action on Dr. Rice's death.

Dr. Rice was a bachelor, and as far as known had no relatives in this country. He left his library, consisting of about 5000 volumes, his personal effects and his money to Clarence Fountain, one of the assistant chemists at Bellevue.

Dr. Rice was born in Munich, Bavaria, in 1841, of Austrian parents; was educated in Vienna, Munich, and Passau, acquiring a thorough mastery over several Oriental languages, the classics, and modern tongues. He came to America in 1862 and entered the navy as Surgeon's steward during the civil war, serving until 1865. He then entered the service of the Department of Charities and Correction. He became a member of the New York College

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Order placed for Imperial Granum

NO CLAIMS ALLOWED ON GOODS RECEIPTED FOR IN GOOD ORDER

New York, 11th Mo. 5th 1888

Commiss J. C. H.

WHOLESALE DEPOT FOR
IMPERIAL GRANUM
 The Great Medicinal Food,
 AND
REYNOLD'S SPECIFIC
 FOR
 GOUT AND RHEUMATISM.
 JOHN CARLE, JR. JOHN E. CARLE

TERMS CASH, payable in New York City, or with *check*

Bought of **JOHN CARLE & SONS**
 WHOLESALE DRUGGISTS,
 AND DEALERS IN PAINTS, OILS, GLASS, DYE-STUFFS, &c.
 123 WATER ST., cor. Maiden Lane.

Requisition of

John Carle & Sons

Storekeeper B. I.

2 doz Imperial Granum large @ \$9.50 190

John Carle & Sons

I certify to the correctness of the
 entries and extensions of this Account
J. J. [Signature]

190

1920

I certify to the correctness of the
 entries and extensions of this Account
J. J. [Signature]

*The articles mentioned in
 right hand column have
 amounting to \$10.00
 have been received and used
 in the exclusive use of
 [Signature]*

The Carle Building



Carle Building, 151-153 Water Street, 134-136 Maiden Lane,
New York, New York County, NY

Built in 1839, demolished in 1960

Carle Building Historical Registry Document

EABS
NY,
31-MEYG,
62
HABS No. NY-4390

HISTORIC AMERICAN BUILDINGS SURVEY

CARLE BUILDING

Address: 151-153 Water Street, 134-136 Maiden Lane, New York,
New York County, New York.

Demolished March 1960.

Brief Statement
of Significance: This building was not only a good example of the
Greek Revival commercial structures built in
New York City in the 1830's, but was remarkably
little altered throughout its life.

PART I. HISTORICAL INFORMATION

A. Original Owners: The Carle Building was built, probably in
1839, by Silas Carle and his nephew John Carle, Jr. Through-
out its existence it was owned by the same family firm of
druggists and paint dealers, known successively as Silas
Carle & Nephew, Carle and Strong, John Carle and Sons, and
John Carle and Sons, Inc., the half of the building at the
corner (153 Water and 134-136 Maiden Lane) being used by
the Carle firm, and 151 rented out.

B. Date of Erection: No record of the building's date of erec-
tion has been found; a likely date seems 1839, since the
firm's address first becomes 153 Water c. Maiden Lane in
Longworth's City Directory of 1839-40 (another address
appears in the 1838-39 directory). In any case, it was
built after September 7, 1835; a survey plan of that date
in the possession of the present Carle (Robert W.) shows the
land to have contained two two-story brick front houses, a
three-story brick front house, brick sheds, and a yard.

C. Architect, Builder: No record has been found.

D. Original Plans: No record has been found.

E. Notes on Alterations and Additions: At the rear of 151 Water
Street a shed with skylight had been added recently. An early,
but much-faded photographic print in Robert W. Carle's posses-
sion shows that some changes in the exterior openings had
been made (between the time of the early photograph and 1960):
iron shutters had been removed from the windows (second through
fifth floors); four additional windows had been unbricked on
the second floor of the Maiden Lane side of the building;
and the system of openings on the ground floor had been
altered, on Maiden Lane the first two bays (from east to west)
contained windows at the time the early photograph was taken,
and the third, fifth, sixth, and seventh were bricked in (or
covered) and the fourth was a doorway.

Examples of Related Items to be passed around

- Samples of Imperial Granum boxes
- Orders for products from John Carle (one signed by Charles Rice, a leading chemist of the day)
- Obituary notices for Edward Heaton, John Carle, Charles Rice
- Advertisements for Imperial Granum
- Booklets on feeding of Infants
- Stamps (US RS104d, US RS105d, Germany 695, 768)

Booklet Produced by John Carle



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THE FERGUSON TRIPLETS, Ferris City, Mo.

Foreword



THE CARE OF BABIES[®] written by a high authority on the infant's care and management, is recognized as a most reliable, accurate and useful book of reference of almost daily assistance to the mother, especially in carrying out the doctor's orders. It endeavors to answer the many questions which so often perplex and emphasizes the importance of proper food for both mother and baby, and shows what the unsweetened, pure wheat food, Imperial Granum, accomplishes and how it often proves successful when other forms of nourishment fail. Full directions are found with each package, whether the Imperial Granum is used for infant, growing child, or by the mother who is nursing, to increase the quantity and quality of her milk and improve her strength. We will esteem it a favor if the mother will write us if any questions arise. We are glad to place at her disposal, free of charge, subject to her doctor's orders, and in sympathy with him, our extended experience in successful feeding.

All of the many photographs in this book are of Imperial Granum babies, sent us without solicitation, in grateful recognition of the benefits derived from the use of our well-known food. It is always a pleasure to receive photographs of our little friends who have been raised on Imperial Granum, in each one of which we take a genuine and personal interest.

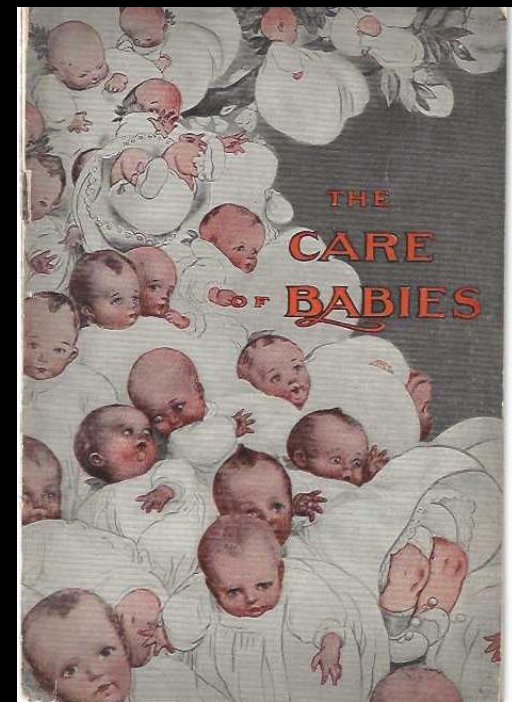
Respectfully,

JOHN CARLE & SONS,

153 Water Street,

New York City, U. S. A.

Established 1817



No author is listed!

Advertising Cards

Imperial Granum THE GREAT Medicinal Food.

SUPERIOR
NUTRITION
THE LIFE.

A PRECIOUS BOON TO
CHRONIC DISSIPATES

*This Original and World
Renowned Dietetic Preparation is
a substance of Unrivaled Purity and
Medicinal Worth.*

*A solid extract derived by chemical process from very
superior growths of wheat - nothing more.
It has justly acquired the reputation of being*

The Savior for Invalids and the Aged, an incomparable Aliment
for the growth and protection of Infants and Children, a superior Nutritive
in continued fevers, and a reliable Remedy Agent in all Diseases of the
Stomach and Intestines, often in Instances of consultation over patients whose
digestive organs were reduced to such a low and sensitive condition that the
Granum was the only thing the stomach would tolerate, when life seemed
depending on its retention.

*"IN SOME OTHER PLANET THERE MAY BE A BETTER DIETETIC
PREPARATION THAN Imperial Granum BUT NOT ON THIS."*
The American Condensed Milk Co.

SHIPPING DEPOT:
JOHN CARLE & SONS,
NEW YORK.

SOLD BY
DRUGGISTS.

<p>Write your name and address on the other side of this card and mail it and you will receive absolutely FREE a large sample of Imperial Granum the unsweetened Food, the 40-page book, "The Care of Babies," and if you mail the card now a cute little Rag Doll for baby to play with.</p>	<h3>POST CARD</h3> <p>The Imperial Granum Works</p> <p>NEW HAVEN, CONN.</p> <p>P. O. Drawer D.</p>	<p>PLACE ONE-CENT STAMP HERE AND MAIL.</p>
---	--	--

Is Your Baby Attractive with the True Beauty that Health alone can give?



All that a Normal Child requires to be healthy is Intelligent Care and a Nourishing Food.

IMPERIAL GRANUM

The Unsweetened
Food For the BABY

contains in an easily digested form the vital, nourishing elements that help Baby to gain and keep sound health and strength. Imperial Granum babies easily resist the disorders common to the teething period.

BABY EXTRA WEIGHT
"Having to put Esther on the bottle at the age of 3 months I was giving condensed milk alone. I soon found that would not do. So I began to add IMPERIAL GRANUM to the condensed milk. It agreed so well I am still giving it to her (17 months old) and recommending it to other mothers. It is wonderful for teething babies. We do not know she has a tooth until we see it."
Mrs. M. L. Wright, Leavenworth, Kansas.

The Important Thing is Your Baby's Food




Of course you are nursing your baby, as you realize that the best food for Baby is baby's own mother's milk. But you may be overlooking the important fact that most nursing mothers require additional nourishment to sustain their own strength, and provide plenty of good nutritious milk for the child. **You Will Not Have to Wean Your Baby** even though your milk is scanty and deficient in nourishing qualities. Just take

IMPERIAL GRANUM

The Unsweetened
Food for the Nursing Mother

a good bowlful, hot, three times a day, and when retiring. It materially increases the quantity, and improves the quality of mother's milk, and Baby gains and keeps well on his natural food until the proper weaning time.

Trial size 25c. at your druggist's.
For Free Sample mail this postcard.



JOHN CARLE & SONS,
Dear Sirs:-

You may send me FREE, a large sample of Imperial Granum, the 40-page book, "The Care of Babies" and a Rag Doll.

Send to (Yours truly)
Sign your name and address below

Name: _____
Address: _____

My druggist's name and address is _____

If you have already received these articles please give this card to a friend with a baby, or write her name where and mail.

"SUPERIOR NUTRITION THE LIFE."

Imperial Granum

THE
GREAT MEDICINAL FOOD.

THE SALVATOR FOR INVALIDS AND THE AGED. AN
INCOMPARABLE ALIMENT FOR THE GROWTH AND
PROTECTION OF INFANTS AND CHILDREN.
A SUPERIOR NUTRITIVE IN CONTINUED
FEVERS, AND A RELIABLE REMEDIAL AGENT IN ALL
DISEASES OF THE STOMACH AND INTESTINES.

THIS Justly celebrated DIETETIC PREPARATION is, in composition, principally the GLUTEN derived, by chemical process, from VERY SUPERIOR growths of wheat, and presented with the assurance that it is unquestionably the softest, most nicely prepared and reliable medicinal food that scientific research can yield. It has acquired the reputation of being an aliment the stomach seldom if ever rejects, CONDITION NOT EXCEPTED, and, while it would be difficult to conceive of anything so food more delicious, or more soothing and nourishing as an aliment for INVALIDS and for the growth and protection of CHILDREN, its rare medicinal qualities in INANITION, due to MAL-ASSIMILATION, OBSCURIC, GASTRIC, and INTESTINAL DISEASES, has been indubitably proven; often in Instances of consultation over patients whose digestive organs were reduced to such a low and sensitive condition that the GRANUM was the only thing the stomach would tolerate, when life seemed depending on its retention.

SOLD BY DRUGGISTS
IN THE
PRINCIPAL CITIES OF THE UNITED
STATES.
JOHN CARLE & SONS, NEW YORK.



Thanks. Any questions, comments, discussion and/or rebuttal?



RELIABLE FOOD FOR NURSING MOTHERS, INFANTS,

Imperial Granum.

“Among the many good things advertised is the ‘Imperial Granum.’ The announcement says, ‘It has justly acquired the reputation of being a standard dietetic preparation.’ I do not know what better commendation I can give. It has this reputation, and the reputation is deserved. While particularly excellent for infants, invalids and the aged, it is capable of being served in most delicious and appetizing forms for all ages, and for the healthy as well as the sick.”
—The New York Observer, Feb’y 21st, 1889.

Sold by Druggists,
JOHN CARLE & SONS, NEW YORK.

CONVALESCENTS AND THE AGED.

THE SAFEST AND MOST

CHILDREN, INVALIDS,

IMPERIAL GRANUM FOOD

NURSING MOTHERS
increases the quantity
and quality of the
Mother's Milk

A woman in a floral dress is sitting and nursing her child. The scene is set in a room with flowers and a lamp.

trial size
25 cts.

The Best Food
for
Your Baby is
IMPERIAL GRANUM