

TEACHER KEY

Unit 5: Treatment

Activity 3: Patent Medicine Trade Cards

Description:

Students are asked to read about patent medicine trade cards and how they act as convincing materials for advertising. They are expected to draw parallels from advertising in the early 20th century to today’s methods of marketing over-the-counter drugs. If desired, they can also partake in designing their own trade cards, coming up with catchy slogans and using convincing imagery to sell their products.

Time:

Exhibition Review: 20 minutes

Discussion: 10-15 minutes

Poster/Written response: 45 minutes

Objectives:

- To demonstrate an understanding of various marketing techniques and how they have evolved or stayed the same throughout history.
- To apply one’s knowledge of marketing techniques in the creative development of an advertisement.

Curriculum Links:

This activity is meant to allow students to be introduced to design elements, creative writing, brainstorming, and reading comprehension.

Media Literacy	1. Understanding Media Texts	1.1 identify the purpose and audience for a variety of media texts
		1.3 express opinions about ideas, issues and/or experiences presented in media texts, and give evidence from the texts to support their opinions
		1.5 identify whose point of view is presented or reflected in a media text, ask questions to identify missing or alternative points of view, and, where appropriate, suggest how a more balanced view might be represented

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		1.6 identify who produces various media texts, the reason for their production, how they are produced, and how they are funded
	3. Creating Media Texts	3.2 identify an appropriate form to suit the specific purpose and audience for a media text they plan to create, and explain why it is an appropriate choice
	4. Reflecting on Media Literacy Skills and Strategies	4.1 identify, with some support and direction, what strategies they found most helpful in making sense of and creating media texts, and explain how these and other strategies can help them improve as media viewers/listeners/producers
Science and Technology – Understanding Life Systems	2. Developing Investigation and Communication Skills	2.5 use a variety of forms to communicate with different audiences and for a variety of purposes

Materials:

- Online exhibition Fighting for Breath: Stopping the TB epidemic : <http://museumofhealthcare.ca/explore/exhibits/breath>
- Trade Cards (ppt or print outs)
- Coloured pencils
- Markers
- Pencil
- Paper
- Eraser

Procedure:

1. Ask students to read through the exhibition section Treatment – Chemotherapy – Patent Medicines
2. Briefly present and discuss key themes, including what trade cards and patent medicines are, and the design elements employed in trade cards and other print media.
3. Divide the class into groups to provide each group with one trade card to analyse, and one current over-the-counter drug advertisement to analyse. Ask students to draw parallels between the advertisement of patent medicines and over-the-counter drugs today.

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4. After the groups have discussed their advertisements, you can then bring the discussion back to the whole.

Prompts: What are some of the slogans used... on trade cards? ... in current advertisements? How do they attempt to appeal to buyers? What do you think makes one slogan more effective than another? What sort of visual imagery is used in... trade cards? ..in current advertisement? What messages do think this imagery was meant to convey? Are there significant difference in these messages between trade cards and current over-the-counter medicines? By understanding the media, how can you improve as a receiver of advertising?

5. OPTIONAL: Have each student design a trade card for a TB cure and come up with a convincing slogan to advertise their miracle remedy.

Students should be able to demonstrate the following:

- Good use of design elements to portray a convincing poster
- Creativity that effectively combines textual and visual elements
- An understanding of the importance of a hook as a persuasive strategy in marketing

Background Information

Chemotherapy:

Various herbal remedies and medicines have been prescribed to tuberculosis patients over the centuries, but the first truly effective medicines were not discovered until the mid-twentieth century.

○ **Patent Medicines:**

Tuberculosis was one of the most common diseases of the 19th century. Unsurprisingly, a number of remedies or patent medicines, from cod liver oil to tonics, were created by companies and individuals that advertised that they were able to cure **consumption**. None of these remedies lived up to their promise, though many did contain ingredients such as alcohol and opium that could dull the senses and, perhaps, bring temporary relief.

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Pure Norwegian Cod Liver Oil label (after 1848)
Museum of Health Care, #996001521

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KITSAP



RESTORATIVE TONIC

A Compound containing Iron and Gentian.

One of the best General Tonics for Muscular and Nervous Depression, Impaired Strength, Loss of Appetite, Poverty of the Blood, Malaria, Consumption and all Wasting Diseases, Indigestion, Etc. An all-around Nerve, Blood and Stomach Tonic, useful in Bright's Disease and all Urinary Troubles.

DOSE.—Teaspoonful at meals and bed-time.

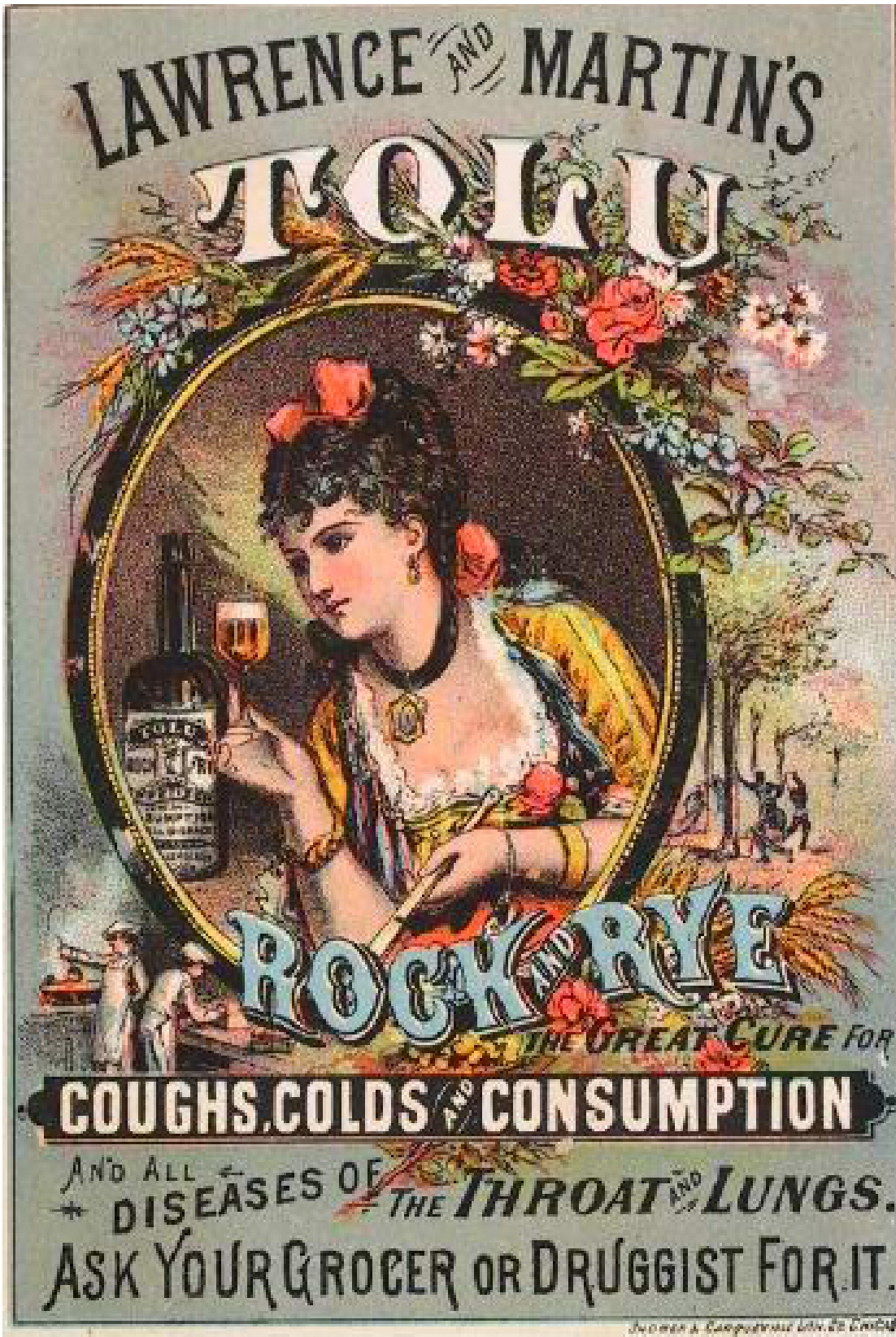
—PREPARED ONLY BY THE—

KITSAP MEDICINE CO.

N. E. Corner First and Grant Sts., PORTLAND, ORE.

Kitsap Restorative Tonic Label (after 1859)
Museum of Health Care, #996001518

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Tolu Rock & Rye Trade Card (after 1860)
Museum of Health Care, #996001698

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Boschee's German Syrup Trade Card (after 1870)
Museum of Health Care, #996001408

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Parker's Tonic Trade Card (c.1884)
Museum of Health Care, #996001716

BERTELLI'S CATRAMIN PILLS.

FROM AN ANTISEPTIC SPECIAL TAR OIL.

From Health, London, Dec. 9, 1892.

"They are of more than STERLING WORTH."

Dr. ANDREW WILSON, F.R.S.E.

GLOBULAR PASTILLES OF PLEASANT TASTE.

CURE with ease, promptly, and without any disturbance

COLDS, COUGHS, (Head, Chest, Nervous, Acute, Chronic)

ASTHMA AND CATARRH, (Acute, Chronic, or Fetid)

SORE AND RELAXED THROAT, (from Cold, Overwork, or Infectious Illness)

BRONCHITIS, (Acute, Capillary, Chronic, Caseic)

TUBERCULOSIS in its many forms.

CONSUMPTION in all its stages—first, second, and third degrees.

INFLUENZA and its consequences: a sure preventative.

DYSPEPSIA. This remedy helps Digestion.

LOSS OF VOICE from overtaxing the Vocal Chords, or from Cold or Overdrinking.



A PERFECT
NATURAL
ANTISEPTIC
INHALER.

Dispenses with costly apparatus

Ask your Boy's **TEACHER** or your Friends the **CLERGYMEN** about them.

Apply for the
**STRIKING and Unsolicited
TESTIMONIALS.**

We do not claim to sell them at popular prices, but in return for the money paid for them we give the public a Medicine worth more than ten times the price charged.

STOP YOUR
COUGH

MAKE YOUR VOICE RING
AT ONCE! LIKE A SILVER BELL.

You can't Buy a Racehorse with the Price of a Donkey!

CLERGYMEN,
TEACHERS, ACTORS,
DOCTORS, SINGERS,
CLUBMEN,
OFFICIALS, SEAMEN,
MERCHANTS,
OUTDOOR WORKERS,
MAGISTRATES,
LAWYERS, &c.,
speak highly of them.

DR. BERTELLI'S CATRAMIN PILLS (Globular Pastilles of Pleasant Taste, awarded Gold Medal at the Edinburgh International Exhibition, and Seven other Gold Medals), can be had of all first-class Chemists throughout the world, or direct from the Proprietors. Price 2s. 6d. per Box. Four Boxes, sufficient in most serious cases, will be sent post free to all parts of the world (Postal Union) against a remittance of 9s. to BERTELLI'S CATRAMIN CO., 64 and 65, HOLBORN VIADUCT, LONDON. Full directions with each box. Pamphlet, containing a large number of Testimonials, with Names and Addresses to any of whom reference can be made, free on application. Mention this Paper.

SPECIAL AGENTS FOR COLONIES: Bombay—Jehangir B Karani & Co., Ltd.; Calcutta—C. Lazarus & Co.; Adelaide—P. Falk & Co.; Sydney—Elliot Brothers
Capetown—P. J. Peterson; Nice—Nicholls and Passeron. 996.001.919

Bertelli's Catramin Pills (1893)
Museum of Health Care, #996001919