



# Content and Connections: Designing Research Posters in the History of Medicine

Tom Ewing  
Virginia Tech

Archivists and Librarians  
in the  
History of the Health Sciences



# STRENGTH

How was the fear of influenza used to sell products that promised to promote personal strength?



*Tone Up Your System  
To Fight the "Flu"*

**Drink REIF'S  
SPECIAL**

*A Tonic as Well as a Beverage*

FOR SALE WHEREVER SOFT DRINKS ARE SOLD

WASHINGTON DISTRIBUTORS  
**ALTEMUS-HIBBLE CO., 1007 B St. N.W.**

**Spanish  
Influenza**

Fortify yourself  
against it by taking

Kerr's FLAX-SEED Emulsion  
**MINONNE**  
THE FOOD MEDICINE, SWEET AND CLEAN

BUILDS UP, STRENGTHENS,  
RESTORES VITALITY.

Two Sizes—40c and \$1.50.  
At all drug stores.

For  
**Grip**  
and colds that  
develop into  
Pneumonia

You are safe  
when you take  
Father John's Medicine  
for your cold and to  
build new flesh and  
strength, because it is  
free from morphine,  
chloroform, codeine,  
heroin, or other danger-  
ous drugs.  
Take it Today.

A characteristic feature of American advertising during the Progressive Era (1890s -1920s) was the promise that certain products could promote personal health. Historians have identified these advertisements as part of a broader response to fears about the weakening of the American nation, which were in turn fed by anxieties about immigration, the closing of the frontier, and changes in racial and gender relations. The spread of Spanish Flu thus presented another kind of threat that advertisers used to promote products that promised to invigorate the body and replenish the spirit. There is no medical evidence to support claims made on behalf of these products – but they were probably not harmful either.

**PLUTO  
WATER** AMERICA'S  
PHYSIC

**PLUTO WATER**, the sure but gentle saline  
laxative, is Nature's own physician. Just as a sojourn  
at French Lick Springs, Indiana, tones up the  
entire system and rejuvenates the spirits, so does  
a periodical flushing of the system with PLUTO.

Friend to friend—physician to patient  
—druggist to customer—everyone recommends  
PLUTO for constipation and the chain of human ills that arise  
from irregular and incomplete elimination of waste matter.

PLUTO is bottled at the  
Springs and sold everywhere. The little  
Red Devil of health on every bottle identifies it.  
Large bottle, 45c; smaller bottle, 20c.

The Home  
of PLUTO

**PLUTO**  
CONCENTRATED  
SPRING WATER

**PLUTO for Spanish Influenza**

Guard against this dread epidemic. Freedom from constipation is the surest pre-  
ventive measure. Don't wait, life and health are too precious: Pluto water, Amer-  
ica's physic, is influenza's natural foe.



# STAY HEALTHY

How was the threat of influenza used to sell bicycles as a means of staying healthy?




**No Need of a Doctor  
For the Boys Riding  
*Schmelzer's* Bicycles**

Keep Influenza away from your boy by seeing he gets plenty of clean outdoor exercise!

**\$2 WEEK** buys any Bicycle, priced from \$35.00 to \$47.00.  
\$7.50 down on "bikes" from \$35 to \$40.  
\$10 from \$42.50 to \$47.

Parents do not have to urge those boys to keep out of doors and exercising if the youngsters have "bikes."  
*Come in to Bicycle Headquarters Today!*

***Schmelzer's***  
1214-16-18-20-22 Grand Ave.  
"The Most Interesting Store in Kansas City."




**Ride a Bicycle  
And Keep Well**

As a precaution against the influenza, keep out of the crowds; ride a bicycle to and from your work. Just look at the ruddy-cheeked delivery boys riding to and fro. They demonstrate what a Bicycle will do for YOU. Every man who lives a sedentary life NEEDS a BICYCLE. One will give you fresh air, new blood, a new lease on life. We've a model that will please you and on

**Easy Terms That Will Suit You**  
**ROANOKE CYCLE CO.**  
103-105½ West Campbell Avenue.

**one** of the most unusual advertising campaigns in response to the influenza epidemic was the effort to promote bicycle riding as a means of staying healthy. During the early 1900s, bicycle riding flourished as a recreational activity, especially for young men and women. Given the recommendations of public health officials to remain in the fresh air, get exercise, and avoid crowds, it made sense for bicycle manufacturers and retailers to incorporate these messages into their advertising. The Roanoke Cycle Company, featured in two of these advertisements, illustrates how urban populations were encouraged to use bicycles to escape the particular dangers of infectious diseases in a city environment.



The doctors tell us that nothing is more helpful in combating Spanish Influenza than fresh air.

Get a BICYCLE and enjoy the **GREAT OUTDOORS.**

The finest exercise in the world is Bicycling.

You'll pay more for your Wheel if you put off buying now.

We have the new 1919 models, and at reasonable prices.

Come in and let's talk it over.

**Roanoke Cycle Co.**  
103 West Campbell Ave.



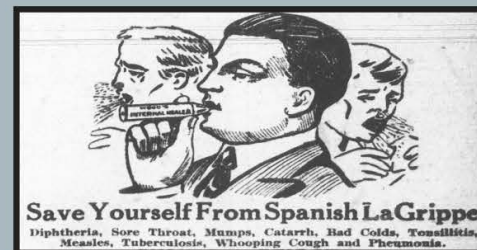
# PROMISING RELIEF

What products promised relief to individuals suffering the symptoms of influenza?



## Influenza, Coughs and Colds Relieved by Ironized Paw-Paw

**Advertisers** responded to Spanish Influenza by selling products that promised relief from painful and distressing symptoms, such as fever, sore throat, cough, congestion, and body aches. Many of these products were already being advertised in newspapers for treatment of various diseases; as the Spanish flu spread, however, advertisers began to use more alarmist language that responded to fears about a more virulent form of disease. Many products advertised as promising relief for the symptoms of influenza are similar to products now being used for similar purposes, including aspirin for pain, fruit juice for sore throats, and iron to restore strength. As these advertisements indicate, however, the promise of relief and recovery could easily become a promise to prevent infection, which was a claim unsupported by medical science.



We Suggest

**Phez**  
Pure Juice of the Loganberry



For Fever in Influenza

In Cases Where Fruit Juices Are Advisable

Phez is a pure, unfermented fruit juice with the natural 'citric acid' base. It acts as a refrigerant—soothes, refreshes and nourishes. Phez comes from the vineyards of Oregon.

To Serve Phez Cold: Add Two Parts Water—Ice, if Desired.  
To Serve Phez Hot: Add Two Parts Hot Water.



Follow the rules of your health authorities and consult a physician.

**Loju**  
The Loganberry Beverage Ready to Drink

Order of your grocer or druggist. Served at clubs, hotels and on dining cars. Retailers, order of your wholesale house.

If you cannot obtain Phez readily we will send a case of one dozen 16-oz. bottles, prepaid anywhere in the U. S. A., for \$1.00. Send for your bottle in the East.

Pheasant Northwest Products Co.  
General Offices: Salem, Oregon

Kansas City Office:  
Meinrath Brokerage Co.,  
1100 Union Ave.  
Since June 1918, But Many 475



Analysis of Phez  
Chicago, Dec. 8, 1918.

The Oregon Hospital,  
One, 1000 Madison, Chicago.

One has been to report to the report of analysis of Phez, Dec. 8, 1918, at the Oregon Hospital, Chicago, Oregon.

ANALYTICAL REPORT.

Protein..... 2.00

Reducing sugar as invert sugar..... 24.20

Calc. sugar..... 1.00

Malic acid..... 0.27

Phosphoric acid..... 0.00

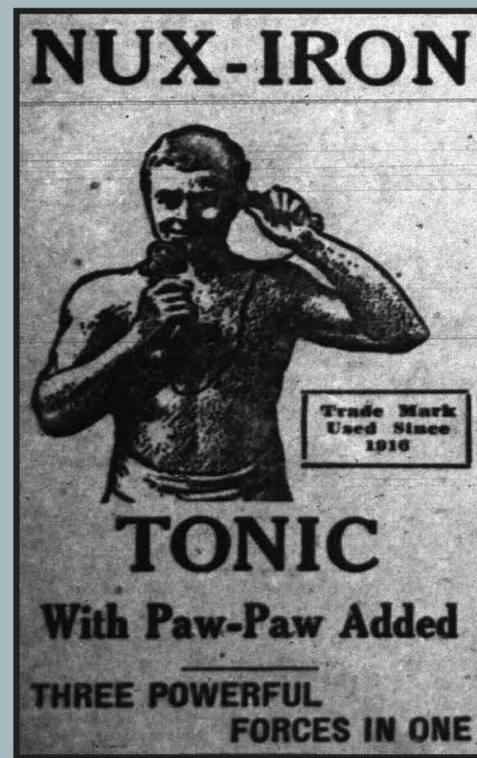
Total solids..... 24.27

Water..... 75.73

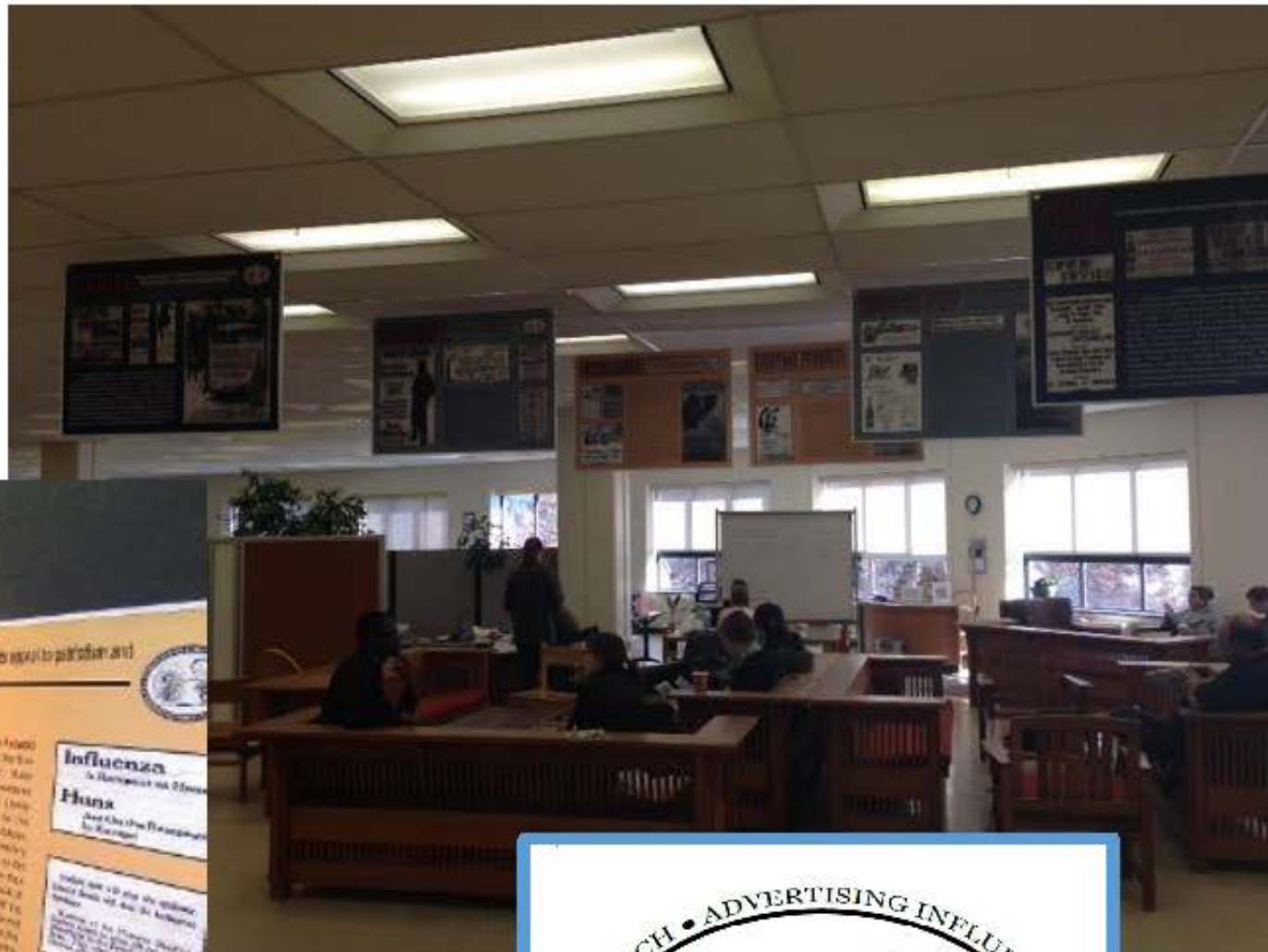
Specific gravity at 15 degrees C..... 1.0028

Chemical analysis. Collected under seal. Found sugar, 24.20 per cent, and phosphoric acid, 0.27 per cent. It is a fine fruit juice.

THIS IS A FINE FRUIT JUICE. Very carefully analyzed. THE OREGON HOSPITAL, Dec. 8, 1918.







**Phoebe Bredin**, Geography and Biological Sciences major

**Andrew Climo**, History major

**Julie Clements**, Human Nutrition, Foods, and Exercise major, Psychology minor

**Nancy Fowlkes**, History major, Asian studies and psychology minors

**Grace Hemmingson**, History major, English minor

**Veronica Kimmerly**, Chemical Engineering & Mathematics, majors, German minor

**Scottie Lynch**, History major

**Murphy Massey**, Biological Sciences major, Medicine and Society minor





Graphics: 2-3 visual aids  
to illustrate theme of the  
poster

Background  
consistent across all  
posters

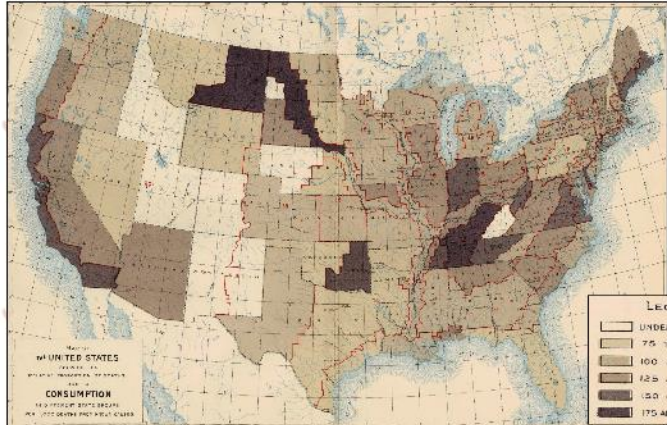
Analysis: 100-120 words

Captions for  
graphics and  
obituaries

Project team listed on  
each poster

**That Dread Disease**  
A History of  
Tuberculosis  
in Virginia,  
1870s-1910s


**THE SIGNIFICANCE  
OF TUBERCULOSIS**



Tuberculosis was significant in Virginia from the 1870s to the 1910s due to the high number of deaths caused by this disease, the pervasive effects of the illness, and the focus of both medical research and commercial advertising on finding causes, preventions, and cures.

**LEGEND:**  
UNDER 75 PER 1000  
75-100  
100-125  
125-150  
150-175  
175 AND OVER

This map of the United States illustrates how consumption death rates were distributed according to the 1900 census. Regions in darker shades had higher rates of death from consumption than the regions in lighter shades. In Virginia, the regions with higher death rates of 150-175 per 1000 deaths included Richmond and the Tidewater. As a way to compare the actual toll of this disease, the *Virginia Health Bulletin* published a graphic comparing the total deaths from the American Civil War to the losses from consumption. The chart contrasted the 205,000 Civil War dead (which is only one-third of current estimates) to the 640,000 lives lost to consumption during a four year period. For Virginians in the early 1900s, some with a living memory of the Civil War, this graphic provided a gripping image of the costs of this dreaded disease.





**COMPARISON  
OF  
DEATHS FROM CIVIL WAR  
WITH  
DEATHS FROM CONSUMPTION  
UNITED STATES  
CIVIL WAR-FOUR YEARS  
1861-1865  
KILLED IN ACTION  
AND  
DIED FROM WOUNDS  
FEDERAL - 110,000  
CONFEDERATE - 95,000  
TOTAL - 205,000  
CONSUMPTION  
FOUR YEARS  
1904-1907  
640,000**

Miss Ada V. Crump, daughter of Mr. Henry A. Crump, died at her home on south Pitt street this evening after a long illness of consumption. Miss Crump had been one of the teachers in the public schools (Lee) for several years, and only relinquished her position a few months since when failing health compelled her to do so. She was a young lady, deservedly popular, and her many friends will be grieved to learn of her death.

Samuel J. Payne, son of Lia Payne, died at the residence of his father, near Greenbuckville on last Monday, the 23rd inst., of consumption, aged 25 years. The deceased was a young man of promise, and his untimely demise has cast a gloom over the people of his neighborhood. The writer extends his sympathy to his bereaved family.

Virginia Health Bulletin, "Consumption," from the second annual report of the State Board of Health, 1907, p. 102. The article compares the toll of consumption with the toll of the American Civil War. The article is reprinted in the Virginia Health Bulletin, Vol. 8, (October 1907), 106-107. The article is reprinted in the Virginia Health Bulletin, Vol. 8, (October 1907), 106-107.

**Project Team:** Phoebe Bredin, Andrew Climo, Julie Clements, Tom Ewing, Nancy Fowlkes, Grace Hemmingson, Veronica Kimmerly, Scottie Lynch, and Murphy Massey

   
VirginiaTech.  
College of Liberal Arts and  
Human Sciences  
Department of History

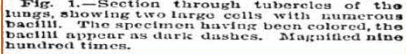
Header: photograph of  
patients at Catawba  
sanatorium

Introduction:  
< 25 words

Stories of victims: 2-3  
individuals who died of  
consumption, using  
obituaries from Virginia  
newspapers

QR / URL for website





**DIED OF CONSUMPTION.**

LYNCHBURG, VA., June 13.—[Special.]—Mrs. Allie P., wife of Mr. Frederick Barton, of the railway mail service, and a most estimable lady of this city, died last evening at Asheville, N. C., where she has been undergoing Dr. Koch's treatment for consumption.

PROF. KOCH AND HIS AUTOGRAPH.

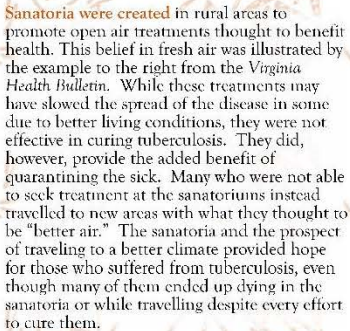
Mr. Carter Harrison, who was one of the jury in the Cluverius case, died at his home in Richmond yesterday of consumption. The deceased was one of the patients inoculated with Koch's lymph, but in his case it was not productive of any good results.

Geographic subseries of the lungs from *Roosevelt Times*, May 17, 1891. Quote from *Virginia Medical Monthly*, Vol. 17, No. 11 (February 1891), p. 932. Disposal of Koch from *Roosevelt Times*, January 11, 1891. Cribbaries: *Kennedy Times*, June 14, 1891 (Burling); *Waynesboro Gazette*, April 21, 1891. (Harrison).



 **VirginiaTech.**  
College of Liberal Arts and  
Human Sciences  
Department of History

TREATMENT



J. C. Scott died at Norton on last Saturday morning of consumption. Mr. Scott was about 48 years of age and unmarried. His parents live in Lee county, near Dryden, where his remains were sent for interment. Mr. Scott only recently returned from West Virginia, where he had been for some time trying to recover his health.

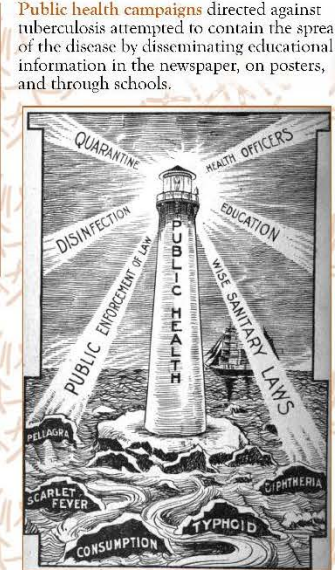
The remains of Rodrick Macredy, a former citizen of this place, and who died in Denver, Col., arrived to-day and were interred in Fairview Cemetery. Mr. Macredy left here about a year ago on account of failure of health and went West hoping to receive some benefit, but that terrible disease consumption had already too firm a hold, and death only relieved him of his sufferings.

George from Virginia *North-South*, Vol. 1, No. 4 (October 1998). Photographs from Virginia *North-South*, Vol. 2, No. 3 (March 2001). Octavian: Big Stone Gap Post, March 23, 1999 (Scott); Richmond Dispatch, April 16, 1999 (Macredy).



 **VirginiaTech.**  
College of Liberal Arts and  
Human Sciences  
Department of History

# HEALTH



**John Gary's death** on the floor of a public store would have been a public health concern today. Charles Hughes and J. Warren Reamy were patients for a short time before dying from consumption in hospitals. Tuberculosis wards, hospitals and schools were established to isolate consumptives from the general public. Those who could not afford these options were encouraged to stay home.

**DIED IN THE HOSPITAL.**  
(By Telegraph.)  
**PHILADELPHIA,** Sept. 8.—Charles Hughes, of Archer, Fla., one of the sick soldiers who was brought to this city from Ponce, on the hospital ship Relief, died today at Jefferson Hospital, of consumption.

John Gary, a very worthy colored man, aged about forty years, died very suddenly last night in Mr. James Hennessy's store, on Halifax street, which he had just entered. Deceased was a victim of consumption, and it is supposed that his death was caused by internal hemorrhage. His death occurred before he could be removed from the floor where he fell.

Illustration about the dangers of smoking, from *Hygiene Akademi Sultani*, Vol. 1, No. 1 (Cigarette, 1903). Illustration about public health campaigns, from *Hygiene Akademi Sultani*, vol. 4 (January to May 1904). Cigarette. *Richmond Dispatch*, September 2 1910 (Gary). Daily Press (Newspaper News), September 9, 1909 (Hague). *Alexandria Gazette*, December 19, 1909 (Frame).



 **VirginiaTech.**  
College of Liberal Arts and  
Human Sciences  
Department of History



# Poster Exhibitions:



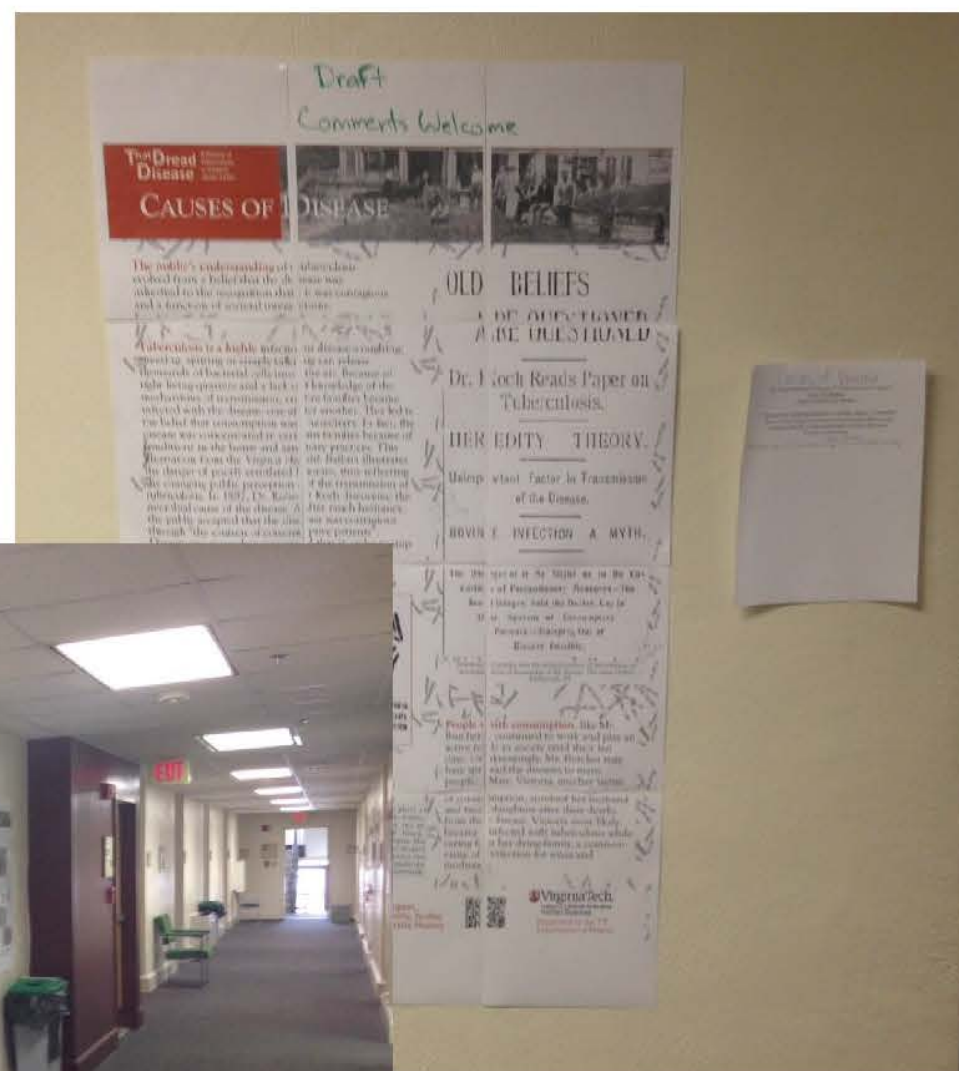
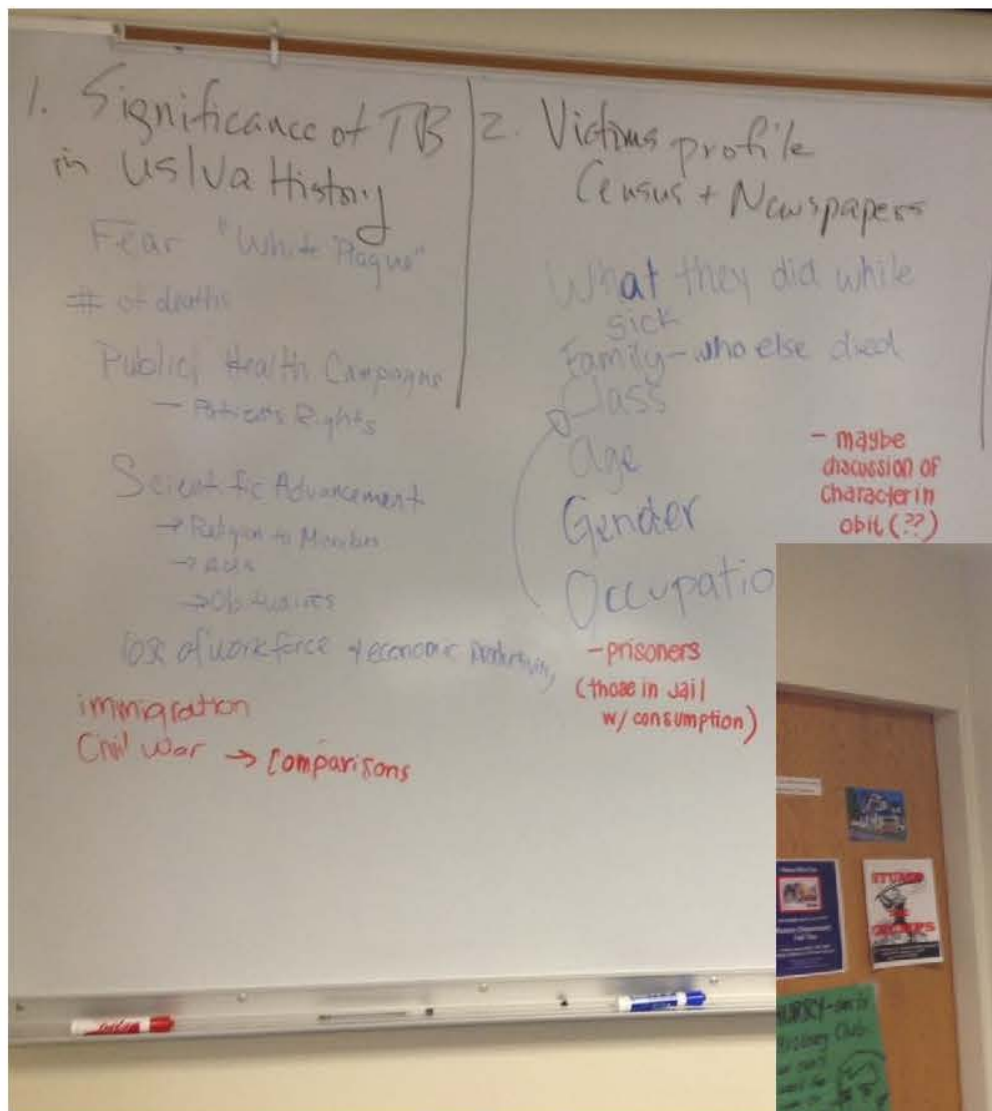


# Important Steps in Poster Process

- Identify original research contributions
- Consult with poster design experts, review multiple formats, explore possibilities
- Outline posters on white board as well as on screen
- Include peer review by faculty and other experts
- Print the posters full size and review them carefully (!)
- Select graphics to enhance and illustrate the research
- Combine posters with other forms of writing / analysis









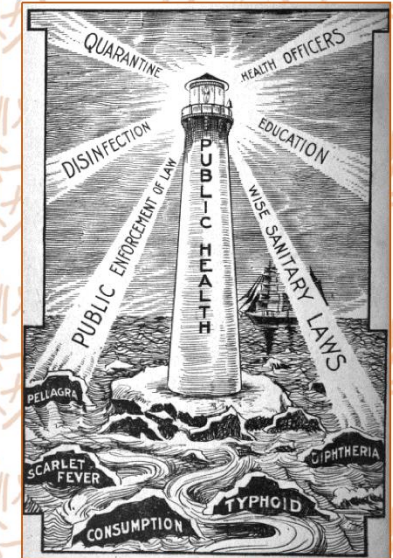
**Content:** texts, graphics, analysis, data, and design integrated into a public outcome

**Connections:** students working in groups, consulting with designers, paying attention to audience, all building awareness of the public nature of the research process

One student's assessment of research project:  
*creating posters makes you think about what you are learning*



Public health campaigns directed against tuberculosis attempted to contain the spread of the disease by disseminating educational information in the newspaper, on posters, and through schools.



The first decade of the 1900's marked a turning point in the campaign against tuberculosis. For the first time, tuberculosis was identified as a problem to be addressed at the societal, rather than individual, level. This public health approach changed the course of the disease. In 1908 a bulletin on "Tuberculosis—Its Causes, Prevention and Cure" was distributed to Richmond schools to share the information with students. Tuberculosis Day was established in 1911 as a "crusade against the white vampire". The *Richmond Times Dispatch* printed a page long spread titled "This is Tuberculosis Day--How will you help the cause?" urging citizens to "disseminate useful knowledge that may save just one life from the white vampire" even if they could not contribute money or technical skills to preventing the spread. The National Association for the Study and Prevention of Tuberculosis launched a campaign against public spitting because it was found that bacteria could survive in spit for more than a day. These measures allowed public health officials to reach many people directly with the goal of changing their behavior.

John Gary's death on the floor of a public store would have been a public health concern today. Charles Hughes and J. Warren Reamy were patients for a short time before dying from consumption in hospitals. Tuberculosis wards, hospitals and schools were established to isolate consumptives from the general public. Those who could not afford these options were encouraged to stay home.

J. Warren Reamy, thirty-four years of age, of Fredericksburg, died yesterday afternoon at St. Agnes' Hospital, Baltimore, of consumption.

DIED IN THE HOSPITAL.  
(By Telegraph.)  
PHILADELPHIA, Sept. 8.—Charles Hughes, of Archer, Pa., one of the sick soldiers who was brought to this city on Ponce, on the hospital ship Relief, died today at Jefferson Hospital, of consumption.

John Gary, a very worthy colored man, aged about forty years, died very suddenly last night in Mr. James Hennessy's store, on Halifax street, which he had just entered. Deceased was a victim of consumption, and it is supposed that his death was caused by internal hemorrhage. His death occurred before he could be removed from the floor where he fell.

Illustration about the dangers of spitting, from *Virginia Health Bulletin*, Vol. 1, No. 4 (October 1908). Illustration about public health campaigns, from *Virginia Health Bulletin*, Vol. 4 (January-February 1914). Circular: *Richmond Dispatch*, September 23, 1895 (Gary); *Daily Press* (Newport News), September 9, 1895 (Hughes); *Alexandria Gazette*, December 19, 1896 (Reamy).

