



*Louisiana Archaeological Society*

## NEWSLETTER

RICHARD A. WEINSTEIN, Newsletter Editor

COASTAL ENVIRONMENTS, INC. BATON ROUGE, LOUISIANA 70802

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### FROM THE EDITOR

This issue of the newsletter includes the first information on the 1997 annual meeting, along with the first call for papers. Although that gathering is still five months away, it is not too early to start thinking about papers and/or presentations. The society will be a better and stronger organization if we have as many people as possible involved in the meeting.

I also should mention, as noted briefly below in the Executive Committee minutes, that I will be conducting a 20-month-long excavation project in coastal Texas beginning around the middle of January 1997. Because of that, I will be taking a leave of absence as Newsletter Editor for all of 1997 and most of 1998. Chris Hays, Regional Archaeologist at LSU, has graciously volunteered to fill in as interim editor while I'm off digging shell middens. I will provide more information concerning submissions to Chris in the next newsletter.

Rich Weinstein  
Newsletter Editor

### 1991 L. A. S. BULLETIN NOW AVAILABLE

*Louisiana Archaeology*, No. 18 for 1991, has recently been published and distributed to individuals and institutions who

were members of the L. A. S. in 1991. This is the long-awaited volume in honor of Dr. William G. Haag, Emeritus Alumni Professor of Anthropology at LSU and former Louisiana State Archaeologist.

The volume contains nine papers by former students of Haag, plus a series of 12 anecdotes by friends and former students. The late Robert S. Neitzel has also provided an entertaining summary of Haag's career.

If you were a member of the L. A. S. in 1991 and did not receive a copy of Bulletin No. 18, then please contact Richard Weinstein, Newsletter Editor, at the address listed on the back page of this issue of the newsletter. Although a concerted effort was made to try to ensure that all 1991 members received a copy of the bulletin, mistakes can occur, and someone may have been accidentally left off the membership list for that year. If you were not a member of the society in 1991, but would like to purchase a copy of the bulletin, then please use the order form at the back of this newsletter.

Along similar lines, three copies of Bulletin No. 18 were returned by the Postal Service after the initial mailing. If anyone knows the whereabouts of the following individuals, then please either let them know that their bulletins are available, or contact Rich Weinstein and provide him with a current address:

David Blakey, Shreveport  
Vernon Bradford, Shreveport  
Paula A. Turner, Decatur, Georgia

**1997 L. A. S.  
ANNUAL MEETING—  
FIRST CALL FOR PAPERS**

**Submitted by  
Nancy Affeltranger  
Central Chapter**

Well, it's that time of the year again. It's time to prepare for the best annual meeting ever. We can make it a good one if all the members will help support this meeting by sharing new ideas, reinforcing old ideas, and/or talking about new finds and discoveries.

The 1997 annual meeting will be held at the new Hampton Inn in Alexandria, Louisiana, January 31 through February 2, 1997. We will have the honor of being the first large conference held there. Anyone interested in presenting a paper or organizing a symposium should submit an abstract to Nancy Affeltranger at the address listed below.

Our keynote speaker will be J. Barto Arnold III of the Texas Historical Commission, Austin, Texas. Mr. Arnold is the State Underwater Archeologist of Texas, and has spent over twenty years studying that state's shipwrecks and their contents. He will present a lecture on one of La Salle's ships, the *Belle*, that sank during a storm in Matagorda Bay in January 1686. This ship was part of an original fleet of four vessels that was to transport La Salle and his followers to the New World to establish a French colony in Louisiana. They missed their intended destination and wound up on the Texas coast near present-day Port O'Connor.

The story of La Salle and his ill-fated colony has been the subject of numerous historical and archaeological studies for over a century. Investigation of the *Belle* will afford researchers an opportunity to examine, first hand, many of the artifacts shipped from France to help establish the La Salle colony.

It is undoubtedly one of the most important shipwrecks yet located in the New World.

The Texas Historical Commission has erected a coffer-dam around the wreck site, and is planning to pump out the bay water to expose the ship to allow archaeologists to work on the wreck under a controlled environment. Much of the fieldwork should be completed by the time of our meeting, so Mr. Arnold should have a tremendous amount of extremely interesting items to discuss.

In addition to Mr. Arnold's keynote address, I hope we can cover other topics ranging from prehistoric times up to the present.

The Hampton Inn has blocked a total of 102 rooms for the meeting at \$54.00 per night for up to four people per room. Additional information on the hotel arrangements will be provided in the next newsletter.

Submit abstracts to:

Nancy Affeltranger  
8425 Fairway Drive  
Pineville, Louisiana 71360

**MINUTES OF THE L. A. S.  
EXECUTIVE COMMITTEE MEETING**

**Alexandria, Louisiana  
May 18, 1996**

**Reported by  
David Jeane  
L. A. S. Treasurer,  
Acting Secretary**

After a pleasant meal, President James Fogleman called the meeting to order at 12:05 p.m. Members present were as follows:

James Fogleman — L. A. S. President  
Rich Weinstein — L. A. S. Newsletter  
Editor  
David Jeane — L. A. S. Treasurer  
Linda Jackson — L. A. S. Past President  
Dan Shipman — L. A. S. At-Large  
Representative

John Guy — L. A. S. At-Large Representative  
Nancy Affeltranger — Central Chapter Representative  
Newt Jackson — Delta Chapter  
Ellis Denning — Central Chapter  
Billie Guy — Anacoco

Secretary Maureen Downey was absent, so David Jeane was "made" to record the minutes.

Minutes of the last meeting of the Executive Committee were published in the spring 1996 issue of the newsletter. Linda Jackson made a motion to approve the minutes as printed in the newsletter. The motion was seconded by John Guy and approved by the committee.

## Reports

Treasurer's Report — Given by David Jeane. No unexpected expenses.

Membership Report — Given by David Jeane. Renewal ahead of schedule.

Newsletter Report — Given by Rich Weinstein. Rich will be on a 20-month project in Texas, so the committee voted to approve Chris Hays as interim editor. The motion was made by David Jeane and seconded by Nancy Affeltranger.

Bulletin Report — The Bulletin Editor, T. R. Kidder, was unable to attend the meeting, so Rich Weinstein reported that Bulletin No. 18 for 1991 (The Haag bulletin) is printed and waiting for the covers to be applied. The 1995 bulletin is also at the USL print shop. T. R. Kidder has enough articles from the SAA Symposium for the next bulletin.

## Old Business

Linda Jackson voiced her feelings about losing "old members" and said we should be "encouraging" new blood to start working with the Executive Committee. Rich Weinstein stated that the chapter representatives must be encouraged to attend the Executive Committee meetings. Ways to motivate the chapters were discussed.

Linda Jackson reported on work on material for the L. A. S. archives to be placed in the State Archives. The material needs to be sorted. Linda suggested that for perhaps one weekend a workshop could be held to get started. James Fogleman will check with Carl Kuttruff to see if this can be arranged.

## New Business

President James Fogleman offered to hold the next Executive Committee meeting in late September in Morrow. The Committee will have the opportunity to tour several nearby mounds.

Nancy Affeltranger reported on progress on the 1997 Annual Meeting being hosted by Central Chapter. The meeting will be held either the week before or the week after the Super Bowl. She asked for ideas for a keynote speaker or topics for papers. Several ideas were discussed.

David Jeane reported on the SAA meeting and the Council of Affiliated Societies meeting.

Rich Weinstein discussed "Friends of PIT," USDA Forest Service projects to involve amateurs. He will put the information into the newsletter.

There was no further business so the meeting was adjourned by President James Fogleman at 1:20 p.m.



**BRADFIELD'S FEMALE REGULATOR,  
DAVIS' VEGETABLE PAIN KILLER  
AND OTHER PATENT MEDICINES:  
FEMALE CONSUMER CHOICE  
PATTERNS IN LATE NINETEENTH-  
CENTURY NEW ORLEANS<sup>1</sup>**

**Elizabeth L. Davoli  
Baton Rouge, Louisiana**

Patent medicines were made popular in the late nineteenth century through the expansion of transportation routes (especially the railroad), low postal rates, widespread newspapers, increased immigration rates, and advertising. Also, more people were literate than at the turn of the nineteenth century.

Patent medicines that contained high percentages of alcohol were marketed primarily for women in urban centers such as New Orleans, Louisiana. Women were considered to be physically weak and highly susceptible to ailments and organ diseases because of the associated difficulties from childbirth and "female problems" (mysterious illnesses associated with the menstrual cycle or female organs). Medicines such as Dr. Kilmer's Swamp-Root Kidney Cure or Dr. J. Hostetter's Stomach Bitters were not advertised as a one-dose cure, but as medicines that needed to be taken daily in order to prevent maladies more likely to be manifested in the weak female system. These advertisements, with their dire warnings of disease and medical problems, combined with alcohol content, may have contributed to consumer choice patterns among females.

In a previous study (Davoli 1994), I examined the correlation of ethnicity, social status, and medicinal choice in late nineteenth-century New Orleans. The data I used was from a project conducted by Coastal Environments, Inc., of Baton Rouge, Louisiana, in 1983 under contract to the Louisiana Depart-

ment of Transportation and Development. In this study, I wanted to discover if there was a correlation between social status, ethnicity, and the choice of either national brands of patent medicines or locally produced proprietary medicines. Three city blocks, known as squares in New Orleans, and a total of seven features were examined. These squares were 46, 72, and 101. Two squares (46 and 101) had lower middle-class Irish enclaves and one square (72) had a lower middle-class Italian enclave. I found that the Irish favored medicines for the digestive system, such as bitters, while the Italians chose organ-specific medicines (Davoli 1994:31).

For the present paper, I re-examined the three squares in my previous study. I wanted to find out if there was a correlation between ethnicity and gender in regard to medicinal choice. Instead of relying solely upon female-specific medicines, such as Bradfield's Female Regulator or Davis' Vegetable Pain Killer, I wanted to explore possible correlations between national brands of patent and proprietary medicines, their advertising, and possible female consumer choice patterns.

The Irish residential area in Square 46 was on the corner of South Peters and Thalia streets. The majority of the women were listed in the 1880 census as keeping house or just as wives. Two women were grocers and one was a domestic servant (U.S. Population Census 1880:Orleans Parish Manuscript census [hereinafter Orleans Ph. Man. census]). The artifacts associated with this residential area were from a wood-lined privy pit.

A combined total of thirteen nationally known brands of patent and proprietary medicines was recovered from the privy pit. National brands of patent medicines included Drake's Plantation Bitters, Dr. J. Hostetter's Stomach Bitters, and nine bottles of Udolpho Wolfe's Aromatic Schnapps. Imported national proprietary medicines included one bottle of Indian Clemens Tonic and one bottle of Radway's Ready Relief (Davoli 1994:4).

The majority of the embossed patent medicine bottles recovered in this privy were bitters. Nine of the eleven bitters bottles were

<sup>1</sup> This paper originally was presented at the 28th annual meeting of the Society for Historical Archaeology, Washington, D.C., January 1995, and again at the 22nd annual meeting of the Louisiana Archaeological Society, Shreveport, Louisiana, February 1996.

Udolpho Wolfe's Aromatic Schnapps (actually a gin classified as a bitters by Ronald Switzer in his book *The Bertrand Bottles*). Patent medicine manufacturers could market their bitters as medicines instead of alcoholic beverages because of the inclusion of medicinal herbs in their products. According to bitters manufacturers, their products "would cure dyspepsia, constipation, diarrhea, cholera, liver complaint, malaria, and overindulgence [hangovers]" (Wilson 1981:23). Bitters also had a high alcohol content, usually greater than thirty percent (Davoli 1994:7).

Udolpho Wolfe's, located in New York, had a branch office in New Orleans during the latter part of the nineteenth century. The advertisements for this bitters claimed:

...in Gravel, Gout, and Rheumatism, in obstructions of the Bladder and Kidneys, its effects are prompt, decided, and invariably reliable....in cases of dropsy, gravel, gout, obstructions of the kidneys, diseases of the bladder, stricture, dyspepsia, and general debility it is recommended most emphatically by the most distinguished members of the medical profession [Schultz et al. 1980: 37].

In other words, this was an ideal medicine for women because Udolpho Wolfe's not only took care of the digestive system, it also aided in the function of the kidneys and bladder.

Drake's Plantation Bitters was close to forty percent alcohol and contained "St. Croix Rum from the Caribbean,...Calisaya Bark, Roots, and Herbs" (Fike 1987:33), which were supposed to make this product better than other bitters that only contained whiskey and herbs. This bitters was first manufactured by the P. H. Drake Company of New York and was advertised as a "restorative and tonic stimulant" (Devner 1968:29). Drake was renowned for his advertising abilities, which included painting the sides of buildings with his product's name and chopping "down an entire mountain-side forest so Pennsylvania Railroad passengers could read about

Drake's Plantation Bitters in letters four hundred feet high" (Young 1961:122-123). The only reason consumers may have thought Drake's Plantation Bitters was better than other bitters was probably the use of Caribbean St. Croix rum instead of whiskey, combined with Drake's aggressive advertising.

Dr. J. Hostetter's Stomach Bitters was one of the more popular bitters in the late nineteenth century. The advertisements, which portrayed St. George slaying a dragon, claimed this product was for "dyspepsia and liver complaint, costiveness and indigestion, fever and ague, an anti-bilious alterative and tonic after the frame has been reduced and attenuated by sickness, an appetizer and strengthener of digestive forces, and a corrector and mild cathartic" (Devner 1968:46; Young 1961:126). Considering this brand of bitters was close to fifty percent alcohol, many consumers may have become addicted by taking a shot after every meal to prevent indigestion and associated difficulties.

The manufacturers of Dr. J. Hostetter's (who included the doctor's son, David) were also aggressive advertisers. They published an almanac annually to make information about their bitters more available to the common person. This almanac contained planting information for farmers, historical facts, jokes, and (of course) advertisements for the bitters. In the 1867 almanac, David Hostetter had a poem published that read:

Bilious complaints,—those tedious  
ills,  
Ne'er conquered yet by drastic  
pills;  
Dread Diarrhea that cannot be  
Cured by destructive Mercury;  
Slow constitutional decay,  
That brings death nearer, day by  
day;  
Nervous prostration, mental  
gloom,  
Heralds of madness or the tomb;  
For these, though mineral nos-  
trums fail,  
Means of relief at last we hail,  
HOSTETTOR'S BITTERS—  
medicine sure,

Not to *prevent*, alone, but *cure*  
[Young 1961:128].

Dr. Hostettor's Stomach Bitters was probably such a popular nationwide product because the manufacturers claimed it could cure all of the above as well as prolong life. The alcohol content probably did not hurt business, either.

In the late nineteenth century, it was not socially acceptable for women to drink liquor in public or private, but, because bitters masqueraded as medicine, women could drink this alcohol both in public and in private. Liquors rose in price in the latter half of the nineteenth century with the momentum of the temperance movement, which was led primarily by women, so a bottle of bitters was easily affordable and would aid in the function of the kidneys and bladder as well as digestion (Armstrong and Armstrong 1991:44; Young 1987:234).

Indian Clemens Tonic was advertised as a cure for fever and ague, which were probably prevalent in an urban setting such as New Orleans (Fike 1987:234). The alcohol content of this product was not found in the literature. Radway's Ready Relief was a pain killer manufactured by Radway and Company of New York and was close to thirty percent alcohol (Fike 1987:74). According to one advertisement, "Radway's Ready Relief cures the worst pain in from one to twenty minutes...[and] is a cure for every pain" (Wilson 1981:41).

The majority of Irish women who resided in Square 46 were housewives whose husbands were either poor laborers or lower middle-class professionals (U.S. Pop. Census 1900:Orleans Ph. Man. census). Therefore, these people did not have much money to purchase costly medicines. Because liquor prices were high due to the temperance movement, bitters appears to have been the medicine and alcohol of choice (Young 1961:133). Since these people may not have had money to spare, they may have believed the advertising that bitters, a patent medicine for the stomach, aided in the digestion of poor foodstuffs as well as helped in the function of the kidneys and bladder.

The Irish residential area in Square 101 was lower middle to solid middle class. The 1880 census listed the women as keeping house or just as wives (U.S. Pop. Census 1880:Orleans Ph. Man. census).

Eight patent medicines were recovered in a brick-lined privy pit. These medicines were Fred Brown's Essence of Jamaica Ginger, Dr. J. Hostettor's Stomach Bitters, Mexican Mustang Liniment, two bottles of Dr. Townsend's Sarsaparilla, and three bottles of Udolpho Wolfe's Aromatic Schnapps (Davoli 1994:220). Mexican Mustang Liniment was an external medication for sprains, bruises, cuts, sores, etc., on both man and beast. All of the other medicines in this privy pit were internal remedies (Wilson 1981:41).

Fred Brown's Essence of Jamaica Ginger was manufactured in Philadelphia, Pennsylvania, and was more of a true medicine than bitters or sarsaparilla (Fike 1987:128). Rex Wilson, author of *Bottles on the Western Frontier*, states that:

For medicinal purposes, ginger was ground and added to a beverage—brandy in many instances. While the final product contained alcohol, the small size of the bottles in which it was marketed indicates that the resulting concoction was used primarily as medicine and not as a beverage of pleasure as bitters. Ginger was reported to cure cholera, cholera morbus, cramps and pains, diarrhea, dysentery, dyspepsia, flatulence, want of tone and activity in the stomach and bowels, and to ameliorate health problems brought on by a change in climate, water, and food [Wilson 1981:33-34].

Immigration would have most certainly resulted in a change in these three conditions (climate, water, and food), and both dysentery and cholera outbreaks would have been common in a densely populated urban center such as New Orleans during the late nineteenth century. This medicine would not have been geared primarily for female consumers,

but the weak female system may have been more prone to cholera and dysentery as well as changes brought on by immigration.

Dr. S. P. Townsend's Sarsaparilla was produced in New York beginning in 1839 and was advertised as "the wonder and blessing of the age [and] the most extraordinary medicine in the world" (Fike 1987:220). As an added bonus, the advertisements claimed that Townsend's Sarsaparilla "cures without vomiting, purging, sickening, or debilitating the Patient" (Fike 1987:220). Sarsaparillas were more of a beverage than a medicine and the majority were advertised as general cure-alls for blood disorders, indigestion, kidney and liver troubles, and skin problems such as acne (Fike 1987:213-221).

Dr. J. Hostetter's Stomach Bitters and Udolpho Wolfe's Aromatic Schnapps were once again represented by Irish consumer choice. Both Udolpho Wolfe's and Dr. Hostetter's were for digestion as well as a variety of other ailments. Of the seven internal patent medicines represented in this privy, only Udolpho Wolfe's was specifically for the kidneys and bladder.

This variance of medicines that were primarily for digestion and changes in food, water, and climate suggested that the Irish residents using this privy were recent immigrants. Only Udolpho Wolfe's may have been advertised more for women than the other patent medicines represented in this feature.

Square 72 was a mixture of commercial businesses and residential areas. Between 1885 and 1895, the Semme Cotton Mill was erected on what had once been an ice house. Six double shotgun houses had also been built close to the cotton mill, which suggests the company built houses for the employees. Lower middle-class Italian immigrants occupied these brick shotgun houses and, therefore, presumably worked for the cotton mill. Two features were chosen for this study—Features 1 and 2, which were both privies (Davoli 1994:9).

Because the cotton mill was built between 1885 and 1895, the first census to record the occupants of the shotgun houses

was the 1900 census. The Italian population had declined in this area by 1900, but the majority of the adult Italian women were listed in the census as keeping house or just as wives (U.S. Pop. Census 1900:Orleans Ph. Man. census).

Three patent medicines were recovered from Feature 1, a brick-lined privy pit uncovered by an excavation trench. All three bottles contained organ-specific medicines—Dr. Kilmer's Swamp-Root Kidney Cure (one bottle) and two bottles of Dr. Thacher's Liver and Blood Syrup. Once again, these were medicines with high alcohol contents (Davoli 1994:9).

Dr. Kilmer's Swamp-Root Kidney Cure was directed primarily toward female consumers, with advertisements that proclaimed "thousands of women have kidney trouble and never suspect it" (Carson 1961:21). Production of Dr. Kilmer's began in 1881 in Binghamton, New York, as a cure for the kidneys, liver, and bladder (Fike 1987). Women were the primary target of advertising because it was believed that they were more susceptible to disease of these organs from the stresses of bearing children (Carson 1961:21). This product was 10.5 percent alcohol and the Kilmers proclaimed it to be a "diuretic to kidneys and a mild laxative" (Devner 1968:53; Fike 1987:Plate 46).

Dr. Thacher's Liver and Blood Syrup was manufactured in Chattanooga, Tennessee, as a medicine for the kidneys, liver, and blood. There was less alcohol in Dr. Thacher's (only 8%) than in Dr. Kilmer's, but this medicine was promoted as more of a general cure-all than Dr. Kilmer's (Fike 1987:230). Dr. Thacher's was recommended for "kidney and liver disease, dyspepsia, bilious colic, sick and nervous headache, jaundice, [and] malaria" as well as "torpid liver...constipation, indigestion, loss of appetite, skin eruptions, and blood impurities" (Devner 1968:91; Fike 1987:230). Essentially, this was a medicine for whatever ailed a person.

Since women were considered to be extremely delicate and frail, they were apparently susceptible to any ailment covered by Dr.

Thacher's advertising. Not only were the kidneys and bladder at risk from childbirth and female complaints, but the brain was also at risk. Women were not supposed to be great thinkers as it was, but were instead considered to be high strung and prone to unnecessary worry which led to sick and nervous headaches.

Feature 2, another brick-walled privy pit, contained a total of five patent medicines. There were two bottles of Dr. J. Hostettor's Stomach Bitters, Ducro's Elixir Alimentaire (a French import), Dr. Warren's Kidney and Liver Regulator, and Bromo-Seltzer (Davoli 1994:13).

As previously seen in Square 46, bitters were alcoholic beverages masquerading as medicines because of the inclusion of medicinal herbs. Dr. Hostettor's Stomach Bitters "first appeared during the Civil War when there was a heavy excise tax on whiskey...[and this] being medicine, [was] exempt" (Carson 1961:42). This patent medicine was primarily for the stomach to aid digestion. The kidneys and bladder were not mentioned specifically in advertising.

Dr. Warren's Kidney and Liver Regulator was manufactured in the 1890s (Devner 1968:99). No information as toward whom the product was advertised, or for what it specifically treated in regard to the kidneys and liver, was found in the literature. Presumably, it acted as diuretic as did Dr. Kilmer's Swamp-Root Kidney Cure. Possibly then, this medicine may have been geared more for the weak female system.

Ducro's Elixir Alimentaire was made in Paris, France, and imported into the United States by E. Fougere of New York (Devner 1968:17). This medicine was used as a tonic by people who were recovering from illness but could not keep solid food in their stomach (Lyon's Southern Almanac 1882:13). Immigrants may have already been familiar with this medicine because Ducro's was manufactured in Europe.

Ducro's also competed with less expensive generic brands of nutritive elixir. One such generic nutritive elixir from Lyon's Drug

Store in New Orleans was advertised as being necessary for people suffering from consumption (tuberculosis), typhoid fever, and dyspepsia. The sales pitch for Lyon's Nutritive Elixir read:

It constitutes an alimentary tonic rather than a medicine, and is therefore desirable to many invalids who feel the need of recuperation more than active treatment. They are not absolutely suffering from disease—but from debility resulting from some malady that had spent itself and has left the patient weak, without appetite or energy, and in a state requiring tonic nourishment [Lyon's Southern Almanac 1882: 12].

In other words, an almost ideal medicine for the more illness-prone woman.

Tuberculosis and typhoid fever would have been more prevalent in an urban setting such as New Orleans in the late nineteenth century. But taking into account the American romanticized ideal of women propped on a sofa, pale, and cheeks flushed with the ravages of consumption, nutritive elixir (or perhaps even Ducro's Elixir Alimentaire) would have been ideal for women whose weak systems had succumbed to illness but were slowly recovering.

Bromo-Seltzer was manufactured by the Emerson Drug Company of Baltimore, Maryland, as a remedy for mental exhaustion, brain fatigue, and for headache (Devner 1968:17). Apparently brain fatigue and headache were separate maladies, but Bromo-Seltzer would cure both. Women who nervously worried and thought too much were probably more prone to mental exhaustion and brain fatigue. Therefore, women were probably considered to be far more susceptible to these maladies and were probably the primary target for advertisements.

As seen in Square 46 and the middle-class Irish residence, the majority of patent medicines that may have been advertised more for women were concerned with treating



the kidneys and bladder. A few headache remedies and liver medicines were represented in the Italian residential area, but the renal system and urinary tract were the primary foci again.

Perhaps the purchasing of patent medicines such as Dr. Kilmer's Swamp-Root Kidney Cure and Udolpho Wolfe's Aromatic Schnapps, which focused on the bladder and kidneys, was an attempt on the part of the Irish and Italian immigrant women to become more Americanized. American society considered all women, rich or poor, to be highly susceptible to illnesses due to frequent childbirth and female problems.

In my previous study on ethnicity and consumer choice, I discovered that the Irish were choosing bitters while the Italians opted for organ-specific medicines (Davoli 1994:31). In this study, in which I have attempted to correlate patent medicine advertising that was aimed primarily at women and consumer choice, it is interesting to note that the majority of the patent medicines purchased by both the Irish and Italians were for the kidneys and bladder. When considering the fact that the majority of women in this study were housewives and therefore probably did most of the shopping for the family, it is likely that these women were probably exposed more to advertisements for patent medicines in the form of fliers, posters, promotional bulletins, and calendars. This exposure to advertisements, such as for Dr. Kilmer's Swamp-Root Kidney Cure which proclaimed "thousands of women have kidney trouble and never suspect it," may have significantly contributed to the purchasing of bitters and other medicines in an attempt to either prevent or cure kidney and bladder ailments. The fact that these medicines also contained high percentages of alcohol served to get consumers hooked on a product and to remain on it in the name of prevention. Perhaps in this way, these immigrant women, if they were in fact responsible for purchasing and utilizing these medicines, became more Americanized. In other words, they were treating their weak systems and bodies with the appropriate medicines to keep them healthy, if not a little drunk.

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## UPCOMING MEETINGS

### Texas Archeological Society

The 67th Annual Meeting of the Texas Archeological Society will be held October 24 through 27, 1996, at the Menger Hotel, San Antonio, Texas. The meeting will be sponsored by the Southern Texas Archaeological Association (STAA) and feature the traditional paper sessions, book and exhibit room, and the TAS annual business meeting.

The TAS is pleased to have Dr. Dennis Stanford, a major leader in Paleo-Indian research in North America, as guest speaker at the annual banquet on Saturday evening. Dr. Stanford is chairman of the Department of Anthropology at the National Museum of Natural History of the Smithsonian Institution, Washington, D.C.

Preregistration for the meeting ends October 1, and all persons registering before that date are eligible for prize drawings. Preregistration is \$25.00; after October 1 it will be \$30.00. Student registration is \$15.00, while cost for the banquet and speaker is an additional \$21.00 (speaker only is \$10.00).

Registration at the Menger Hotel must be made by September 24; rates are \$95.00 for single occupancy and \$105.00 for two to four persons. You may call the hotel at 1-800-345-9285 to make reservations. The hotel is located directly across Crockett Street from the Alamo on Alamo Plaza in downtown San Antonio. A special, after-hours tour of the Alamo (for \$3.00) has been arranged for Friday evening, October 25, for those who would like to see the structure without the typical tourist crowds.

For more information, contact:

Karen Fulghum  
TAS Registration Chairman  
Rt. 4, Box 2410  
Lakehills, Texas 78063  
Tel.: (210) 612-2855  
or  
Kay Hinds  
STAA Coordinator  
Tel.: (210) 277-1207

## Southeastern Archaeological Conference

The 1996 Southeastern Archaeological Conference will meet November 6 through 9 at the Sheraton Civic Center, Birmingham, Alabama. The conference will be hosted by the University of Alabama Museums, the University of Alabama Press, and the Department of Anthropology at the University of Alabama, Tuscaloosa. Judith G. Knight and Vernon J. Knight will serve as Local Arrangements Chairpersons, while Ian W. Brown will serve as Program Chair.

Registration is \$30.00 prior to October 1, and \$35.00 after that date. Student registration, with a photocopy of a valid ID, will be \$20.00.

The Sheraton Civic Center has offered rooms for the conference at \$85.00 for single through quad occupancy. Executive Level rooms also are available at \$100.00 for a single and \$110.00 for a double. Reservations must be made prior to October 23, 1996. Reservations may be made by calling the hotel at (205) 324-5000.

In addition to the regular slate of papers and symposia, there will be a "Southeastern States Parties," held on Thursday evening, and the annual "Great Spirits of the Southeast," also scheduled for Thursday evening. "A Celebration of C. B. Moore and Moundville" will be held on Friday evening and will include a cash bar and the band "Henri's Notions." Lastly, there will be an "Insiders Tour and Barbecue" at the Moundville site on Saturday afternoon following the close of the paper sessions.

For more information on local arrangements, contact either Judith or Vernon Knight at (205) 348-1568 or (205) 348-5947, respectively. For information on registration and/or papers or symposia, contact Ian Brown at (205) 348-9742.

## RECENT VIDEOS

### *The Curse of the Somers: Billy Budd's Ghost Ship*

At last, a documentary film now is available on the history of the U. S. Brig *Somers* and the search for the shipwreck of the *Somers*, lost in 1846 during the Mexican War. Relive the stories of the mysterious hangings on the *Somers* in 1842 that rocked the nation and inspired Herman Melville to write his famous *Billy Budd*. Follow the Belcher expedition, and the National Park Service to the coast of Mexico in search of this infamous shipwreck.

Narrated by Peter Coyote, this 55-minute documentary includes: 19th-century photographs, prints, and historical documents; an original soundtrack with 19th-century sea chanties; interviews with historians, underwater archaeologists, and dramatic underwater footage of the wreck. It is available on VHS tape for \$34.90 (shipping and handling included) by ordering from:

Somers Documentary Film  
330 Bret Harte  
Reno, Nevada 89509

Tel.: 1-800-556-7988

## RECENT PUBLICATIONS

### *Archaeological Ethics*

AltaMira Press, a division of Sage Publications, Inc., announces the publication of a new book in archaeology, *Archaeological Ethics*, edited by Karen D. Vitelli of Indiana University. *Archaeological Ethics* contains 23 articles from *Archaeology* magazine, reflecting the most pressing moral concerns in the field, plus helpful pedagogical tools. Vitelli's reader is available now in paperback for \$18.95 and can be ordered through AltaMira Press Order Department, 2455 Teller Road, Thousand Oaks, California 91320; Tel.: (805) 499-0721.

*Archaeological Ethics* is the second title in archaeology from AltaMira Press. Brian

Fagan's *Snapshots of the Past*, a collection of Dr. Fagan's well-known "Timelines" columns from *Archaeology* magazine, was published in 1995. Another new volume, by Charles E. Orser, Jr., entitled *Images of the Recent Past: Readings in Historical Archaeology*, will be available by the summer of 1996. For more information on any of these books, contact:

AltaMira Press Marketing Department  
1630 North Main Street, Suite 367  
Walnut Creek, California 94596

Tel.: (510) 938-7243

### ***Archaeology and You***

*Archaeology and You*, by George E. Stuart and Francis P. McManamon, is the result of a joint publication effort by the U.S. Department of the Interior, the National Geographic Society, and the Society for American Archaeology. As mentioned by Gilbert M. Grosvenor, President of the National Geo-

graphic Society, "This booklet is designed to serve as a single reference about all aspects of the science of the past. Its topics range from basic definitions of archaeology, anthropology, and related disciplines to detailed glimpses at what archaeologists do and why they do it. The information provided should not only help satisfy casual curiosity about archaeology but also tell how you may participate in fieldwork or even make it a rewarding and productive career."

Bruce D. Smith, President of the Society for American Archaeology, notes: "Between the covers of this booklet are clear and straightforward descriptions of how archaeologists look for ancient settlements, how they excavate them, and how the materials recovered are analyzed. You will also learn about the destruction of archaeological sites around the world—how looting and the sale of antiquities are erasing the record of past cultures—and what is being done to try to stop this destruction."

## **Texas Archeological Society**

### ***Bulletin of the Texas Archeological Society***

*Volume 65/1994*

This volume contains 13 articles and 4 book reviews on different aspects of the archeology of Texas. The main contribution discusses the dating and characterization of prehistoric hunter-gatherers on the Edwards Plateau, and there are four important articles on the archeology, physical anthropology, and ethnohistory of the Caddo Indians in Northeast Texas. The other papers cover archeological topics pertinent to the Upper Texas Coast, the Lower Pecos area, Western Texas, and North Central Texas.

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### ***Bulletin of the Texas Archeological Society***

*Volume 66/1995*

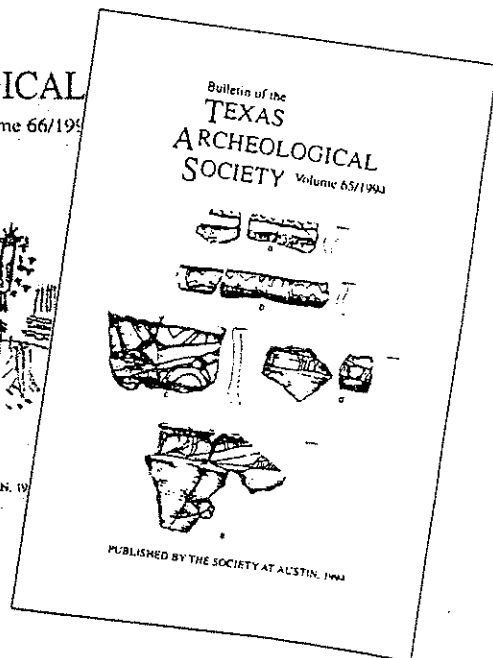
This volume of the *Bulletin of the Texas Archeological Society* is a comprehensive effort to summarize current knowledge of Texas archeology on a statewide basis under a single cover; the last available summary was completed in 1954. The 16 papers in the volume were written by experts in the field of Texas archeology, and provide new, vital, and interesting results about the prehistoric peoples who lived in what now is Texas.

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SOCIETY Volume 66/1995



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### **CADDOAN ARCHEOLOGY NEWSLETTER**

The *Caddoan Archeology Newsletter* is a quarterly publication loosely and informally affiliated with the loose and informal Caddo Conference. It is actually a cross between a newsletter and a journal. The area of coverage includes the entire Caddoan area plus its peripheries. All time periods are also of interest. In each issue can be found a list of upcoming meetings and exhibits in archaeology or related subjects, and at least one research paper (depending on length). Most issues also include news about current research and researchers from the area, as well as reviews of books relevant to the area. Abstracts of recent publications are sometimes included. Almost all recent issues are at least 28 pages long, not including cover.

The cost of *Caddoan Archeology Newsletter* is modest, only \$15.00 per year for four issues, which translates to a cost of only 3.75 per issue. Subscriptions are sold on a volume year basis; because this is not a large commercial journal, there is not a separate department to keep track of all the dates. Wouldn't you enjoy reading about what's happening in an area of interest to you? Good..... then fill in the subscription form accompanying this newsletter, include a check or money order made out to "OU/Caddoan Archeology Newsletter," and send it in today.

The contents of previous issues of *Caddoan Archeology Newsletter* are included in this issue of the L. A. S. Newsletter so you can see what articles have been published in the past. These back issues also are available for sale, and can be obtained by filling out the appropriate blanks (and sending in the appropriate money) on the subscription form.

## **RECENT ON-LINE TOPICS**

### **"Ancient Architects of the Mississippi"**

By the time the first Europeans came upon the Mississippi River, the great waterway already had a long history. The newcomers were surrounded by the ruins of cultures long gone—huge, enigmatic earthen structures built with a precision of geometry that would intrigue Americans for centuries.

The story of these ancient monuments, from their initial construction to archaeology's most recent investigations, now unfolds in cyberspace. "Ancient Architects of the Mississippi," an on-line exhibition on the World Wide Webb, has just been unveiled on *ParkNet*, the new National Park Service (NPS) electronic magazine. *ParkNet* was designed by the Interactive Bureau, a media design firm run by nationally known art director Roger Black.

"Ancient Architects," developed jointly by the NPS archeology and ethnography program, the University of Arkansas, and national and state parks throughout the region, is a virtual museum of earthen prehistoric architecture of the Mississippi River. Website visitors take a journey down the Mississippi to a time when the river and its tributaries teemed with prehistoric metropolises, arts and crafts flourished, and elaborate plazas and mound complexes anchored towns and urban centers, such as those once located at Tennessee's Chucalissa and Pinson Mounds, Arkansas' Parkin Mound, and Mississippi's Emerald Mound. One of the site's goals is to encourage tourism in the region while enhancing awareness of the massive amount of damage being done to this irreplaceable part of our heritage.

"Ancient Architects of the Mississippi" is located at the "Links to the Past" gateway in *ParkNet*. The World Wide Webb address is <http://www.cr.nps.gov>.

## **RESOURCES FOR TEACHERS**

As a member of the Council of Affiliated Societies of the Society for American Archaeology, the L. A. S. receives copies of

newsletters from other regional, state, provincial, and county archaeological organizations. The following description of publications that may be useful to teachers comes from the "Teachers Corner" of the *Missouri Archaeological Society Quarterly*, Vol. 13, No. 1, January-March, 1996.

Two resources for teachers have been brought to our attention recently. The first is from the Society for American Archaeology's Public Education Committee and is called *Teaching Archaeology: A Sampler for Grades 3 to 12*. This 24-page booklet is free (you must pay \$4 shipping and handling and 50¢ for each additional copy).

The sampler is nicely illustrated and includes an introduction, four sample lessons, a list of archaeological terms, sources for more information, and even some sources for free publications. To request a copy, send \$4 to Society for American Archaeology, 900 Second Street, N.E., Suite 12, Washington, D.C. 20002-3557.

The second resource is from the Archaeological Institute of America. *Archaeology in the Classroom: A Resource Guide for Teachers and Parents* is an extensive resource guide to archaeological curriculum materials, books, films, museum programs, educator training, and archaeological excavations for grades 1 to 12. The guide is fully indexed by grade level, local state resources, and thematic focus of the individual material. Also included in the guide are supplemental bibliographies and resource lists of related archaeological organizations. The guide costs \$9 for members of the AIA and \$10.50 for nonmembers (plus \$4 for shipping and handling for the first copy and 50¢ for each additional copy).

Also available is *Archaeology on Film*, an indispensable guide for schools, colleges, museums, libraries, and anyone interested in films about archaeology. This publication lists over 750 films and covers all geographical areas and time periods. Each listing includes film synopsis, distributors, and purchase and rental price.

To order either of the last two titles,

contact Kendal/Hunt Publishing Company, Order Department, 4050 Westmark Drive, Dubuque, Iowa 52002. Tel.: 1-800-228-0810 or (319) 589-1000.

NEW from the Society for Historical Archaeology

*The Archaeology of the African Diaspora  
in the Americas*

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in the American Southwest*

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## **PARK SERVICE INVENTORIES HUMAN REMAINS**

Bringing an end to an arduous five-year task, the National Park Service (NPS) has sent inventories of Native American human remains and associated funerary objects under its control to 139 culturally affiliated Indian tribes and Native Hawaiian organizations.

NPS Director Roger Kennedy praised the effort of those who brought the task to completion. "This accounting required the hard work of ethnographers, curators, Indian liaison officers, archeologists, historians, and many, many other dedicated National Park Service professionals," said Kennedy. "The repatriation process demonstrates our commitment to the common ground and common purpose we all share as Americans."

The effort is being carried out under the Native American Graves Protection and Repatriation Act (NAGPRA), passed in 1990.

NAGPRA requires that federal agencies and institutions receiving federal funds inventory the Native American remains and associated funerary objects in their collections in consultation with culturally affiliated Indian tribes and Native Hawaiian organizations. The inventories, completed last November, had to be turned over to the appropriate native groups by May 16.

The NPS inventory identified 4,982 human remains from 100 different parks. Approximately 77 percent were identified as culturally affiliated with present-day tribes and Native Hawaiian organizations; 1,170 were culturally unidentifiable. The NAGPRA review committee, a federal advisory group, will make recommendations on the disposition of the culturally unidentifiable remains.

"This is only the first step in returning these remains to where they rightfully belong," said Kennedy. "This is an expression of our intent to do what is right."

For more information, contact:

Dr. C. Timothy McKeown  
NAGPRA Team Leader  
Archeology and Ethnology Program  
National Park Service  
P. O. Box 37127  
Washington, D.C. 20013-7127

Tel.: (202) 343-4101. Fax: (202) 523-1547.

## **FRIENDS OF PIT**

**Submitted by  
George and Cathy Poetschat  
Friends of PIT  
Beaverton, Oregon**

Friends of PIT are people interested in preserving Passport In Time (PIT) projects. PIT projects are public, volunteer projects in archaeology, preservation, and restoration of cultural resources within our National Forests, and are sponsored by the USDA Forest Service as part of the Windows on the Past initiative in the Heritage Program. Through letters, telephone calls, and personal visits from Friends of PIT supporters to senators, repre-

sentatives, and Forest Service administrators, we have been effective in keeping PIT projects alive by asking for adequate funding through the Senate Appropriations Committee and the Forest Service. We would like to expand participation in Friends of PIT.


Some L. A. S. members may have participated in PIT projects and may be willing to write letters in support of PIT projects. Even if you have not participated in PIT projects, we need your support to encourage the government and Forest Service to continue funding of public participation/education projects. It is through these programs that the public becomes aware of the importance and vulnerability of the nation's cultural resources.

If you are interested in supporting Friends of PIT, would like more information about Friends of PIT, or if you would like to become the local or regional focal point for Friends of PIT, please contact Cathy and George Poetschat at the address or phone number listed below.



George and Cathy Poetschat  
Friends of PIT  
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**ARCHAEOLOGICAL SURVEY  
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A definitive study of 40 northern Georgia counties resulting from Wauchope's pioneer work between 1938 and 1940. His study led to the first ceramic sequence and the first chronological framework for the archaeology of northwest Georgia.

First published in 1966, this valuable 1995 limited-edition reprint is available for \$75.00 plus \$5.00 postage and handling, and includes Wauchope's original text and figures as well as a new foreword by Lewis Larson of West Georgia College.

Only a few copies are available, so don't miss out on this important work in southeastern archaeology. Write or call the Society for American Archaeology today at 202/789-8200. Fax us at 202/789-0284 or email [publications@saa.org](mailto:publications@saa.org).

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