



Smithsonian
National Museum of American History
Kenneth E. Behring Center

Guide to the Norwich Eaton
Pharmaceuticals, Inc. Records, 1900-1985

NMAH.AC.0329

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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Norwich Eaton Pharmaceuticals, Inc. Records
Identifier:	NMAH.AC.0329
Date:	1900-1985 (bulk 1920-1950)
Extent:	18 Cubic feet (37 boxes)
Creator:	Norwich Eaton Pharmaceuticals, Inc. Orr, Craig
Language:	English
Summary:	The Norwich Eaton Pharmaceutical, Inc., Collection includes advertisements, company histories, equipment purchasing proposals, batch orders, finishing production orders, packaging orders and records documenting the creation and advertising of several products, including Furacin, Asogen, Paracin, Unguentine, Necta Sweet, and Chloraseptic Pepto Bismo, a popular liquid still used to relieve various digestive ailments. Founded in 1885, Norwich Eaton was acquired in 1982 by Proctor and Gamble.

Administrative Information

Acquisition Information

In February, 1986 Norwich Eaton Pharmaceuticals, Inc. donated pharmaceutical products, manufacturing records, and advertising materials to the Division Medical Sciences, now known as the Division of Science and Medicine. On April 7, 1989 publications and advertising material were transferred to Archives Center.

Processing Information

Processed by Robert Ageton, 1990 (volunteer); revised by Kimberly Rowe (intern), Neendomis Adams (intern), Alisha McCullick (intern), and Michael Stratmoen (intern) March, 2010; supervised by Alison Oswald, archivist.

Preferred Citation

Norwich Eaton Pharmaceutical, Inc. Collection, 1920-1985, Archives Center, National Museum of American History

Restrictions

The collection is open for research use.

Conditions Governing Use

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Biographical / Historical

Norwich Eaton was founded in 1885 by a Baptist minister, the Reverend Lafayette F. Moore, who, with some rudimentary pill making machinery and a few proprietary formulas, set up shop as "L.F. Moore, Pill Manufacturer." Financial problems from the start forced Reverend Moore into a partnership with Oscar G. Bell, an employee of T.D. Miller's drugstore, to which Moore was heavily indebted. The company adopted a new name, "Moore and Bell."

In 1887, without warning or explanation, Moore left Norwich and eventually returned to the ministry. Bell quickly found two new associates and continued to manufacture medicines under the name of the Norwich Pharmacal Company. They became the world's largest producers of aloin from aloes, and resin of podophyllum from mandrake root, as well as a leader in the development of vitamin products. They brought to the market such well known products as Unguentine and Pepto Bismol. By the 1920's, Norwich listed approximately 4,000 elixirs, tinctures, syrups, pills, tablets, extracts, suppositories, dressings, and even surgical instruments in its sales catalog.

In 1982 the company was acquired by Proctor and Gamble and continues to be a research-based manufacturer and marketer of prescription drugs and special dietary foods.

Scope and Contents

The Norwich Eaton Pharmaceutical, Inc., Collection includes advertisements, company histories, equipment purchasing proposals, batch orders, finishing production orders, packaging orders and records documenting the creation and advertising of several products. The bulk of the material consists of company advertising records such as Unguentine and Pepto Bismol; but there are also several posters and advertisements devoted to other products such as Norforms and Zemacol. The advertisement records range in period from the mid 1920s to 1966, with the majority from the 1940s. Thus, it is possible to examine the marketing of these products over a 40 year period and view the changes in style, format, and content of the advertisements. There are several advertising campaign items (brochures and packets) referring to strategies or motifs for which examples exist within this collection. Some of the posters in the collection, such as the early ones with a surface textured to simulate paint, or several of the later silk screens, can be regarded as works of art. Some were signed by the artist. Batch orders, finishing orders, and package orders relate to quality control.

The Division of Medical Sciences still retains manufacturing records (1921 1950), photographs (1920 1970s), and twelve catalogues and price lists (1906 1932).

Arrangement

The collection is arranged into seven series.

- Series 1, Company History, 1940; 1980

- Series 2, Company Publications, 1939-1982
- Series 3, Advertising Records, 1923-1982
- Series 4, Trade Literature, 1900-1980, undated
- Series 5, Batch Records, 1920s-1940s
- Series 6, Finishing Production Orders, 1920s-1940s
- Series 7, Package Orders, 1920s to 1940s

Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

Subjects:

Pharmaceutical industry -- 1920-1990

Types of Materials:

Business records -- 20th century

Container Listing

Series 1: Company History, 1940-1980

Consists of two company histories and documentation about the materials donated to the National Museum of American History. Included is a 67-page history of the company by A. J. Galloway (1940) documenting major events starting with the company's founding in 1885; a company memorandum on the company museum and an exhibit script prepared by former National Museum of American History curator Michael Harris.

Box 1, Folder 1	Galloway, A.J., Norwich Through The Years, 1940 July 22
Box 1, Folder 2	Norwich Company Memorandum, "Organization of Materials In Company Museum," 1980 February 2
Box 1, Folder 3	Harris, Michael, "Norwich Eaton Pharmaceuticals, Inc. ? ? 100 Years of Drug Manufacturing." 1985 April 24

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Series 2: Company Publications, 1939-1982

Consists of annual reports and company newsletters. Copies of News and Views (1968-1982) the company's monthly newsletter, Scope (1959), another company newsletter, and Coffee Break (1978), a company newsletter for employees, are included.

Box 1, Folder 4	Annual Reports, 1939?1966 (not inclusive)
Box 1, Folder 5	Annual Reports, 1967?1978 (not inclusive)
Box 1, Folder 6	Annual Reports, 1979?1980
Box 1, Folder 7	Norwich News & Views, 1968 January-1972 September
Box 1, Folder 8	Norwich News & Views, 1982 October-1982 May
Box 1, Folder 9	Scope, Vol. 3, No. 2, 1959 April 27
Box 1, Folder 9	Coffee Break, 1969 August-1978 April

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Series 3: Advertising Record, 1923-1982

Contains advertisements for medical products made by Norwich Eaton for public consumption, many with attached order sheets, rebates, and offers of prizes to dealers. Examples of advertised products include Furacin, Asogen, Paracin, Unguentine (an antiseptic ointment used to treat skin burns, cuts, and scratches), Necta Sweet, Chloraseptic Pepto-Bismol, and various vitamins. Furacin is synthesized from the pentose sugar of oat hulls. Furacin has been prepared for the prophylaxis or treatment of bacterial surface infection and was tested by Eaton bacteriologists for its antibacterial characteristics. Other products developed include Asogen (an amino acid-based aluminum compound) developed for peptic ulcer and hyperchlorhydria, and Paracin (a combination of DDT and benzocaine) developed to treat the most common parasites which attack the human body. The advertising records include brochures, pamphlets, point of purchase ads, letters, broadsides, order forms, newspaper advertisements, public outreach event advertisements, advertising packets, veterinary products, questionnaires, catalogs, reports to stockholders, death notices, and postcards. The ads are both color and black-and-white and were aimed at druggists who could sell their products.

Box 1, Folder 10	Advertising, 1928
Box 1, Folder 11	Advertising, 1929
Box 1, Folder 12	Advertising, 1931
Box 1, Folder 13	Advertising, 1932
Box 1, Folder 14	Advertising, 1933
Box 1, Folder 15	Advertising, 1935
Box 1, Folder 16	Advertising, 1936
Box 1, Folder 17	Advertising, 1937
Box 1, Folder 18	Advertising, 1938
Box 1, Folder 19	Advertising, circa 1939
Box 1, Folder 20	Advertising, 1939
Box 1, Folder 21	Advertising, 1940
Box 1, Folder 22	Advertising, 1941
Box 1, Folder 23	Advertising, 1942
Box 2, Folder 1	Advertising, 1943
Box 2, Folder 2	Advertising, 1944 Image(s)
Box 2, Folder 3	Advertising, 1945
Box 2, Folder 4	Advertising, 1946

Box 2, Folder 5	Advertising, 1947
Box 2, Folder 6	Advertising, 1948
Box 2, Folder 7	Advertising, 1949
Box 2, Folder 8	Advertising, 1950
Box 2, Folder 9	Advertising, 1951
Box 2, Folder 10	Advertising, 1952
Box 2, Folder 11	Advertising, 1953
Box 2, Folder 12	Advertising, 1954
Box 2, Folder 13	Advertising, 1955
Box 2, Folder 14	Advertising, 1956
Box 2, Folder 15	Advertising, 1957
Box 2, Folder 16	Advertising, 1958
Box 2, Folder 17	Advertising(veterinary), 1958-1979
Box 2, Folder 18-19	Advertising, 1959
Box 2, Folder 20	Advertising, 1960
Box 2, Folder 21-22	Advertising, 1960
Box 2, Folder 23-24	Advertising, 1961
Box 3, Folder 1	Advertising, 1961
Box 3, Folder 2-3	Advertising, 1962
Box 3, Folder 4	Advertising, 1963
Box 3, Folder 5	Advertising, 1964
Box 3, Folder 6	Advertising, 1965
Box 3, Folder 7	Advertising, 1966
Box 3, Folder 8	Advertising, 1967
Box 3, Folder 9	Advertising, 1968
Box 3, Folder 10	Advertising, 1969

Box 3, Folder 11	Advertising, 1970
Box 3, Folder 12	Advertising, 1971
Box 3, Folder 13	Advertising, 1972
Box 3, Folder 14	Advertising and refunds, 1978-1982
Box 3, Folder 15	Eaton finished jobs--advertising material of a laboratory-developed organic compound, Furacin, undated
Box 3, Folder 16	Advertising packets, 1947; 1976-1982
Box 3, Folder 17	Advertising packets, 1980-1982
Box 3, Folder 18	Advertising--mats and reproduction proofs for retailer newspaper advertising and advertising pamphlets, 1951, 1976-1979
Box 6, Folder 1-3	Large size display signs and advertisements for Unguentine, Pepto-Bismol, undated
Box 7, Folder 1	Norform advertisements for retail display, undated
Box 7, Folder 2	Norplex advertisements for retail display, undated
Box 7, Folder 3	Miscellaneous product advertisements for retail display, undated
Box 7, Folder 4	Pepto-Bismol advertisements for retail display, undated
Box 7, Folder 5	Unguentine advertisements for retail display, 1924
Box 7, Folder 6	Unguentine advertisements for retail display, 1927, 1928
Box 7, Folder 7	Unguentine advertisements for retail display, 1944
Box 7, Folder 8	Unguentine advertisements for retail display, undated
Box 8, Folder 1	Advertising information for retailers, undated, undated
Box 8, Folder 2	Prize catalogs for selling incentives/awards, 1935
Box 8, Folder 3	Unguentine advertising campaigns, 1923, 1925
Box 8, Folder 4	Vitamin products lists, 1941, undated
Box 4, Folder 17	Assorted medical advertisements, correspondence, directions, and articles, 1892; 1901-1907
Box 4, Folder 18	Medical advertisements, 1902-1907
Box 4, Folder 19	Medical advertisements, undated

Box 4, Folder 19	Possible lettering styles, undated
Box 4, Folder 20	Engraving information, undated
Box 3, Folder 21	Labels samples, 1939-1941, undated
Box 3, Folder 22	Christmas packaging examples, 1940, undated
Box 3, Folder 23	Packaging samples/examples, 1937-1942, undated
Box 3, Folder 24	Color/color combinations, undated
Box 3, Folder 25	Paper samples, 1940, undated
Box 3, Folder 26	Possible display ideas, undated
Box 4, Folder 1-2	Ephemera, 1903-1907, undated

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Series 4: Trade Literature, 1900-1980, undated

Consists of correspondence between Norwich Eaton executives and heavy industrial equipment producers. It includes pamphlets and brochures, drawings, and trade literature that detail various aspects of the pharmaceutical industry. Many of these materials contain proposals by companies hoping to sell Norwich Easton machinery for use in the production of pharmaceutical products. Two folders contain miscellaneous trade literature about new machinery for factories. Among the topics are: air filters, thermostats, chainless conveyors, package filling machines.

Box 4, Folder 3	Medical equipment brochures, 1959, undated
Box 4, Folder 4	Norwich trade literature, undated
Box 4, Folder 5	Proposed equipment purchase, 1953
Box 4, Folder 6	#477 Plastic bottle filling, 1951-1953
Box 4, Folder 7	#476 Furoxone-scales, 1954
Box 4, Folder 8	#527 Labeler #5 liquid line, 1952-1954
Box 4, Folder 9	#564 Proposed Sterik Laboratory, 1959, undated
Box 4, Folder 10	#555 Conveyor #4 to #5 line B-5, F-2, 1954
Box 4, Folder 11	#566 Bradley containers, 1954-1955
Box 4, Folder 12	#485 Dust collectors-wood corers, 1953-1954
Box 4, Folder 13	Honeywell proposal, 1953
Box 4, Folder 14	#484 Transporting equipment, 1953
Box 4, Folder 15	#476 Furoxone-pumps, 1947-1953
Box 4, Folder 16	#490 Dust Collection-Aspirin Granulation Department, 1953
Box 4, Folder 20	Arthur Colton Company, 1953, undated
Box 4, Folder 21	#341 Sound recorder, 1950-1953
Box 4, Folder 22	Assorted proposal documents, 1951-1956
Box 4, Folder 23	Proposed equipment purchase, 1952-1956
Box 4, Folder 24	Purchasing information, 1953
Box 4, Folder 25	Operating instructions, 1941
Box 4, Folder 26	Trade literature, 1952-1956
Box 4, Folder 27	Trade literature, 1943-1952

Box 5, Folder 1	Tolhurst centrifugals, 1955
Box 5, Folder 2	Furoxone Explosion/Cylinders, 1952-1956
Box 5, Folder 3	Miscellaneous equipment, 1950-1953, undated
Box 5, Folder 4	Dryers, 1953
Box 5, Folder 5	Dust removal systems, 1951-1956, undated
Box 5, Folder 6	Syracuse Supply Company, 1950-1953
Box 5, Folder 7	Stokes and Smith Company, 1947-1953
Box 5, Folder 8	J.H. Day Company, 1953, undated
Box 5, Folder 9	Ducone Company, 1949-1952, undated
Box 5, Folder 10	Code-stamping machine responses, 1953
Box 5, Folder 11	Chenango County, 1980-1984

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Series 5: Batch Records, 1920s-1940s

Consists of 5" x 7" order slips detailing product tests. A batch record follows a batch of a certain pharmaceutical product. Information contained in a batch record includes the quantity of ingredients, both active and inactive, and the quantities of each material used in production. It is printed from a master formula card on a blue print card, and each batch record has a lot number recorded on it. This allowed quality control officials to follow the production of each batch of product easily. Much of the collection consists of batch records, finishing production orders, and package orders which detailed the testing, production, and formulae of various pharmaceutical products produced by Norwich Eaton from the 1920s to 1940s. In response to several injuries and deaths caused by taking tainted pharmaceutical products, many companies including Norwich Eaton, initiated quality control measures in the early 1940s. In partnership with the Food and Drug Administration (FDA), the companies too measures that included batch records, finishing production orders, and package orders, and carefully followed manufacture and packaging procedures. If discrepancies occurred, these would be noted and allow the company time to dispose of potentially dangerous materials before they reached the American public for consumption.

Box 23	25,002 to 25,294
Box 24	25,295 to 25,719
Box 25	25,720 to 25,938
Box 26	25,940 to 26,248
Box 27	26,249 to 26,465
Box 28	26,466 to 26,658
Box 29	26,098 to 28,509
Box 30	1004 to 3313
Box 31	1017 to 9941
Box 32	5204 to 7169
Box 33	7190 to 8420
Box 34	8443 to 9984
Box 35	1200 to 9899
Box 36	1555 to 8174
Box 37	3322 to 5168

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Series 6: Finishing Production Orders, 1920s-1940s

Consists of 5" x 7" cards with information about the product. Each card includes the order number, the quantity of product produced, the intended use of the product (e.g. cough suppressant in young children), production completion date, signatures of employees who accepted the product labels and packaged the products, and a stamp on the back listing the active and inactive ingredients of the product.

Box 9	124,000 to 132,499
Box 10	132,500 to 138,299
Box 11	138,300 to 139,599
Box 12	139,600 to 140,799
Box 13	140,800 to 141,899; 142,000 to 144,399
Box 14	144,000 to 152,499
Box 15	152,500 to 154,699
Box 16	154,700 to 159,799
Box 17	159,800 to 162,999; 165,000 to 174,400
Box 18	176,000 to 173,599; 180,000 to 190,000

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Series 7: Package Orders, 1920s-1940s

Consists of 5" x 7" order cards detailing requisitions for the quality of materials to be delivered to the finishing department. Each order had a control number and was signed by company inspectors in the labeling department. This ensured the accuracy of the labeling operation.

Box 18	200,000 to 215,199
Box 19	215,200 to 216,599
Box 20	216,600 to 217,099; 220,000 to 300,199
Box 21	300,200 to 301,499
Box 22	301,500 to 302,799

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