

Drake's Plantation Bitters
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FINAL DRAFT

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Drake's Plantation Bitters

["S.T.1860.X."]



(Fig. 1. Typical Plantation Bitters bottle)

Researched, organized,
Illuminated, and presented
by

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Introduction: Bitters were originally thought of as a liquor or medicine that was flavored with the sharp pungent taste of plant extracts made from herbs, fruits, spices and roots. It was and still is used as an additive to cocktails or as a substance to promote appetite or digestion.

Bitters were sold as **medicine** rather than as liquor; and, therefore, subject to less tax than liquor under the new Revenue Act initiated by President Abraham Lincoln in 1862 (repealed in 1883 and brought back in 1898). The 1862 act was the **first progressive rate income tax to the country and the beginning of the Internal Revenue Service (IRS)**. The Act required placement of a revenue stamp on each propriety medicine bottle or package manufactured or sold to indicate that the tax had been paid. Since “medicine” was taxed lower than other things, bitters were immensely popular in the second half of the 19th century.

Sidebar: As adopted in 1862, the Internal Revenue Act also imposed a fee of twenty dollars a year upon each retail liquor establishment in the country, and levied a manufacturing tax of one dollar a barrel on beer and ale and twenty cents a gallon on distilled spirits. The latter tax was increased to two dollars a gallon in 1864, but was reduced to ninety cents in 1875 and remained that figure for many years. Intended as a money-raising measure for the duration of the war, the act passed by Congress only after bitter and extended debate, in which it was denounced as simply a disguised national licensing law, and demanded a federal statute prohibiting the liquor traffic altogether. As far as the record shows, this was the first suggestion of national prohibition. According to temperance historians [**See website (Cecil Munsey.com) article #1250, parts 1 through 4**] Abraham Lincoln opposed the law, and signed it with great reluctance, upon understanding that at the end of the war the provision for licensing “grogshops” would be repealed.

What are bitters? Bitters supposed curative attributes permitted the “respectable” people to satiate their desire for strong drink without incurring condemnation from the temperance union – or from their neighbors. The bitters trade reached new heights from 1860–1880 as hundreds of brands were introduced to the market, competing for a share of the multi-million-dollar business (See the “**Bracers**” Appendix).

They were among the patent medicines called “*booze medicines*” or “*bracers*.” As a matter of fact, the amount of *medicinal* agents in these products was so small as to be negligible.

Drake's Plantation Bitters was one of those brands that contained mostly alcohol. Sold in a distinctive bottle with log cabin sides and three-tiered thatched roof, its design was patented in 1862 (Fig. 1). Drake's was one of the first of more than 40 different cabin-shaped bitters bottles produced by various makers during the patent-medicine era. The plantation bitters formula was first manufactured and marketed by **Patrick Henry Drake** in partnership with fellow New Yorker, **Demas Barnes**.

It was in 1860 that Drake met Barnes (who owned a number of patent medicines). Drake, at the time, was an apothecary who had originated two compounds that he called ***Plantation Bitters*** and ***Catawba Wine Bitters*** (Fig. 2). While Drake's Plantation Bitters lasted until the early 1900s, his Catawba Wine Bitters – according to the great patent medicine and revenue stamp scholar/historian of the 1930s-1940s, *Henry Woodruff Holcombe* – Drake's wine bitters did not last more than a decade because its alcoholic content was not high enough to really attract interested temperance advocates.



(Fig. 1. Typical Plantation Bitters bottle)



(Fig. 2. Catawba Wine Bitters [Ferdinand and Elizabeth Meyer collection])

In 1867, Drake established the **P.H. Drake Company** with himself as sole proprietor. The famous Plantation Bitters recipe, “*a wonderful vegetable restorative,*” contained a mixture of herbs, laced with 150° St. Croix rum from the Caribbean. The potent formula – over 75% alcohol – claimed to cure every disease known to mankind. “*Why is it that Plantation Bitters outsells all others?*” began one announcement in Drake’s popular yearly almanac, followed by a long list of medicinal claims: “*it promotes digestion,*” “*purifies the blood,*” “*puts new life into a lazy liver,*” and “*corrects all the defects in the gastric functions,*” including “*nervous constipation,*” to mention but a few.

In 1860, Patrick Henry Drake and Demas S. Barnes were producing in New York City and selling nation-wide, their “**Plantation Toddy**” or “**Old Homestead Tonic**” (Fig. 3). It was packaged from the start in patented log-cabin-shaped bottles (Fig. 4) and the alcoholic content revealed in their earliest advertisements commended their concoction for every “*...side board of every family as well as at the Bar of every well-regulated Hotel.*”



(Fig.3. Earliest P. H. Drake advertisement for "Drake & Co.'s Plantation Toddy or Old Homestead Tonic")



(Fig. 4. Drakes Plantation Bitters bottles)

The first advertisement noted for Drake's Plantation Bitters (Fig. 5) was in *Harper's Weekly* for July 11, 1863. Many other advertisements in the same vein, followed it. Two and a half years later, on December 30, 1865 to be precise, the identical advertisement was appended: *"Only genuine when cork is covered by our private U. S. revenue stamp (Fig. 6). Beware of counterfeits and refilled bottles. P. H. Drake & CO., 21 Park Row, New York."*

As already indicated the Revenue Act of 1862, initiated by President Abraham Lincoln (Fig. 7) required

S—T—1860—X.

Drake's Plantation Bitters.

They purify, strengthen, and invigorate.
 They create a healthy appetite.
 They are an antidote to change of water and diet.
 They overcome effects of dissipation and late hours.
 They strengthen the system and enliven the mind.
 They prevent miasmatic and intermittent fevers.
 They purify the breath and acidity of the stomach.
 They cure Dyspepsia and Constipation.
 They cure Diarrhea, Cholera, and Cholera Morbus.
 They cure Liver Complaint and Nervous Headache.

They are the best Bitters in the world. They make the weak man strong, and are exhausted nature's great restorer. They are made of pure St. Croix Rum, the celebrated Calisaya Bark, roots and herbs, and are taken with the pleasure of a beverage, without regard to age or time of day. Particularly recommended to delicate persons requiring a gentle stimulant. Sold by all Grocers, Druggists, Hotels, and Saloons.

P. H. DRAKE & CO.,
202 Broadway, New York.

(Fig. 5. Drake's Plantation Bitters early advertisement)

affixing of a revenue stamp indicating the tax paid for each proprietary medicine manufactured and sold.



(Fig. 6. Private die Propreitary Revenue Stamp for Drake's Plantation Bitters)



(Fig. 7. Abraham Lincoln)

The white label on bottles of Drake's bitters (Fig. 8) is said to have read in part ***"Drake's Plantation Bitters. Composed of pure St. Croix Rum, Calisaya Bark, and other Roots and Herbs and is a most effectual Tonic, beneficial appetizer and wholesome stimulant, imparting tone to the stomach and strength to the system. Unequaled for Family, Hotel, and Medicinal use, 75% alcohol."***

There were two sizes of bottles: "...the earlier measured 2.5" by 2.5" by 10" tall and the later one, 2.75" by 2.75" by 9.75" tall (Fig. 9).



(Fig. 8. Labelled drakes-plantation-bitters-patent-medicine-bottle)



(Fig. 9. Plantation Bitters bottles of slightly different heights)

Records show that Patrick Henry Drake used **55,128** two-cent revenue stamps from January 1869 through June 21, 1871. He used **1,341,142** four-cent stamps (again, see Fig. 6) from January 1869 through March 1875

Sidebar: [Since only one stamp was applied across the closure of each bottle, those numbers also represent the number of bottles manufactured – mostly at the **Whitney Glass Works** in Glassboro, N.J. – during the two time periods cited above. It's more than visually interesting to note that Drake's cabin-shaped bottles created at Whitney ended up being made in varying shades of light and dark amber, and brilliant shades of yellow olive and yellow topaz hues (Fig. 10). And there is at least one known specimen that was mold-blown in cobalt blue glass (Fig. 11).]



(Fig. 10. Twenty Drake's Plantation Bitters bottles in 20 different color variations [Ferdinand & Elizabeth Meyer collection])



(Fig. 11 [cobalt blue] Drake's Plantation Bitters bottle – Ed & Kathy Gray collection)

Note: Ebenezer Whitney was shipwrecked off Cape May, N. J. in 1806. He was so seriously injured that he was sent to Philadelphia by stagecoach for medical care. The rigors of the journey caused him to lay over at the Heston House, a hostelry still in existence in Glassboro. There he and Bathsheba Heston fell in love, married and had three sons, Thomas H., Samuel, and Eben. These three brothers, (descendants of the Heston family) ran the Heston-Carpenter glassworks, later took it over and renamed it the Whitney Brothers Glassworks – leading the glass industry in the nineteenth and early twentieth centuries (Fig. 12).



(Fig. 12. Display of historic bottles made at the Whitney glass works in Glassboro, N.J.)

Picture this —

There were **two types** of photographs popular during the mid-nineteenth century Civil War period. The first commercially successful images were daguerreotypes and shortly thereafter, tintypes or ambrotypes.

Daguerreotypes are distinct from tintypes in that they are a thinly exposed image on a glass plate using the wet plate–syrupey solution (collodian) process. Tintypes use a base that was an iron plate but also used the same collodian process as in daguerreotypes.

Using either process required subjects to stand still or sit still while the picture was being taken. For obvious reasons one of these photographs is called (13) “**Stand Still**” and the other is (14) “**Sit Still.**”

[A popular daguerreotype camera of 1839 was Sussex Frere's. An interesting sidebar is that using either process the print would come out laterally reversed (as one sees oneself in a mirror); either people didn't worry about this, or just possibly they didn't discover it until the photographer had departed.]

Two early photographs are reproduced here as part of this article – the photographs each feature a mid-nineteenth century Plantation Bitters bottle (**Figs. 13 & 14**); one is a daguerreotype and the other is a tintype. Patrick Henry Drake and his famous and popular cabin-shaped bottle contained patent medicine with a 75% alcohol “*backbone.*”

The distinct cabin-shaped shape of the bottle made it a natural photographic subject!



(Fig. 13. Daguerrotype of a man and a Plantation Bitters bottle [Bill Lindsey collection])



(Fig. 14. Tintype of young men posing with a Drake's Plantation Bitters bottle and violin)

Painting the landscape with patent medicine advertising...

Advertising, next to alcohol, was the most important aspect of selling patent or proprietary medicines in those heady days of the last half of the 19th century when Drake's bitters was one of the kings of the pseudo medicines.

Painting the landscape with patent medicine slogans, like Drake's "**S.T. 1860.X**", was done by even the likes of the soon-to-be famous Hoosier poet, **James Whitcomb Riley** (1849-1916). Riley spent a season traveling Indiana and other states painting and posting advertisements for patent medicines on barns and just about any place one could imagine.

The farmers were paid for the space used. Some of the resulting signs are still very much extant today along the 'blue roads' of America.

An Englishman named Marshall, writing of his tour across America in the 1870s wrote:

"...patent medicine advertising is one of the first things that strike a stranger as soon as he has landed in the New World; he cannot step a mile into open country whether, into fields or along, highways, without meeting disfigurement.

"It really makes one feel indignant when one sees the beauties of Nature so dishonored by such nauseous embellishments from the paint pot.

"Nearing San Francisco the English traveler noted down that 'VINEGAR BITTERS IS ALL THE GO FOR LOVE!' and 'YOSEMITE BITTERS GOOD FOR BELLY AKE'."

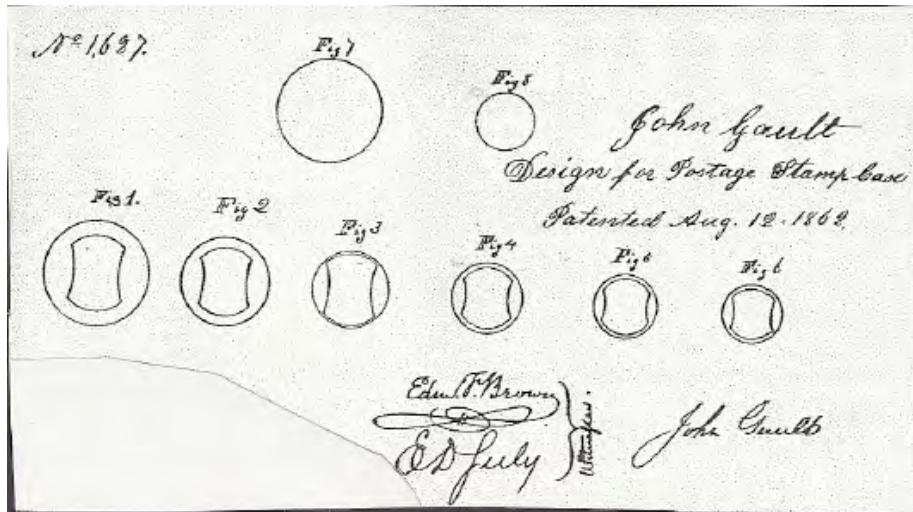
Other visitors – like the famous author of Treasure Island, Robert Louis Stevenson – moaned about the same condition. *"There was so much space in America; and there were so many medicines."*

"The 'minions of P. H. Drake chopped down an entire mountain-side forest so Pennsylvania Railroad passengers could read about Plantation Bitters in letters four hundred feet high'."

According to Stevenson, *"Drake of Plantation Bitter fame it is said to have sent men to paint a sign on Mount Ararat [tallest mountain in Turkey]."*

Encased Postage Stamps

Another advertising device used by P. H. Drake & Co. was Encased Postage Stamp currency. During the Civil War there was a great scarcity of small change because citizens hoarded their coins. To relieve the shortage, one "J. Gault" in 1862 patented what he called encased postage-stamp coins. The patent (**Fig 15**) detailed the use of button making equipment to manufacture a postage stamp case. He described the coin-like device as a sandwich of materials, slightly less than the diameter of a quarter. A piece of brass with a hole cut in it (the frame) followed by mica, a stamp, piece of cardboard, and finally a brass backing. A button machine pressed these items together, and then bent the edges over the edge of the brass back. The two brass covers held the mica, stamp, and cardboard in place.



(Fig. 15. Encased Postage 1862 Patent)



(Encased postage stamp coin
[obverse])



(Encased postage stamp coin
[reverse])

These coin-like devices contained postage stamps in denominations from 1¢ to 90¢. The front, through which the stamp could be seen, was protected with mica. P. H. Drake & Co. used eight denominations of encased stamps as an advertising medium. On the back of each in horizontal embossed lettering:

**S.T. 1860.X.
DRAKE'S
PLANTATION
BITTERS**

Gault planned to make money two ways: (1) he made the encased postage in a range of popular denominations (mostly 5¢ and 10¢) and then sold them directly to stores or businesses that needed coins for about 20%

above face value of the stamp or (2) he customized the case, putting advertising on the back of the case. Companies paid a two-cent premium above the cost of the stamp for this advertising.

[P. H. Drake & Co. was joined by other businesses in the use of advertising-embossed encased postage to advertise their goods and services; these included the **Aerated Bread Company; Ayers Sarsaparilla and Cathartic Pills; Burnett's Cocaine [sic] for the hair (Figs. 16 & 17); Sands Ale;** and of course, **Drake's Plantation Bitters; Buhl & Co. Hats and Furs; Lord & Taylor; Tremont House, Chicago; Joseph L. Bates Fancy Goods; White the Hatter, New York City; Ellis McAlpin & Co. Dry Goods, Cincinnati.]**



(Fig. 17. Burnett's Cocaine for the hair tin sign)



(Fig. 16. Burnett's Cocaine bottle)

“S.T.1860.X”

To further stimulate sales, Drake changed the name to simply “**Plantation Bitters**” in and invented the cryptic letters “**S.T.1860.X**” to create curiosity (**Fig. 18**). The general conclusion was that the inscription meant, “***Started in Trade in 1860,***” but Drake denied this.

Later, however, in one edition of Drake’s almanac, “***Morning, Noon and Night***” he published the following explanation of the inscription:

“Sold as a medicinal product rather than as liquor, bitters were not subject to the taxes levied on all liquors to help finance the Union War effort. Yet with their high alcohol content, it is not surprising that they were immensely popular among the 19th-century consumer. Their curative attributes permitted the respectable man to satiate his desire for strong drink without incurring condemnation from the temperance union – or from his neighbor. The bitters trade reached new heights from 1860-1880 as thousands of brands were introduced on the market competing for a share of the multi-million-dollar business.”

Competition in the bitters market was intense. By the 1880s, however, the bitters industry was under attack by the medical community. Reform campaigns strived to abolish the blatantly false claims of the proprietary formulas. With the Pure Food and Drug Act of 1906, the government cracked down on the questionable medicinal products, and the bitters trade was mortally wounded.

Specifically regarding Drake’s inscription, above, from the *Morning, Noon, and Night almanac*, as one work of the period put it:

“Nothing can be more simple, or, more appropriate than St. Croix Rum as the stimulating basis of the Plantation Bitters, and it is, therefore in accordance with the fitness of things, that St. Croix should



(Fig. 18. Close-up of Embossed Drake's slogan "S.T.1860.X")

be the basis of their business shibboleth [a custom, principle, or belief]."

From *The New York Times* newspaper for November 18, 1862 the following was published in a column entitled, "**The Mysteries of New York**" written by a newspaperman only identified as "**JH**". He recorded interesting speculations about the meaning of "**S.T.1860.X**" and other personally acquired relevancies of P. H. Drake and his famous bitters:

"Wars, National resources, political contests, religious conventions, amusements, the Central Park, its swans, gondolas, &c., have been discussed -- this letter is of the "Mysteries of New-York." In the car, steamboat, saloon, parlor, at dinner, in the street, everywhere, do I hear some story with relation to or an inquiry as to the meaning of those mythical words, posted, printed, and advertised wherever I go: S.T. -- 1860 -- X., accompanied with a crescent and a shepherd's hook.

*"A secession sympathizer said it was '**Satan Triumphant in 1860 in granting the X-pectation of Abolitionists;**' while a Republican said it was '**Stump-Tail Democrats of 1860 gone to Texas;**' another, '**To the State Taxes of 1860 add ten (X) dollars;**' another, that they were the watchwords of some secret society, like '**Sons of Tecumchia are 1860 strong;**' or "**Seward Tricksters of 1860 Used Up,**' &c., &c.*

"Well, your correspondent was ill -- had been ill for a long time -- in fact, his late suppers had given him a horrid dyspepsia. He read the advertisements, and, of course, bought a bottle of Plantation Bitters; the Bitters cured him, and on the bottle appeared those same cabalistic [relating to or associated with mystical interpretation or esoteric doctrine] letters S.T. -- 1860 -- X.

"I traveled straight for No. 202 Broadway, introduced myself to the celebrated Dr. DRAKE, and was shown the elephant -- tusks, S. T. and all -- and a great institution it is. A six-story building, in Dey-street, from cellar to garret, is occupied as a laboratory for producing this single medicine. Some forty persons are employed; several vats, holding six thousand gallons each, are filled with roots, herbs and materials, and then soaked in water, and the expression preserved in pure St. Croix Rum. I here saw the bags, boxes and bales of Calisaya Bark, Wintergreen and other material -- and the original St. Croix Rum puncheons, bearing the Custom house brand. It seemed that medicine could here be turned out to supply a world of invalids -- yet these gentlemen are unable to supply their orders for Plantation Bitters alone. I was shown many certificates of extraordinary cures affected by these Bitters. The statistics of the medicine business as presented to the last Congress in the report of Mr. D.S. BARNES are enormous and startling, amounting to some six million dollars

annually. The proprietors of these Bitters will pay Uncle Sam near fifty thousand dollars for [revenue] stamps this year. With such individual resources Government loans ought to stand at par, and JEFFERSON DAVIS had better pack up and start for Jerusalem.

The unnamed columnist continues with a listing of the ingredients of Drake's Plantation Bitters:

"We are happy to reproduce the above letter, and add that any ordinary case of Dyspepsia, Liver Complaint, Nervous Affection, Sour Stomach, Loss of Appetite, Nervous Headache, Diarrhea, Sinking Weakness, Mental Despondency, &c., can be cured by the Plantation Bitters.

"That you may judge of its efficacy we publish a list of some of the articles used in the preparation:

- CASCARILLA BARK -- For diarrhea, colic and diseases of the stomach and bowels.*
- DANDELION – For inflammation of the loins and 'dropsical' affections.*
- CAMOMILE FLOWERS – For enfeebled digestion.*
- LAVENDER FLOWERS – An aromatic, stimulant and tonic – highly invigorating in nervous debility.*
- WINTERGREEN – For scrofula, rheumatism, &c.*
- ANISE – An aromatic carminative, creating flesh, muscle and milk; much used by mothers nursing.*
- Also, clove-buds, orange, caraway, coriander, snake-root, &c., all preserved in perfectly pure ST. CROIX RUM.*

The powerful, invigorating, and tonic properties of St. Croix Rum have been long acknowledged by the physicians of the world. For consumption, it is the only stimulant that should be used. S.T. -- 1860 -- X.

"Positive testimonial language reaches us daily. No article ever had an equal sale. Under no circumstances will the pure standard of the materials used be departed from.

"These Bitters are sold by all principal druggists, grocers, hotels and restaurants. Be sure each bottle bears the facsimile of the Proprietor's signature.

*P.H. DRAKE & CO.,
No. 202 Broadway, New York."*

'Bank' bills

A very successful advertising program for Drakes Plantation Bitters and a number of other patent and proprietary medicines produced and promoted by partners P. H. Drake and Demas Barnes involved the issuance of "bank bills" in 1863. The advertising bank bills were printed in the '100' denomination for Plantation Bitters (Fig. 19). They were beautifully lithographed on a thin tissue, about the size of, and somewhat resembling the paper money used by the Government. It is conceivable that in a dull light the "bank bills" could have been taken for the real thing. They read in part:



(Fig. 19. New York City Drake's Plantation Bitters \$1 bank bill [obverse])

THE PLANTATION BITTERS BANK
For ONE DOLLAR WILL PAY
One Bottle of DRAKE'S celebrated
PLANTATION BITTERS.
Redeemed by any respectable dealer
Throughout the world
P.H. Drake D. S. Barnes

In *Harper's Weekly*, for June 29, 1867, appeared what purported to be a testimonial but was in reality a paid advertisement. Under the caption "LABORATORY OF P. H. DRAKE & CO., NEW YORK" is an illustration (4" by 6.5") divided into 12 sections, labeled respectively: Crushing Calisaya Bark,

&c.; Tank Room; Press Room; Filtering Room; Preparing Printed Matter; Preparing Bottles; Packing Room; Filling, Bottling & Labeling; Advertising Department; Ware-Room; Rum Vault and Engine Room – each being a view of a part of the laboratory. Immediately below the advertisement is –

**THE UNPRECEDENTED GROWTH OF
THE BUSINESS OF MESSRS. P. H.
DRAKE & CO., of New York, is one of
the wonders of this enterprising country.
But a few years ago these gentlemen com-
enced the manufacture of the now cele-
brated PLANTATION BITTERS and
MAGNOLIA WATER in a common barrel,
in an obscure location. The reputation of
the Articles spread faster than their ability
to supply orders. There was hardly a nook
or corner of the civilized world which did
not bear evidence of their enterprise and
presence. Hogsheads gave way to tanks,
single rooms to whole buildings, the hand-
press to steam-engines. Material became
exhausted. One agent was dispatched to
South America to procure Calisaya; an-
other to the West Indies to manufacture
St. Croix Rim; while most the Quaker
brethren were engaged preserving roots
and herbs. The above is a photographic
sectional interior view of their present
laboratory at 105 and 107 Liberty Street,
New York. The value of the buildings,
fixtures, and material on hand is not less
than \$300,000. Near one hundred hands
and several teams are kept employed. They
pay and press near \$100,000 per annum;
and their total receipts are about the same
as those of the New York and New Haven
Railroad. It is useless to say such results
could exist without merit. Viva la PLAN-
TATION BITTERS S.T.1860.X.”**

P. H. Drake and Tilden Medal

In 1876 the Democratic Party nominated Samuel J. Tilden for President of the United States. Tilden had been a very successful reform governor of New York, and given the well-known corruption that marked the Grant administration, he looked to be a very strong candidate. In the general election Tilden won the popular vote and probably won the Electoral College, but the Republicans were able to tie up the results and ultimately were able to steal the election with some shenanigans in the House and Senate.

Prior to the election, it would appear from the recently discovered Tilden medal (**Fig. 20**), that Tilden had made an enemy of P. H. Drake the well-known businessman whose company made Drake's Plantation Bitters.



(Fig. 20. Obverse of the Tilden-Drake political medal)

Tilden had campaigned to end the tax exempt status for Drake's Bitters that was marketed as a medicine instead of liquor as he thought it should be and that prompted Drake to oppose Tilden's candidacy.

The obverse of the medal features a Tilden portrait with the slogan, "***Tilden's Convention Bitters,***" above his head and a second slogan, "***S.J.T.: 1880 - X - 1860.***"

The reverse of the medal (**Fig. 21**) features the famous cryptic slogan that Drake used successfully to promote his Plantation Bitters.



(Fig. 21. Reverse. of the Tilden-Drake political medal)

Politics intervened:

When Demas Barnes was elected to the Fortieth U.S. Congress and took up duties in Washington on March 4, 1867, his partner in the firm of Demas Barnes & Co., William P. Ward, was left in charge of the wholesale drug business at 21 Park Row. Either at that time or shortly afterward Barnes decided to dispose of his share of the business – which later he did. He sold to John F. Henry. Barnes also severed his partnership with Drake but did not relinquish his financial interest in P. H. Drake & Company; Ward then became Drake's partner.

In 1882 the firm was still in the business of "Patent Medicines".

Mr. Drake passed away in 1883. Later the business directories show the firm doing business at 59 Fifth Avenue with William P. Ward as the sole proprietor.

The firm seems to have ended its manufacturing of Drake's Plantation Bitters, as many did, shortly after passage of the U.S. Pure Food and Drug legislation that was passed and implemented in 1906.

Epilogue:

The Revenue Act of 1862, in addition to providing the U.S. Treasury with tax money needed to pay for the costs of the Civil War, stimulated bitters consumption by taxing strong liquor more than “medicine.” This successful and lengthy fraud on the American people was terminated by the vigorous protest of the Woman’s Christian Temperance Union (W.C.T.U.), organized in 1874 and the Pure Food and Drug Legislation of 1906. It remained, however, for the Anti-Saloon League of America organized in 1895, to bring the final legislative pressure that bitters and similar highly alcoholic patent medicine led to national prohibition in 1920. During Prohibition bathtub gin and **bootlegged liquor** replaced alcohol-laden **patent medicines** such as Drake’s Plantation Bitters.

At the end of the 19th Century...



(Fig. 22. Earliest steel engraving of Drake's Plantation Bitters bottle from an advertising tradecard)

#

**Mid-21ST CENTURY POSTSCRIPT (Drake's Plantation Bitters
141 Years later):**

SS Republic

The SS Republic, a side-wheel steamship (two 28-foot steel paddlewheels) originally named the *Tennessee*, was lost in a hurricane off the coast of Georgia in October 1865, en route to New Orleans (**Fig. 23**).

The ship was built in Baltimore, Maryland for the War of 1812. She began her service as a merchant vessel plying the Baltimore – Charleston route. A short time later was used to open the first regular passenger steamship service between New York City and Central America. During the California Gold Rush, the *Tennessee* transported “49'ers” to the eastern shores of Panama so they could travel across the isthmus on their way to the California's Sierra Nevada Mountains and the goldfields.



(Fig. 23. SS Tennessee)

She was tied up in the harbor at New Orleans when the American Civil War began on April 12, 1861. After the Union capture of New Orleans, the ship was put into armed Union service. In September 1864 she was renamed *USS Mobile* and was damaged in a hurricane off the mouth of the Rio Grande in October, 1864 and sent to New York for repair. Upon inspection she was judged too expensive to re-fit and was taken out of U.S. Navy

commission in December 1864. She was sold at auction in March 1865 toward the end of the war. She was re-named ***SS Republic***, repaired, and soon returned to the New York – New Orleans route hauling passengers and cargo (**Fig. 24**). She was lost on her fifth civilian voyage after the war.



(Fig. 24. S.S Republic)

The Wreck

At 4:00 pm on **October 25, 1865**, during a hurricane, off the coast of Georgia, she sank in 40-foot seas. Most of the 62 passengers and crew survived, although several were lost on a raft before they could be rescued. All the cargo including \$400,000 (1865 face value) in gold and silver coins were lost. She was headed for New Orleans where the money would be used to help pay for reconstruction of the South after the Civil War.

Re-discovery

In **August 2003**, Odyssey Marine Explorations, Inc., a commercial archaeology firm, in Tampa, Florida, located the wreck after expending 12 years and thousands of man-hours. It was located in 1700 feet of water 100 miles off the Georgia coast.

The 19th century time capsule yielded coins (**Fig. 25**) worth tens of millions of dollars and nearly 14,000 artifacts including a stunning assortment of ceramic goods, religious items, and elegant glassware bound for New Orleans to help restock merchant's shelves. Among the *Republic's* enormous shipment of goods were thousands of bottles (**including hundreds of Drake's cabin-shaped Plantation**



(Fig. 25. Photo of Civil War coins found underwater)

Bitters). There were a few **OK Plantation Bitters Bottles (Fig. 26)** a cabin-shaped variant of Drakes that was not known until the 2003 salvage operation. Further findings consisted of over 6,000 glass and stoneware containers representing more than 175 types that had been stored in the ship's aft and forward cargo holds. Their various shapes and sizes boasted a potpourri bitters, inks, preserves, perfumes, and a plethora of other patent medicines.



(Fig. 26. Uncommon "OK Plantation Bitters" bottle from wreck)

The delicate artifacts such as bottles were carefully removed from the seabed using a soft limpet suction device attached to a manipulator arm of Odyssey's remotely operated vehicle (**Figs. 27 & 28**).



(Fig. 27. A soft limpet suction device attached to the 'manipulator arm' of Odyssey's Remotely Operated Vehicle)



(Fig. 28. Drake's bitters bottle being gently recovered from the ocean floor)

Future Shock –

Scientists are well on the way toward using **Sonar** (originally an acronym for **SO**und **N**avigation **A**nd **R**anging) a technique that uses sound propagation under water, to navigate, communicate with or **detect** other vessels.

Two types of technology share the name “sonar”: *passive* sonar is essentially listening for sound made by vessels; *active* is emitting pulses of sounds and listening for echoes.

Federal researchers are currently using sonar to gather data that will result in vivid, three-dimensional images of shipwrecks that are almost photographic.

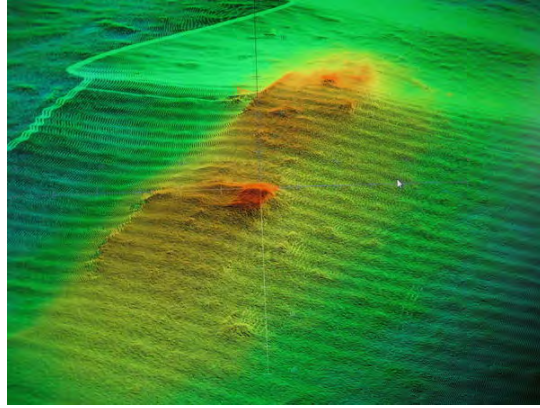
There are 400 years of ships sunken off the coasts of the Americas. NOAA (National Oceanic and Atmospheric Administration) researchers used to map the Civil War shipwrecks **USS Cumberland** and **CSS Florida** in the murky waters of the James River near Newport News, Virginia.

The USS Cumberland (**Fig. 29**) was sunk on March 8, 1862, during the Battle of Hampton Roads. The Ship was part of the U.S. Navy's North Atlantic Blockading Squadron and was sunk after being rammed by the Confederate ironclad CSS Virginia, which was formerly the USS Merrimack. More than 120 men died.



(Fig. 29. A sonar image of the Civil War ship USS Cumberland)

The CSS Florida (**Fig. 30**) was a Confederate commerce raider that had been captured by the U.S. Navy in Brazil. It was towed back to the U.S. and sank on Nov. 19, 1864, following a collision with a U.S. troop ferry.



(Fig. 30. A sonar image of the Civil War ship CSS Florida on the floor of the James River)

Final thoughts

As the 21st century unfolds and technology develops, with the help of sonar or the like, more wrecked ships could be located and salvaged. It is doubtful, however, that another cache of Drake's Plantation bitters will be among the finds.

The relics recovered from the S.S. Republic, by the way, have been placed in a "Shipwreck Store" online by ODSSEY MARINE EXPLORATIONS <<http://shipwreckstdore.com/cart/categories/Authentic-Artifacts/s...>> The bottles and other artifacts offered for sale are pictured, explained, and priced. Be warned that the items recovered from the S.S. Republic are not cheap.

The asking price for a Drake's Plantation Bitters bottle is \$1,000 or ten times higher than ones that easily can be found for sale on eBay.

#

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APPENDIX

The "Bracers"

A partial list of "bracers" ("booze medicines") issued on October 23, 1912 by the Commissioner of Internal Revenue; the sale of which required a liquor-dealer's license.

Ale and Beef.	Brown's Vin Nerva Tonic.
Allen's Restorative.	Carpathian Bitters.
Alps Bitters.	Celery Bitters and Angostura.
Alimentary Elixir.	Celery Extract.
American Elixir.	Clarke's Rock Candy Cordial.
American Stomach Bitters.	Clayton & Russell's Stomach Bitters
Amer Picon.	Clifford's Cherry Cure.
Angostura Aromatic Tincture Bitters.	Clifford's Peruvian Elixir.
Arbaugh's Bitters.	Cinchona Bitters.
Aroma Bitters.	Coca Wine.
Aroma Stomach Bitters.	Cocktail Bitters.
Aromatic Bitters.	Colombo Elixir.
Asphinte.	Colombo Peptic Bitters.
Atwood's LaGrippe Specific.	Colombo Tonic Bitters.
Augauer Bitters.	Cooper's Nerve Tonic
Augauer Kidney-Aid.	Colasaya.
Augustiner Health and Stomach Bitters.	Cordial Panna.
Beef, Wine and Iron.	Crescent Star Jamacia Ginger.
Ben Hur Kidney and Liver Bitters.	Crescent Tonic Bitters.
Belvedere Stomach Bitters.	DAmama Gentian Bitters.
Berg's Hawkeyed Bitters.	Dandelion Bitters.
Bismark's Royal Nerve Tonic	Dandy Bracer.
Bismark Laxative Bitters.	De Witt's Stomach Bitters.
Blackberry Cordial.	Didier's Bitters.
Blackberry and Ginger Cordial.	Dr. Brown's Blackberry Cordial.
Black Tonic.	Dr. Brown's Tonic Bitters.
Bonekamp Bitters.	Dr. Bovier's Buchu Gin.
Bonekamp Stomach Bitters.	Dr. Bergelt's Magen Bitters.
Botanic Bitters.	Dr. Fowler's Meat and Malt.
Brod's Celery Pepsin Bitters.	Dr. Gray's Tonic Bitters .
Brown's Utryme Tonic.	Dr. Hortenbach Stomach Bitters.
Brown's Aromatic Cordial Bitters.	Dr. Hokins' Golden Bitters.
Brown's Buckeye Bitters.	Dr. J.Hosteders Stomach Bitters.
	Dr. Rattinger's Bitters.

Dr. Sterki's Ohio Bitters.
 Dr. Sherman's Peruvian Tonic and
 Systematizer.
 Dr. Worme's Gesundbett Bitters.
 Dozier's Apple Bitters.
Drake's Plantation Bitters.
 Dubonnet.
 Dubonnet Wine.
 Ducro's Alimentary Elixir.
 Duffy's Malt Whiskey.
 Exliir of Bitter Wine.
 Elixir of Calisaya.
 Elixir of Calisaya Bark.
 Eucalyptus Cordial.
 Eureka Stomach Bitters.
 E. Z. Laxative Bitters.
 Famous Weiner Bitters.
 Fernet-Carlisi Fernet Bitters.
 Ferro-China Bascal.
 Ferro-China Berna.
 Ferro-China Bissleri.
 Ferro-China-Blotto.
 Ferro-China Carlisi Tonic Bitters.
 Ferro-China-Citro Bitters.
 Ferro-China-Columbia.
 Ferro-China di Carlo.
 Ferro-China Ideal.
 Ferro-China-Salus.
 Ferrp-China Tito Manblio.
 Ferro-China Universale.
 Ferro-China Bitters.
 Finalflavora.
 Fine Old Bitter Wine.
 Folger's ArGinger Compound.
 Gastropohan.
 Gentian Bitters.
 Genuine Bohemian Malted Bitter Wine
 Tonic.
 Germania Herb, Root and Fruit Tonic
 Bitters.
 German Stomach Bitters.
 Ginger Tonic.
 Ginsing Cordial.
 Glycerine Tonic.
 Graham Brand Orange Bitters.
 Green's Chillo Tonic.
 Greiner's Blackberry Cordial.
 Gross Bros.' Blood and Liver Tonic.
 Harrison's Quinine Tonic.
 Health Bitters.
 Herpton.
 Heublein's Calisaya Bitters.
 Hop Bitters.Bitter Woine.
 Indian Stomach Bitters.
 I. X. L. Bitters.
 Jack Pot Laxative Bitter Tonic.
 Jack's Indian Tonic.
 Jaffe's Intrinsic Tonic.
 Jerome's Dandelion Stomach Bitters.
 Johnston's Cherry Elixir.
 Jones' Stomach Bitters.
 June-Kola.
 Juniper Kidney Cure.
 Kahn's Iron and Malt Whiskey.
 Karle's German Stomach Bitters.
 Karlsbader Stomach Bitters.
 Kararno.
 K. K.K.
 Kennedy's East India Bitters.
 Kidiniwell.
 Ko-ca-ama.
 Koehler's Stomach Bitters.
 Kola and Cherry Bitters.
 Kola Wine.
 Kreuzberger's Stomach Bittlers.
 Krummel's BonekampMaag Bitters.
 Kudros.
 Laxa Bark Tonic.
 Lee's Celebrated Stomach Bitters.
 Lekko Stomach Bitters.
 Lemon Ginger.
 Liverine.
 Lutz Stomach Bitters.
 Lyon's Stomach Bitters.
 Magador Bitters.
 Magen Bitters.
 Mark's Famous Stomach Bitters.
 McCorrison's Compound of Golden
 Seal.
 Meta Muta.
 Mexican Stomach Bitters.
 Mikado Wine Tonic.
 Milburn's Kola and Cherry Bitters.
 Miller Brand Wine.
 Nature's Remedy for Kidney Troubles
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 Neuropin.
 Newtonb's Nutrative Elixir.

Novak's Stomach Elixir.
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 OK Plantation Bitters.
 Old Dr. Scroggin's Bitters.
 Orange Bitters.
 Our Ginger Brandy.
 Ozark Stomach Bitters.
 Pale Orange Bitters.
 Panama Bitters.
 Pepsin Stomach Bitters.
 Peptonic Bitters.
 Peruivan Bitters.
 Petyer Paul Stomach Bitters.
 Peychaud's Bitter Wine Cordial.
 Pilsner Bitters Wine.
 Pioneer Ginger Bitters.
 Pond's Ginger Brandy.
 Pond's Rock and Rye.
 Quinquina Dubonnet.
 Rex Ginger.
 Rex Ginger and Brandy Tonic.
 Rheinstrom's Stomach Bitters.
 Riley's Kidney Cure.
 Rimsovo Malt-sove Vino Chino.
 Rockandy Cough Cure.
 Rosolio.
 Royal Pepsin Stomach Bitters.
 Royal Pesin Tonic.
 Sarasina Stomach Bitters.
 St. Raaael Quinquina.
 Scheetz Bitter Cordial.
 Schier's Famous Bitters.
 Schmidt's Celebrated Strengthening
 Bitters.
 Schroeder's German Bitters.
 Siomon's romatic Stomach Bitters.
 Sirena Tonic.
 Smart Weed.
 Smith's Bitters.
 Smith's Vitalizing Bitters.
 Steinkoneg's Stomach Bitters.
 Stomach Bitters.
 Stoughton Bitters.
 Strauss ExhilEtor.
 Sure Thing Tonic.
 Tatra.
 Tokay Quinine Iron Wine.
 Tolu Rock and Rye.

True's Magnetic Cordial.
 U-Go.
 Uncle Josh's Dyspepsia Cure.
 Underberg's Boonekamp Maag
 Bitters.
 Vigo Bitters.
 Vin de Michael.
 Vion Mariani.
 Vino-Kolafra.
 Walker's Tonic.
 Warner's Stomach Bitters.
 Webb's A No. 1 Tonic.
 Westphalia Stomach Bitters.
 White Cross Bitters.
 White's Dyspepsia Remedy.
 Will Do.
 William's Kidney Relief.
 Wine of Chenstohow.
 Wine of Pomelo with Beef and Iron.
 WoodburyBrand Bitters.
 Zeman's Medicinal Bitter Wine.
 Zein's Stomach Bitters.
 Zig-Zag.

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