

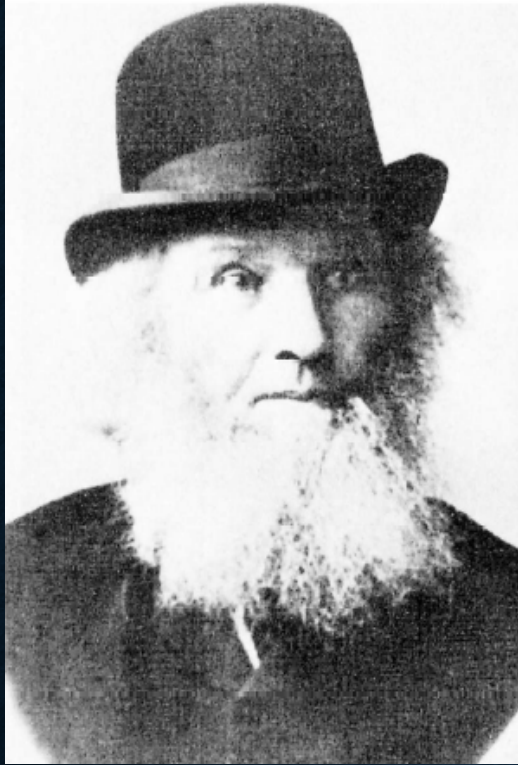


# Singers, Piano Players, and Pill Poppers

The Musical Marketing of Medicine in Victorian England



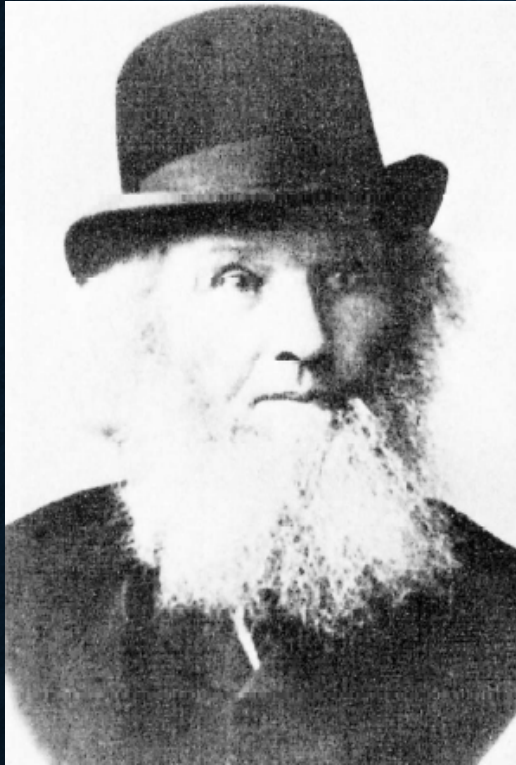
# The Beecham's Pills Company



Thomas Beecham (1820-1907)  
ca. 1885. Beecham's Archives,  
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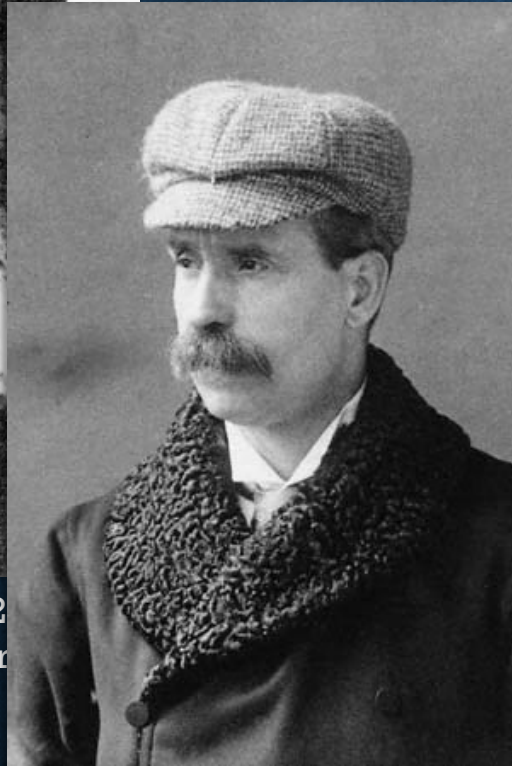
Beecham's Pills, introduced ca. 1859  
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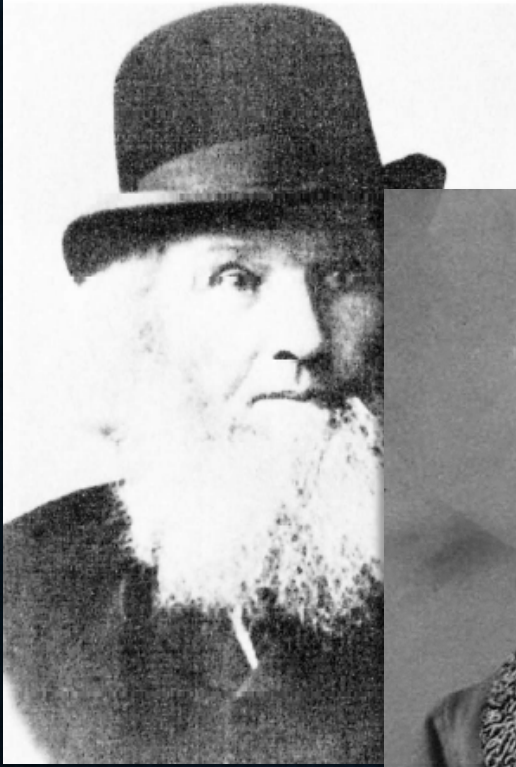
Sir Thomas Beecham (1879-1961)



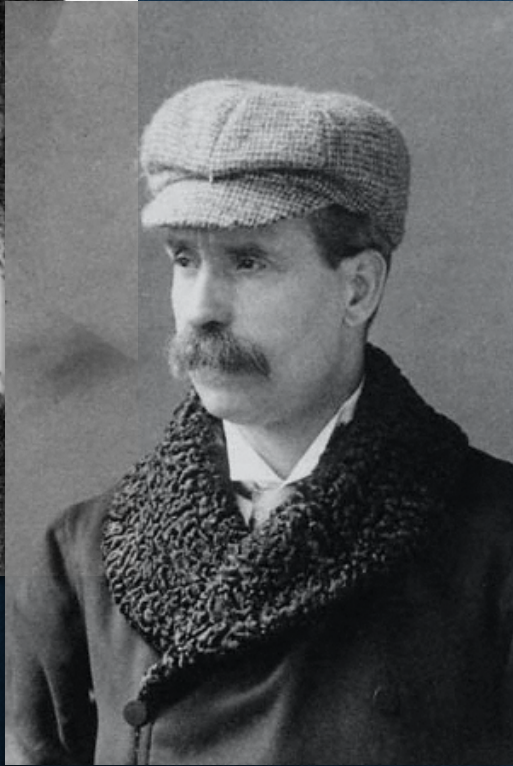
Beecham's Pills, introduced ca. 1859  
Beecham's Archives, St. Helens



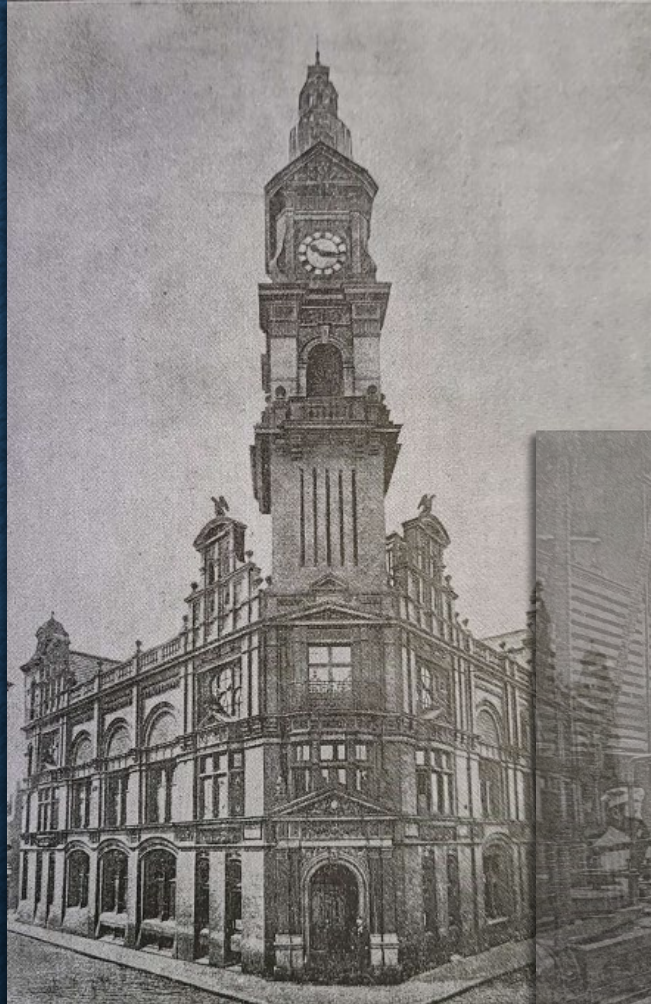
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Sir Joseph Beecham (1848-1916)



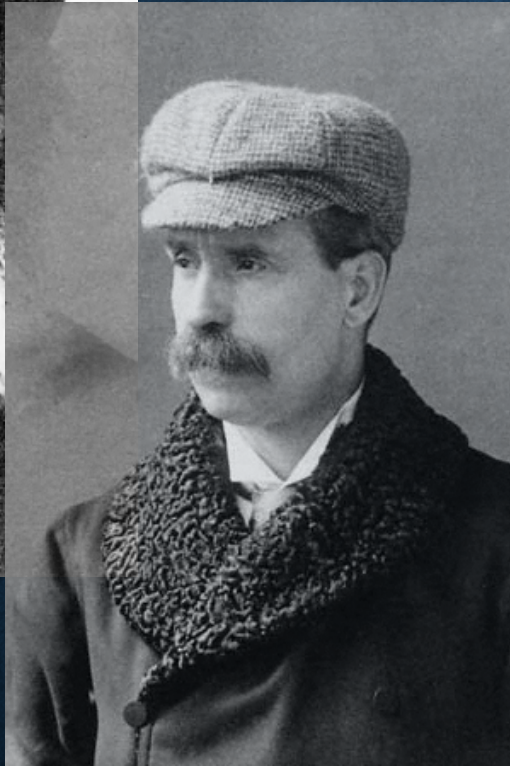
New factory, opened 1887. St Helens, Lancashire  
Above: Front and clock tower. Right: Pill-making room



# The Beecham's Pills Company

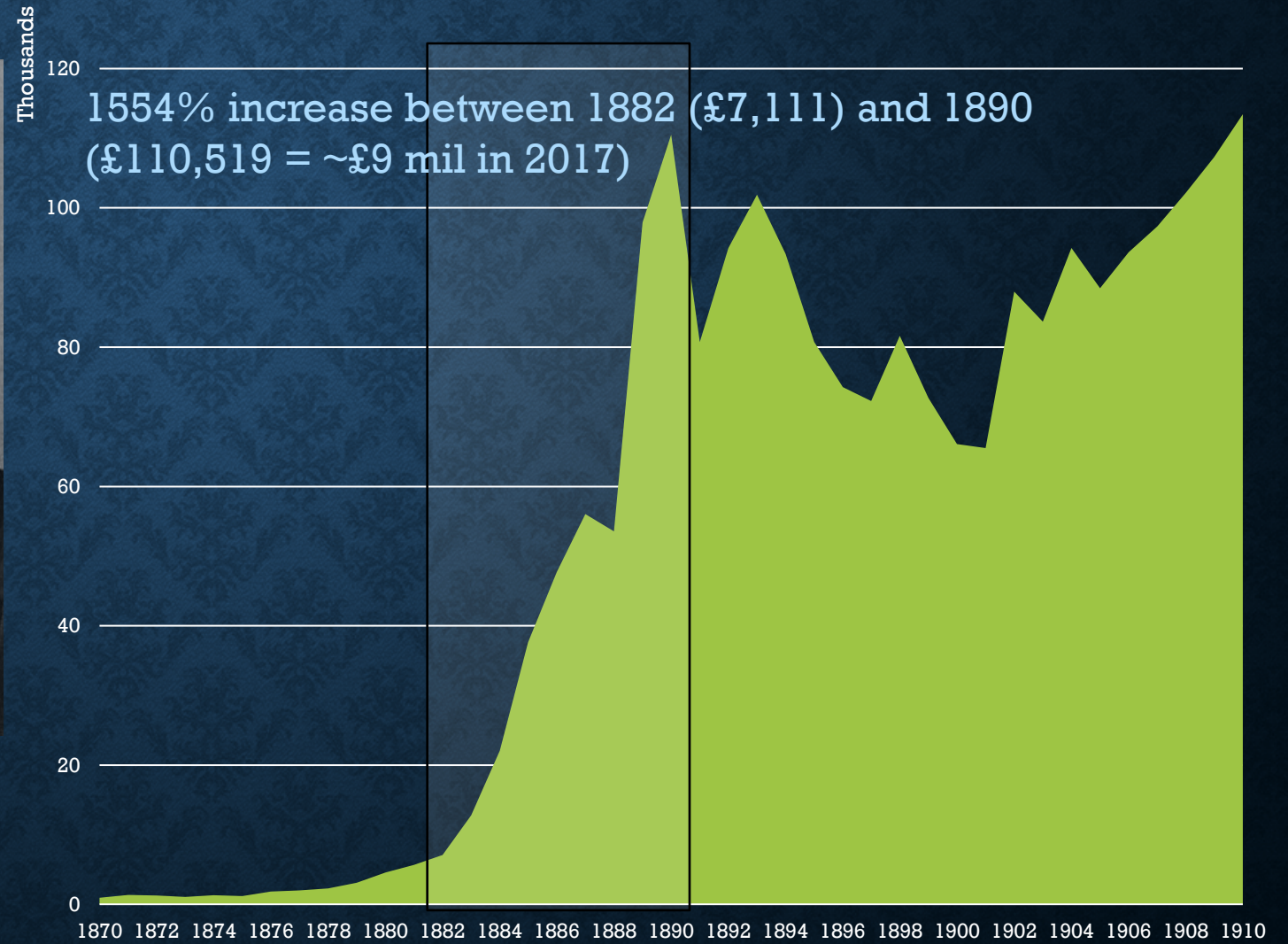


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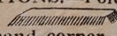
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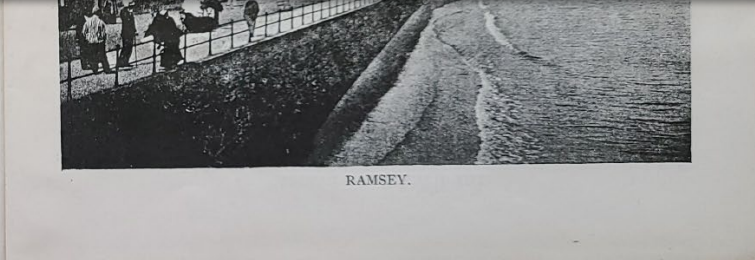
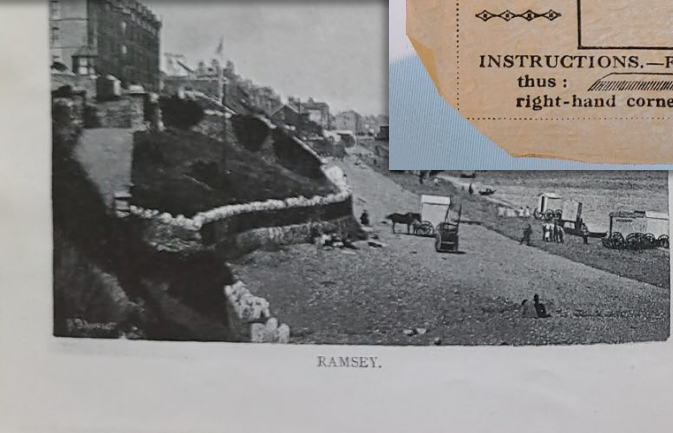
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KEEP IN A DRY PLACE.





# Beecham's Music Portfolio – “Numbers”

**BEECHAM'S**  
**MUSIC**  
**PORTFOLIO**  
**No. 23**  
**REGISTERED**  
**HEARTS OF OAK**  
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PRESENTED BY  
**A WONDERFUL MEDICINE**  
GARRINE & CO., LITH. 3, RIDGEMONT ST. W.C.

2

HEARTS OF OAK. BOYCE.

Maestoso.

*f*

*mf*

1. Come cheer up my lads 'tis to glo - ry we steer,  
2. We neer see our foes but we wish them to stay,  
Then give us a cheer and get cheer once a gain,

hope to a foe - man we soon shall be near;  
ne - ver see us but they wish us a way;  
tan - nia as e - ver doth rule o'er the main;

hon - our we call you, not press you like slaves,  
run, why we fol - low, and run them a shore,  
flag floating proud - ly o'er e - ve - ry sea.

Fine.

When on the sea of life men sail,  
To save their lives we teach 'em:  
And if the barques of health should fail  
Or wives or bairns look wan & pale  
We then say "Beech-am"

**BEECHAM'S**  
**PILLS**  
**S. HELEN'S**

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Ad on back cover. This one relates to the lyrics of the song.



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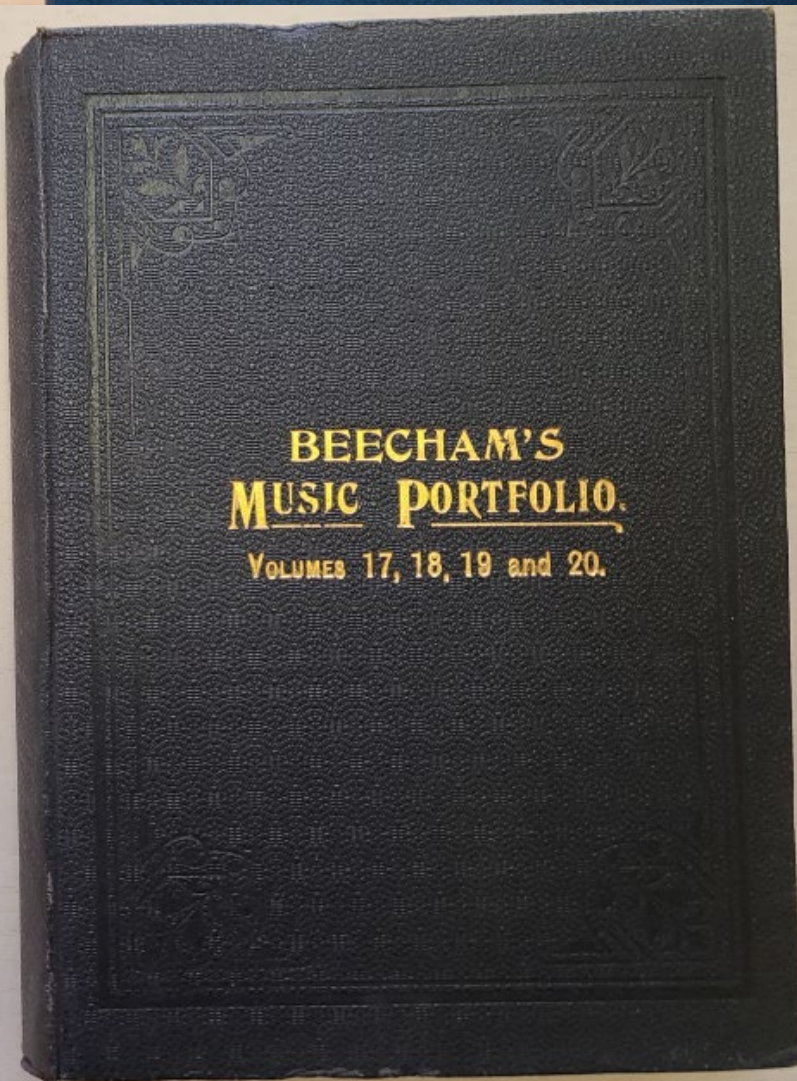
Vol. 1.

**CONTENTS.**

1. TOM BOWLING	16. MENDEL'S LIED'R B'K 1
2. HEART BOWED DOWN	17. DO. — 2
3. ROCKED IN THE CRADLE	18. DO. — 3
4. I DREAMT THAT I DWELT	19. SANJO PRAISES
5. WHEN OTHER LIPS	20. HOLY FRIAR
6. OALLER HERRIN'	21. GUINEA A BOX PO
7. MY PRETTY JANE	22. COMING THRO' THE R
8. FAIR LAND OF POLAND	23. HEARTS OF OAK
9. MEN OF HARLECH	24. ROSEBUD OF HEALTH W
10. HAPPY MOMENTS	25. HOME SWEET H
11. LET ME LIKE A SOLDIER	26. JOHN PEEL
12. SCENES THAT ARE BRIGHTEST	27. BEECHAM'S CHIMES &
13. ALAS THOSE CHIMES	28. ANCHOR'S WEIG
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L: two pence version. A: 4 volumes bound in limp leather, with colophon



# Beecham's Music Portfolio – "Examples of Repertoire"

54

ANNIE LAURIE.

Moderato. SCOTCH SONG.

1. Max - wel - ton's banks are bonny, where ear - ly falls the  
dew, And 'twas there that An - nie Lau - rie, gave  
me her promise true, Gave me her pro - mise true, an

Beecham's Portfolio, Vol. 5.

16

BUT THE LORD IS MINDFUL OF HIS OWN.

(ST. PAUL.) MENDELSSOHN.

Andantino. (♩ = 68.)

But the Lord is mindful of his own, He re - mem - bers his chil - dren, But the  
Lord is mindful of his own, the Lord re - mem - bers his chil - dren, re -  
mem - bers his chil - dren.  
Bow down before Him, ye migh - ty, for the Lord is

Beecham's Portfolio, Vol. 2.

54

MARCHE FUNÈBRE.

F. CHOPIN.

Andante.

pp (cres.) ff p

Ped. \* Ped. \* Ped. \* Ped. \*

1st Time to ☉ Last Time only.

Fine.

Beecham's Portfolio, Vol. 9.



# Beecham's Music Portfolio – "Ad Songs"

GOOD LUCK TO BEECHAM'S PILLS.

Allegretto. By an Amateur.

I wish I were in China, or some other place as bad, For if I stay much longer here I really shall go mad; The girl I loved has left me, and I scarce know what to do, She's handsome, and she's married now, well off, and happy, too; But of these blest endowments, she had none when first we met, Her

Beecham's Portfolio, Vol. 2.

6 BEECHAM'S PRIDE OF LANCASHIRE POLKA. G. W. AMOS.

Allegro.

INTRO.

2nd time 8va

POLKA

1st 2nd

1st 2nd

RIO.

Beecham's Portfolio, Vol. 4.

20 "GUINEA PILLS" GAVOTTE. W. S. SHEPARD.

Moderato.

Ped \* Ped \*

Ped. \*

Beecham's Portfolio, Vol. 4.



# Music and "Moral Treatment"

BETHLEHEM ROYAL HOSPITAL  
GLEE + MADRIGAL SOCIETY

PROGRAMME  
OF  
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MONDAY EVENING, MARCH 17, 1879.

PART 1

1. CHORUS - "Gipsy." 
2. TRIO - *KODOL* - HADEN (composer of the SEASONS) (Violin, Violoncello & Piano) (by Turley at Xmas)
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4. SONG - Kathleen Mavourneen - CROUCH.
5. QUARTETTE - The Chafers - TRUE'UN.
6. CHORUS - "O! by Rivers" - SIR J. 

PART 2.

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2. CHORUS - "From Odessa in Fairy Land" - STEVE 
3. SONG - "The Death of Nelson" - 
4. CHORUS - "All among the Barley" - 
5. VIOLIN SOLO. Theme & Variations. ROSS.
6. CHORUS - "To all you ladies!" - CALLED 

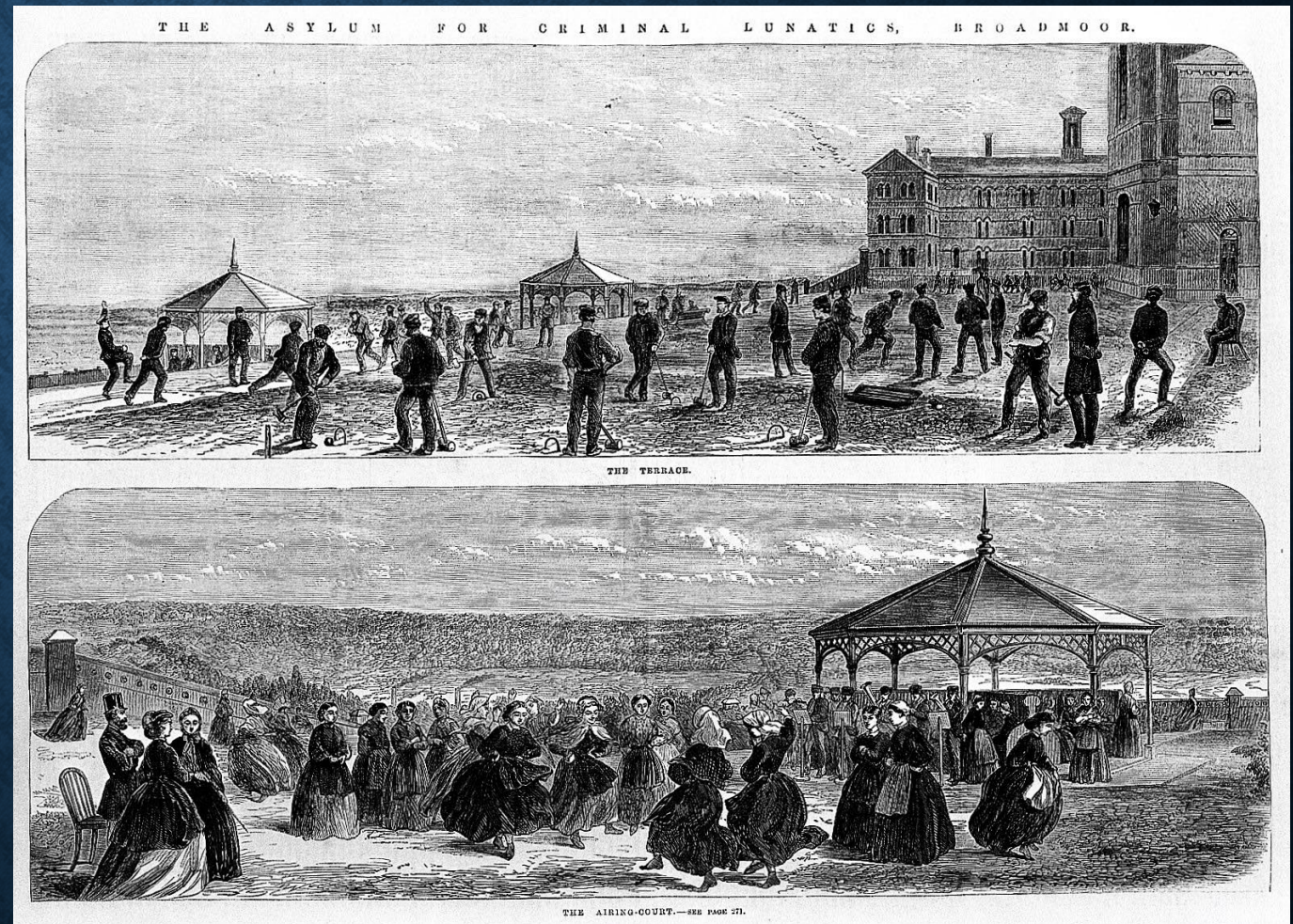
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VOLUME 1 CONTENTS (1 to 30).—Tom Bowling. Heart leaved down, Rocked in the Cradle. I dreamt that I dwell. When other lips. Callie Herrin. My pretty Jane. Fair land of Poland. Men of Harlech. Happy Moments. Let me like a Soldier fall. Roses that are brightest. Also three choruses. There is a Flower. Mendelssohn's Lieder Book 1 No. 4. Mendelssohn's Lieder Book 1 No. 5. Mendelssohn's Lieder Book 2 No. 4. Banjo Preles. Holy Frier. Gunther's Fox Polka. Coming thru the rye. Hearts of Oak. Seasons of Health Waltz. Home, sweet Home. John Test. Beecham's Chinese Galop. Gunther's Weighed. Robin Adair. Beecham's Annual Quadrille.

VOLUME 2 CONTENTS (31 to 60).—Good luck to Beecham's Pills. Wait for angels. Let me feed His Eeek. Lord! remember David. Anger ever bright. He was despised. Vienna Orgie. But the Lord is mindful. Jerusalem. The Pastoral Symphony. We're a Soldier. The Bells of Aberdovey. Year of Bray. Mill Wheel. Last Rose of Summer. Auld Lang Syne. White Wings. Sally in our Alley. The Thorn. Bay of Biscay. After. The Harbour Lights. "Hisses" Death of Nelson. Happy-go-Lucky Galop. St. Helen's Valley. Drink to me only. The Banks of Allan Water. Here's to the Maiden. Sufferer than the Cherry.

VOLUME 3 CONTENTS (61 to 90).—Bury O' Mine. Whirls of Love. Within a Mile. Belliff's Daughter. To Banks and Bress. Miller of the Den. O wert thou in. When ye gang awa Jannet. If with all your hearts. O rest in the Lord. All's Well. First Violet. Bonnet Sweet Bonnet. What will you do, love. Molly Barn. Beecham Waltz. Angels Whisper. Your leaved Bhanrock. The Spanish Cavalier. Weeds of the Green. Baby Boy. A Charming Polka. Who's that Calling? Light of other Days. The Legacy. I would that my love. The Wrong Man. Pretty Fond Lilies. Knock at my window. The Wanderer.

VOLUME 4 CONTENTS (91 to 120).—Song that reached my heart. Love not. Pride of Lanesdale Polka. Gathering up the shells. Sing me an English Song. Jeannette and Jeannot. Little Nell. Listen to my tale. We may be happy yet. Guinea Pike Gavotte. In this old Chair. Brisk. Like an air courier. My dear Caroline. Sweet Madeline. A Boy's best Friend. The Bold Man. Stephanie Gavotte. North, the Pride of. Days when we went gipsying. The Monks of Old. Johnny Sands. Kate O'Shane. Here's a health to his Majesty. Childhood's Happy Days. When life and hope are young. Our hands have met. Truth and Absence. Pill Box Waltz.

VOLUME 5 CONTENTS (121 to 150).—Maggie Murphy's Home. The Irish Emigrant. The Old Polka at Home. I'll take you home again. The Village Cook. Early Wedding. Walk. Only to see her face again. Charley (Harred Song). A flower from Mother's grave. Sports and Homes. The Farmer's Boy. The Lowland's Car. The Piper (Bass Song). The Gipsy Countess (road Song). Tunes to my only joy. What are the will waves saying. Cherry ripe. Runon the Collarer. The Better Land. The Auld House. The best of friends must part. The Married Boy. Toss a le Joke Polka. The Hap that once. Annie Laiter. Weel may the loe row. Consider the Lilies. Down where the Violets blow. The Meeting of the Waters. The Bristle Beauty Polka.

VOLUME 6 CONTENTS (151 to 180).—I love the merry sound. Teaching McAllen to walk. Will ye no come back. Neerer my God to Thee. The Jugal Peasant. The cure are in the clover. Maid of Lillanpollen. Thy will be done. Auld Robin Gray. Christmas Piece. The Whistling Gate. The little merry fat man. Sing the bell. The Mountain. The Outlaw. Unkown. The Bells of Scotland. The Saw that loved a miller. Star Feet. When the tide comes in. The Picture with the. I'm a merry Jigman. The White Squall. Snore Love Gavotte. Close the Shutters. Down by the River side. A Soldier and a Man. The Little Boat Lad. Megie's back yard. The Soldier's Tear. Les Adieux. The Tipperary Christening.

VOLUME 7 CONTENTS (181 to 210).—After the ball. Blantyre voices o'er the sea. The cat came back. MacFarley's Tune. The Dry grass. Irish March from "Lobengrin". As parts the heart. The Lost chord. The Hand Bell. Oh! dem golden slippers. Isle of Beauty. The bonnie banks of Loch Lomond. Sweet Genevieve. The "Washington Post" march. Two little girls in blue. Jessie, the Sweet o' Dunblane. Scandal. Weep no more. Pretty Birdie. "Little blue eyes" waltz. Not yet. The dear old home. Molly Brown. Marguerite. The moon behind the hill. Only a sweet little letter. Heaveaway. Heaveaway march. Sweet Marie. March from "Tambourine".

VOLUME 8 CONTENTS (211 to 240).—She wore a wreath. Kathleen. John Anderson. Around the old Camp. Hymn of Eve. Waiting for Pa. Teddy O'neale. Frier John. Equestrian. Canadian Boat Song. Edelweiss song. Old Ann Chaz. Rose softly blooming. Friends were saying. By the sad sea waves. Baby Mine. May of Argyle. Riding on a band. Kate Reavner. Love was once. Cook Robin. Merry Elves Polka. Down by the old Abbey. I have heard sweet music. There's a beautiful Land. Tell me Mary how to woo thee. When sorrow sleeps. Old Jig Cabin. Rock-a-bye Baby. Good Night Wino.

VOLUME 9 CONTENTS (241 to 270).—Ever of Thee. Melody in F (Robinson). Ben Bolt. Come, rest on this Room. Handel's Largo in G. My Darling and I. I tread her little. Highland Schottische. Crinkum Lown. Beautiful Flowers. March in C. Only a Look of Blue. Where are you going. Tronson May Gavotte. Why is it so. Come where my love lies. March in "Scipio". Wank you boy my pretty Flowers. My Heart's best Love. My Lady's Polka. Don't be sorrowful. Bonnie Dundee. Little Brown Jig. Furgat-me-not-Eyes. Jannet. Martha's Fundles. Fly not yet. Jolly young Waterman. Baby Schottische. Come back, Sweetheart.

VOLUME 10 CONTENTS (271 to 300).—My Mother bids me tend my Hair. Montague's Grand March. Off in the still night. Doctor Puckey. Like the little ones for me. The Fine Dundee Waltz. Jack's Farewell. Poor Harp of my Country. Pastoral (Beecham). Come home again. The hovering owl. Niron Gavotte. Children's happy voices. Out on the Lunely Deep. Meet me by Moonlight alone. Dead march in B-flat (Handel). Peggy Mulloy. The Cabin with Roses at the Door. Dressing of James. Then, O God, art pleased in Him (Mozart). Fineness Schottische. He Knight of Love. Adante with variations (Haydn). Twilight pictures. Erin, Dear Erin. Country Dance. The song of Hyacinth the Crown. Gipsy. Heaven's Messenger. Come back to the Old Polka at Home.

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VOLUME 12 CONTENTS (331 to 360).—To Andree. Napolitano. The Dunsrow Flitch. Young May Moon. The Old Boston. Take back the Virgin page. Flowers of the Forest. The Leather Bottle. Echoes of the Heart. Nice little boy Gilson. General Grant's March. It seems but yesterday. Jerry's Favorite Gavotte. Be kind to the loved ones. Go where glory waits. Consequences. Neerer Home. There's a Beg. By Leaves Marcella. As I walked by myself. Neerer ones and dear ones. I see from the beach. Digging through the messuage. As I'm working also to do. Whisper to the twilight. A Mother's Love. Dead leaves and the snow. Milly Clare. The Gate. March to Health.

VOLUME 13 CONTENTS (361 to 390).—Goodbye, Everlast. Goodbye. Stolen Fruit. Look up, Sad Heart. Faith. I'm thinking of the East. Toldie (Irish Air). My Vindictive Wherry. The old Dutch Bell. Dear little heart. The Brook. Don't be sorry with me. Darling. Beecham's Pastime Galop. Before you. If all those endearing charms. Home. The Ferial Blacksmith. Lovers. The Cottage by the Sea. When the dew is on the grass. Cherry Lips (Polka). The Bells of Shandon. Beautiful Dreamer. The Noble 8th. Rascally, take no horse away. Cook o' the North. The Haught of Crunale. Baby's Dolly. Shells of Ocean. Glines again beautiful Polka. Let brotherly love continue. Deane Carnival. Liberty Bell

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"AFTER THE BALL IS OVER"  
Take BEECHAM'S PILLS



He: "The exactions of social life, the strain consequent upon late hours, late suppers, and the indulgence of one thing and another, make it advisable to—ah—ah—"

She: "Yes, I know; they're worth a Guinea a Box, and you think of your head in the morning."

*London Illustrated News, 1894*



# Pricing and Aspirational Marketing

1 shilling (s) = 12 pence (d)



Price tiers

9½ d for 36

1s 1½ d for 56

2s 9d for 166



He: "The exact upon late hours, late and another, make it

She: "Yes, I k and you think of yo

BE SURE YOU DO NOT GO AWAY WITHOUT A BOX OF  
**BEECHAM'S PILLS**  
AND A TUBE OF  
**BEECHAM'S TOOTH PASTE.**

London Illustrated News, 1903



# Pricing and Aspirational Marketing

1 shilling (s) = 12 pence (d)



Price tiers

9½ d for 36

1s 1½ d for 56

2s 9d for 166



"AFTER  
Take BEE

He: "The exact  
upon late hours, late  
and another, make it  
She: "Yes, I k  
and you think of yo

BE SURE YOU DO N  
BEECH  
A  
BEECHAM'S

**BEECHAM'S PILLS**  
"WORTH A GUINEA A BOX."  
FOR  
ALL SORTS AND CONDITIONS OF MEN.

FOR ALL — HAVE A  
BILIOUS — WORLD  
AND — THE QUEEN — WIDE  
NERVOUS DISORDERS. — REPUTATION.

SOLD BY ALL — THE WORKER — IN BOXES  
DRUGGISTS — AND — 6d. 1s. 1½d. 2s. 9d.  
PATENT — AND — EACH  
"MEDICINE" — DEALERS — WITH FULL  
EVERYWHERE — DIRECTIONS.

THE DRONE

**SHOULD FIND A PLACE IN EVERY HOME.**

PREPARED ONLY BY  
THOMAS BEECHAM, ST. HELENS, LANCASHIRE, ENGLAND.

London Illustrated News, 1885



# Pricing and Aspirational Marketing

DEDICATED BY SPECIAL PERMISSION  
TO MISS MARY ANDERSON

## HYPATIA WALTZ



COMPOSED BY  
**MAY OSTLERE.**

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FREDERICK PITMAN, 20 & 21, PATERNOSTER ROW, E.C.  
WEST END AGENTS: J. B. CRAMER & CO, 201, REGENT ST. W.

PIANO SOLO 2s NET.  
VIOLIN & PIANO 4s  
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### ALBUM OF NATIONAL DANCES.

Contents.

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Drum of Dravary	2	Love of Lincoln	12	Johnny's wedding	21
Henry's Ballad	3	March of Lincoln	13	John's wedding	22
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Country Jumpsie	5	March of Lincoln	15	Dance's highest day	24
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Water-Melon	7	Garry Owen	17	Dance's Day	26
Good Old Fingah	8	El. Rourke's Day	18	Lady Jane	27
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Sitting on the ground	15	Patrick	25	Patrick Deane	34
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Fairy Dance	18	Patrick	28	Patrick Deane	37
Case of Elizabeth Hill	19	Patrick	29	Patrick Deane	38
Parade	20	Patrick	30	Patrick Deane	39
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John Bull	27	Patrick	37	Patrick Deane	46
John Bull	28	Patrick	38	Patrick Deane	47
John Bull	29	Patrick	39	Patrick Deane	48
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John Bull	31	Patrick	41	Patrick Deane	50
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John Bull	33	Patrick	43	Patrick Deane	52
John Bull	34	Patrick	44	Patrick Deane	53
John Bull	35	Patrick	45	Patrick Deane	54
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John Bull	38	Patrick	48	Patrick Deane	57
John Bull	39	Patrick	49	Patrick Deane	58
John Bull	40	Patrick	50	Patrick Deane	59
John Bull	41	Patrick	51	Patrick Deane	60
John Bull	42	Patrick	52	Patrick Deane	61
John Bull	43	Patrick	53	Patrick Deane	62
John Bull	44	Patrick	54	Patrick Deane	63
John Bull	45	Patrick	55	Patrick Deane	64
John Bull	46	Patrick	56	Patrick Deane	65
John Bull	47	Patrick	57	Patrick Deane	66
John Bull	48	Patrick	58	Patrick Deane	67
John Bull	49	Patrick	59	Patrick Deane	68
John Bull	50	Patrick	60	Patrick Deane	69
John Bull	51	Patrick	61	Patrick Deane	70
John Bull	52	Patrick	62	Patrick Deane	71
John Bull	53	Patrick	63	Patrick Deane	72
John Bull	54	Patrick	64	Patrick Deane	73
John Bull	55	Patrick	65	Patrick Deane	74
John Bull	56	Patrick	66	Patrick Deane	75
John Bull	57	Patrick	67	Patrick Deane	76
John Bull	58	Patrick	68	Patrick Deane	77
John Bull	59	Patrick	69	Patrick Deane	78
John Bull	60	Patrick	70	Patrick Deane	79
John Bull	61	Patrick	71	Patrick Deane	80

LONDON: BOOSEY & Co., 295, Regent St., W.

2d THE (2d)

# AQUARIUM

## SONGSTER,

Containing the Newest and most Popular Songs now being Sung with

### A COLLECTION OF FAVOURITE SONGS,

- The Road to Ruin
- The Postman
- Three Small Crows
- The Gate
- Little Annie Rooney
- Looking for the Owner
- They Never will Invite you any More
- We've Lived Together, We've Died Together
- Don't Leave Your Father in the Future
- Our Village
- Ask a Policeman
- You Can Tell Where He's Been
- Old Maids and Young Maids
- Young Men Taken in and Done For
- The Automatic Machine
- Rather More
- White Wings
- Not a False Alarm
- Not Winded
- The Belles of London
- The Parrot and the Parson
- On Guard
- Many a Time

**Old Maids and Young Maids.**  
Music Published by Francis Bros & Day, 195, Oxford Street, W.

In this glorious City, London, there are many sights we see, That visitors no doubt think very strange: Two country cousins came to town, a week to spend with me. And thought it was a very pleasant change.

And while I turned unto a fiend a word or two did say, My cousins in an instant from me steered: At one o'clock outside Romano's both of them I found. A girl upon each arm, they looked so grand. They properly were treated and to this day they declare, The only place in London is the Strand.

We dined at the Criterion, the Haymarket stroll'd down. At Charing Cross they made a sudden stand: And gazed with admiration upon famed Trafalgar Square. But this is what they thought about the Strand—

**White Wings.**  
Music Published by Francis Bros. & Day, 195, Oxford Street, W.

Old maids, young maids, barmaids parlour-maids Like to toddle up and down the Strand, Haughty girls, snooty girls, rorty girls, all sorts of girls You can see them walking hand in hand: Soldiers, sailors tinkers and tailors, Railway porters letter sorters, talk to parson's pretty daught'ers

Sail home! as straight as an arrow, My yacht shoes along on the crest of the sea: Sail home to meet my Maggie Darrow, In her dear little home she is waiting for me. Heigh ho! where the cliffs they are craggy, There's where the girl of my heart waits for me. Heigh ho! I long for you Maggie, I spread out my 'white wings, and sail home to thee, Yo ho! how we go! how the winds blow!

For they had never seen the like before: At the Vaudeville Theatre came the greatest treat of all.

'White wings' they never grow weary, They carry me cheerfully over the seas; Night comes, I long for you dearie, I'll spread out my 'white wings' and sail home to thee

They shout'd Strand, they should have said encore. In the middle of the third act one of them fell fast asleep. It really must have sounded rather queer. For when I tried to wake him, he in voice so hoarse and deep, Murmured loud enough for everyone to hear—

Sail home! to love and caresses, When Maggie my darling, is there at my side; Sail home! blue eyes and gold tresses! The fairest of all is my own little bride, Sail home! to part from thee never, Always together life's voyage shall be Sail home! to love thee forever, I'll spread out my 'white wings' and sail home too thee, Yo ho! how we go! how the winds blow!

We came outside and saw the fairies all in grand array, In fact just then the Strand all life appeared,



Full-music size (12x15 inches) sheet music for 2s

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## Assurance of Quality

### Lithography (Beecham's)

Andante non troppo.



*p*

1. What's this dull town to me? Ro - bin's not near.  
2. What made th' as - sem - bly shine? Ro - bin A - - dair;  
3. But now thou'rt cold to me, Ro - bin A - - dair;

*p*

*p*

### Type

(Novello; notice slight breaks in the staves, uniform and clinical appearance.

See Rowland, David (2019). "Music Publishing in Britain ca. 1840-1900.")



Handel's "Messiah."—Novello's Edition.



# Assurance of Quality

**BEECHAM'S**  
**MUSIC**  
**PORTFOLIO.**  
Vol. 6.  
**REVISED EDITION.**  
**CONTENTS.**

161. I LOVE THE MERRY	166. THE LASS THAT LOVES A
162. TEACHING McFADDEN TO	167. BANS PEUR
163. WILL YE NO COME BACK	168. WHEN THE TIDE COMES IN
164. HEARER MY GOD TO THEE	169. PICTURE WITH ITS FACE
165. THE JOYFUL PEASANT	170. I'M A MERRY ZINGARA
166. THE COWS ARE IN THE	171. THE WHITE SQUALL
167. MAID OF LLANGOLLEN	172. SINGERE LOVE GAYOTTE
168. THY WILL BE DONE	173. CLOSE THE SHUTTERS
169. AULD ROBIN GRAY	174. DOWN BY THE RIVER SIDE
170. CHRISTMAS PIECE	175. A SOLDIER AND A MAN
171. THE WISHING GATE	176. TH' LITTLE SAWY LAD
172. M'RRYL TLE FAT GREY MAN	177. McGEES BACK YARD
173. RING THE BELL WATCHMAN	178. THE SOLDIER'S TEAR
174. THE OUTCAST UNKNOWN	179. LES ADIEUX ( <i>Beecham's</i> )
175. BLUE BELLS OF SCOTLAND	180. TIPPERARY CHRISTENING

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**A WONDERFUL MEDICINE**

**BEECHAM'S PATENT PILLS.**  
SHELENS LANCASHIRE



# Gender Demographics

PRICE TWOPENCE - PER POST THREEPENCE

**BEECHAM'S**  
**MUSIC**  
**PORTFOLIO**  
**VOL. 2**

**CONTENTS**

31. GOOD LUCK TO BEECHAM'S PILLS	46. AULD LANG SYNE.
32. WAFT HER, ANGELS,	47. WHITE WINGS
33. HE SHALL FEED HIS FLOCK	48. SALLY IN OUR ALLEY
34. LORD! REMEMBER DAVID	49. THE THORN
35. ANGELS EVER BRIGHT	50. BAY OF BISCAY.
36. HE WAS DESPISED	51. THE BROKEN RING
37. PIOUS ORGIES	52. THE HARBOUR LIGHTS
38. BUT THE LORD IS MINDFUL	53. KISSES: "FAWNS' CUP SONG."
39. JERUSALEM	54. DEATH OF NELSON
40. THE PASTORAL SYMPY	55. PRINCE LEOPOLDS G.P.
41. WE'RE A' NODDIN'	56. ST. HELEN'S WALTZ
42. THE BELLS OF ABERDOVEY	57. DRINK TO ME ONLY
43. VICAR OF BRAY	58. THE BANKS OF ALLAN WA
44. MILL WHEEL	59. HERES TO THE MAIDEN
45. LAST ROSE OF SUMMER	60. RUDDIER THAN THE CHERRY

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B.F. ALLEN & CO.  
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BEECHAM'S PATENT PILLS  
365 & 367 @ N. 1st. N.Y.

Covers of "Numbers" printed in America feature portraits of women



# Gender Demographics

## ADVICE TO FEMALES OF ALL AGES.

There are two very critical and dangerous periods in the age of women. Females from sixteen to twenty-five, that are subject to obstructions or irregularities in their periodical ebblings, let them beware and remove the cause before it is too late. Thousands of females are carried to the grave by Consumptions, Declines, and other diseases of a fatal character, before they reach the prime of life, through carelessness or wilful neglect, at this critical period. I myself have seen hundreds of females under twenty years of age,—particularly females in the manufacturing districts, working in factories, labouring under depression of spirits, shortness of breath, tightness in the chest, with difficulty in breathing, sometimes attended with a short, dry cough, with loss of appetite, loss of memory, loss of sleep,—in fact, loss of all the proper energies of life, and very far on the high road to consumption, through neglect, and disobeying the laws of nature at this dangerous period. Females, as soon as they find a change take place, or any obstruction, let them take two of Beecham's Pills morning and night, drinking, after each dose, a cup full of strong penny-royal tea, and they will not fail to bring about all that is required, and if there is any pain or swelling in the legs or feet, put them in warm water for about ten minutes at bed time. Great care must be taken to keep the feet dry and warm, and to avoid putting the hands in cold water.

No female need despair of a cure, however bad or long-standing her case may be, if she will but persevere according to the above directions. She must abstain from all kinds of acids, and take plenty of out-door exercise.

Females going through that period called the "Turn of Life."—**BEWARE!** It is a turn which leads thousands to the grave. From FORTY to FIFTY is the most critical and dangerous period in the age of a woman. The humours which for many years have been carried off monthly, by the common course of nature, are now left to float about in the body, and if allowed to remain they corrupt the blood and all the fluids of the body, by which they bring on the most terrible and dangerous diseases, which very often destroy life, or else so undermine the health, and break up the constitution, that the remainder of her days are rendered completely miserable.

How many females do we see daily around us, who are suffering from Indigestion, with loss of Appetite, Bilious and Liver Complaints, in a most distressing manner; lowness of spirits, with a great depression of the nervous system. Others again suffering with bad legs, swellings and stiffness of the joints, rheumatism, dropsies, and a thousand other distressing complaints.

Beecham's Pills have saved the lives of thousands of females who have tried other medicines, and given themselves up to despair. Let every female, as soon as she finds a change coming on, take four or five of the Pills every day for a week or two, and afterwards take them four or five days in every month, and by doing so they will assist nature to carry off all gross humours, purify the blood, strengthen and invigorate the nervous system, and lay the foundation of health and strength. No female need despair, but let her make a trial of these excellent Pills, and she will find them more precious than gold or silver.

Instructions for the pills. Beecham's Archives

A WONDERFUL MEDICINE.

## BEECHAM'S PILLS



ARE universally admitted to be worth a Guinea a Box for Billious and Nervous Disorders such as Wind and Pain in the Stomach, Sick Headache, Giddiness, Fullness and Swelling after Meals, Dizziness and Drowsiness, Cold Chills, Flushings of Heat, Loss of Appetite, Shortness of Breath, Costiveness, Scurvy and Blotches on the Skin, Disturbed Sleep, Frightful Dreams, and all Nervous and Trembling Sensations, &c. The first dose will give relief in twenty minutes.

Every sufferer is earnestly invited to try one box of these Pills and they will be acknowledged to be

WORTH A GUINEA A BOX

For females of all ages these Pills are invaluable, as a few doses of them carry off all humours, and bring about all that is required. No female should be without them. There is no Medicine to be found equal to Beecham's Pills for removing any obstruction or irregularity of the system. If taken according to the directions given with each box, they will soon restore females of all ages to sound and robust health. This has been proved by thousands who have tried them and found the benefits which are ensured by their use.

For a Weak Stomach, Impaired Digestion, and all Disorders of the Liver, they act like magic, and a few doses will be found to work wonders on the most important organs in the human machine. They strengthen the whole muscular system, restore the long lost complexion, bring back the keen edge of appetite, and arouse into action with the rosebud of health the whole physical energy of the human frame. These are FACTS testified continually by members of all classes of society, and one of the best guarantees to the Nervous and Debilitated, is BEECHAM'S PILLS have the Largest Sale of any Patent Medicine in the world.

Ad in Cheshire Observer, 1897

“For females of all ages these Pills are invaluable, as a few doses of them carry off all humours, and bring about all that is required... There is no Medicine to be found equal to Beecham's Pills for removing any obstruction or irregularity of the system...”

“These are FACTS testified continually by members of all classes of society...”



# Gender Demographics

**To our Readers.**

THIS exquisite illustration, which is perhaps the most artistic study yet produced in the form of an advertisement, depicts **Health Crowning Beauty.**

HEALTH, ever ready to admire, is disclosing the all important secret that to retain her charms, and enjoy the blessings of their possession, BEAUTY must avail herself of those provisions which science has discovered to repel or cure disorders, the promoter of which is **BEECHAM'S PILLS.**

*A Wonderful Medicine, and justly worthy of its enormous Popularity.*

**BEECHAM'S PILLS.**

TRADE MARK

WITHOUT A RIVAL

THROUGHOUT THE WORLD.

**WORTH A GUINEA A BOX.**

**GOOD LUCK TO BEECHAM'S PILLS.**

By an Amateur.

*Allegretto.*

while I have them in the house, I'm safe from doctors' bills,

I wish I were in Ch...

thousand blessings on the name of Beecham's splendid Pills. Pills.

longer here I real ly sh...

scarce know what to do,

too; But of these blest

Beecham's Portfolio, Vol. 2.

2

She really was quite hideous, and all kinds of things she tried;  
The doctors too no good could do, though I stood by her side  
And paid for all that they prescribed; yet true, though strange to say!  
She took some Beecham's Pills, and all her ailments went away!  
Yes, all her ailments now are gone, and all her love for me  
Has vanished too, through Beecham! It's all him, for don't you see  
His pills transmogrified her and she's wed the squire's son!  
I wish that Beecham and his pills were both in Kingdom Come!

(Spoken.) Yes, she paid him his one and three halfpenny fee two or three times,  
and she began to feel good-looking and some-one else thought so, too, and he backed  
out his opinion in a fashion that doesn't suit me at all, and now he helps her to  
sing - CHORUS.

3

Her whole appearance was so changed, she sought for higher game  
Than me, I wasn't good enough! but no one seems to blame  
The squire, or her, or Beecham, or even Beecham's Pills;  
They say she's ne'er without them, for they cure most pains and ills.  
I wonder if they'd cure me of this, a breaking heart?  
I think not, for their very name shoots through me like a dart;  
I'll try them when the lakes dry up, and rivers change to rocks,  
But not till then, though Beecham swears, they're worth a guinea a box.

(Spoken.) And so does she, or she wouldn't be always howling - CHORUS.

Beecham's Portfolio, Vol. 2. Good luck to Beecham's Pills.

“She really was quite hideous,  
And all kinds of things she tried;  
The doctors too no good could do,  
Though I stood by her side...

His pills transmogrified her  
And she's wed the squire's son!  
I wish that Beecham and his pills  
Were both in Kingdom come!”

From Volume 2

“Health Crowning Beauty” ad. Illustrated London News 1887



# “What are the Wild Waves Saying” Campaign

**WHAT ARE THE WILD WAVES SAYING?**  
Words by J.E. CARPENTER. Music by STEPHEN GLOVER.  
Paul.

*Audante con espress:*  
1. What are the wild waves say - ing,  
2. Yes! but the waves seem e - ver

Sis - ter the whole day long; That e - ver amid our play - ing,  
Sing - ing the same sad thing; And vain is my weak en - deavour To

*agitato.*  
hear but their low, lone song? Not by the sea - side on - ly,  
guess what the sur - ges sing. What is that voice repeating?

*Dim.*  
There, it sounds wild and free; But at night, when 'tis dark and lone - ly, In  
E - ver by night and day? Is it a friendly greeting, Or a

*Dim.*  
dreams it is still with me.... But at night, when 'tis dark and lone - ly, In  
warning that calls a - way?.... Is it a friendly greeting, Or a

Beecham's Portfolio, Vol. 5.

By Stephen Glover ca. 1853, based on Dicken's *Dombey and Son*. From Volume 5

“It is something greater that speaks to the heart alone / The voice of the great Creator Dwells in that mighty tone.”

JULY 29, 1887 THE ILLUSTRATED LONDON NEWS 115

**WHAT ARE THE WILD WAVES SAYING?  
TRY BEECHAM'S PILLS.**



**THE WORLD'S MEDICINE.**  
From the earliest days of medicinal science no antidote has achieved such a reputation as  
**BEECHAM'S PILLS.**  
Their fame has reached the uttermost parts of the earth; their curative power is universally acknowledged to a degree unprecedented in the annals of physical research; and it is echoed from shore to shore that for Bilious and Nervous Disorders, Indigestion with its dreaded allies, and for assisting Nature in her wondrous functions, they are  
**WORTH A GUINEA A BOX.**

Illustrated London News 1887



# "What are the Wild Waves Saying" Campaign

416 THE ILLUSTRATED LONDON NEWS SEPT. 27, 1890

TRY BEECHAM'S PILLS  
WORTH A GUINEA A BOX

The Old, Old Story!  
Try Beecham's Pills.

London: Printed and Published at the Office, 39, Strand, in the Parish of St. Clement Danes, in the County of Middlesex, by EDWARD BEECHAM, 104, Strand, Strand.—SAYCRAFT, SEPTEMBER 27, 1890.

172 THE CHEMIST AND DRUGGIST July 31, 1897

Memorandum from  
**THOMAS BEECHAM**  
PROPRIETOR OF  
**BEECHAM'S PILLS.**  
**SHELENS,** Lancashire  
ENGLAND

To The Editor of the  
"CHEMIST AND DRUGGIST"  
42 Cannon Street,  
LONDON

31st July, 1897

**BEECHAM'S PHOTO-FOLIO.**

Dear Sir,—

I have received such a large number of inquiries re the above from the Trade, that I shall be glad if you will publish particulars of same in your Summer Issue.

Beecham's Photo-folio comprises upwards of Two Thousand photographic reproductions of selected views of Great Britain and Ireland. The series has been published in book form, each book containing 24 choice views (5 in. by 3½ in.) in local combination, artistically printed on specially prepared English made paper, to be sold for One Penny each volume. The placing of an order for over FIVE MILLION books is the main reason that they are such "marvellous value for the price."

As many Chemists, especially those in seaside places and tourist resorts, find it to their advantage to stock the books, I give below my wholesale terms

A list of the volumes will be sent on application

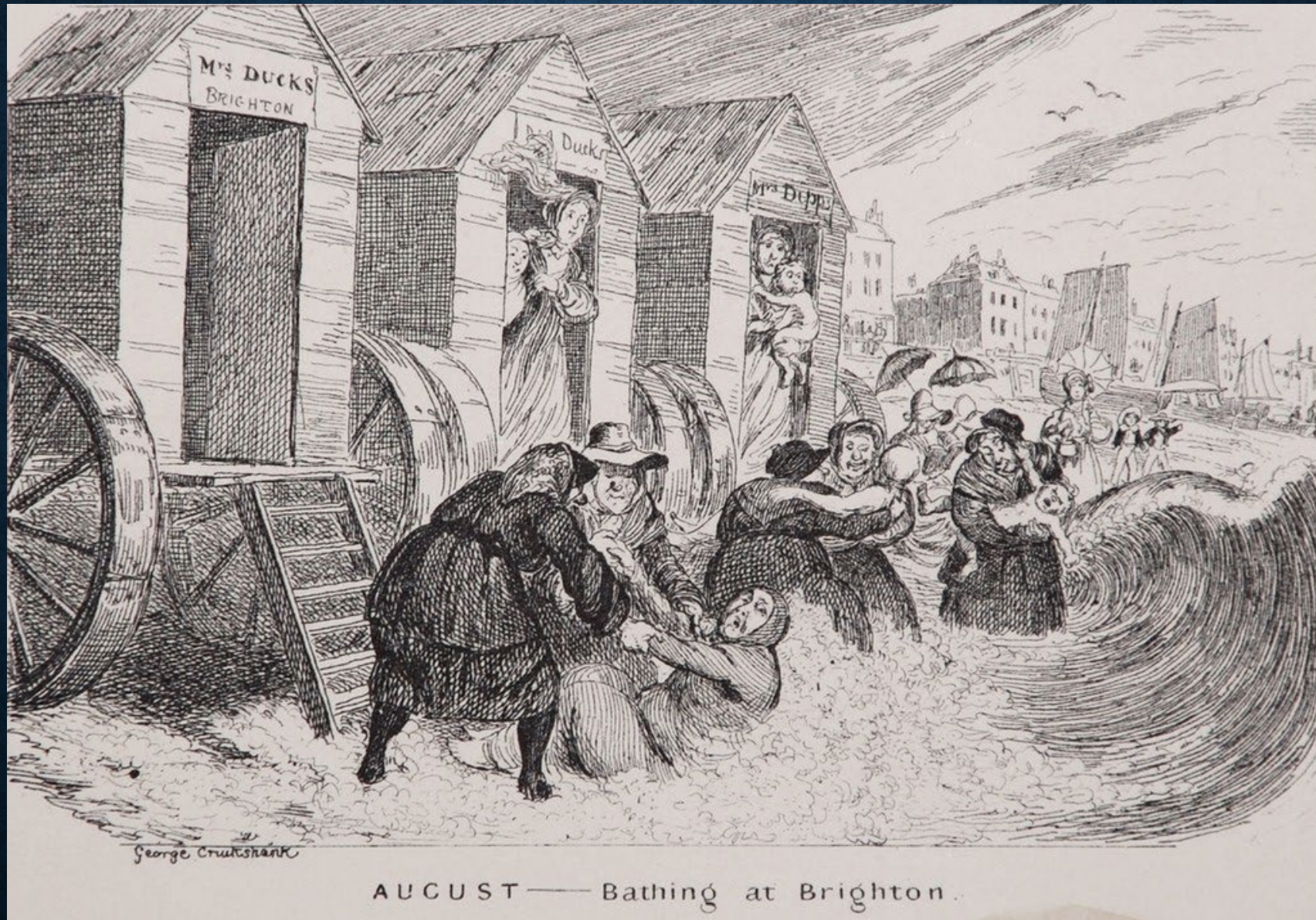
Yours faithfully,  
*Thos Beecham*

TERMS. 5 gross, 8/- per gross of 144.  
10 " 7/9 " " " Carriage Paid  
50 " 7/- " " "

"As many Chemists, especially those in seaside places and tourist resorts, find it to their advantage to stock the books, I give below my wholesale terms..."



“What are the Wild Waves Saying” Campaign



George Cruikshank (1792 -1878) – August: Bathing at Brighton. Artstor.



“What are the Wild Waves Saying” Campaign


“AFTER THE BALL IS OVER”  
Take BEECHAM'S PILLS



He: “The exactions of social life, the strain consequent upon late hours, late suppers, and the indulgence of one thing and another, make it advisable to—ah—ah—”  
She: “Yes, I know; they're worth a Guinea a Box, and you think of your head in the morning.”

London illustrated News 1894

After a heavy meal

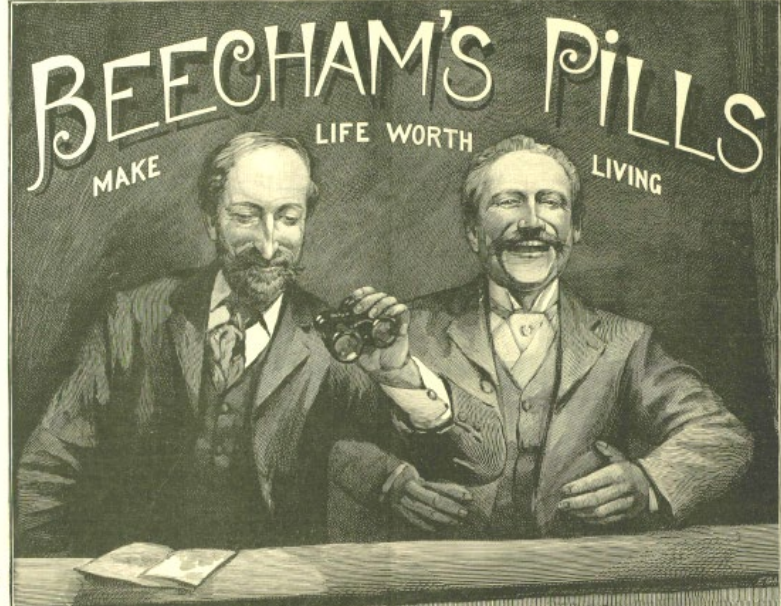


take  
**BEECHAM'S PILLS**  
*and laugh at indigestion.*

Windsor Magazine 1900

THE ILLUSTRATED LONDON NEWS, Feb. 11, 1899.—210

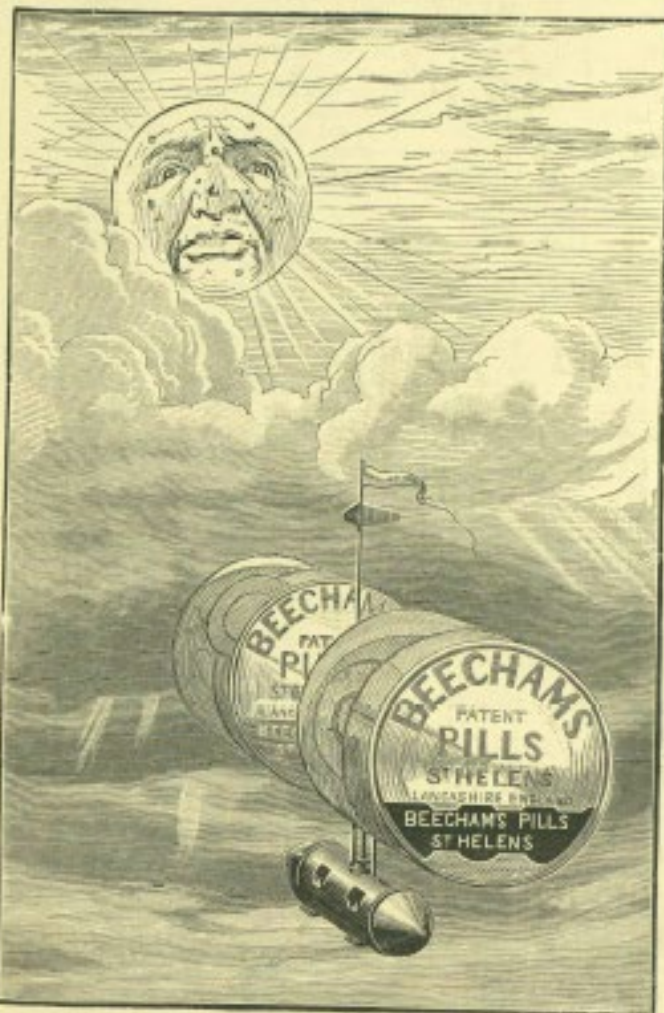
**BEECHAM'S PILLS**  
MAKE LIFE WORTH LIVING



London illustrated News 1899



# SUNSPOTTERY.



It is a matter of wonderment that no Country, Society, or Crank has come forward with any suggestion to rid the genial old Sun of the spots which now distort his visage. The Proprietor of Beecham's Pills has been dreaming that they may be "pimples that come with the Spring," and if such be the case he recommends his Pills (which he takes himself) for removing them. When he has perfected his flying machine, and can see a less hazy mode of conveyance than that depicted by the artist in his flight of fancy, in the interests of Science he will publish further plans and particulars.

Quoth the Sun, "These horrid spots  
Must appear as ugly blots,  
And they 'll put it down to liquor when it's not, not, not.  
Here comes Beecham with his Pills,  
And he'll quickly clear my gills,  
Which are just a little hot—eh, what? what? what?"



# A FEAST OF REASON FOR THIS CHRISTMAS SEASON

**M**ANY READERS of this paper will be wondering if the Proprietor of “BEECHAM’S PILLS” is bringing out something fresh this Christmas, in order to remind them (as he has done in novel ways several consecutive Yuletides) that his Pills are “Worth a Guinea a Box,” and the following is the plan hit upon. Any reader, residing in the United Kingdom, who sends promptly a Postal Order for One Shilling, payable to THOMAS BEECHAM, St. Helens, will receive, without delay, a parcel containing the following—

**A CALENDAR.**—Red Cloth, Blocked in Gold, 6½ in. by 4 in., either to stand or hang, with tear-off leaf for each day printed in black and red, giving length of day and quarters of the moon; equal to anything sold at One Shilling.

**A TUBE OF BEECHAM’S TOOTH PASTE.**—Advertised at 1s. each, and never yet sold, even by stores, below 9d. Anyone who has previously tried this Tooth Paste will appreciate this chance of getting a bargain, and those who have not had better avail themselves of the opportunity.

**A YARD TAPE MEASURE,** made of untearable linen, with inches and sixteenths clearly printed thereon. The measurement is reliable, and the tape will be a lasting handy commodity.

**A VOLUME OF MUSIC.**—Beecham’s Music Portfolio, Volume 5, just published, containing—  
Maggie Murphy’s Home—The Irish Emigrant—The Old Folks at Home—I’ll take you Home again, Kathleen—Rock-a-bye, Baby—Fairy Wedding Waltz—Only to see her Face again—Charity—A Flower from Mother’s Grave—Hearts and Homes—The Farmer’s Boy—The Low-backed Car—The Diver—The Gipsy Countess—Phyllis is my only Joy—What are the Wild Waves Saying—Cherry Ripe—The Spanish Cavalier—The Better Land—The Auld House—The Best of Friends must Part—The Minstrel Boy—Foot & in Jive Folks—The Harp that once through Tara’s Halls—Annie Laurie—Weed may the Keel Row—Consider the Lilies—In Cellar Cool—The Meeting of the Waters—Ta-ra-ra Boom-de-ay March.

Those musical readers who are not the lucky possessors of Volumes 1, 2, 3, and 4, each of which contains thirty different pieces of Music (either old gems, or some of the most popular songs of the day), can have the same sent with the “Feast of Reason” parcel by sending One Shilling extra; or any single volume at Threepence each extra.

**ORACLES.**—These have been some time before the public, but are in as great demand as ever. A supply will be sent with each parcel gratis.

The loss on each parcel is considerable, and the supply is therefore limited. There is no guessing or prize competition about this; it is simply a matter of sending One Shilling, and getting more than double its value. If anyone is dissatisfied, they can return the parcel, post paid, and their money, less first cost of postage, will be returned; and any Shillings received after the parcels are exhausted will be at once refunded.

Write *EARLY* and write *CLEARLY* to  
**THE PROPRIETOR OF “BEECHAM’S PILLS,”**  
*ST. HELENS, Lancashire.*

—\* DON’T TURN OVER \*—  
UNTIL YOU HAVE READ THE ABOVE.



# "What are the Wild Waves Saying" Campaign

Owned by Edith E. Smith, licensed music teacher

*Edith E. Smith*  
PRICE TWOPENCE - PER POST THREEPENCE.

**BEECHAM'S**  
**MUSIC**  
**PORTFOLIO.**

Vol. 20.

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RETAILED UNDER COST PRICE.

**A WONDERFUL MEDICINE.**

8  
I'LL TAKE YOU HOME AGAIN, KATHLEEN.  
THOS. WESTENDORF.

Andante espressivo.

Beecham's Portfolio, Vol. 5.

Volume 5 held from St. Helens archive, with tonic sol-fa notation



## “What are the Wild Waves Saying” Campaign

The Tonic Sol-fa movement **touched almost all efforts for the elevation of mankind...** [T]he method was the indirect means of aiding worship, temperance and culture... **The artistic aspect of the work done by the sol-fa method is indeed less prominent than its moral and religious influence.**

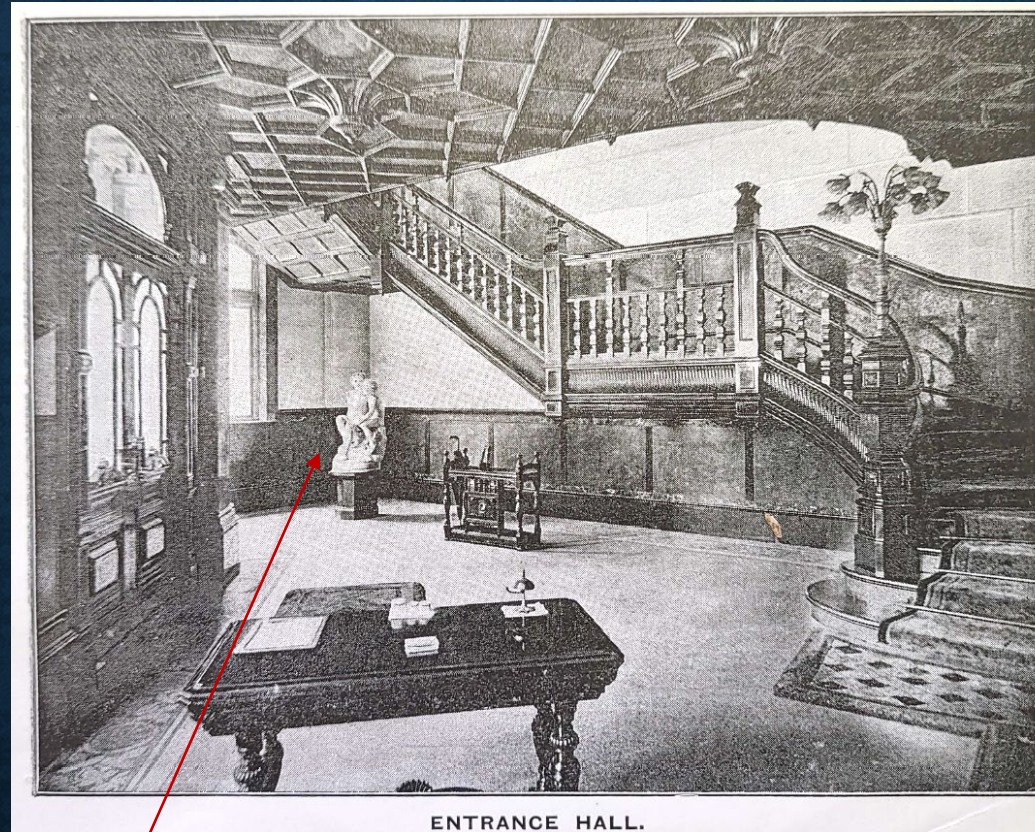
-John Spenser Curwen, *Memorials of John Curwen* (1882).



# “What are the Wild Waves Saying” Campaign



Cast of sculpture by J.A. Raemaker



*In situ*



Inside back cover of Volume 5