

January/February 2020

MEDICAL SERVICES **RETURN TO ELVERSON** - Elizabeth Winfrey

inor illness and injury make up a majority of the reasons for a trip to the doctor. But it can be challenging to wait weeks or even months for the next available appointment with a primary care physician or travel out of town to an emergency room. Statistics show that

many people put off medical care because they don't want to travel a long way, wait an unforeseeable amount of time. and pay a premium fee at an ER. For awhile

Business partners Justin Pepperling & Dr. Gary Herring

now, there hasn't been a local alternative for situations that require immediate medical attention but are not lifethreatening. Now, the

communities in and around Elverson Borough have easy access to quick, costeffective medical care for everything from a sinus infection or strep throat, to a fracture or a cut that may need sutures.

At A-Z Urgent Care, patients can walk in and receive personalized medical care from 7am to 7pm every day, including

weekends and holidays. With no appointment, patients are seen by a highlyskilled emergency physician and responsive medical staff. A-Z offers medical and wellness services including employer health services, DOT screenings, sports physicals, pre-employment physicals,

> regulatory exams, injury evaluation for worker's compensation and travel medicine.

The locally-owned company is a dream partnership between Pennsylvania native, Dr. Gary Herring and

business partner, CEO Justin Pepperling, a longtime friend and healthcare director. They modeled the patient-centric urgent care around providing personal, compassionate medical attention

from a physician-led team.





LIVINGOOD PARK: WHAT'S IN A NAME?

Elverson History: Patent Medicine with Elverson Endorsers Stirs Temperance Movement

Chris Cameron

he Borough's Livingood Park provides recreational fun for all to enjoy. It has two baseball diamonds, a soccer field, a footpath, a playground, a pavilion, gazebos, and even a lending library. The park has functioned for generations to bring the community together from hosting Easter egg hunts to the annual Elverson Day celebration.

Taking part in Livingood Park's amenities is a way for visitors to "live well" or "live good." But where did our park get its unusual name?

The Park is named after the Livingood family from Elverson and their name has served as both inspiration and as an advertising catchphrase.

A search of the Library of Congress' Historic American Newspapers database revealed an advertising campaign that featured Mr. and Mrs. Adam Livingood of Elverson, PA that circulated throughout national newspapers between 1902 and 1903.

Papers as far away as the *San Francisco Call* and the *Omaha Daily Bee* ran advertisements praising the longevity of Adam Livingood and his wife, apparently married 65 years in 1902 when Mr. Livingood was 91 and Mrs. Livingood was 86.

What was the secret to their ripe old age? According to the advertisement, drinking healthy doses of alcohol was their tactic to "living good."

The advertisements feature stoic looking sketches of Mr. and Mrs. Livingood below a headline which reads: "Ripe Old Age: Duffy's Pure Malt Whiskey has prolonged their happy union many years beyond the three score and ten."

The advertisement, written to appear as a legitimate news

article, purports to give the testimony of Mr. Livingood who supposedly attributed his "excellent health" and old age to "taking in small quantities every morning and evening for a number of years . . . giving [him] renewed strength and prolonging [his] life. [His] wife never fails to take this Whiskey on retiring. She is also in perfect health."

The announcement says that the spirit has prolonged thousands of other lives just like Mr. and Mrs. Livingood, curing everything from "grip, consumption, bronchitis, catarrh, asthma, malaria, dyspepsia, and invigorates the brain."

Doesn't alcohol dull the brain? Nonetheless, this whiskey was so amazing it helped Mr. Livingood with his "farm work" making "the old young again" and was the only whiskey "recognized by the government as a medicine prescribed by over 7000 doctors saving the lives of millions of people" sold by druggists, grocers, or direct for \$1 a bottle. Sounds like a wonder.

Duffy's Pure Malt Whiskey was produced out of Rochester, NY and they certainly weren't the first company, or the last, to engage in deceptive advertising, but their campaign blitz was as false as they come. Duffy's dishonest ads were found to be libelous enough that the company ended up in litigation that made its way to the U.S. Supreme Court.

So how did a company hundreds of miles away from our Borough manage to recruit two elderly Elverson residents in its "medicinal" campaign that captured the attention of a muckracking journalist whose work helped propel the creation of the Food and Drug Administration? Continue reading in our next installment as we unlock Elverson history.







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Send your Elverson news and stories to our editor at brenda@stoltzfus.com by February 15 or call her at 610.286.5115. Newsletters can be found on elversonboro.org.

PRST STD US POSTAGE PAID READING, PA PERMIT #415



Radar Signs Have Arrived

As you may have noticed, the new speed radar signs have been installed at the East and West ends of the Borough along Main Street. Borough Council Members had planned for the signs to be installed after the completion of the Main Street Project, in anticipation that the smooth and improved roadway would create an increase in vehicles traveling at a speed in excess of the posted limit.

These signs are meant to be a reminder to please slow down as you are entering the Borough. Your efforts in keeping your community safe by following the 35 MPH posted speed limit is greatly appreciated.



Santa's Helpers Arrive in Elverson—Jody Phillips

At noon on Sunday, December 22, a crisp early winter day, two of Santa's helpers arrived at the Twin Valley Fire Department and climbed aboard TVFD fire trucks with bags full of candy canes for good little boys and girls. One Santa rode the ladder truck through the streets of Elverson Borough and Morgantown and the other climbed atop the rescue van for a trip around the nearby countryside. Their journey will take all afternoon, with the trucks not due back into the station until about 6 pm.

Thank you, members of the Twin Valley Volunteer Fire Department, for sharing another year of Christmas spirit with Elverson children.

