

March/April 2020

Physical Therapist Joins Genesis Chiropractic on South Pine Street

r. Cole Chamberlin, PT, DPT is pleased to announce the opening of his physical therapy practice in the community of Elverson. Dr. Cole has dreamed of developing a practice that he could use to serve others. This desire to help others has led to

the formation of Impact
Physical Therapy and Rehabilitation. Dr. Cole has been familiar with the area for many years, visiting family in North Coventry and attending Lebanon Valley College in Annville, PA. While in graduate school at Lebanon Valley, he received his Doctorate of Physical Therapy and established his niche within the healthcare community over the past several years.

Impact Physical Therapy and Rehabilitation is a company dedicated to setting the "gold standard" of care in skilled therapeutic/rehabilitative services. Dr. Cole offers high-quality, one-on-one care through a variety of manual techniques, corrective exercise, and neuromuscular re-education. He specializes in orthopedic and sport-related injuries, neurodegenerative disorders, vestibular and post-concussion rehabilitation, chronic pain syndromes, and a large spectrum of other health-care related disorders.

Dr. Cole strongly believes that there is a greater purpose far beyond the basic concepts

of exercise. His physical therapy practice has the unique potential to serve as a platform for development of positive relationships, personal health goals, and functional recovery. When used effectively in this manner, you are no longer viewed as "just another patient". Dr. Cole is excited to begin this adventure to further assist those in need within the Elverson community.



Impact Physical Therapy and Rehabilitation is located on 102 S Pine St, in the same building as Genesis Performance Chiropractic. Contact information—610-286-0004, www.impractptr.com and also on facebook.



Another business new to Elverson is **Side Street Salvage** on Park Ave. Drop in to appreciate the interesting assortment of vintage items gorgeously displayed in their spacious store. *They are open Wednesday to Sunday, 10-5.*



Livingood Part II: Alcohol Advertisements and The Great Fraud

Chris Cameron

WALTER BERNARD DUFFY

"Gullible America will spend this year some seventy-five millions of dollars in the purchase of patent medicines. In consideration of this sum it will swallow huge quantities of alcohol . . . and in excess of all other ingredients, undiluted fraud."—Samuel Hopkins Adams (Collier's, 1905).

Mr. and Mrs. Adam Livingood, the namesake of our Borough Park, were caught up in a fraudulent national advertising campaign at the turn of the Twentieth Century helmed by a New York distiller whose sly business prac-

tices found him embroiled in lawsuits, including a 1909 civil libel action against him that was heard by the U.S. Supreme Court.

My curiosity stirred after finding fraudulent patent medicine advertisements from 1902 and 1903 featuring the Livingoods of Elverson featured in national newspapers, which are documented on the Library of Congress' Historic American Newspapers database. Duffy's Pure Malt Whiskey success in the early part of the Century certainly owes some of its success to the Livingoods, whose longevity found its way into readers' minds in papers as diverse as the Pickens Sentinel (South Carolina) and the Deseret Evening News (Utah).

Duffy's claimed to cure everything from consumption to epilepsy. It was a low grade whiskey and wasn't found to cure anything. In essence it was a "nostrum": a medicine of secret composition recommended by its preparer but without scientific proof of its effectiveness.

The American Medical Association tried to bring the evils of this quackery to the public's attention by disproving the fake testimonials used by advertisers such as Duffy.

Walter B. Duffy inherited his family's Rochester Distilling Co. in the 1870s, but was forced into bankruptcy by 1886. But Duffy turned his debt around and created an even stronger company through his false advertising.

Other advertisements from Duffy's company feature headlines such as: "Spring Time is Tonic Time"; "Rev. Dr. Macleod Thanks God for Duffy's"; "Clergymen Endorse Duffy's." He even had endorsements from physicians praising the benefits of his whiskey. The company had a way of attracting attention.

Duffy landed in court over an advertisement that sent the Chicago Sunday Tribune the wrong picture. In Peck v. Tribune Co., 214 U.S. 185 (1909) the litigation made it to the Supreme Court. The Court reversed two

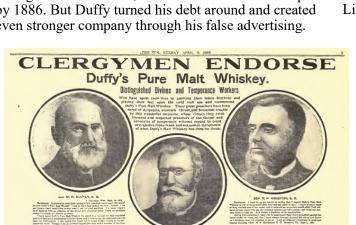
> lower court decisions that had dismissed the libel claims of the plaintiff, who claimed that she was not a nurse, as the advertisement claimed, and would never recommend the whiskey.

> At the time the word "malt" conveyed medicinal qualities. The muckraking investigative journalist Samuel Hopkins Adams wrote an expose of patent medicines in 1905 ("The Great American Fraud" published in Collier's Weekly) arguing that Duffy's Malt Whiskey was a con and most definitely not a medicine. That same year in another legal case, the New York Supreme Court determined that Duffy's was a liquor, not a medi-

Adams wrote that one of the "clergy" in Duffy's endorsements ran a "Get-Married Quick Matrimonial Bureau" and was paid \$10 for his photo. Adams claimed that Duffy's employees tricked some of the physicians into providing testimonials telling them that they would not be used for advertising.

Adams' investigative work gave way to the passage of the Pure Food and Drug Act in 1906, the first of a series of consumer protection laws enacted by Congress and led to the creation of the Food and Drug Administration.

Check back next time as we uncover how the Livingoods came to endorse Duffy's.





Weeding, Pruning and Mulching

(in that order)

Herb Hamilton, Tree Commission Chairperson

pring is around the corner and signs are everywhere. Bluebirds and robins are making the rounds. The days are longer and warm up more quickly. Mulch pallets are in the store parking lots. Yes, it will be nice to get outside and play in the garden again.

If you are like me, seeing the mulch pallets all lined up makes you anxious to get started. A fresh application of mulch will make everything look so nice and fresh. But hold your horses. There are a few things that we need to do before we mulch.

Weeding and general clean up is at the top of the list of our spring outdoor chores. Plenty of winter weeds have germinated and need to be pulled. General clean up is the term for cutting back the Liriope, ornamental grasses and perennials that we left standing over the winter. It's time for final leaf removal as well.

Pruning of our shrubs is next. Shrubs are easy to trim back but you may wonder about when to prune. Remember this. If it flowers in spring, prune after flowering. If it flowers in summer, prune in spring. By the way, Memorial Day is the dividing line for seasonal spring/summer pruning.

Now it's time to edge the beds. Take a spade or flat shovel and restore that edge between the garden bed and your lawn. A nice one to two-inch-deep straight edge gives us a good line that keeps mulch in the bed with a crisp clean look.

Alright, let's apply mulch. Adding one to two inches is fine for established beds. Don't over do it. We want a finished depth of two to three inches. Finally, I apply pre-emergent herbicide to help with weed control. If you have pets that are outside and dig or roll in your beds, skip this step. That's it. All finished.

Enjoy a nice cold Arnold Palmer. You've earned it.



Find Your Elverson Niche

Esther Prosser

Last week I gathered with a few other Elverson enthusiasts to resurrect our Elverson Easter Egg Hunt. Five of us met to discuss the ins and outs of putting together a fun morning on Easter Saturday for kids, their parents and grandparents. Kelly Frizen agreed to lead the effort. Andrew Hageman offered volunteers from Brick Lane Community Church. Maureen Siwik took the huge bins of plastic eggs from earlier years and promised to make order of them. This event will be held Saturday, April 11 at 10 am at the Livingood Park for aged 2-12 years olds. We are hoping to get Twin Valley Coffee there and pick up a bunch of Shady Maple donuts. The TVFD will be present, arriving with the Easter bunny of course. Register your children at the Borough website—www.elversonboro.org. It will help us in our planning.

Not into Easter Egg Hunts? Our Elverson Day committee is meeting for the first time this year on Tuesday, March 10. We are discussing moving the Elverson Yard Sale, that is customarily scheduled in May, to the morning of Elverson Day (always the last Saturday in June). We have secured the fireworks and the West Chester Band. A-Z Urgent Care, new to Elverson, is enthusiastic about contributing. If this event, scheduled for Saturday, June 27 is of interest to you, let me know as we need energy and ideas as we plan for another day of fun for Elverson.

You may know that our newly formed Trail Committee is securing funding for a Trail study so that Elverson resi-

> dents can walk the perimeter of the town safely. We want our town to be known as pedestrian-friendly Elverson.

> Did you know that we are hoping to repurpose the basketball courts at the Borough Hall for pickle ball? I am a tennis player so this pickle ball thing is new to me. But a friend of

mine, Lee Heller, has begun a pickle ball league in Honey Brook and promises to advise me and others as we figure out how to get this going in Elverson.

So find your Elverson niche and jump in because we need all of Elverson to make our greatest square mile even greater. Want to help? Call or email me—484.269.1753, esther@stoltzfus.com.



EASTER EGG HUNT

Saturday, April 11, 10 A.M. Livengood Park, Elverson

For children ages 2 to 12! Easter
Bunny will visit on a Twin Valley
Fire Department truck!
Coffee and donuts will be sold.

Please REGISTER to help us plan at: Elversonboro.org

ELVERSON PARK & RECREATION COMMITTEE







Dr. Leo McCormick
Dr. Darryl Hajduczek
Dr. Leslie Freeman
Dr. Connor McCormick

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

Elverson Borough PO Box 206 Elverson PA 19520

PRST STD US POSTAGE PAID READING, PA PERMIT #415





DATES TO REMEMBER

Elverson Easter Egg Hunt—Saturday, April 11—Livingood Park—10 am
Street Sweeping—April 14—Main Street

Memorial Day Remembrance—Monday, May 25—Elverson Cemetery—10:30 am
Elverson Day at the Park—June 27—Livingood Park—5 pm





