

**Sampling of Prof. Going product advertisements appearing in the *Spirit of the Times* and other publications, 1878-1900**

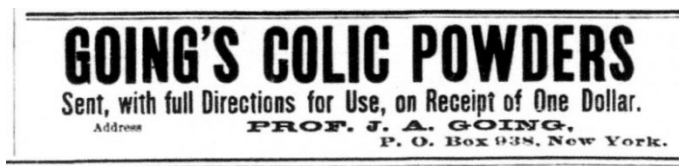


Figure A1. Going's colic powders. *Spirit of the Times*, August 24, 1878



Figure A2. Remedies for Horse Diseases... *Spirit of the Times*, November 1, 1879



Figure A3. Remedies for horse diseases. *Spirit of the Times*, March 24, 1883

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#### PROF. GOING'S COLIC POWDERS.

The great number of valuable horses that die annually, suddenly, from that dreadful disease, colic, and the almost entire helplessness of their owners to check the rapid progress of the disease, has induced the proprietor of Going's Remedies to place on the market a remedy which has proved to be, in nearly every case treated, infallible, and, at the same time, which can be quickly and easily administered. This cure does not deteriorate with age. For a long period it has been used extensively in the great stables of this city, and has been their main reliance on all occasions. The foremen of the leading railroad stables in New York emphatically endorse its merits. Prof. Going has made it his study, with great success, to so condense the active principles of this remedy, that they are now consolidated into a very small compass, enabling it to be administered easily and act quickly, which is vital in checking the rapid strides of the disease. By the prompt administration of this remedy, the disease will very seldom take the form of enteritis (inflammation of the bowels), which is so frequently the follower of colic. The lives of several valuable horses which have recently died might have been saved had this remedy been given to them at the first appearance of the trouble. Chronic scouring also yields to this medicine, but the same rapidity of action must not be expected, as the doses are much smaller, the disease demanding more extended treatment. Full directions accompany each package. Price \$1, sent by mail, post-paid. Address Prof. J. A. Going, P. O. Box 938, New York City.

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#### GOING'S COUGH POWDER.

The universal success which has attended the introduction and sale of Worm Destroyer, Tonic, and Colic Powder, induced Prof. Going to furnish the public with a superior Cough Powder for horses, which will have the combined advantage of cheapness and efficacy for use in cases of cough, catarrh, heaves, and sore throat. Cough not unfrequently culminates, for want of early attention, in thick wind, rupture of the air cells of the lungs, roaring, whistling, short wind, or in what is called being pot-bellied, that is, an unsightly enlargement of the abdomen. Coughing is frequently symptomatic of some irritation of the mucous membrane lining the bronchial tubes, pharynx, trachea (wind-pipe), or any of the air passages, hence the importance of at once administering a remedy which will allay the irritation and cure the cough. The ingredients of which this powder is composed are intended to remedy those evils, and will positively have that effect if properly and timely administered. Prof. Going has, for years, in his private practice, used the medicine which is now offered the public, and with the greatest possible satisfaction. If the cough be chronic and of long standing, it may be incurable, but will be greatly relieved by the administration of the Cough Powder. Parties ordering will please give address in full, with street number. The package will be forwarded by mail on receipt of \$1. Address Prof. J. A. Going, P. O. Box 938, New York City.

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#### GOING'S TONIC POWDER.

Nearly all the benefit derivable from a really good medicine has often been thrown away from the failure to follow it up with reliable tonics, which augment the vigor of the whole body permanently, whilst stimulants act only for a short time. Purchasers may rely upon the maintenance of the high standard in point of purity and efficacy possessed by the above Tonic Powder in the past. Whether given after powerful medicines, or used as a Condition Powder, owners will be in either case more than satisfied when they observe the improved carriage, the glossy coat, and the evident signs of perfect health which this remedy will quickly and surely produce. It is without a rival as a preventive of disease. Parties ordering will please give address in full, with street number. The package will be forwarded by mail on receipt of \$1. Address Prof. J. A. Going, P. O. Box 938, New York City.

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Figure A4. Prof. Going's colic powders... *Spirit of the Times*, March 28, 1883

**PROF. GOING'S**  
**WELL-KNOWN REMEDIES FOR HORSE DISEASES.**

<b>Going's Tonic Powder,</b> The best remedy for all cases of debility, loss of appetite, and general weakness. It is a powerful tonic and restorative, and is the only remedy known to cure all these ailments.	<b>Going's Colic Powder,</b> The best remedy for all cases of colic, whether it be the simple or the complicated form. It is a powerful antispasmodic and is the only remedy known to cure all these ailments.
<b>Going's Cough Powder,</b> The best remedy for all cases of cough, whether it be the simple or the complicated form. It is a powerful expectorant and is the only remedy known to cure all these ailments.	<b>Going's Worm Destroyer,</b> The best remedy for all cases of worms, whether it be the simple or the complicated form. It is a powerful vermifuge and is the only remedy known to cure all these ailments.

**FOR SALE AT AGENCIES IN PRINCIPAL CITIES OF AMERICA.**

Figure A5. Prof. Going's well-known remedies for horse diseases. *Spirit of the Times*, July 17, 1886

**DR. GOING'S HORSE REMEDIES ARE UNSURPASSED!**  
**ASK YOUR DEALER FOR THEM! SEE THAT YOU GET THEM!**

For Particulars address PROF. J. A. GOING, 101 Chambers Street, New York City.

Figure A6. Dr. Going's horse remedies are unsurpassed. *Spirit of the Times*, August 7, 1889

1890. The American Gentleman's Newspaper. 887

**Horsemen Should Use**  
**PROF. GOING'S**  
**GREAT REMEDIES.**

**REMEDIES FOR HORSE DISEASES**  
 Prepared from the Recipes of  
**PROF. J. A. GOING,**  
 For Seven Years Veterinary Editor of  
 THE SPIRIT OF THE TIMES.

**Pair of Barb, Black, H. Fr. Box**  
**Going's Worm Destroyer,**  
 20¢ PER DOZ. 10¢ PER DOZ. 5¢ PER DOZ.

**Going's Tonic Powder,**  
 25¢ PER DOZ. 12¢ PER DOZ. 6¢ PER DOZ.

**Going's Colic Powder,**  
 25¢ PER DOZ. 12¢ PER DOZ. 6¢ PER DOZ.

**Going's Cough Powder,**  
 25¢ PER DOZ. 12¢ PER DOZ. 6¢ PER DOZ.

**THOUSANDS OF TESTIMONIALS FROM EVERY PART OF THE UNITED STATES TESTIFY TO THE MERITS OF THESE GREAT REMEDIES!**

**SEND FOR CIRCULARS TO PROF. J. A. GOING, 101 CHAMBERS STREET, NEW YORK CITY.**

**PROF. J. A. GOING,**  
 101 Chambers Street, New York City.  
 P. O. BOX 120.

Figure A7. Horsemen should use Prof. Going's great remedies. *Spirit of the Times*, 1890, p. 887.



Figure A8. Condition powders are seasonal, try Going's. *Spirit of the Times*, May 16, 1891

**GOING'S**

**Worm Destroyer**

Sure relief from worms or bots.

**The Best is Always the Cheapest**



NONE OF GOING'S REMEDIES USED HERE.

**GOING'S**

**Colic Powder**

For Colic, Scouring (chronic or acute) or inflammation of the bowels.

**GOING'S**

**Tonic Powder**

The best known preparation for improving the horses' condition, purifying the blood and imparting to its coat a glossy shining appearance.

PROMINENT AGENCIES.

Baltimore, Md.—Wm. C. Rupp, 11 Park Ave. Baltimore, Md.—Dr. F. V. Benson, Hollins St. and Arlington Ave. Baltimore, Md.—Lilly, Rogers & Co., 166 W. Baltimore St. Boston, Mass.—G. C. Goodwin & Co., 8 Hanover St. Buffalo, N. Y.—Becker & Wickster, 9 Court St. Chicago, Ill.—Peter Van Schaak & Sons, 133 Lake St. Chicago, Ill.—Robert Stevenson & Co., 95 Lake St. Chicago, Ill.—S. Taylor & Co., 125 Washington St. Chicago, Ill.—Lord, Owen & Co., 73 Wabash Ave. Helena, Mont.—R. S. Hale & Co. Los Angeles, Cal.—F. W. Braun & Co. Memphis, Tenn.—Powers & Washburn Turf Exchange, 7 and 9 Monroe St.	New Orleans, La.—Buhler & Schreiber, 973 Magazine Street. Philadelphia, Pa.—M. Gailhaber, 15 N. 4th St. Philadelphia, Pa.—J. H. Cook, 115 Fairmount Ave. Portland, Ore.—Snell, Heitsch & Woodward. Providence, R. I.—T. W. Bonds & Co., 101 N. Main St. Richmond, Va.—S. S. Cottrill's Son, 135 Main St. San Francisco, Cal.—Main & Winchester, 214 Batters Street. St. Paul, Minn.—Noyes Bros. & Cutler. St. Louis, Mo.—Moffitt-West Drug Company, 114 Walnut Street. Worcester, Mass.—R. McAlister.
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**GOING'S**

**Cough Powder**

For Cough, Catarrh, Heaves or Sore Throat.

Price of each, retail \$1.00 per Box.

These Remedies are each put up in tin boxes and will keep for an indefinite period. Postage free.

**ADDRESS..... PROF. J. A. GOING,**  
**P. O. Box 938. 64 Trinity Place, New York City.**

Figure A9. Best is always the cheapest. *Spirit of the Times*, August 25, 1900



## Dog Days

This is the most trying time of the year for dogs. The diseases and ailments to which the canine species are subject—more common now than at any other time—are often the result of improper feeding at this season.

By maintaining a healthy condition of the stomach, the rest of the functions are kept in working order. The ideal food for dogs of all breeds is

### Champion Dog Biscuit

It supplies the elements, lacking in ordinary food, which go to make a healthy animal—produces regular habits, a glossy coat and steady nerves.

Champion Dog Biscuit is not a medicine, or a vegetarian diet, but a food containing 25 per cent meat, manufactured on scientific principles—clean, palatable and nutritious.

**Price 50c**  
PER 5-LB. PACKAGE

#### A Full Line of Going's English Dog Remedies

Going's Worm Destroyer. 50¢  
Going's Distemper Cure. 50¢  
Going's Mange Cure. .... 50¢  
Going's Liver Pills. .... 50¢  
Going's Dog Soap. .... 25¢

**Woodard, Clarke  
& Co.**

Sole Agents Fourth and Washington

Figure A10. Dog days. *The Morning Oregonian*, August 4, 1905