

First in  
Relief of Pain

# Against Pain

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"Faith"

The ailments that could be treated with one or two Antikamnia tablets ranged from toothache to Le Grippe (today, the flu) as well as "severe headaches, especially those of lawyers, students, bookkeepers, clerks, mothers, saleswomen, teachers, and nurses." The tablets were also recommended as a preventative "before starting on an outing, and this includes tourists, picnickers, bicyclers, and in fact, anybody who is out in the sun and air all day, will entirely prevent that demoralizing headache which frequently mars the pleasure of such an occasion" or for "women on shopping tours." (Collection of the author)

Although unusual for its sacrilegious image of a nun lifting her eyes towards the "heavenly" Antikamnia tablet, this 1898 large format (5" x 8") trading card is typical of the formula that combined collectable pictures with printed product information on the verso. Tracing their origins from seventeenth-century London trade cards, trading cards evolved into our modern business cards. Trade cards, in the original sense of the word, referred to cards distributed by business proprietors to announce their trade or line of work. With the development of inexpensive color printing in the late nineteenth century, collecting and trading of these attractive cards became a popular hobby. (Collection of the author)

