Plate 4. An anatomical image in a medicine bottle indicates which of Dr. Kilmer’s Standard Herbal Remedies cured ailments of which organs. Dr. Kilmer, “The Invalid’s Benefactor,” displayed his portrait, his business and residential structures, and a retail outlet for his curatives. This chromolithographed hanger (a poster meant to hang from a metal strip at the top) presents the advertiser as a hero of progress in medicine, production, and distribution; circa 1885.