FROM HEADQUARTERS, Russ Lane

We are saddened by the loss of long-time member Compatriot Trevor Krisch who lost his life in a motorcycle accident in September. He was the son of past Camp Commander Rudy Krisch III. Please keep the Krisch family in your thoughts and prayers.

Recruiters get credit for new members, new Cadets, new Friends, reinstating members and transfers. Consider giving a membership as a gift to your eligible family members who are not already members. Current recruiting results for the new recruiting year are on page 6. Let’s all keep working to help the SCV continue to grow. If you are aware of any recruiting opportunities, please notify our Recruiting Officer, David Calandra at davidcalandra202@yahoo.com. While we have gained 7 new members since 1 August we need to keep all our current members. Retention remains one of our major concerns. As of this writing we still have 48 members and a “Friend” that have not renewed their membership. If you are one of these, please submit your dues immediately. If you are not sure if you have paid or how much you might owe contact the Adjutant at jseiler@grandecom.net or call him at 210-497-5422 and he will let you know. The SCV cannot continue to grow if we are unable to retain our current members. Please renew now and stay in the fight to protect our Confederate ancestors’ good names.

Our speaker last month was John Carleton who spoke on “Confederate Chaplains.” One of our youngest members, Jackson Woodard, will speak on “Confederate Commandos” at our next meeting. Please attend and support this young man. Let 1Lt Commander Raymond Reeves, defiant53@gmail.com know if you can make a presentation or recommend someone for future meetings. The Camp Executive Committee continues to work the initiatives approved at the August meeting and a detailed report will be provided when completed. Continue to submit your ideas and details on worthy initiatives for the camp to consider making financial or labor donations to support to the Commander at alamocamp@yahoo.com.

The Confederate Heroes Day Planning Committee continues their work. The Double Tree Hotel on Loop 410 at McCullough has been selected for our event on 14 January 2017. Both the new Commander-in-Chief and Lt Commander-in-Chief and their wives have confirmed that they will attend. Please contact JoAnn Seiler at jseiler@grandecom.net about donations for the silent auction to be held that night. The proceeds from the silent auction are needed to help us break even on expenses. Mark the date on your calendar. A detailed flier and Registration Form will be distributed soon.

The 6th Brigade Commander will host a Heritage Offense Meeting from 11-2 on Saturday 1 October at Grady’s Bar-B-Q, 6510 San Pedro at Jackson-Keller in San Antonio. Please attend this very important meeting. If you are unable to attend, please submit any ideas concerning heritage offensive operations to Commander John McCammon at mccammon@beecreek.net and a copy to the Commander at alamocamp@yahoo.com. We need to get away from defense and take the battle to our enemies!

DEO VINDICE!
In talking with a colleague this past month, we discussed some enduring Confederate-linked products still in use today. I pulled together some that brought back lots of memories. In fact, I’m sipping a satisfying blend of French roasted coffee, chicory, and hot milk as this newsletter is compiled. It’s as good as I remember. Hope y’all enjoy, Scott “Woody” Woodard

Café du Monde

American interest in chicory shared a corollary path to popularity, but first coffee had to take root as the beverage of choice. After British taxes on tea imports and an infamous tea party rocked the colonies, the locals acquired a preference for coffee. The French, meanwhile, had their own claims in North America as well as the Caribbean, establishing coffee plantations in Haiti and post-slave-rebellion, Cuba. In founding the city of New Orleans at the mouth of the Mississippi in 1718, France solidified its trade access to the continent. Coffee crops would soon follow and become part of the city’s culture, even as ownership of the port would switch from French to Spanish to French and finally to the United States over the course of the next 85 years. By 1840, the port of New Orleans was the second largest importer of coffee in the United States.

But during the American Civil War, Louisianans looked to adding chicory root to their coffee when Union naval blockades cut off the port of New Orleans. With shipments coming to a halt, desperate New Orleanians looking for their coffee fix began mixing things with coffee to stretch out the supply. Acorns or beets (cafe de betterave) also did the trick. Though chicory alone is devoid of the alkaloid that gives you a caffeine buzz, the grounds taste similar and can be sold at a lower rate.

Chicory coffee was cheap and for this reason, it’s been used in times of coffee shortage or economic crisis, like the Civil War and the Great Depression. But if you ask a New Orleans native, it’s all about the tradition. In addition to being delicious, the chicory in a café au lait (chicory coffee with hot milk) is an essential part of the city’s history.

Dr. Tichenor’s Antiseptic

"Dr. Tichenor’s" is a product that’s been around a while. If you haven't used it yourself, it's likely you've at least heard of it. Today, it's advertised as a mouthwash, but for many years was credited with many more uses. The subject of this entry is not about the product itself, however, but the famous Dr. Tichenor.

Much of what is "known" about George Humphrey Tichenor (1837-1923) may or may not be true. A native of Ohio County, Kentucky, Tichenor's father was a merchant and a steamboat owner. When his mother died in 1851, his father remarried and brought five additional children into the "blended" family. This arrangement apparently did not suit George or his brother, as both ran away from home. We next find Tichenor in Franklin, Tennessee, where he enlisted in the Confederate Army in 1861. It's at this point that the story gets a bit fuzzy.

First, here is the popular story about George Tichenor's exploits during the Civil War. Enlisting in a cavalry regiment, Tichenor served as an assistant surgeon, and experimented with antiseptics on wounds. Badly wounded in the leg in 1863, an amputation was recommended, but he insisted on treating his wound with an alcohol-based solution of his own. Amazingly, his wound healed, and he regained the use of his leg. With this discovery, the good doctor saved the lives (and arms and legs) of thousands of wounded soldiers. However, Tichenor insisted that his techniques only be used on wounded Confederate soldiers, not on Union prisoners. After the war, Dr. Tichenor, using the knowledge gained as a Confederate surgeon, marketed his antiseptic formula and successfully sold it in New Orleans.

Unfortunately, the truth about Tichenor doesn't quite match the legend.* Before the Civil War, George Tichenor was engaged in business in Franklin, Tennessee, and advertised himself in Nashville as "Prof. G.H. Tichenor, Operator in Oriental and Positive Pictures." Although he apparently had an interest in chemistry, his practice was as a photographer, not in medicine. He did indeed enlist in the cavalry, and served in the Second (Tennessee) Regiment (Barteau's) Cavalry, also known as the 22nd Tennessee Cavalry, where he was present during several engagements in Mississippi, including the Battle of Iuka. On October 9, 1862, he suffered a self-inflicted, accidental wound in his left arm and went to Palo Alto, Mississippi, to recover. Although his arm wasn't amputated, there is no evidence that he used an antiseptic on his wound (although he might have), nor is there any evidence that he was ever wounded in the leg or served as a surgeon or in any medical capacity in the army whatsoever. In fact, his enlistment papers states his occupation as "artist" rather than "doctor."

After recovering for several months in Palo Alto, Tichenor was ordered to Tennessee to act as a recruiting officer, and given the rank of Captain. Whether he ever made it to Tennessee or how much recruiting he did is unclear, but he was discharged from the army in June 1863 because of his wound. Thereafter, he seems to have settled in Canton, Mississippi, where he married Margaret Ann George Humphrey Tichenor (1837-1923), Division Commander of the Louisiana UCV 1916-1918. (www.drtichenor.com/history) Early packaging of the antiseptic and refrigerant (to cool the fevers). Note the advancing battle flag. (https://www.pinterest.com/pin/8655424255218845/)
Drane, whose parents had moved there from Memphis to escape the Union occupation of that city. In Canton, where they lived until 1868, he once again engaged in the photography business and even opened a studio there. He also may have practiced some form of medicine while in Canton, as he patented an inhaler device in 1869.

After leaving Canton, Tichenor and his family moved to Baton Rouge, perhaps by way of Liberty, Mississippi, where legend says he first developed "Dr. Tichenor's" (that "fact" is included on a state historical marker in Liberty). The couple did have a son in Mississippi in 1876, so they presumably lived in Mississippi at the time. Regardless, the family eventually moved to Baton Rouge and then to New Orleans, where he began bottling "Dr. Tichenor's Patent Medicine," which was patented in 1882. The elixir consisted mostly of alcohol, with a bit of oil of peppermint (for flavor) and arnica (used widely in liniments) thrown in. The product was marketed for a wide variety of uses for "man or beast," both external and internal, including as a remedy for mosquito bites or aching feet. The fact that the "medicine" was mostly alcohol probably accounts for its popularity through the years. It was so popular, in fact, that a march was written for it, called, appropriately, "Dr. Tichenor's Antiseptic March." Arranged by Louis Blake, the piece was copyrighted by the Sherbouse Medicine Co., of New Orleans in 1895, which was the distributor of "Dr. Tichenor's" at the time. The present-day company was incorporated in 1905 and is still in New Orleans.

Whatever the truth about "Dr." Tichenor's military service in the Confederate Army, he was very active in post-war veterans' organizations, and was the Division Commander of the United Confederate Veterans in Louisiana in 1916-1918 with the rank of Major General (the U.C.V. regularly gave military-style ranks to their officers). A clear indication of his devotion to the Confederate cause is the original illustration on bottles of "Dr. Tichenor's," which featured a scene of a soldier carrying a Confederate flag into battle. Needless to say, today's version of the product no longer bears this image.

Dr. Tichenor lived until the ripe old age of 85, perhaps due to liberal use of his own elixir. He died in 1923, and is buried in Baton Rouge. Interestingly, his gravestone identifies him as a doctor.

* Detailing many of the facts of Dr. Tichenor's life is an excellent article written by Dr. Michael Trotter of Greenville, Mississippi, in a recent issue of the Journal of the Mississippi State Medical Association.

[Edited from original article by Jim Woodrick.]
http://andspeakingofwhich.blogspot.com/2012/04/dr-tichenors-antiseptic.html
Coca-Cola

Why is John Stith Pemberton a hero? Well it is really quite simple... He invented Coca-Cola! What is truly fascinating to think about, however, is the fact that without the American Civil War we wouldn't have Coca-Cola today... Can you imagine what the world would be like without Coke?

Coca-Cola has been so pervasive in society for nearly one hundred years, that it is hard to imagine how different things might be if it had never been invented. There can be no doubt that Coke's international footprint has been huge, and I find it interesting to think how things might differ, at least in the international business landscape, if this soft drink giant had never come to be.

An interesting thought, but essentially pointless. So, you may be wondering how I can claim that the Civil War is responsible for Pemberton's invention of Coca-Cola... It is really quite simple, John Stith Pemberton, a Confederate Lieutenant Colonel, served in the defense of Columbia, Georgia, during the Battle of Columbus. During this battle, he received a nasty saber wound on his chest. This wound led to a morphine addiction. In an effort to create a 'cure' for his addiction, Pemberton formulated an early version of Coca-Cola, "Pemberton's French Wine Coca." Later on he used this formula to develop the very first Coca-Cola...

So, without the Civil War, the Battle of Columbus would not have happened. If the Battle of Columbus hadn't happened, John Pemberton would not have been injured. If he had not been injured, he would not have gotten addicted to morphine. Without an addiction, he would not have searched for a cure, and if he had not been searching for a cure, we would never have gotten Coke!

John Stith Pemberton's morphine addiction was what led him to develop the original formula for Coca-Cola. Sadly, morphine addiction was very common among wounded Civil War veterans. Pemberton figured if he could come up with something to 'cure' him of his addiction, he would be able to sell it to a huge market of fellow-addicts.

At this time there was a hugely popular French medicinal drink called Vin Mariani. This drink was essentially a wine infused with the coca leaf (the source of cocaine). Pemberton eventually launched his own version of this medicinal wine, but his wine was infused with the kola nut (for caffeine) and damiana (reputedly a powerful aphrodisiac) in addition to the coca leaves. He called his drink, "Pemberton's French Wine Coca."

The Anderson Intelligencer, March 18, 1886 advertisement. (http://chroniclingamerica.loc.gov/lccn/sn84026965/1886-03-18/ed-1/seq-5/)

Pemberton’s original formula. (theblaze.com)
John Pemberton's new drink became so popular in Atlanta that it was soon sold in almost all the drug stores in the city. This "French Wine Coca" was said to be an, "invigorator of the brain," and Pemberton recommended it to aid in overcoming morphine addictions. When asked to describe his popular drink, Pemberton said, "It is composed of an extract from the leaf of Peruvian Coca, the purest wine, and the Kola nut. It is the most excellent of all tonics, assisting digestion, imparting energy to the organs of respiration, and strengthening the muscular and nervous systems." The popularity of his drink even began to spread throughout the Southeast, but in 1886 a problem came up...

In 1886, the city of Atlanta enacted legislation which brought about prohibition. It didn’t matter that he was selling it as a medicine, John Stith Pemberton’s "French Wine Coca" was now illegal... Therefore, he set about the task of recreating his popular beverage as a "temperance drink." The most important ingredients were the coca leaves and the kola nuts, but he needed some way to deliver them in a drink that people would enjoy. First he used sugar syrup to replace the sweetness of the wine, thereby creating a base syrup for his drink. Finally, it was determined that mixing the syrup with carbonated water created a "delicious" fountain drink.

Pemberton's friend Frank Mason Robinson came up with a catchy new name for the drink, and on May 8, 1886, the first Coca-Cola was sold at Jacob's Pharmacy in Atlanta, Georgia. This new drink was marketed as, "delicious, exhilarating, refreshing and invigorating," while still retaining, "the valuable tonic and nerve stimulant properties of the coca plant and cola nuts."

Apparently not believing the long-term potential of his new drink, Pemberton slowly sold off his ownership of the brand and his secret formula. By the time he died in 1888, John Stith Pemberton no longer had any stake in the future soft drink juggernaut. It is said that on the day of his funeral, all the drug stores in Atlanta were closed while their owners attended, and "not one drop of Coca-Cola was dispensed in the entire city."

Within a few years, Atlanta druggist Asa Candler had bought out all the partners in Pemberton's old company and had complete control of Coca-Cola. Using his acute business acumen and aggressive marketing, Candler launched Coke on its way to becoming the number one brand in the world... ...but without John Stith Pemberton getting injured in an unimportant battle that occurred after Lee’s surrender in April of 1865, we wouldn't have Coca-Cola today...

So, as I said before, we have the American Civil War to thank for the most popular soft drink in the history of ever!

[Edited from original article by Mark at americancivilwarstory.com.] http://www.americancivilwarstory.com/john-stith-pemberton.html

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1887 - Coupons are first used to promote Coca-Cola. (coca-colacompany.com)

Coca Cola advertisement, 1886. (http://prescriptiondrugs.procon.org)
“To you, Sons of Confederate Veterans, we submit the vindication of the Cause for which we fought; to your strength will be given the defense of the Confederate soldier’s good name, the guardianship of his history, the emulation of his virtues, the perpetuation of those principles he loved and which made him glorious and which you also cherish.”

- Lt. General Stephen Dill Lee, Commander General, United Confederate Veterans, New Orleans, Louisiana, 1906

Camp Officers
Commander— Russ Lane, alamocamp@yahoo.com
1Lt Commander— Raymond Reeves, defiantray53@gmail.com
2Lt Commander— Dave Kunz, dave_kunz@hotmail.com
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Recruiting Officer - David Calandra, davidcalandra202@yahoo.com

RECRUITER OF THE YEAR STATUS
Total recruited since 1 August 2016 - 31 July 2017
(New, Reinstated, Cadets, Transfers and Friends): 7
Communications Officer (Not eligible for the award): 1
Adjutant (Not eligible for the award): 0

Kevin Smith 3
John Carleton 2
Scott Woodard 1

Upcoming Events
1 October, Brigade Heritage Offense Meeting, 11-2 at Grady’s 6510 San Pedro
6 October, Jackson Woodard on “Confederate Commandos”

Meetings are on the first Thursday of the month at Luby’s Cafeteria, 911 N. Main at I 35 South in San Antonio. Visitors are always welcome. We meet to eat and visit at 6 PM; meetings start at 7 PM. Bring a family member, a friend or another potential recruit.

Remember, the Confederate Battle Flag is the internationally recognized symbol of resistance to tyranny. Fly it proudly and defend it!