



## MISSION

DAN PATCH HISTORICAL SOCIETY COLLECTS, PRESERVES AND DISSEMINATES HISTORICAL KNOWLEDGE.

# DAN PATCH NEWSLETTER

NUMBER 53 / FALL 2020

A PUBLICATION OF THE DAN PATCH HISTORICAL SOCIETY

## NOT JUST AN OLD BARN

~JANET WILLIAMS

As the secretary for the Dan Patch Historical Society I received a call from a new homeowner in Savage who happened to be an Australian golfer married to a Minnesota girl. On their property was a really old barn and they were looking for some historical background on the building. After contacting the Scott County Historical Society, the city and the library they were referred to the retired public librarian with an interest in the history of Savage. I rounded up a couple of members of DPHS and a descendant of the original owners. We met with the new owner for a look at the barn and to give them the story. The property was homesteaded by Michael Egan in 1898 and at that time was Hamilton. For the next 81 years it was owned by George Egan, (Michael's son), then George's son, Joe. We all remember Joe because he was THE collector of Dan Patch and M.W. Savage memorabilia. He was also the great storyteller and expert of that history. Joe lived in the original house and divided the property into three parcels - one with the house, one with the granary and one with the barn. His descendants sold the three properties when Joe died and thus the barn was on the property of the guy that called. We will wait to learn the next phase of the barn.



## NOT JUST AN OLD BARN

This barn is located on the road down to Savage Hidden Valley Park. The park property was part of the original Egan homestead and was purchased by the city.



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## DAN PATCH HISTORICAL SOCIETY NEW / RETURNING MEMBERSHIP

In addition to Board Members, we have the following new/renewing members:

David & Ute Christopherson, Farmington, MN; Joe Cade, Prior Lake, MN; Patricia Harter, Angola, IN; Kathleen Dempsey, Pompano Beach, FL; Drema Huston, Anderson, IN; Maureen McColl, Port Orchard, WA; Charles and Helen, Moriyama, Mihuli Place, HI; Daniel & Laurie Stock, Maple Grove, MN

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## MEMBERSHIP RENEWAL FORM

Name \_\_\_\_\_  
Street Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Telephone \_\_\_\_\_ Email \_\_\_\_\_

ANNUAL DUES:  Student (\$10)  Individual (\$20)  Family (\$30)  Benefactor (\$55)  Corporate (\$250+)

Please mail completed form and check to: Dan Patch Historical Society \* P.O. Box 1:55 \* Savage, MN \* 55378  
Annual renewal date is listed in on the address label of your newsletter. Thank you for your support.

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## POTIONS AND LOTIONS AND A LITTLE SNAKE OIL

In the early 1900's, Marion W. Savage produced many complimentary catalogues that explained his passion for horses, chronicled the record breaking career of his superstar pacer Dan Patch, and of course they promoted his International Stock Food Farm business. Savage was a master at marketing, along the same vein as Montgomery Ward's and Sears & Roebuck of the late 1800's. Catalogues were mass produced and limited editions were sent to special customers that were leather bound and gold leafed. Headquarters for the company were in Minnesota with a plant in Memphis, Tennessee as well as offices in Toronto Canada (still in operation today) and catalogues were sent all over the world. The Dan Patch Historical Society recently obtained a Canadian version of a catalogue from the University of Alberta and a leather gold leaf one from a donor.

M. W.'s interests in potions & lotions came from his father who was a country doctor and pharmacist who served in the civil war. Young Savage worked in the drugstore and studied medicine before his own passions led him to marry and start farming. Next he started a patent medicine business concocting remedies for a variety of ailments under the label of Dr. *Savage's Remedies*. Then, at a time described as the golden era of farming, he opened the hugely successful International Stock Food Company; it became the largest in the world employing 700 people handling 5000 letters a day-prompting the city of Hamilton to change the name of the city & thus the railroad depot to Savage. His 1911 advertising budget was \$300,000- over \$7.5 million in today's dollars. He bought and housed his business in the Minneapolis Exposition Building. Making money hand over fist, he owned mansions on Portland Avenue in Minneapolis, another one on the river bluffs of Bloomington called Valley View which overlooked his farm nicknamed the Taj Mahal, and he also had a summer home on Lake Minnetonka which housed his boat Marietta, named after his wife. According to racing writer John Hervey, Savage's personality could arrest you, he was good looking with an air of a self made man, sure of himself, "He was always so much on the make", one ambitious scheme unfolded after another.

Early on in the catalogue you are informed you can obtain a free official portrait of the internationally recognized and hugely popular champion pacer Dan Patch, perhaps the very first sports mega star. You get this picture simply for the asking, in writing, so he can have your address, and postage paid of course. Bring on the junk mail. A "spammer" & "phisher" before his time, millions responded and it was common for households to have Dan's picture hanging in the kitchen and catalogues and advertising at your post

The catalogue contains a multitude of products, many legitimate, some still around today-but new & improved I'm sure- others are questionable; results of their use embellished. You decide, buyer beware...

Savage created a livestock supplement that contained roots, herbs, barks, & seeds mixed in with their feed. *3 feeds for one cent* was mixed by Savage himself and came with a guarantee that this tonic and blood purifier will greatly reduce your food bill. "It will make every one of your cows give two to three quarts more milk every day." The poultry food was an extraordinary egg producer. Advertising for the feed was everywhere, including a huge banner on railroad cars that Savage used. His feed even won a medal at the Paris Exposition in 1900.

The Dan Patch Brand Horse Pasture Mix is currently available on Fleet Farms website for \$170 for a 50 lb bag. It is "an excellent mix that provides high quality forage, ideal for grazing horses".

**Place before and after picture of horse using 3 feeds for one cent.**

Dan Patch Stable Disinfectant "is an absolute necessity...it prevents the spreading of contagious and infectious diseases by destroying the bacteria..." The active ingredient in this 'must have' product is Cresylic Acid, "and

**practically** non-poisonous”. This acid while toxic, carcinogenic, and in high concentrations fatal when absorbed thru skin, is still in use today in a variety of manufacturing processes and is an effective germicide.

**Snake Oil:** noun; a substance with no real medicinal value sold as a remedy for all diseases. A cure all elixir. A euphemism for deceptive marketing.

Dan Patch Gall Salve is good for sore necks, shoulders, and backs; “is a most wonderful healer” & “may also be used for treatment of any wound”. International also had a distemper remedy “composed of absolutely pure drugs and is in a highly concentrated form.” It’s a panacea for coughs, colds and influenza.

Another panacea was Dan Patch White Liniment, “a liniment entirely different from other liniments on the market today...equally effective for human use...use for quick result from rheumatism, sprains, strains, swellings, sore throat, hoarseness (is that a pun?), neuralgia, toothache, chest cold” the list goes on & on. Why wouldn’t you order this?

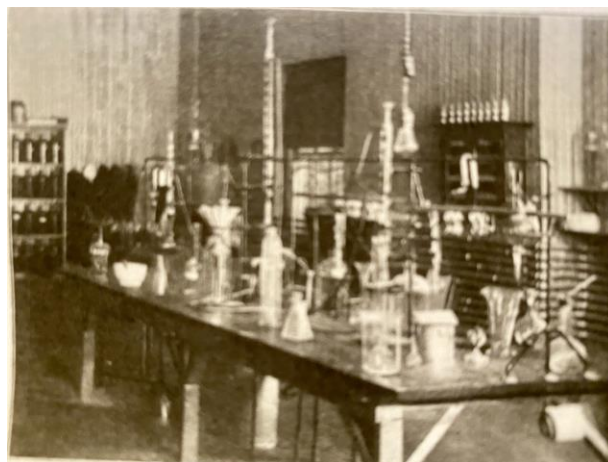
There is a Heave Remedy for “broken wind” that I had no interest in reading more about-it was remarkable though.

Worm Powder was available to order along with a Foot Remedy, Healing Oils and Fly Away that will protect your cows from flies and increase your milk production. All products are “very fine”, “perfectly harmless” and guaranteed to cure disease.

Savage marketed virtually everything; some of his start ups included Dr. Belding Company where he continued to patent medicines – products from toilet preparations to cherry sarsaparilla; M.W. Savage Art Company mass marketed lithograph art; he sold cars, he purchased a dog and pony show, did food distribution, built a railroad.

And 100 years before its time, he sold bottled water, from the International Trout Brook. The “International Medical Spring” had a flow of 5000 barrels a day and was not only relished by the horses but had a reputation for curing people of many blood and kidney diseases. Yes he sold the “very pleasant and agreeable” drinking water, probably with Dan’s image on the bottle.

Several versions of Mr. Savage’s catalogues are available at the Heritage Room of the Savage Public Library, as well as the Tim Brady book The Great Dan Patch and the Collectors Handbook on Dan Patch that were also used as references for this article .Special thanks also to the anonymous donor for the leather bound gold leaf International Stock Food Farm catalogue in remarkably good condition. ~JIM ROSS



## DAN PATCH ITEMS FOR SALE AT CITY HALL

8:00a-4:30p Monday-Friday



- Books: Images of Savage (\$24), Great Dan Patch and the Remarkable Mr. Savage (\$15), Dan Patch Electric Railroad (\$15), International Stock Food Farm (\$25)
- Postcards (\$1)
- Pewter Holiday Ornament (\$10)
- 2019 Dan Patch Days Buttons (\$5)

Cash or check, tax included.

Mail orders to DPHS, P.O. Box 1:55, Savage, MN 55378 (\$5 S&H apply).



## DAN PATCH FACTS

BRED/FOALED 1895-1896  
Oxford, Indiana (April 29, 1896)

SIRE: Joe Patchen

DAM: Zelica

### DESCRIPTION:

Color – mahogany with a small white start on the forehead

Weight – 1165 pounds

Girth – 73 1/2 inches

Shoulder measure – 73 1/2 inches

### OWNERS:

- Dan Mesner (1896-1901)
- M.E. Sturgis (1901-1903)
- M.W. Savage (1903-1916)

Mr. Savage purchased Dan Patch for \$60,000 – the highest price paid for a pacer. A “pacer” is defined as a horse with a gait in which the legs on the same side move together.

RECORD: Paced a one mile track in 1 minute, 55 seconds at the Minnesota State Fair in September, 1906

RETIRED: 1909 to the 700 acre International Stock Food Farm in Savage, MN

DIED: July 11, 1916 (Mr. Savage died the next day)

BURIED: secretly on the Savage farm



*Photo: July 2020 DPHS Board of Directors Zoom Meeting*

## **DPHS Board Meeting**

At the virtual annual meeting the board elected officers and accepted the resignation of longtime member Jed Williams. The Savage Library is open for a few hours every day during the pandemic, therefore the museum is open also. Discussion of the crowded storeroom led to the appointment of a committee to review and reorganize the room, and devise a plan for donating or having a sale of duplicate items. This event would be in 2021. The Board also voted to send a letter to the city recommending that consideration be given to purchasing the property next to the library for a possible larger meeting room and museum.

## **VISIT Heritage Room/Museum--SAVAGE PUBLIC LIBRARY**

13090 Alabama Avenue, Savage, MN 55378

Hours: Mon, Tues and Thurs 10a-8p; Wed 1p-8p; Fri 10a-5p; Sat 10a-4p; Sun 1p-5p

## **Dan Patch Historical Society**

PO Box 1:55

Savage, MN 55378

## **CONTACT US**

[questions@danpatch.com](mailto:questions@danpatch.com)

[www.danpatch.com](http://www.danpatch.com)

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## **DAN PATCH HISTORICAL SOCIETY**

*PO Box 1:55*

*Savage, MN 55378*

### *BOARD OF DIRECTORS*

*Tom Brennan, President*

*Jim Ross, Vice President*

*Barry Stock, Secretary*

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