

**Stewart Bell Jr. Archives**  
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**W. J. Whitlock and Nephew Collection**  
**Collection Number: 774 WFCHS THL**

**CONDITIONS GOVERNING ACCESS:** Collection is open to all researchers.

**CONDITIONS GOVERNING REPRODUCTION AND USE:** Restrictions may apply concerning the use, photoduplication, or publication of items in this collection. Consult a member of the archives staff for information concerning these restrictions. The user assumes all responsibility for identifying and satisfying any claimants of copyright. Some materials may require special handling.

**PROCESSING INFORMATION:** Processed by Lorna M. Loring. Last updated February 19, 2025.

**ACCESSION NUMBER(S):** 1988.002 WFCHS; 1992.002 WFCHS; 1992.003 WFCHS; 2023.048 THL

**EXTENT:** 0.21 linear feet

**CREATOR:** Whitlock, William Joseph (1849-1921); Whitlock, Joseph Lawrence (1873-1924)

**DATE:** 1885-1920

**SCOPE AND CONTENT:** This collection contains correspondence and other records from the herb medicine company run by William J. Whitlock from approximately 1885 to 1920. It also includes a bottle used for an emulsion.

**BIOGRAPHICAL/HISTORICAL:** Joseph William Whitlock was born in Capon Bridge, Hampshire County, Virginia (now West Virginia) in 1849. He served with Confederate forces in the Civil War, enlisting when he was fifteen years old. Following the war, he left for what was then referred to as “Indian Territory” and which later became Oklahoma. It was through his interactions with Native American healers that Whitlock became familiar with herbal medicine. He travelled extensively, making and selling herbal treatments, before settling in Winchester, Virginia. Letterhead indicates he established his business in 1885.

Whitlock’s practice was located on Valley Avenue between Miller Street and Whitlock Avenue and the archway that advertised his business still stands. He began developing, patenting, and selling herbal medicines to drugstores and physicians, working in partnership with his nephew Joseph Lawrence Whitlock (1873–1924). Repeated conflicts with more established medical practitioners in the community, who disputed the efficacy of his remedies, eventually led to the State ordering him to cease manufacture. Whitlock died in 1921 and is buried in Mount Hebron Cemetery.

**IMMEDIATE SOURCE OF ACQUISITION:** Acquired from Winchester-Frederick County Historical Society Collections, Mr. Henry Rogenthal, and John G. Lewis.

**CONTAINER LIST:**

**BOX 1**

Correspondence with James H. Fox, March 1912

Monthly statements (blank); envelopes

Consultation blank (photocopy)

“Are We Not Right” (advertising)

Bottle for emulsion, prepared by Whitlock Emulsion Co., Winchester, Virginia