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Nostrums and Quackery

Articles on the Nostrum Evil and
Quackery Reprinted, with Additions
and Modifications, from The Journal
of the American Medical Association

Vol. 1

*"No class escapes them—from the poor man's pay
"The nostrum takes no trifling part away;
"Time, too, with cash is wasted; 'tis the fate of real helpers,
to be called too late:
"This find the sick, when (time and patience gone)
"Death with a tenfold terror hurries on."*

—CRABBE.

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SECOND EDITION

CHICAGO
AMERICAN MEDICAL ASSOCIATION PRESS
1912

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TABLE OF CONTENTS

	PAGE
PREFACE	7
PART I: QUACKERY	
ADVERTISING SPECIALISTS	13
The Dr. Goldberg Medical Company.....	13
Hale, Dyer and Register.....	13
Marston Remedy Company.....	18
New York Institute of Physicians and Surgeons.....	20
The Dr. Taylor Company.....	22
CANCER CURES.....	25
The B. F. Bye Cancer Cure.....	26
The W. O. Bye Cancer Cure.....	32
Buchanan Cancer Cure.....	36
The Chamlee Cancer Cure.....	37
The Curry Cancer Cure.....	45
The Leach Cancer Cure.....	52
The "Drs. Mixer" Cancer Cure.....	55
Radio-Sulpho Cancer Cure.....	62
The Toxo-Absorbent Cancer Cure.....	64
"Rupert Wells"	68
CONSUMPTION CURES	76
The Alpha Medical Institute.....	77
Aiesol (Lloyd)	78
The Bensonizer Treatment.....	88
Bromin-Iodin Compound	89
Eckman's Alterative	90
Hoff's Cure for Consumption.....	92
J. Lawrence Hill, A.M., M.D.....	93
Lung Germine	108
Miller's International Institute.....	115
Nature's Creation	131
Oxidaze-Oleozoue-Hydrocine	146
Sartolin	164
Tuberelecide	165
Tuberenoids	172
The Wilson Consumption "Cure".....	173
Yonkerman's "Tuberenulozyne."	175
CURES FOR DRUNKENNESS, DRUG HABIT, ETC.....	183
Aleola	183
Dr. J. W. Coblentz and Compound Oxygen.....	190
Habitina	194
Edward J. Woods.....	200
"FEMALE WEAKNESS" CURES.....	211
Amenoretts	211
Bertha C. Day.....	211
Mrs. Cora B. Miller.....	225
"Mitchella Compound"	236
The "Viavi" Treatment	238

	PAGE
MAIL-ORDER MEDICAL CONCERNS.....	252
Branaman Remedy Company.....	252
Dr. Darwin Medical Company.....	265
The Interstate Remedy Company.....	266
Nutriola	275
Dr. Rainey Medicine Company.....	277
"Professor" Samuels and His Eye Water.....	282
The Turnock Medical Company.....	287
MECHANICAL FAKES	295
Electropoise-Oxydonor-Oxygenor-Oxypathor-Oxytonor-Oxybon	295
Hawley's Device	310
Help to Hear Company.....	310
J. B. L. Cascade.....	311
The Strenva Vacuum Treatment.....	314
MEDICAL INSTITUTES	315
The Bellevue and Boston Medical Institute.....	315
C. H. Carson and his Temple of Health.....	328
The DeBarthe Treatment	345
Epileptic Institute and Hamilton Dispensary.....	348
The Wisconsin Medical Institute and "The Master Specialist"	364
OBESITY CURES	385
Kellogg's Obesity Cures and Other Frauds.....	385
Marjorie Hamilton's Obesity Cure.....	390
Society of Associated Physicians.....	404
Turner Obesity Cure	405
RUPTURE CURES	415
The Rice Rupture Cure.....	415
Stuart's Plas-Tr-Pads	415

PART II: NOSTRUMS

ASTHMA CURES	424
Ascatco	424
Hayes Asthma Cure	425
Plantoxine	425
Tucker's Asthma Specific	427
"BABY KILLERS,"	431
Kopp's Baby's Friend.....	431
Monell's Teething Syrup	432
Winslow's Soothing Syrup	432
CURE-ALLS	436
Bioplasm	436
Liquid Life	441
Oxy-Tonic	444
Radam's Microbe Killer.....	447
Sulphume	448
Vitae-Ore	450
Zymotoid	452

	PAGE
COUGH MEDICINES	454
Kilmer's (Dr.) Indian Cough Cure.....	454
Veno's Lightning Cough Cure.....	455
Keating's Cough Lozenges.....	455
Jayne's Expectorant	455
Bull's Cough Syrup.....	456
Rex Cough Syrup.....	456
Gowan's Pneumonia Cure	456
Roche's Embrocation	457
DIABETES CURES	458
Antidiabeticum	458
Diabetol	459
Vin Urané, Pesqui's.....	463
Dill's Diabetic Mixture.....	463
DIPHTHERIA CURES	464
Hesperian Tonic	464
Rathbun's Remedy	466
FOOD TOXICS	468
Antineurasthin	468
Sanatogen	470
GALLSTONE CURES	479
Fruitola	479
Mayr's Stomach Remedy.....	482
HABIT-FORMING NOSTRUMS	486
Homes Commission's List.....	486
Coca Bola	487
HAIR DYES, ETC.....	489
Captol	489
Eau Sublime	490
Potter's Walnut Juice Hair Stain.....	491
Farr's Gray Hair Restorer.....	493
HEADACHE CURES	494
Acetanilid Mixtures	497
Antikammia	497
Bromo-seltzer	499
Capudine	500
Getwell Tablets	504
Kephalose	507
Midol and Nurito.....	508
Shac	510
KIDNEY PILLS AND SIMILAR NOSTRUMS.....	512
Doan's Backache Kidney Pills.....	512
Warner's Safe Cure.....	512
Kutnow's Powder	514
LAXATIVES	518
Beecham's Pills	518
Castoria	518
Eno's Fruit Salt	519
Purgen	519
MISBRANDED DRUGS AND FOODS.....	521
Convictions under the Food and Drugs Act.....	521

	PAGE
MISCELLANEOUS NOSTRUMS	
Adlerika	582
Benetol	584
Bromidia	589
Chichester's Diamond Brand Pills.....	591
Cholerol	594
En-Ar-Co Oil	595
Flowers of Oxzoin	597
Hamlin's Wizard Oil	600
Ilyomei	601
Jaroma	602
Mercolized Wax	603
Murine Eye Remedy.....	603
Odol	608
Oxien Tablets	609
Pellagracide and Ez-x-ba	609
Poslam	612
Resinol	613
Sanitol	614
Sargol	614
Sarsaparilla	616
Saxolite	616
Thacher's Worm Syrup.....	619
Tiz	620
Trench's Epilepsy Cure.....	622
Tyree's Antiseptic Powder.....	624
Vilane Powder	626
Vapo-Cresolene	626
Wheeler's Nerve Vitalizer	627
PRESCRIPTION FAKES	628
A Fake "Answers to Correspondents" Department...	628
Kargon	632
Mayatone	633
Virgin Oil of Pine.....	634
RHEUMATISM CURES	636
Gloria Tonic	636
Magic Foot Drafts	636
Sal Hepatica	639
SEASICKNESS CURES	641
Brush's Remedy for Seasickness.....	641
Mothersill's Seasiek Remedy.....	641
PART III: MISCELLANEOUS	
The Confidence of Quacks.....	644
The American College of Mechano-Therapy.....	647
Carnegie University	655
Molding Opinion on Food Preservatives.....	663
American and British Labels.....	671
Testimonials	681
Getting a Mailing List.....	689
Peruna Redivivus—Ka-Tar-No.....	690
The Independent Press.....	692
What the Druggist Thinks of Nostrums.....	692

NOSTRUMS AND QUACKERY

PREFACE TO THE FIRST EDITION

In the latter months of 1905 the first of a series of articles appeared in *Collier's*, dealing with what was well named the Great American Fraud—that is, the nostrum evil and quackery. These articles ran for some months and, when completed, were reprinted in booklet form by the American Medical Association. Tens of thousands of these books have been sold and there is no question that the wide dissemination of the information contained in the Great American Fraud series has done much to mitigate the worst evils of the “patent medicines” and quackery. How hard these forces of evil have been hit is indicated by the organized attempt on their part to discredit and bring into disrepute the American Medical Association by means of speciously named “leagues,” organized by those who are now or have in the past been in the “patent medicine” business, ostensibly to preserve what has been miscalled “medical freedom.”

A few years before the first of the *Collier's* articles appeared, the American Medical Association commenced a campaign against the proprietary evil that existed within the medical profession. After cleaning to a marked degree this Augean stable, the Association extended its activities to the investigation of the more widely spread evil of “patent medicines” and quackery. It should be understood that in many cases there is no clear line of demarcation between what are commonly known as “patent medicines” and the “ethical proprietaries.” As has been shown time and again, it is not unusual for a nostrum first to be exploited only to the medical profession—as an “ethical proprietary.” After a sufficient number of testimonials have been received from unthinking physicians the promoters of the nostrum advertise their wares direct to the public—as a “patent medicine.” Again, some nostrum exploiters prefer to exploit their products exclusively through the medical profession, never advertising direct to the laity. On the other hand, there have been a few cases in which

nostrums have first been marketed to the public direct and later have been advertised either under the same or a different name to physicians.

Many of the articles that have appeared in THE JOURNAL of the American Medical Association during the last few years, dealing with quackery or "patent medicines," have been reprinted in pamphlet form for distribution to the laity. As the number of these pamphlets increased, it was thought desirable to bring all this matter together in one book. The present volume is the result. Mr. Adams' "Great American Fraud" articles aimed to cover the whole subject of quackery and the nostrum evil in as broad and general a way as possible. From the nature of the case, it was impossible to give very much space to any one fraud. The present book differs in just this respect from the *Collier's* reprint. While but comparatively few concerns are dealt with, they are shown up with special reference to the details of their fraudulent activity. By this means light has been thrown into the innermost recesses—the holy of holies of quackery. It is believed that a perusal of the cases here presented will so plainly show the fraud, the greed and the danger that are inseparable from "patent medicine" exploitation and quackery that the reader must perforce be protected in no small degree from this wide-spread evil.

While most of the matter here given is the result of work done directly by the American Medical Association, we have not hesitated to take advantage of the splendid work done by the Post Office Department through the agency of the fraud order and also of that done by the federal and state officials in enforcing national and state pure food laws. It is an unfortunate fact that much of the valuable work done by officials entrusted with the execution of the Food and Drugs Acts is buried in official documents that never reach those to whom such work is of the greatest value. We make no apology, therefore, for presenting in as popular a form as is consistent with scientific accuracy, the results of much of this work. In addition to these sources of information we have quoted freely from the reports that have appeared in the *British Medical Journal* on nostrums and quackery.

For the purpose of classification, this book has been divided into three general departments; the first deals with quackery, the second with nostrums, while the

third contains miscellaneous matter that did not seem to belong to either of the other two divisions. Actually, there is no clear line between these divisions. While, as a general thing, the preparations classed as nostrums are such as are sold through the medium of drug stores, yet, in a few cases, they are sold by the manufacturer—or, more commonly, the exploiter—direct. On the other hand, while we have classed under quackery those concerns which profess to diagnose and treat disease, some of these institutions also list their medicaments with the wholesale and retail drug firms. The divisions, therefore, are purely arbitrary.

Just a word as to the distinction made between proprietary medicines and "patent medicines." Strictly speaking, practically all nostrums on the market are proprietary medicines and but very few are true patent medicines. A patent medicine, in the legal sense of the word, is a medicine whose composition or method of making, or both, has been patented. Evidently, therefore, a patent medicine is not a secret preparation because its composition must appear in the patent specifications. Nearly every nostrum, instead of being patented, is given a fanciful name and that name is registered at Washington; the name thus becomes the property of the nostrum exploiter for all time. While the composition of the preparation, and the curative effects claimed for it, may be changed at the whim of its owner, his proprietorship in the name remains intact. As has been said, a true patent medicine is not a secret preparation; moreover, the product becomes public property at the end of seventeen years. As the term "patent medicine" has come to have a definite meaning to the public, this term is used in its colloquial sense throughout the book. That is to say, all nostrums advertised and sold direct to the public are referred to as "patent medicines"; those which are advertised directly only to physicians are spoken of as "proprietarys."

PREFACE TO SECOND EDITION

"Nostrums and Quackery" was published by the American Medical Association in the belief not only that the information it contained *ought* to go to the public but also that the public desired just such information. The best evidence that this belief was justified is the necessity of issuing a second edition in less than a year. The second edition is larger by about two hundred pages. Much entirely new matter has been added and a large portion of the material that appeared in the first edition has been brought down to date.

Quackery does not die easily. Exposures of the frauds perpetrated by quacks and nostrum venders do good only to the extent that such exposés educate the public. When the veil of mystery is torn from the medical faker, the naked sordidness and inherent worthlessness that remains suffices to make quackery its own greatest condemnation. This is the mission on which "Nostrums and Quackery" goes forth.

PART I.

QUACKERY

ADVERTISING SPECIALISTS

"Had all these advertisers arrived to that skill they pretend to, they would have had no need for so many years successively to publish to the world the place of their abode and the virtues of their medicines."—Addison in the SPECTATOR.

THE DR. GOLDBERG MEDICAL COMPANY

This concern, which had its headquarters at Detroit, was for some years conducted by Dr. Samuel Goldberg, but in August, 1906, Goldberg sold a half interest in the business to Dr. Herman Janss of Chicago. Investigation showed that, in addition to Herman Janss and Samuel Goldberg, there was a Dr. Peter Janss and a Dr. H. K. Smith employed by this company. The business was a mail-order treatment of "diseases of men." After incorporating under the title of "Dr. Goldberg Medical Co." and selling one-half interest to Janss, the two owners arranged to have the Detroit business conducted by employees. Goldberg saved from his transfer to the corporation certain of his old business and this he transferred to Cleveland, Ohio.

The post-office investigations showed that it was the practice of the Goldberg concern to collect most exorbitant amounts from patients, apparently taking advantage of the private nature of the diseases the company was supposed to treat. Patients were turned over by Goldberg to Smith for treatment. Smith, it was found, was not authorized to practice medicine in the State of Michigan and that while he claimed to be a graduate of Louisville Medical College and to be licensed to practice in Illinois and Indiana, yet he was unable to show either a diploma or registration certificate to confirm his statements.

The methods employed by this concern in "treating" its victims were shown to be fraudulent and the Postmaster-General issued a fraud order against it Dec. 5, 1906.



Dr. Goldberg's Diplomas

1 Certificate received on Academy of Pathology and Chemistry 2 Diploma conferring degree of Doctor of Medicine and Surgery, 3 Special Diploma received as to ability to examine Eyes in Berlin as follows: 4 Special Diploma received on Eye and Ear, 5 Special Diploma received for work done in the Otolaryng. (Ears) 6 Special Diploma received from the New York Post Graduate Medical School and Hospital on Diseases of the Skin, 7 Special Diploma awarded for Venereal and Genital Urinary diseases, 8 Certificate from Connecticut State Board of Health 9 Certificate received from Wisconsin State Board of Medical Examiners, 10 License issued by State of Indiana recognizing qualifications as a Physician, 11 Copy of Registration showing that Dr. Goldberg is qualified to practice in the State of Michigan, 12 Illinois State Board of Medical Examiners recognizing the standing of Dr. Goldberg by issuing a state license, 13 License received from the California State Board of Medical Examiners, 14 Certificate received from the Ohio State Board of Medical Examiners.

I can offer no stronger proof as to my standing than a reproduction of the Diplomas etc. which I have received, showing exclusively that I am a physician of learning and ability.

<p style="text-align: center;">Dr. Goldberg. SPECIALIST Chronic, Private and Nervous Debility Diseases 208 Woodward Ave., PHONES MAIN 1532 AND GRAND 1735</p>	<p style="text-align: center;">MY MOTTO You can pay when you are convinced that you are Thoroughly and Permanently Cured</p>
---	--

PAY WHEN CURED

No. OF CASE _____
DIAGNOSIS SHEET

Please answer as many questions as possible and return to me; any additional statement that you wish to make, kindly do so on page 4, which is especially reserved for that purpose.

Address all Letters to _____
DETROIT, MICH.

Post Office Box 126.

Name of Patient _____
Street _____
Town _____
County _____
State _____

Post Office Address _____
State _____

Town in which the nearest express office is located _____

Postage by no Medicines shipped without Written Order from Patient

One of the pages of a four-page "Diagnosis Sheet" sent out by Goldberg.

HALE, DYAR AND REGISTER

Again the federal authorities have done the public a service by protecting it from the machinations of medical impostors. W. H. Hale of Jackson, Mich., a quack with a penitentiary record, connected himself with A. S. Dyar and Roland Register, two "advertising specialists" who operated separate institutions in New Orleans. The scheme was to have Hale pose as a "noted London specialist" who was visiting New Orleans and who had offered to assist each of the local "specialists" in giving professional advice to such victims as they might get as patients. The mailing lists of Dyar and Register were brought into service and a "strictly

personal" circular letter was sent to several hundred past and prospective victims of these two "specialists." The letters offered the "patients" an opportunity of getting the "noted" visitor's opinion on their cases if they would call at the office of the local "specialist." The details of the case follow:

Dyar and Hale were charged and tried separately from Register and Hale. In each case the defendants were charged first, with having used the post-office of the United States in the execution of a scheme and artifice to defraud, previously formed; second, with having conspired to commit an offense against the United States, namely, the use of the mail in the execution of the scheme to defraud as set forth in the first count. The case against Dyar will be described; that against Register was practically identical with it.

The scheme to defraud was executed by the mailing, by the defendant Dyar, in the case in which he and Hale were defendants, of a "form" letter made to appear as if in type-writing, addressed to two thousand or twenty-five hundred different persons, some of whom had been Dyar's former patients, and had ceased to consult him, and others of whom had interviewed him with a view of taking his treatment but who never took treatment from him. The letter follows:

NEW ORLEANS, Feb. 27, 1908.

"Dear Sir:—I hope you will pardon this letter, but when you have read it, I know you will. It is natural that I feel a deep interest in those consulting me regarding their physical condition, and especially in those I have treated and also in those I am still treating. I feel that you know that I have been perfectly sincere and honest in everything that I have done and said, that I have always studied your case carefully and earnestly endeavored to deserve your confidence and friendship—in other words I have tried to act out the Golden Rule.

"The fear that I have not cured you has been causing me some worry. Meeting Professor W. H. Hale, M.D., of London, England, the noted expert in genitourinary diseases, who is just now on a visit to the United States, and with whom some years ago, I had a very close acquaintance, I took the liberty of consulting this noted gentleman about your case. He gave me much light and assured me that there was a safe and permanent cure for your trouble.

"So delighted was I, that I have, after much persuasion, secured Professor Hale's promise to spend next Thursday, Friday and Saturday and Sunday, March 5th, 6th, 7th, and 8th WITH ME, on which occasion he will meet you, give you a consultation and whatever advice necessary, for which there will be no CHARGE WHATEVER to you.

"When you stop to think that as a rule Professor Hale charges from \$100 to \$1,000, for consultation alone, you can possibly understand what it means to you to get the benefit of his valued services without any charge whatever, and because of his personal friendship for me, he

has consented to see a limited number of patients, of whom you are one.

"Professor Hale is regarded as one of the greatest living specialists in Nervous, Chronic and Special Diseases. I, therefore, ask you to call at my office on either of the days mentioned: Namely: Thursday, Friday, Saturday or Sunday, March 5th, 6th, 7th, and 8th, at any hour that suits your convenience, between 9 a. m. and 8 p. m., as the doctor will be with me each day during these hours.

"I can hardly express to you the pleasure and satisfaction I experience in having Professor Hale visit me, and I hope that you will avail yourself of my efforts in your behalf.

"Yours in the cause of Health,

A. S. DYAR, M.D."

This letter was evidently designed to deceive those who received it into believing that it was a special letter to each of them. This deception was emphasized by the statement in each letter that Dyar had been much worried by the fear that he had not cured each of the twenty-five hundred individuals, and further by the statement that he had consulted "Professor W. H. Hale, M.D." in regard to the cases of each of the different individuals to whom the letter was sent, and further by the statement that "Professor Hale" had given him (Dyar) much light and had assured him that there was a safe and permanent cure for the trouble of each of the various persons.

The so-called Professor Hale who was represented as being of London, England, just then on a visit to the United States, was, as a matter of fact, and had been, for the last nine or ten years, previous to the mailing of the letter in February, 1908, a resident and a registered voter of Jackson, Michigan. Some years previously Hale operated the "British Medical Institute" at Jackson. This was a typical "lost manhood" concern and did a thriving business until Hale was prosecuted under the medical practice act and his "institute" closed. He then began his itinerant career as the "great London specialist."

Physicians of prominence and standing in the branches of their profession in which Hale was represented to be an expert showed that Hale was not known and had never been heard of by them and that if he had been a noted expert in the branches of the profession mentioned and "one of the greatest living specialists," as represented in the letter, they would have known of him. The proof in regard to Hale, however, went considerably further, and showed that in 1891 he had been indicted in the United States District Court in Denver, Colorado, for the crime of having used the mails in a scheme to defraud.


Hale's method in Denver consisted in practicing under the fictitious name of a Chinese doctor, "Dr. Gun Wa," who by the use of Chinese herbs that he professed to have, claimed

to make remarkable cures. After the indictment in Denver, Hale seems to have fled to England, for in 1892 he was indicted in Liverpool, England, for the fraudulent practice of medicine, in connection with some other man, who together promised to cure catarrh and catarrhal deafness, and promised to furnish medicines for this purpose, all of which claims were false.

He was tried under this indictment in England, and sentenced to serve a period of eighteen months in the peniten-

Dr. A. S. DYAR

Physician, Surgeon and Specialist
619 Canal St., cor. Exchange Place,
New Orleans, La.



Young, middle aged and old, single and married men and all who suffer with

Lack of Energy,
Impoverished
Blood, Pimples,
also Blood and
Skin Diseases,
Syphilis, Eruptions,
Hair Falling, Bone
Pains, Sore Throat,
Ulcers, Swellings,
Effects of Mercury,
Kidney and Blad-
der Troubles, Weak
Back, Burning
Urine, Stricture,
receive searching
treatment, prompt
relief and cure for
life Both sexes
treated confiden-
tially and private-
ly. Piles, Fis-
tula, Fissure and
Debility, Falling
Memory. All cases can be as success-
fully treated by mail as by personal in-
terview Send for Perfect Question List.
Address

DR. A. S. DYAR, "The Specialist."
619 Canal St., cor. Exchange Place,
New Orleans, La.

One of Dyar's advertisements: Register also advertised in a similar way. Hale for some years operated the "British Medical Institute" at Jackson, Mich. This was a "lost manhood" concern of the usual type.

tiary at Walton, England. On his return from England to the United States, after the expiration of his sentence in England, he was arrested in New York under the Denver indictment and taken back to Denver where he was tried and convicted and sentenced to serve a period of eighteen months in the penitentiary.

After the expiration of his sentence, he seemed to have gone to New York, for in 1895, he was there indicted in connection with some other man for grand larceny of \$1,500 from one John McCallum, whom Hale told that he was suffering with serious kidney trouble, from which he would soon go crazy or die and of which they would cure him by means of what they called "radium cure." On these representations he charged McCallum \$1,500 for a small vial of "radium cure." Hale pleaded guilty to this indictment and was sentenced to a term of eight months in the penitentiary at Blackwell's Island, New York.

In addition to the above evidence, proving that Hale was not a noted expert, or one of the "greatest living specialists" as he was represented to be in the letter, several physicians from Ohio and Michigan testified regarding Hale's standing in the profession and as to whether or not he was entitled to practice medicine in Ohio where he claimed to have graduated from the American Eclectic College of Medicine, or in Michigan where he resided. The evidence of these physicians, two of whom were secretaries of the state boards of health of Ohio and Michigan, respectively, showed that the American Eclectic College had been investigated by these two states and was not in good standing, and the diplomas therefrom were not recognized as authority to practice medicine and that, although Hale had applied for re-registration under the laws of Michigan, his application had not been granted and he was not and had not been for some years authorized to practice medicine in Michigan. Of course, Hale produced physicians of his class from New York, Chicago and elsewhere, who swore to his excellent standing as a surgeon and diagnostician, and he referred to having license to practice medicine in Maine, Arkansas and Oklahoma.

Hale, Dyar and Register were found guilty and were sentenced to pay fines varying from \$1,000 to \$5,000 and to serve terms in the federal prison of from twelve to eighteen months each. United States District Attorney Charlton R. Beattie and Postoffice Inspector F. J. G. Pulsifer deserve great credit for the successful outcome of these cases: they have done the public a substantial service. (*From The Journal A. M. A., Oct. 15, 1910.*)

[Since the above appeared the newspapers state that the court of appeals—for, of course, these quacks appealed—has granted a new trial. The court of appeals held that the lower court erred in admitting the damning evidence against the quack Hale, who, as was stated, holds a penitentiary record.]

MARSTON REMEDY COMPANY

The president, and practically owner, of the Marston Remedy Company of 19 Park Place, New York City, was one H. D. Van Leuven. The concern did a mail-order business in

treating, as pretended specialists, sexual diseases of men. Patients were given blanks on which to write a description of their complaint and these blanks the company pretended to have examined by its "specialists," who would prescribe a "treatment." As a matter of fact, the concern was shown, when investigated by the authorities, to have a supply of stock remedies, and its so-called specialists prescribed as many of these stock remedies as it considered possible to sell to the unfortunate patient.

To secure business, the company bought lists of names from letter-brokers and, to each of the persons on such lists mailed its "literature," which consisted of a number of circulars offering one month's treatment for \$1. Accompanying the circular were a number of printed testimonials and a book entitled, "Treatise on the Ideal Treatment of Nervous Diseases and Exhaustion in Men by Local Absorption." When the patient sent in a dollar for the treatment his order was not filled but his money was held and he was sent a circular letter enclosing a question sheet for him to write thereon a description of his complaint. The reason given for thus holding the order was that "treatment must be prepared to suit each individual case." As a matter of fact, treatments were not prepared but the company simply supplied the stock remedies.

THE USUAL C. O. D. DODGE

If the unfortunate patient filled out the symptom blank and returned it to the company, he received by return mail a letter purporting to diagnose his case and recommending a number of stock remedies. At the same time he was shipped by express a package of these remedies sent C. O. D. The price asked for them ran as high as \$40; the patient being given credit for the dollar he had already paid. The Assistant Attorney-General reported:

"These stock remedies may be fitted to the patient's case, but the probability is that they are not. The so-called physicians of the company handle great numbers of these cases each day and they spend but a few hours at it. They simply glance casually at whatever description the victims may give, whether that description be sufficient or not for an accurate diagnosis, and then turn the case over to the typewriters with instructions as to the kind of stereotype diagnosis to send the party and which of the stock remedies to ship. The system is simply hit or miss and the only concern of the company is to secure its enormous profits by selling its stock remedies."

FRAUDULENT ADVERTISING

It was shown that the advertising regarding the \$1 treatment was absolutely fraudulent; such a treatment was never sent nor intended to be sent, the purpose of the company being simply to get into communication with individuals to whom it

could ship \$30 or \$40 worth of medicine that was fraudulently claimed to be specially prepared for the case. In addition to selling pills and tablets at exorbitant prices, the company also sold a vacuum appliance as a "cure for lost manhood." It charged \$10 for this device, which cost it but a few cents.

In its advertising, the Marston Company printed what it termed an "editorial endorsement" from a publication called the *United States Health Reports*. The impression was given that the *United States Health Reports* was an authority on matters of health sanitation and hygiene, when, as a matter of fact, it was a fraudulent advertising concern which published "editorial endorsements" for any disreputable institution that would pay for them. The whole business was so palpably fraudulent that in September, 1906, the Postmaster-General denied the company the use of the mails.

NEW YORK INSTITUTE OF PHYSICIANS AND SURGEONS

The New York Institute of Physicians and Surgeons of Rochester, N. Y., made a business of advertising through the newspapers and selling through the mails a medical treatment, which it called "Vitaopathy." Connected with the concern was one Thomas F. Adkin, its president and principal manager, Dr. L. B. Hawley¹, E. Virgil Neal and T. A. Pulver. Adkin fraudulently represented that he was the originator and discoverer of the new and wonderful treatment, "vitaopathy," by the use of which he was able to effect miraculous cures. The vitaopathic treatment really consisted of medical treatment prescribed by physicians in the employ of the company, general directions for dieting, bathing, breathing, resting, etc., and, what was termed by Adkin, auto-suggestion given in the form of a letter. The letter instructed the patient to concentrate all of his mental energies on the thought that he was going to be cured of his disease and to repeat certain phrases to that effect. It was shown, at the trial, that there was absolutely nothing new in this treatment nor nothing of which Adkin could properly claim to be the discoverer and originator.

ADVERTISEMENTS IN THE FORM OF NEWS

The advertisements issued by the company in the newspapers appeared in the regular news form, many of them being labeled "special correspondence." It was intended, of course, to deceive the public into believing that Adkin's power and wonderful cures had attracted sufficient public attention to be reported at length in newspapers, when, in fact, the company was paying high prices for the advertisements.

1. Hawley, Neal and Adkin have been connected with other frauds. See index.

THE "DISTINGUISHED SPECIALISTS"

At the hearing, Adkin was asked to give the names and salaries of the "distinguished specialists" and "most eminent physicians of modern times" who were employed by the company. He gave the following list, which he said was nearly correct:

A MIRACLE-HEALER

RESTORES HEALTH AND STRENGTH TO CHRONIC SUFFERERS BY A MIGHTY SUBTLE FORCE OF NATURE.

Startling Disclosures Relative to the Most Wonderful Power Known to Man - Doctors Puzled.

THE SICK HELPED FREE.

Professor Adkin Offers to Help the Sick and Afflicted Free of Cost—Hundreds Cured at Their Own Homes.

The Medical World has been startled by the wonderful cures effected by Professor Thos. F. Adkin, a distinguished scientist who is devoting his life to the relief of suffering humanity. People in the last stages of consumption; men and women living in constant dread of death from Bright's Disease, Blood Poisoning, Cancer, Dropsy, Heart Disease and other dangerous ailments have been restored to health by the treatment of this wonderful man, after every known remedy and stores of eminent specialists had been tried in vain.

Not in the history of Medical Science have so many startling cures been recorded, so marvelous has been his success in healing all kinds of disease, that his patients call



him a Miracle Healer, a man of Supernatural Powers, a Physician with the key to the Fountain of Youth; yet Professor Adkin declares there is nothing wonderful about his ability to cure disease, and says that he cures simply because he "understands nature."

A reporter called upon Professor Adkin a few weeks ago. He found a man of commanding figure, whose personality was masterful and refreshing. His eyes, though full of kindness, seemed to penetrate one's very thoughts, while his every act and every word spoke of honesty and consideration of others. He is clearly a man of wonderful force of character.

He said: "I cannot attempt to tell you what my treatment is which I call 'Vitisopathy.' In three days of quackery and lakes, every advance in science is limited by a score of ignorant charlatans who pretend to have

mastered its details. Were I to attempt to explain to you for publication the practice of Vitisopathy, without discussing its every phase, which I have not time to do, there would be a dozen unscrupulous persons pretending to understand its use, before the publication has been out a week. Vitisopathy is not Christian Science, it is not Hypnotism nor Divine Healing. It is infinitely more thorough and far-reaching than any of them.

"Vitisopathy" is a subtle force of nature, regulating the intellectual and spiritual being which controls the physical man. It purts the system in a receptive condition, which enables the body to receive the full benefit of my Vitisopathic vegetable remedies which are used in combination with it.

"It is true that this new treatment is every day making wonderful cures. It has cured the blind, it has made the lame walk, it has cured various organic troubles, which had brought the sufferers to their doom. And here let me ask you to announce to all the readers of your paper, that I stand ready at any time to give the benefit of my experience to anyone who is in need of help. I will gladly make a complete diagnosis of the case of anyone who is in poor health, and I will prescribe a thorough course of home treatment free of cost, which I positively guarantee to cure. Especially do I make this offer to those who are afflicted with dangerous disease, which has been created by other methods without effect. If there are any who are in the grip of Consumption, Blood Poisoning, Bright's Disease, Chronic Kidney Disorder, Nervous Debility, Dropsy, Rheumatism, Heart Disease, if any of your readers are suffering from constipation, Headache, Dyspepsia, Sleeplessness, Female Troubles, Lost Vitality, Vertigo or other similar ills, I invite them to write me fully of their condition, and I will give them personal attention, and help them to a complete recovery of health.

"I want no one to send me any money. I am willing to give this service to all who will put themselves in my hands, without a penny of charge, feeling that I have been blessed with the ability to cure disease when others fail, it is my duty to help those who cannot help themselves.

Professor Adkin showed the reporter scores of letters from Doctors, Clergymen, Statesmen, Educators, College Professors, Lawyers and others high in life who have been cured by Vitisopathy, as well as letters from many men and women from all walks of life who availed themselves of his free offer of help, and the reporter felt with a strange feeling of encouragement, believing that he had met the most wonderful man of the age.

The following are a few extracts from letters which the reporter examined personally:

"I feel it a debt I owe to suffering humanity to make known what has been done for me. I had suffered for over forty years from catarrh of the throat, stomach and bowels. I coughed day and night. I was in continuous pain. I had tried so many kinds of treatment without benefit that I had given up all hope. By chance I learned of a woman whom you had cured after the doctor had given her up to die, and I wrote for your letter help. That was one month ago. To-day I am a well woman. I cannot understand it. My friends are amazed. My family physician is puzzled. I wish I could go out and proclaim the virtues of your marvelous treatment from the housetops. You may use this letter as you please. I know my recommendation can only result in good."
 Mrs. A. W. Mosser,
 Box 676, Fitzgerald, Ga.

"I cannot express my gratitude for what you have done for my wife. She was on her deathbed; she was paralyzed and had a clot of blood on her brain. Physicians said there was no hope that she could recover, but you have saved her life. She improved from the very first day she commenced your treatment. The clot of blood has disappeared, she sleeps well and has a splendid appetite. Relief any sufferers who doubt your marvelous power to me or let them come to my home, and witness the wonderful cure you have performed in my wife's case. My neighbors all know the condition my wife was in when she commenced your treatment, and they were hourly expecting her death. I hope and pray that I may be at your command to help those who suffer, and get them to write you for free help."
 W. S. SWATNEY, Ph. G.,
 Proprietor, Clear Lutha Water,
 New Haven, Conn.

Every reader of this paper who is sick with any disease is advised to write to this miracle healer, addressing his or her letter to Professor Thos. F. Adkin, President of the Institute of Physicians and Surgeons, Office 3111, Rochester, N. Y.

State the leading symptoms of your complaint, and ask Professor Adkin to help you without cost, and you will undoubtedly be able to get cured, as so many others have. Vitisopathy is unquestionably the most powerful scientific discovery of the age, and Professor Adkin the greatest miracle healer in the world.

Please mention **The Arena** in writing to advertisers.

The "New York Institute of Physicians and Surgeons" was one of the most heartless and impudent frauds ever put out of business by the United States government. The above illustration is a reduced photographic reproduction of a full-page advertisement that appeared in the *Arena*. The *Arena* at that time was owned and edited by B. O. Flower, who is now president of the "National League for Medical Freedom."

- Dr. Norton devoted the whole of his time to the work at a salary of \$30.00 per week.
- Dr. Curtis devoted the whole of his time at \$25.00 per week.
- Dr. East devoted half of his time to the work at \$12.00 per week.
- Dr. Kline devoted all of his time to the work at \$20.00 per week.
- Dr. Day received a percentage of the profits.

Adkin also gave the following list of doctors who attended to such cases as might be assigned to them: Drs. Whitney, Hunt, Doane, Kilkie, Doline, Erdtmann, Pollock, Winter, Jackson, Hersch, Able, Drake, Horter and E. B. Herrick. Most of these men received \$60 a *year!* It was shown that the company's representations relative to the "staff of eminent specialists" were false and fraudulent. The largest-salaried doctor in the employ of the institute received only \$1,560 a year and so-called specialists got \$60 per year. One of these "specialists," whose name has been given—E. B. Herrick—had previously operated a medical company of his own until it was put out of business by the post-office authorities. While Herrick was employed by Adkin as an "eminent specialist" in rheumatism, he had run his own medical company on the representation that he was a "specialist" in "venereal diseases."

Like most companies of this sort, this concern purchased its medicine, which consisted of tablets, from manufacturing pharmaceutical houses; in this case from Parke, Davis & Co. and Payne & Co. On account of the fraud on which this concern was founded, the use of the mails was denied to it, July 21, 1905.

THE DR. TAYLOR COMPANY

A most important trial and subsequent conviction has just been concluded in San Francisco; it is the first case in the United States in which an advertising "specialist" has been convicted by a jury of the crime of trying to obtain money by false pretense. The man, John J. Arberry, a graduate of the medical department of the University of Kentucky, 1891, and licensed to practice medicine in California in 1895 (before the examining board was established), was arrested in July, 1909, the trial being held this month—January, 1910.

Dr. Arberry was the "chief consulting physician" in a widely advertised concern known as the "Dr. Taylor Company," a corporation, the principal stockholder of which, Dr. Arberry, testified on the stand, is one O. C. Joslen, who formerly had a license to practice, which license was revoked in 1905, after a conviction in the U. S. Court for sending immoral literature through the mail; the literature was an offer to produce an abortion. Several other advertising concerns are largely owned by the same Joslen, but they are operated by very shrewd licensed physicians and their advertising is generally so worded that they cannot be reached under the law. It was for this reason that the present case, along an entirely new line, was undertaken and supported by the San Francisco County Medical Society.

A young man of about twenty came to San Francisco from the country about the middle of July; on July 19 he felt a pain in his back and, seeing the sign of the Dr. Taylor Company went into the office. He saw Dr. Arberry, who told him, after

massaging his prostate, that he had an abscess of the prostate and it would require \$200 to cure it. Arberry persuaded the young man to sign a letter to his aunt living in the country, asking that the money be sent to him, care of the Dr. Taylor Company. The money was received and paid. On July 23, Arberry, evidently thinking it a shame not to get some more "easy money," wrote a letter to the young man's aunt telling her to come to San Francisco, that the boy had another serious complaint. She came and first went to see some friends and fellow countrymen (Italians). One of her friends went with her to see Arberry, representing herself as her cousin and interpreter and alleging that she could not speak English—though

ST. INTELLIGENCER, TUESDAY, JULY 13, 1909

FREE Museum Open

\$10,000.00 Exhibit
Showing the Interesting and Instructive
Wonders of Science

The Largest and Finest Museum of Anatomy on the Coast
Free to MEN ONLY

Time and No Thought Now, Wednesday, Jan. Any, Weds. and Thurs. in
Franklin and Division.

We have opened an office for the purpose of establishing a free museum of anatomy and physiology. The exhibit is a valuable and interesting one, and is a valuable and interesting one. The exhibit is a valuable and interesting one. The exhibit is a valuable and interesting one.

THE DR. TAYLOR CO. 826 First Avenue
Seattle, Wash.

Photographic reproduction (much reduced) of a typical advertisement of the Dr. Taylor Co. While this particular advertisement was from the Seattle, Wash., branch, the concern also had branches at Portland, San Francisco and Los Angeles.

she really speaks and understands it well. Arberry said to them that the young man had a valvular lesion of the heart and was liable to drop dead at any moment unless treated and cured, which would cost another \$200; the treatment was expensive because he had to use a German serum, imported at great expense. The woman stated to Arberry that she did not have the money with her, but would go out and try and get it. That afternoon Arberry was arrested.

Before the heart disease episode and the arrest, the young man happened to see a reputable physician and a member of

the county society who soon satisfied himself that the patient did not have and never had had an abscess of the prostate. The same day that the aunt and the interpreter went to see Arberry, the young man was examined by three reputable physicians, one examining the prostate and the other two the heart: they all agreed that he was perfectly well and free from the diseases stated. It was the old swindle, but the interesting and important part of it came out in the trial.

All such cases heretofore have failed because of the defense that the "doctor" had made a mistake in diagnosis and that all physicians may disagree in such matters. But the attorney for the society, Mr. Walter Kaufman, who, though not a criminal lawyer, took a deep interest in the case, believed in the common-sense idea that physicians might testify to certain conditions as matters of fact within their knowledge and not merely as matters of opinion. There was much argument over this point, but the court finally ruled that a witness under oath could testify to matters of fact and that it was then up to the jury to determine the reliability of the testimony. On this basis the witnesses for the prosecution testified that they had examined the boy and that they knew as a matter of fact that he did not have and had not recently had an abscess of the prostate, and further, that he did not have and had not had a valvular disease of the heart; in the latter point even the "experts" called by the defense agreed that it could be determined as a matter of known fact, whether or not the boy had a valvular disease of the heart. The case went to the jury January 13, and after about two hours' deliberation they returned a verdict of guilty.

This is the first verdict convicting a physician who follows this criminal line of activity, of a felony: that is, of attempting to obtain money by false pretense. It is stated that the advertising quacks in San Francisco have contributed a purse of \$25,000 to fight this case and it will undoubtedly be appealed to the Supreme Court. It is also the first time a trial court has admitted to the record testimony from physicians as to the condition of an individual as a matter of known fact and not merely as a matter of opinion. If the judgment shall be eventually sustained it will go far toward getting rid of the very worst type of quack—the licensed physician who has gone wrong. (*From The Journal A. M. A., Jan. 29, 1910.*)

[The case was appealed, but the decision of the lower court was sustained and John J. Arberry went to the penitentiary at San Quentin for two years. The papers reported that the day before the expiration of his term of imprisonment Governor Johnson of California pardoned Arberry.]

CANCER CURES

*"Our national quality of commercial shrewdness fails us when we go into the open market to purchase relief from suffering."—
Samuel Hopkins Adams.*

"Every advertisement of a 'cancer cure' cloaks a swindle." If the public could once realize the truth of this statement the quacks who engage in this line of charlatantry would quickly find their occupation gone. The various advertised "cures" for cancer may be divided into two classes: First, those that consist of mildly tonic drugs to be taken internally in conjunction with weak antiseptic washes to be applied externally; and, second, those in which a "paste" or "poultice" containing some strong caustic, is applied to the ulcerating surface. The "cures" belonging to the first class are absolutely worthless, and, while not in themselves dangerous, are vicious in that the patient is likely to rely on a valueless remedy until the cancer has reached a point where no treatment will avail. The caustic pastes, on the other hand, are sometimes used by reputable physicians in carefully selected cases of superficial (skin) cancer. Even in such cases and under the daily personal supervision of a physician the escharotic (caustic) treatment is uncertain and unreliable. When the patient is "treated" through the mail by means of these burning pastes, which he has to apply himself, the treatment is not only unreliable and painful but positively dangerous. The possibility of the caustic eroding a blood-vessel is by no means a remote one.

All "cancer cure" quacks have a liberal supply of "testimonials" with which to catch the unwary. Many of these testimonials are fraudulent while others are written by individuals who have merely convinced themselves that they have cancer and who, on receiving some real or imaginary benefit from the nostrums, write that they have been "cured." Of the things which the quack needs in his business, testimonials are the easiest and least expensive to obtain.

During the past few years the United States postal authorities have done the public great service by declaring fraudulent and denying the use of the mails to a number of "cancer cure" concerns. Much credit is due the department and especially to Judge R. P. Goodwin, assistant attorney-general to the postmaster-general. Valuable assistance has been rendered by the Bureau of Chemistry through Dr. Harvey W. Wiley, until recently its chief, and Dr. L. F. Kebler, chief of the Division of Drugs.

Many of the following articles are based on Judge Goodwin's reports, the facts as recorded being freely quoted or abstracted. They appeared either in full or in a condensed form in *THE JOURNAL* of the American Medical Association.

THE B. F. BYE CANCER CURE

One of the most impudent quacks in the "cancer cure" business—B. F. Bye of Indianapolis—has just been officially denied the use of the United States mails. In the "Great American Fraud" the Bye "cancer curers" were shown up and the "piety" of Bye senior, who "founded a little church in Indianapolis with the money extracted from his dupes," was commented on. A few years ago the elder Bye ran a cancer cure fake known as the "Dr. D. M. Bye Combination Oil Cure Company" in Indianapolis, with his son-in-law, L. T. Leach, as manager. At the same time, one of the younger Byes—B. F. Bye—was operating a similar and rival concern in the same city. To quote from the "Great American Fraud":

"Across the street from the Dr. D. M. Bye offices is the 'down-town office and laboratory' of Dr. B. F. Bye. In the circulars this is pictured as a large and commodious brick building, standing far back in an imposing shaded yard. The picture is purely imaginary. So is that of the doctor's 'Sanatorium' in the same pamphlet. The B. F. Bye outfit is ensconced in a shabby wooden house close to the street, and the 'office and laboratory' are little more imposing inside than outside. The younger Bye makes preposterous claims of 82 per cent. of 'complete recoveries.' . . . His treatment wouldn't remove a wart or cure a mosquito bite."

"Dr. B. F. Bye's correspondence is replete with unconscious humor; *vide* this sample from his 'hurry-up' form-letter: 'When I pause and consider the amount of quackery and humbuggery practiced all over the country, it is not difficult to understand why the afflicted hesitate to accept new treatment, no matter how logical it may be.'

"He belongs to most of the fake medical organizations in the country, whose diplomas (purchased) he proudly displays on his walls."

That useful and overworked department of the postoffice that investigates frauds finally notified Dr. B. F. Bye to show cause why a fraud order should not be issued against him and his "cancer cure" outfit. The facts in the case, as sub-

Good News

D. M. BYE, The Originator.

**FROM THE
Dr. D. M. BYE
Combination Oil Cure Company.
FOR CANCER AND OTHER MALIGNANT DISEASES.**

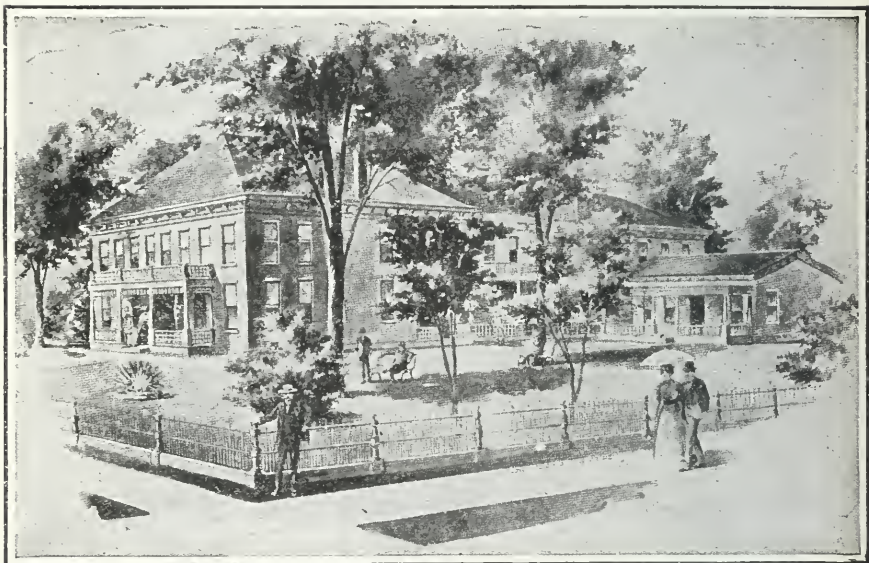
COPYRIGHT 1923 BY C. M. BYE CO.

mitted to the Postmaster General by R. P. Goodwin, assistant attorney general, are in part as follows:

"Dr. Bye is engaged in treating persons, afflicted with cancer, through the mails. He has succeeded to the business of

his father, who for a number of years was engaged in a similar practice at Indianapolis, Ind. He is also a brother-in-law of Dr. L. T. Leach,¹ who conducts a similar business from Indianapolis and against whom this office has recommended the issuance of a fraud order. While Dr. Bye advertises to have a sanitarium at Indianapolis where he treats personally patients who come there, the fact is he has no sanitarium of his own and such few persons as do go to Indianapolis for sanitarium treatment he locates in boarding houses and such places.

"On receipt of an inquiry about his treatment, it is Dr. Bye's practice to send the correspondent a circular letter, a



Dr. B. F. Bye's "down-town" office and laboratory, as represented in his booklets, surrounded by broad lawns and shade trees—which exist in Dr. Bye's mind only. (From "Great American Fraud.")

question blank, a sheet of testimonials and a booklet bearing the following title:

Cancer, Its Etiology, Pathology and Treatment by Soothing Oils, by Benjamin F. Bye, M.D., Fellow of the American Association of Physicians and Surgeons; Member Indiana Association Physicians and Surgeons; Fellow of the Indianapolis Academy of Medicine; Member of the Incorporated Society of Science, Letters and Art of London, England; Physician to St. Luke's Hospital; Surgeon Hillsboro R. R.; Chief Surgeon Indiana 1st Regiment U. R. K. P.; Examiner of Northwestern Life Insurance Co. Etc, Etc., Etc. Office and Laboratory, Indianapolis, Ind.

1. For the details of the government's action against Leach and his fake see index.

MEMBERSHIP IN FAKE ORGANIZATIONS

"The inspector endeavored to ascertain the character of the above associations and societies, and from Dr. George H. Simmons, editor of THE JOURNAL of the American Medical Association, found that the 'American Association of Physicians and Surgeons' was in existence several years ago and that its business was in selling of diplomas to physicians and that it was made up of men not recognized by the medical profession as physicians of standing; that the 'Society of Science, Letters and Art of London, England,' was a 'fake diploma factory conducted by a man named Sturman,'² and that the same description was applicable to St. Luke's Hospital,³ Niles, Michigan.



THE QUACKS CANNOT HELP LYING EVEN ABOUT SELF-EVIDENT FACTS

Dr. B. F. Bye's office as it actually is at 301 North Illinois Street, Indianapolis. The brick building in the rear is a hotel, in no way connected with Dr. Bye's establishment. (From "Great American Fraud.")

As to the Indiana Association of Physicians and Surgeons and the Indianapolis Academy of Medicine, Dr. J. N. Hurty, secretary of the State Board of Health of Indiana, stated that he was unable to find any information concerning either of these societies. Dr. Bye admitted to the inspector that he has not been for some time chief surgeon to the Indiana First Regiment, U. R. K. P., or an examiner for the N. W. Life Insur-

2. See page 88 of this book for a more extended exposé of this fake.—ED.

3. Also exposed in THE JOURNAL, June 24, 1899; Oct. 21, 1899; Nov. 16, 1901; May 23, 1903, and June 6, 1903.—ED.

ance Company. It is thus seen that the pretense that Dr. Bye is a man who stands high in his profession and who is connected with recognized medical institutions of standing is false. Dr. Bye is a graduate of the American Medical School of Indianapolis, 1896, and claims to have studied in the Kan-



A CHIP OF THE OLD BLOCK

The youngest Bye sends out letters to his patients warning them against quackery in the cancer cure business. (From "Great American Fraud.")

sas City Homeopathic School. He has never been in private practice, and his entire medical experience has been gained in this mail order cancer cure business.

CLAIMS MADE

"The representations contained in the circular letter and the booklet are intended and calculated to lead the correspondent to believe that Dr. Bye has discovered a combination of vegetable oils which is most efficacious in the treatment of cancer and that it will cure practically every case. For this treatment \$25.00 is asked. Some of the representations made are quoted below:

A local treatment and the correct indicated remedy exhibited internally is the only rational one, and to be sure, safe and speedy, the local treatment must destroy the embryonic cells; also the foundation bed or "Stroma," and at the same time preserve the integrity of the surrounding healthy tissues. The combination of vegetable oils, when applied to these malignant growths, has accomplished what is so ardently desired.

The oil soon has the growth under its influence, and the disease is soon absorbed, causing a radical cure without pain. In case the diseased parts have already broken down and we have an open sore, the wound will slough in a short time, then it will heal nicely.

. . . we have found that where the patient will follow our instructions closely a rapid cure is the result.

Don't be misled by the claims of irresponsible people as to their ability to cure cancer by the injection of a specific serum or other substances. . . . We have discovered a combination of oils, which in their effect upon the diseased tissues, approaches the miraculous. It is the only successful remedy known to medical science and has the highest indorsement from the medical profession, as well as from ministers and thousands who have been cured. . . . The Oils are soothing and balmy, safe and sure, and cure without disfigurement.

The Combination Oil Cure does cure cancers and tumors to stay cured.

"The correspondent is also led to believe that Dr. Bye can properly diagnose the malady with which he is afflicted from the question blank.

"If the correspondent fails to purchase the medicines after this first solicitation it is the practice of Dr. Bye to write him another letter in which he states that 'from the information I have received I believe that I can effect a cure in this particular case.' In this letter the price of the treatment is reduced to \$12.50; and if the treatment is not purchased pursuant to this solicitation, another letter is mailed the prospective patient in which he is asked to purchase a trial treatment which will last him several weeks for \$3.00.

THE "CURE" ANALYZED

"The medicines were analyzed by chemists of the Department of Agriculture, and were found to amount to cotton seed oil and some ordinary tonics."

After giving the details of the analysis the government chemists make the following statement regarding the value of the "cure":

"Analysis of the above treatment shows that it does not contain a single item which is considered of any special service for the cure or successful treatment of cancer, neither is the entire combination such as to warrant any representation to the effect that it is a cure for cancer."

THE PERCENTAGE OF "CURES"

As to the truthfulness of Bye's claim that he produces 82 per cent. of complete recoveries, the following is enlightening:

"The inspector procured from the post-office records the names and addresses of some twenty persons who have taken Dr. Bye's treatment and corresponded with the postmasters at the post-offices where these parties were located, with regard thereto. This correspondence shows that but one of these patients claims to have been cured, and in this case it develops that a surgeon had removed the growth before the Dr. Bye treatment was undertaken, and this surgeon reports that the growth removed was not cancerous."

In summing up, the assistant attorney-general makes the following statement:

"According to the evidence submitted the medical profession knows of no drug or combination of drugs which can be relied upon to cure cancer. That Dr. Bye has not succeeded where the profession has failed and that he is not honestly endeavoring to cure patients, but that his pretensions to have discovered a cure for this disease are false and fraudulent and asserted merely to deceive and defraud suffering humanity, is revealed by the analysis of his medicines and the finding that they are merely cotton seed oil and some ordinary tonics.

"I find that this is a scheme for obtaining money through the mails by means of false and fraudulent pretenses, representations and promises, in violation of Sections 3929 and 4041, of the Revised Statutes, as amended, and therefore recommend that a fraud order be issued against the above named parties."

The order was issued.

THE W. O. BYE CANCER CURE

Mr. Adams in the "Great American Fraud" referring to what he well calls the "cancer vampire" has the following to say about the Bye family:

"In this department of quackery the Bye family is preeminent. The family practice has split owing to business differences, the father and one son conducting separate and rival establishments in Indianapolis and the two other sons operating from Kansas City."

Fortunately for the public the government has put a quietus on the cancer-curing proclivities of the Bye family. The last one of this family of cancer-curiers is the subject of the present article—W. O. Bye, of Kansas City, Missouri.

A complaint was lodged with the postal authorities by the Department of Agriculture which had, under the Food and Drugs Act, made an investigation of Bye's method. The complaint follows:

"I desire to present herewith for your consideration certain facts concerning the business conducted by William O. Bye, M.D., Kansas City, Mo., who is engaged in the exploitation and sale of medicinal preparations through the medium of the mail.

"Through newspaper advertisements, personal recommendation, or otherwise, Dr. Bye enters into communication with those who are, or who believe themselves to be, afflicted with cancer, and by means of false and fraudulent pretenses, representations and promises induces them to purchase his treatment. Furthermore, it clearly appears that he has no intention of rendering an adequate return for the money thus obtained and the credulous purchaser not only loses the sum invested in a worthless remedy, but in addition may suffer serious injury by reason of the fact that he is led to neglect the proper treatment of his disease.

"The medicine comprising the treatment furnished by the party in question for the cure of cancer were subjected to analysis by this department, and the results obtained were briefly as follows:

1. PRESCRIPTION No. 0: A simple alterative preparation somewhat resembling syrup of sarsaparilla.
2. PRESCRIPTION No. 4: Found to consist of almond oil mixed with cotton seed oil and a small quantity of oil of bitter almond.
3. PRESCRIPTION No. 120: Compressed tablets composed of talcum and sugars.
4. PRESCRIPTION No. 90: Vaseline.
5. PRESCRIPTION No. 220: A preparation resembling Cataplasma Kaolini, U. S. P. [Clay poultice.]

Book on Cancer Free.

When hundreds of perfectly reliable people gladly testify that they have been rescued from death's door by Dr. Bye's Combination Oil Treatment for Cancer and similar dreadful diseases, it is surely worth while to investigate the methods and results of this treatment. Any one may obtain free of charge a finely illustrated book describing this simple and efficacious treatment, simply by writing Dr. W. O. Bye, Ninth and Broadway, Kansas City, Mo.

CO
CI
EX

One of W. O. Bye's advertisements. This appeared in the *Biblical Recorder*, April 21, 1909. The same issue contained advertisements of "cures" for cancer, dropsy, rheumatism, tuberculosis, deafness, piles, influenza, malaria, etc.

"The results of this analysis show that the treatment furnished by Dr. Bye cannot by any possibility accomplish the results claimed for it in the cure of cancer. The agents of which it is composed have long been known to the medical profession but notwithstanding this fact no reliable authority makes the claim that, taken singly or together, they can be relied on for the cure of cancer. On the contrary, the fact is

generally recognized among medical authorities that there is no substance or mixture of substance known at the present time which can be relied on for this purpose.

"In view of these facts it would appear that the business of the party in question was not conducted in good faith, but for the purpose of obtaining money from credulous individuals through false and fraudulent representations without any intention of rendering an adequate return."

As in the Chamlee case, Dr. F. P. Morgan of the Department of Agriculture, under the name of Henson, carried on correspondence with Dr. Bye, as a supposititious patient suffering with a trouble which Bye claimed was cancer. The report continues:

"The letters received by Dr. Morgan from the advertiser were in the main printed in imitation of typewriting to make them appear as though prepared for the individual case, but in fact were stereotyped circulars, indicating their use generally for conducting correspondence with persons from whom money is being sought. By these various letters, and pamphlets and books enclosed with them, it is represented that Dr. Bye can cure cancer without the use of a knife by sending certain medicines to the patient for use at his home; and in respect of such treatment many representations are made as to its efficiency, a few of which for illustration are set out below:

CLAIMS MADE

An infallible cure for all forms of cancer.

We remove the causes permanently—every vestige of the cancer virus—and our patients need have no misgivings concerning future development of the disease, for it is then cured forever.

In many cases a cure is effected in one month's time.

I have effected cures in some of the worst cases of internal cancer.

This disease [meaning cancer] has baffled the entire medical fraternity of every country until the discovery of our wonderful Combination Oil treatment.

The characteristic features of our treatment are its rapidity of action, its thoroughness in removing every vestige of the cancerous poison, and its absolutely permanent effect.

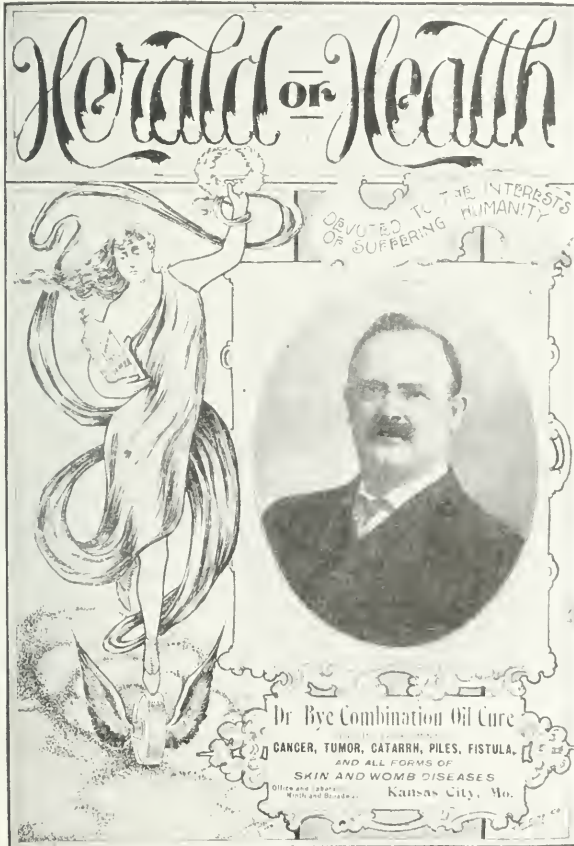
A perfect specific for any form of cancerous afflictions.

An absolute antidote for all cancerous afflictions.

"These letters and circulars of Dr. Bye advise the patient to submit on a blank furnished for the purpose, answers to the questions there given, and state that therefrom the physician can and will make a correct diagnosis of the patient's trouble, and be able to treat his case. Dr. Morgan, as Henson, sent in this blank, and without other information than that thereby submitted Dr. Bye diagnosed the case as cancer, and asked \$25 for medicines to cure the case. This price was later reduced to \$12.50, and in accordance with the reduced offer Dr. Morgan sent by mail the \$12.50 and received by express the package containing the treatment."

About two years ago, Bye's license as a medical practitioner was revoked by the Board of Health of the State of Missouri. Bye took the matter to the courts and, unfortunately for the public health, forced the board to restore the license. On this point the report says:

"In endeavoring to demonstrate the efficiency of the treatment administered by Dr. Bye he relied largely on the depositions of witnesses that had been taken in 1908 in a case pending in the Circuit Court of the County of Jackson, State of Missouri, between the Board of Health of the State of Missouri, plaintiff, and Dr. William O. Bye, defendant. Speaking generally, these depositions were to the effect that the witnesses had been troubled with afflictions which in many



Front cover of fake cure publication sent out by W. O. Bye to his dupes.

instances they announced had been diagnosed by their local physicians as cancer, and that they had then received treatment from Dr. Bye which had cured them.

"Meeting these depositions, the officers of the Department of Agriculture produced correspondence which they had had

with the physicians whom the witnesses just referred to claimed had diagnosed their trouble as cancer. The effect of this correspondence was that in nearly each instance the physician denied having made any such diagnosis, and in no instance was it found that there had been a microscopic examination from which it could have been positively said that the trouble was cancer."

TESTIMONIALS OF LITTLE VALUE

As to the value of the "symptom blank" method of diagnosing cancer and of "testimonials," the assistant attorney-general says:

"In the light of the evidence of the impracticability of a physician's making a reliable diagnosis of cancer by the symptom blank method, and in the light of the analysis of the treatment used by this advertiser, the statements of these various physicians as given in the above summary pretty thoroughly negatives the assumption that the witnesses had cancer. The mere fact that this advertiser is able to produce, as he has done at this hearing, a number of testimonials, of apparent cures of cancer is, in the light of all the evidence, of little significance, because of the absence of any satisfactory evidence that they had cancer. It is to be expected that out of the hundreds of cases that this advertiser admits treating each year, there are a certain number of instances in which the patients are afflicted with non-malignant sores which are amenable to treatment and which in some instances do yield to this advertiser's treatment."

Summing up the whole matter the government says:

"After careful consideration of all the circumstances of this case I am convinced that the business of this person in the treatment of patients at their homes for cancer under the representations made is a scheme to obtain money through the mails by means of false and fraudulent pretenses, representations and promises. I am satisfied that said business is not conducted in good faith, but merely as a scheme to fraudulently extort money without intending to return therefor the services promised, and without any belief that patients with cancer can be cured as represented. The analysis of the medicines sent to the Department of Agriculture proves conclusively, I think, the spuriousness of the practice of this advertiser.

"I find that this is a scheme for obtaining money through the mails by means of false and fraudulent pretenses, representations and promises, and I therefore recommend that a fraud order be issued against said party."

The fraud order was issued.

BUCHANAN CANCER CURE

A correspondent submitted for analysis a "cancer paste" that had been manufactured and sold by the Buchanan Medical Co. of New York City. The only information available concerning the composition of the paste was that contained in a booklet formerly published by the manufacturer, in which it is stated:

"Chlorid of Chromium (ozonized; the cancer antidote). The liquid chlorid of chromium is added to pulverized blood-root, or some other inert powder; is made into a paste of the consistency of tar . . ."

ANALYSIS

The sample was submitted to the Association laboratory, which reported as follows:

"The sample of Buchanan's Cancer Cure was a dark, brownish-red, pasty mass of about the consistency of tar. Its odor was not characteristic. Examination showed that chromium salts were not present. The active ingredient was found to be zinc chlorid. With this was mixed a finely ground vegetable powder and some mucilaginous substance. Glycerin, sugar, alkaloids, resins and fats were not found. The vegetable tissue possessed the general structures of rhizomes and in some characters resembled bloodroot, but could not be identified positively. There was considerable starch present, but its identity could not be made out, since the structure of the starch grains had been destroyed, probably by the zinc chlorid. A red coloring matter was present. Further than a quantitative determination of zinc chlorid, an exhaustive chemical examination was not undertaken, although tests were made for a considerable number of substances which the nature of the remedy suggested. The analytical results are given herewith:

Anhydrous zinc chlorid.....	46.3 per cent.
Vegetable tissue, dry.....	9.2 per cent.
Mucilaginous matter	12.2 per cent.
Moisture	19.1 per cent.
Undetermined (starch, loss, etc.).....	13.2 per cent."

Zinc chlorid, mixed with an absorbent, such as flour, starch, powdered galangal, powdered althea, gypsum, etc., has been employed in the treatment of cancer for many years. The Buchanan remedy, therefore, evidently contains nothing new. It belongs to that great army of "wonderful new discoveries" which examination usually shows to be well-known remedies. The statement that the cancer antidote is "chlorid of chromium ozonized" is not only false but meaningless, no such product being known. It is evidently intended to mislead the unwary physician by the use of the term "ozonized." (*From The Journal A. M. A., Aug. 28, 1909.*)

THE CHAMLEE CANCER CURE

The business of S. R. Chamlee who operated a mail-order "cancer cure" concern in St. Louis, Mo., under the name of "Dr. and Mrs. Chamlee & Co." and in Los Angeles, Cal., as "Dr. and Mrs. Chamley & Co." has finally been declared a fraud by the United State postal authorities. Mr. Adams, in the "Great American Fraud" paid his respects to Chamlee as follows:

"I can do no more than mention, by way of warning, a scoundrel who endeavors to frighten women into taking his treatment by advertising in the papers, 'In woman's breast any lump is cancer.'"

The assistant attorney-general in submitting the facts to the postmaster general said in part:

HOW IT WAS WORKED

"It is charged that under the names set out above, at the postoffice at St. Louis, Mo., there is being conducted a certain scheme for obtaining money through the mails by means of false and fraudulent pretenses, representations and promises, which said scheme is in substance as follows:

"Advertisements are published in newspapers soliciting the general public and those persons who may believe themselves afflicted with cancer, to open communication by mail with S. R. Chamlee, M.D., and Dr. and Mrs. Chamlee & Company at St. Louis, Missouri. To said persons so answering said advertisements there are mailed certain letters, circulars, pamphlets and leaflets, soliciting the persons to whom they are so sent to remit various sums of money for certain medical treatment to cure them of the disease known as cancer, said treatment to consist of certain medicines to be sent to said persons so afflicted with said disease at their homes and to be used by them at their homes for the cure aforesaid; and it is further a part of said fraudulent scheme to pretend to said persons if they will write answers to the questions set out on a certain printed question blank furnished for the purpose by said advertisers and mail the same to said advertiser of St. Louis, Mo., said advertisers can by said means make a proper and accurate diagnosis of the conditions of said persons, and will advise said persons of their conditions; it is also a part of said fraudulent scheme that if said persons so mail to said advertisers said written answers, said advertisers in most instances mail to said persons certain communications purporting to be true and accurate diagnoses of the cases of said persons, and representing to said persons that they are suffering from cancer and that their condition is such that it may be cured by the treatment of said advertisers.


"Whereas, said scheme is one to defraud said persons and to obtain from them money through the mails by means of false and fraudulent pretenses, representations and promises, and without said advertisers intending honestly and in good faith to treat and cure such patients of said disease or to endeavor so to do, and without the belief that they can treat and cure said persons of said disease, and well knowing that their said treatment is incapable of curing said persons of said disease in manner and form as pretended, and whereas, in fact said pretended diagnosis is a mere fraudulent device to deceive said persons and in truth these advertisers have not made any true diagnosis and well know that they cannot do so by said method, and without any honest understanding of the conditions of said persons, and without the belief that they can cure said persons of cancer by said treatment fraudulently use said pretended diagnosis merely as a device to deceive and mislead said persons and thereby to induce them to order of and pay said advertisers for such treatment."

"NO PAY UNTIL CURED" A FALSEHOOD

One of the cases submitted against Chamlee was from a victim in Wisconsin who had purchased the "cure" and used it according to directions, obtaining no benefit and doubtless relying on the advertised claim, "No pay until cured," the unfortunate wrote to Chamlee asking for a return of his money. This is the answer he got:

"I received your letter this morning and cannot understand the process of your reasoning, when you ask me to refund you the small payment you made for the medicines used in your case, as we did not charge you any fee for our services, therefore we will return you nothing but if you will come down here you will sure have to purchase a full and complete set of teeth. If you think you can get anything come down and try it, I haven't even a stool chair in my own name, so if you can pay me a visit in the very near future please, please. Hoping to meet you face to face in the near future. Yours, I don't think."

CANCER
IN WOMAN'S BREAST
 ALWAYS BEGINS a small LUMP LIKE THIS and ALWAYS
 POISONS DEEP in ARMPIT AND KILLS QUICKLY
I Will Give \$1000 if I Fail to Cure
 and forfeit \$1000 or excel any other Dr. living.
No Knife or Pain—
No Pay Until Cured.
Written Guarantee.
 No X Ray Swindle.
 3-Day Painless Plaster.
 Wonderful Discovery
 9000 Cured. Cancer
 never pains while small, it
 Poison to Death. Any
TUMOR, LUMP or
SORE on the LIP,
FACE or BODY long
IS CANCER. 120-PAGE BOOK SENT
FREE. Testimonials of Thousands CURED
 after others failed. **See or Write to Some**
 Write to **DR. & MRS. DR. CHAMLEE** **CANCER CURE**
 to **AB 36 W. RANDOLPH ST., CHICAGO, ILL** **Strictly Reliable**
KINDLY MAIL this to SOMEONE with CANCER



A typical Chamlee's advertisement. Notice that this quack now (1912) operates in Chicago, since St. Louis was made "too hot" for him. Note the claim "No pay until Cured" in connection with the evidence given in exposing this fraud.

A victim in New Hampshire who wrote for the return of her money because of Chamlee's failure to cure, received no more consideration than did the Wisconsin dupe. A Michigan woman "paid him (Chamlee) considerable money for his treatment, the result of which almost killed her."

The United States Department of Agriculture, under the provisions of the Food and Drugs Act, also investigated Chamlee's business. The department submitted to the postoffice authorities the following complaint regarding Chamlee's fraudulent practices:

"I desire to present herewith for your consideration certain facts concerning the business conducted by S. R. Chamlee, M.D., of St. Louis, Mo. The business is also carried on under the name of Dr. and Mrs. Chamlee & Company and involves the use of the U. S. mails in the exploitation and sale of drug products.

"Through newspaper advertisements, personal recommendation or otherwise, Dr. Chamlee enters into communication with those who are, or who believe themselves to be, afflicted with cancer, and by means of false and fraudulent pretenses, representations and promises induces them to purchase his treatment. Furthermore, it clearly appears that he has no intention of rendering adequate return for the money thus obtained and the credulous purchaser not only loses the sum invested in a worthless remedy, but in addition may suffer serious injury by reason of the fact that he is led to neglect the proper treatment of his disease.

CLAIMS MADE

"The following extracts from the advertising literature issued by the party in question illustrate the nature of the claims made for his treatment:

"Our Cancer Specific."

"It is the most wonderful discovery on earth to-day and it is obtained from the Sandwich Islands."

"Only infallible cure ever discovered."

"A Pacific Island plant makes the cures."

"Thousands cured without a failure."

"We positively, permanently cure cancer."

"We use a specific tonic that purifies the blood and removes all cancer virus from the system."

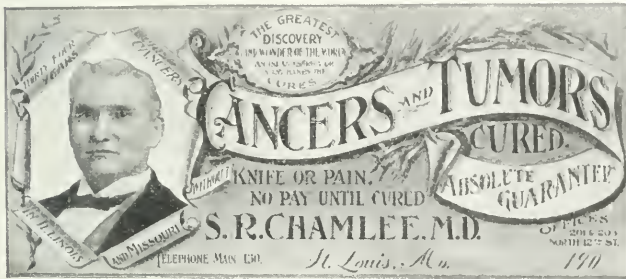
"The medicines comprising the treatment furnished by Dr. Chamlee for the cure of cancer were subject to analysis by this department, and the results obtained were as follows:

1. Cancer Specific. Found to consist of over 99 per cent. water and alcohol, with small quantities of iron and strychnin; sweetened with saccharin, a coal tar product.
2. A liquid preparation found to contain alcohol 22 per cent., water about 22 per cent., tannin, carbolic acid, opium, and a large amount of glycerin.
3. A waxy solid found to consist essentially of resin, bees-wax, and fat.

"The results of this analysis show that the treatment furnished by Dr. Chamlee cannot by any possibility accomplish the results claimed for it in the cure of cancer. The agents of which it is composed have long been known to the medical profession, but notwithstanding this fact no reliable authority makes the claim that, taken singly or together, they can be

relied on for the cure of cancer. On the contrary the fact is generally recognized among medical authorities that there is no substance or mixture of substances known at the present time which can be relied on for this purpose. The claim that the treatment is "the most wonderful discovery on the earth to-day" is absolutely without foundation, and the analysis above mentioned failed to disclose the presence of any ingredient which was derived from the Sandwich Islands and which could be relied on for the cure of cancer.

"In view of these facts it would appear that the business of the party in question is not conducted in good faith, but



Photographic reproductions (reduced) of the letter-heads of Chamlee's stationery as used in St. Louis before he was driven out of that city and as now used in Chicago.

for the purpose of obtaining money from credulous individuals through false and fraudulent representations without the intention of rendering any adequate return."

Dr. F. P. Morgan, scientific assistant of the Department of Agriculture entered into correspondence with Chamlee under the name Henson. The report goes on to say:

THE "FOLLOW-UP" LETTERS

"The letters received by Dr. Morgan from the advertisers were in the main printed in imitation typewriting to appear as though prepared for the individual case, but were in fact

stereotyped circulars apparently used generally for conducting correspondence with persons from whom money is being sought. By these various letters and pamphlets and booklets enclosed with them, it is represented that Dr. Chamlee can cure cancer without knife or pain, by sending certain medicines to the patient to be used by the patient at his home; that this treatment is "the greatest discovery and wonder of the world;" that a "cure is absolutely guaranteed; that the advertiser has been "by this means curing cancer over thirty-four years and have never failed to cure where my instructions were carried out;" that "we positively cure cancer;" that this treatment is "the only perfect cancer cure known to science;" that it "is a positive cure;" that "many thousands of cases have been positively cured without one failure;" that "it usually takes one month's treatment to make a cure;" that "our treatment is the only one that positively eradicates cancer of the blood. destroys cancer germs. heals cancer sore if any, and heals permanently; it is the only cure that is backed by absolute guarantee."

"These circulars of Dr. Chamlee propose that if the prospective patient would submit on a blank furnished for the purpose, answers to the question there given, that the physician could and would make a correct diagnosis of the patient's trouble and be able to treat his case thereby. Mr. Morgan, as Henson, submitted answers on the blank sent him showing the case as follows:

"Man, aged 40, married, and with no small children, has a hollowed out sore on the lower lip about one inch in diameter and a small sore beside the nose on the right side. In answer to a question, 'What is your disease called?' it was answered 'cancer.' It has existed over a year, and its growth has been rapid, especially of late, when the sore on the mouth has grown very fast. It is movable, painful, and discharges matter having an odor. In reply to a question 'If the cancer is on the lip has it yet poisoned and hardened the glands under the chin or jaw?' it was answered, 'I think so, but don't know for certain,' and in answer to another question 'Any like trouble or lumps elsewhere?' it was stated 'No.' General health not good; there has been no previous operation; the sores have been treated with salve without benefit.

"Without other information than that furnished by this blank, Dr. Chamlee diagnosed the case as cancer and asked \$25 for "medicine to cure the cancer : . . including everything necessary." This price was later reduced to \$15, and in accordance with the reduced offer Dr. Morgan sent by mail \$15 and received by express a package containing the medicines which it was claimed would cure his cancer. The treatment received consisted of a twelve-ounce bottle containing a dark-colored fluid and bearing the label:

'Dr. Chamlee's Cancer Specific. Purifies the blood and removes all cancer virus from the system. It will prevent the return of cancer if taken freely for three or four months after cancer is removed.

'We will not be responsible if cancer should come in another place, unless at least three bottles have been taken.

'It is the only known remedy that will cure internal cancer and tumors.

'Even in the last stage of cancer, it checks the growth and prevents poisoning.

'Dose: Teaspoonful in water before or after meals.'

"Another bottle containing a dark colored fluid bearing the label:

'Apply to surface of sore twice a day. Let dry in a moment, then cover with the black salve spread thinly on cloth See directions. Dr. S. R. C.'

"and five packages of a waxy substance referred to in the directions as black salve The directions accompanying the treatment read as follows:"

v Directions:—Moisten the surface of the open sores with the medicine in the small bottle. Let it soak in a minute. Then cover with a bit of cloth spread thinly with the black salve. Dress it this way morning and evening. Take the medicine in the large bottle as directed on the label. We find that "after meals" suits most people best.


Write us in about 20 days, telling of the progress of the case, and how it appears at that time. Some are well in one month, others again take a little longer, depending on the size of the cancer, and the long standing of the case. Eat light, nourishing food, avoid strong salty meats, and keep the bowels open with a little calomel or Epsom salts.


DR. CHAMLEE'S
CANCER
SPECIFIC

Purifies the Blood and Removes all Cancer Virus from the system. It will prevent the return of Cancer if taken freely for three or four months after the Cancer is removed.


We will not be responsible if Cancer should come in another place, unless at least three bottles have been taken.

It is the only remedy that has ever been discovered to cure Cancer in the blood.





DOSE — Teaspoonful in Water
Before or After Meals



Photographic reproduction of the label that appeared on Chamlee's "Cancer Specific." This nostrum consisted of over 99 per cent. of water and alcohol with small quantities of iron, strychnin and saccharin.

It was shown at the hearing that (1) it was impossible to make a reliable diagnosis of cancer by means of the blanks furnished by Chamlee; (2) the "treatment" sent by Chamlee was worthless so far as effecting a cure of cancer was concerned; (3) Chamlee would not furnish additional "treatment" free as he offered to in his first letters; (4) Chamlee

would not return the victims' money in accordance with his "guarantee." In view of these facts the assistant attorney-general summed up the case against Chamlee as follows:

"After careful consideration of all circumstances of this case I am convinced that the business of this person in the treating of patients at their homes for cancer under the representation made is a scheme to obtain money through the mails by means of false and fraudulent pretenses, representations and promises. I am satisfied that said business is not conducted in good faith, but merely as a scheme to fraudulently extort money without intending to return therefor the services promised, and without any belief that patients with cancer can be cured as represented. The analysis of the medicines sent to the Department of Agriculture proves conclusively. I think, the spuriousness of the practice of this advertiser.

"I find that this is a scheme for obtaining money through the mails by means of false and fraudulent pretenses, representations and promises, and I therefore recommend that a fraud order be issued against said party."

THE ST. LOUIS SANITARIUM

The fraud order was issued, but with the evident intent of evading it Chamlee sent out the following letter to prospective victims:

"The Government has just decided that physicians cannot diagnose cancer through the mails, and have consequently stopped our mail, and have refused to pay any money orders coming through the mail.

"This, however, applies to our mail only and does not affect our treatment here in the office in the least. We are still doing business but have to take a new name and address.

"The only way to get our valuable medicine is to not send a money order, as we cannot cash them. Send the money through an express company, or send draft or cashier's check, payable to the St. Louis Sanitarium Co., P. O. Lock Box 843, St. Louis, Mo., and address all communications simply St. Louis Sanitarium Co., P. O. Lock Box 843, St. Louis, Missouri.

"Upon receipt of your money we will promptly ship your medicine to your nearest express office. Please mention your nearest express office and express company handling same. We are using the above named box and name until we can decide on a permanent name and address. If you are coming to St. Louis, we will give you instructions how to reach us.

"Yours very truly,

"THE ST. LOUIS SANITARIUM CO."

Enclosed with this letter was a printed slip reading as follows:

NOTICE

We have leased Dr. Chamlee's place and business for one year and have employed Dr. S. R. Chamlee himself and his force of assistants. He makes all the medicine and treats all patients that come at any price they can pay. Dr Chamlee has no time to ever answer any letters. Address all letters to

THE ST. LOUIS SANITARIUM CO.,
P. O. Lock Box 843, St. Louis, Mo.

The government on learning of this evasion immediately extended the fraud order to the St. Louis Sanitarium Company. Those on Chamlee's mailing list then received a circular letter from the "United Specialists Cancer Cure Co." whose "medical director and head physician" was S. R. Chamlee. A still further extension of the fraud order was made to cover the "United Specialists Cancer Cure Co."

[Since the preceding article appeared in the first edition of "Nostrums and Quackery" Chamlee has closed his St. Louis office and moved to Chicago. He is not licensed to practice in the state of Illinois and therefore hires renegade physicians to carry on his nefarious trade for him. His Los Angeles office is still running.]

THE CURRY CANCER CURE

In one of the chapters in *Collier's* "Great American Fraud" series by Mr. Adams, the "cancer cure" quack was shown up.¹ Among the numerous humbugs in this line of business, Dr. G. M. Curry, of Lebanon, Ohio, was apostrophized under the caption, "An Ananias of Quackdom," as follows:

"I don't want to overrate Dr. Curry in his own department of human activity, but he seems to me, on the whole, one of the most eminent all-around liars I have encountered anywhere in Quackdom. According to his own statements, Dr. Curry has discovered not only the germ of cancer, but also a sure cure for it."

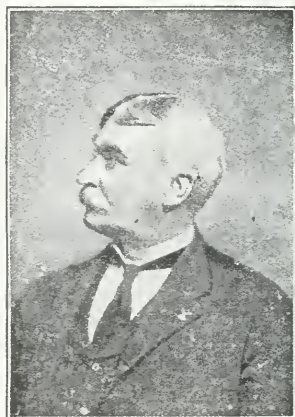
This and much more did Mr. Adams have to say about Dr. Curry. Attention was called to the fact that in his enterprise Curry had the support of Lebanon's "best citizens"—the county treasurer, the sheriff, the recorder, the auditor, a judge, two attorneys, and two bankers, to say nothing of several other prominent inhabitants.

Said the élite: "Dr. Curry is no quack. His remedy is no fake. Both are entitled to the fullest confidence of cancer sufferers and Lebanon is proud of his success." Later in the series Mr. Adams told how valiantly the Lebanon newspapers came to the defense of Curry and his cruel fake. Nevertheless, even as long ago as July, 1906, Mr. Adams ventured this opinion: "Dr. Curry is a quack. His remedy is a fake. And the highly respectable citizens who bolster it are, giving them the benefit of the doubt, the dupes of an arrant swindler." Now, three years later, comes the United States Government in the person of Assistant Attorney-General Goodwin, and says some equally unkind things about the business which Dr. Curry built up. From the report which Mr. Goodwin transmitted to the Postmaster General, we abstract the following:

1. See pages 77 and 116, "Great American Fraud" pamphlet.

THE CURRY CANCER CURE COMPANY

This company was engaged in treating, through the mails, patients afflicted with cancer. E. W. Ramsey was its secretary and manager and the advertisements informed prospect-



G. M. CURRY, M. D.

Member of State Medical Societies of Ohio
and Kentucky;

United States Pension Examiner;

Surgeon for the Inter-Urban Railway and
Terminal Co., of Cincinnati, O.;

Examining Physician for
The Royal Arcanum, New York Mutual,
Washington Life, Massachusetts Mutual
and Prudential Insurance Companies;

Ex-Health Officer of Lebanon, Ohio, etc., etc.

Says *Collier's*, July 14, 1906, in referring to this illustration: "Of the ten statements which Dr. Curry prints under his picture, three are true, one other is probably true and the remaining six are lies"

ive patients that their letters might be sent to him if they preferred, in order to insure secrecy. What the company claims for its cure is indicated by the following quotations:

"Cancer cured in 10 days—a discovery that has startled the medical world. I have discovered what the medical world has been looking for, for years. A sure cure for cancer, so sure that it can be absolutely guaranteed. This I do and I can prove. I have cured hundreds of the most horrified cases in from 10 to 20 days after celebrated physicians and surgeons had given up all hope of saving them."

When a victim answered an advertisement, pamphlets and testimonials were sent to him, together with a question blank, on which he was to indicate the symptoms of his disease. In a circular letter the statements were made:

"It certainly gives us pleasure to be able to say to you that we have a positive cure for this, one of the most dreadful diseases that afflicts the human race. We are sending you free the necessary information that will show you how to cure yourself at home in from 10 to 20 days without the aid of a physician or surgeon and at little expense.

"The disease of cancer baffled the skill and science of the medical profession for centuries and was always considered an incurable malady. Now the discovery of the Curry method of curing and removing cancer, root and branch, is considered by many medical men to be one of the most important advancements in medical science of this age. By means of this treatment no trace of the disease is left to propagate any further growths or again endanger the life of the sufferer. We have cured hundreds and hundreds of cases of the most malignant and aggravated form where hope had been all but permanently abandoned by the sufferer and the case about to be pronounced incurable.

"If you faithfully follow our directions this treatment should absolutely cure you, remove all traces of the cancer poison from the blood, and prevent you from either suffering further yourself or transmitting the horrible malady to your descendants and causing untold suffering in future generations."

Attention was called to the fact that it was not necessary to come to the "sanitarium" in order to be cured. The company has "perfected a home treatment, so that you can cure yourself of your cancer just as well right in your own home." As a sample of some of the claims made, we may quote:

LYING CLAIMS

"The most desperate cases successfully treated by the Curry cure."

"The percentage of deaths from cancers which have been treated with the Curry cure is absolutely down to nothing."

"The Curry Cancer Cure has stood the test. The anti-toxin for diphtheria was an immediate success because it could stand the test."

"If you have a cancer or a suspicious growth on any part of your body act now before it is too late. If your cancer is far advanced you may die from it in a month or in a week. You can not tell what moment will be your last. After you have used the treatment for a day or two and you find that your pains are gradually leaving you, that the cancer is diminishing in size and that the soreness and bleeding is fast disappearing then you will know that death has been cheated and instead of the grave there awaits you more years of health, sunshine and happiness. Then, too, you will realize why the Curry Cure stands foremost among the world's great discoveries."

FOLLOW-UP LETTERS

The victim was informed that by answering the questions on the blanks sent him the company would be able to study his case "from the standpoint of successful specialists."


If no reply was received to this letter, the company again wrote the prospective patient, urging him to send in the question blank properly filled out, immediately, and impressing on him the danger of delay. If this brought no answer another letter was sent to him telling him that the company had taken a deep-seated interest in his case and felt certain that it could cure him. If a reply was still not forthcoming, another letter was sent, asking the patient to explain the delay and telling him that he probably would have been cured months ago if he had but cast aside prejudice and answered the questions submitted to him.

LONG DISTANCE TELEPHONES. BELL JOB INDEPENDENT JOB

YOU CAN USE THE TREATMENT YOURSELF RIGHT IN YOUR HOME AND BE QUICKLY CURED

THE DR. CURRY CANCER CURE CO.
INCORPORATED

YOU CAN HAVE THE DOCTOR'S PERSONAL ATTENTION FREE BY COMING TO THE SANITARIUM



THE CURRY SANITARIUM AND OFFICES

YOU ARE WELCOME AT THE SANITARIUM AT ANY TIME. WE WANT YOU TO BE SURE YOU GET US WHEN YOU CAN. YOU WILL ARRIVE BY LEAVING YOUR CARRIAGE OR RAIL CAR AT THE TRAIN

MAIL ADDRESS
C/O REAP LEAVON CRIG
WESTERN UNION CODE

Leaven, Chic.
NOV. 28, 1905.

Re: *XXXXXXXXXX*, Esq.,
XXXXXXXXXX, MISS.

Dear Sir:

We are in receipt of your inquiry, requesting information as to our method of treatment for cancer. It certainly gives us pleasure to be able to say to you that we have a positive cure for this, one of the most dreadful diseases that afflicts the human race. We are sending you free the necessary information that will show you how to cure yourself at home in from 10 to 20 days without _____ or _____

Photographic reproduction of one of Curry's "form letters." Note the claim to cure cancer "in from 10 to 20 days."

In those cases in which the question blank was filled out, the company sent the victim a letter in which it stated that it could cure him permanently by its treatment in from ten to twenty days at a cost of \$25. If the money was not forthcoming, a series of follow-up letters was sent to the patient, in which it was represented that within twenty days' time from the commencement of treatment, the cancer would be cured absolutely, never to return; that "every fiber, filament and tendril" would be rooted out and that the place where the cancer was would be healed over with healthy skin and all signs and danger of cancer would have disappeared forever.

At its hearing the company submitted samples of the "remedies" by which these marvelous results were purporting to

be brought about. They were analyzed in the Department of Agriculture and the findings of the department, which were transmitted to the postmaster general, were in part as follows:

FAMOUS CURRY CANCER CURE TO BE REOPENED—NEW FIRM

Doctor H. S. Wetzel To Operate Insti- tution Along Same Lines—To be Ready by March 1st.

<p>The famous Curry Cancer Cure San- itarium is to be reopened in the near future. The site has been purchased by Doctor H. S. Wetzel, a Dayton specialist, and he will take charge at once, beginning preparations for the reopening.</p> <p>The new firm will probably call themselves "The Cedar Hill Sanitari- um company" and the new insti- tution will be known as the Cedar Hill Sanitarium. Doctor Wetzel expects, however, to engage in business upon a larger scale than did the former owners of the institution and will treat not only cancers but also all skin diseases.</p>	<p>At the same time, however, "Uncle Sam" saw fit to close the institution on account of transactions through the mails which were alleged to have been illegal. Later the place was de- serted as a sanitarium and the owners then sold it to Doctor Wetzel.</p> <p>Doctor Wetzel is one of the most prominent physicians of Dayton and is well known in the medical profes- sion. He proposes to open in Lebanon an institution which will not only be a credit to the community, but also a benefit, financially, to the town. Leba- non needs every citizen and buyer which it can get, so do all cities and</p>
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<p>The Curry Cancer Cure was one of the most widely known institutions in the country. Regardless of the fact that it was severely criticized by many even to the extent of an article in such a magazine as Collier's Week- ly, the institution cured many cases of cancer and refused to treat all patients who seemed to have neglect- ed the disease until it could not be cured. Many persons left the insti- tution thanking the physicians and directors and willing to pay twice the price of the treatment for the results that had been obtained.</p>	<p>towns, and the reopening of the san- itarium will tend to increase business locally.</p> <p>Besides the hundreds of persons which will come here for treatment, the institution will employ from ten to twenty-five persons who will also make their homes here. In addition to this, the advertising of the insti- tution throughout the entire country will attract attention to the Village of Lebanon and tend to benefit other large institutions and business houses here.</p>
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Photographic reproduction (reduced) of a Lebanon (Ohio) news-
paper article, calling attention to the change in name of the Curry
fraud. This change occurred following the government's exposures
of Curry's concern.

THE GOVERNMENT'S LABORATORY REPORT

"The value of the above remedies in the treatment of cancer
is summarized as follows:

"Nos. 7, 8, 9, 10 and 18 are simply antiseptic substances
useful only in rendering surfaces to which they are applied
cleanly and free from outside infection.

"Nos. 19, 21, 24 and 20, 22 and 23 are all also antiseptic and the latter three, in addition, contain opium, which to some extent allays pain of the part to which applied in these cases, the rectal or vaginal passages.

"Nos. 25 and 26 are simply tonic medicines.

"No. 17 is a preparation of opium which deadens the system to the sensibility of pain.

"No. 16, a cocain preparation which relieves pain temporarily by its local paralyzant action on the tissues to which it is applied.

"No. 15, an astringent which may be used in stopping the flow of blood or secretions.

"No. 14, a laxative pill of value in relieving constipation, which is quite likely to be produced by the administration of the opium included in the list of medicines.

"Nos. 12 and 13, merely coverings for holding medicines in place, inactive medicinally.

"Nos. 6 and 10 are simple ointments.

"No. 7, hydrogen peroxid; a cleansing agent.



Photographic reproduction (reduced) of the new letter-heads of the old Curry Sanitarium. When the change was first made a Dr. H. S. Wetzel was in charge; later, one E. W. Smith, M.D., seemed to be running the concern. Besides advertising to cure cancer under the name "Cedar Hill Sanitarium," Smith also advertised to cure "foul breath" under the style, "Dr. Smith Remedy Co."

"No. 5. This preparation was originally thought to be a mild caustic, but has since been found and is now believed to be a non-irritant iodine preparation and cannot be used to destroy any kind of tissue.

"No. 2. Crystallized carbolic acid is a dangerous and pernicious substance in the hands of the layman. It is a corrosive poison and while decidedly a tissue destroyer it acts destructively both on diseased and healthy tissue and, moreover, is liable to produce gangrene when applied to ulcerated surfaces.

"No. 3. Chromic acid in concentrated solution is well-known as a caustic and is used to some extent as such, but in the weak solution represented it is very doubtful if this result can be accomplished.

"No. 4. Concentrated acetic acid in the strength here represented is a strong escharotic and does destroy tissue, both diseased and healthy, and much care must be exercised in its use.

"No. 1. From the representations made at the hearing it appears that the company depends very largely for results on the preparations known as 'Red Ointment.'

"The analysis suggested that but little caustic effect could be expected and experiments were instituted with a view of confirming or refuting the claims made. The remedy was applied both moist and dry to normal tissues, with the result that after twenty-four hours' application little, if any caustic effect was noticeable. These experiments, therefore, show that this preparation, for which such remarkable claims were made, possesses but little virtue as an agent for the destruction of cancerous growth or tissue.

"In conclusion, this office is of the opinion that the nature of these remedies is such that they can not possibly effect a cure except by the merest chance. They are absolutely worthless for internal cancer. The claims, representations and promises employed in promoting this treatment are false and deceptive."



Greatly reduced photographic reproduction of the Curry cancer cure nostrums. (By courtesy of the Committee on Interstate and Foreign Commerce.)

The Department of Agriculture also made an investigation of its own, and the chief inspector of the Bureau of Chemistry made the following statement regarding the "treatment":

"This treatment is sold as a cure for cancer. The words 'Cancer Cure' in the name of the company* itself implies an ability to cure what is generally recognized as an incurable disease. The labels, correspondence, testimonials and other advertising literature of the concern are saturated with the idea that the treatment above described will cure cancer. As a matter of fact there is no drug or combination of drugs known at the present time which can be relied on with any degree of certainty whatever to effect a cure for cancer. The therapeutic effects of the ingredients of the remedies comprising this treatment have long been known to the medical profession, but notwithstanding this fact the best authorities make no claim to the ability to cure cancer by means of drugs."

CONCLUSIONS OF THE GOVERNMENT

The Assistant Attorney-General, in summing up his opinion of the whole matter, says: "The weight of medical authority is to the effect that cancer is a disease, the existence and character of which can only be reliably ascertained by a careful personal examination, and that a positive diagnosis always requires a competent microscopic examination. The Dr. Curry Cancer Cure Company's pretense that they can properly diagnose cases of cancer and prescribe remedies for them without personal examination merely by this correspondence scheme, is without any scientific or proven foundation, and they must well know that it is mere pretense. What is undoubtedly the fact that out of the many cases submitted to them and diagnosed by them as cancer there are some which are not cancer at all, but simply non-malignant sores which in some instances yield to treatment is what affords them a basis on the recovery of such cases to claim that they have cured cancer.

"According to the evidence submitted the medical profession knows of no drug or combination of drugs which can be relied on to cure cancer. That the Dr. Curry Cancer Cure Company has not succeeded where the profession has failed and that they are not honestly endeavoring to cure patients but that their pretensions to have discovered a cure for this disease are false and fraudulent and asserted merely to deceive and defraud suffering humanity, is revealed by the analysis of their medicines and the finding that they are merely ordinary antiseptics, narcotics and caustics.

"I find that this is a scheme for obtaining money through the mails by false and fraudulent pretenses, representations and promises, in violation of Sections 3929 and 4041 of the Revised Statutes, as amended, and recommend that a fraud order be issued against the Dr. Curry Cancer Cure Company and E. W. Ramsey, at Lebanon, Ohio."

The fraud order was issued.

THE LEACH CANCER CURE

In giving the case of Dr. L. T. Leach and his "cure" Cancerol, we cannot do better than to quote it at length from the memorandum which was submitted by the assistant attorney-general, Judge R. P. Goodwin, to the Postmaster-General:

"Dr. Leach advertises as a cancer specialist. He treats patients chiefly by mail, but conducts a small sanatorium at Indianapolis, where such few patients as present themselves are cared for. About 90 per cent. are mail patients. The mail treatment costs about \$25 a month and the sanatorium treatment about \$150 a month.

"Dr. Leach is about 35 years of age and graduated from the Medical College of Indiana in 1901. For some time after his graduation, he assisted his father-in-law, Dr. D. M. Bye,* in a

* For the description of the "B. F. Bye Cancer Cure" see index.

business similar to that under discussion, and later commenced this business of his own. This is the extent of his experience in treating cancer."

On his [Leach's] receipt of an inquiry, a copy of a pamphlet entitled "Facts About Cancer," a symptom-blank and a sheet containing alleged testimonials are sent to the correspondent. These matters are carefully prepared to convey the impression that Dr. Leach has discovered and offered a treatment by medication that will cure practically all cases of cancer. For example, such statements as the following are made:

The agent which meets this requirement is Cancerol. Hundreds have been cured in this way where it would have been impossible to come to my Sanatorium. Cancerol is the mildest efficient remedy known. . . . Cancerol may be employed in most any situation of the body. Cancerol has cured many cases where all other remedies have failed.

Here is one who has made a specialty of the disease and who cures cancer.

I can cure more serious cases of cancer than anyone else, bar none. In the vast majority of cases the medical treatment which I employ, in varying strengths and combinations, will give satisfactory results when all other methods fail.

I do not know that I have ever failed in a case where I had given it as my professional opinion that I could cure. . . . I have cured many of those so-called incurable and hopeless cases; pronounced so by some physicians.

Nothing has ever been compounded which, in my judgment and in the judgment of other competent doctors, is as efficient as Cancerol. Where I can get cases early, not one in ten need result fatally.

"The correspondent is informed that, if he will answer the questions asked in the symptom-blank, Dr. Leach can correctly diagnose his trouble and will advise him of his condition.

"On the return of the symptom-blank, Dr. Leach continues his correspondence, pretending to report his opinion of the disease, and offering to treat the case by mail at about \$25 a month."

ANALYSIS OF THE "CURE"

The medicines were analyzed by the government chemists and found to consist essentially of cottonseed oil and simple tonics. The "treatment" for cancer of the uterus consisted of:

1. "BLOOD RENOVATOR." Found to be but a simple bitter, alcoholic tonic.
2. "CANCEROL: Reg. U. S. Pat. Office." Consisted of cottonseed oil.
3. "SPECIAL GERM KILLER AND DISINFECTANT." A fluid similar to cresol, but which, diluted to the degree called for in the directions, possessed little, if any, germicidal power.
4. Red, sugar-coated pills, consisting essentially of sodium bicarbonate, ferrous sulphate, capsicum and glucose; in other words, a simple iron tonic.

Should the victim have an external cancer, he was sent the simple tonic, the cottonseed oil and the red pills as described above, and in addition received:

- "PRESCRIPTION 16": An alcoholic preparation containing opium.
- "HEALING SALVE": Boric acid and bismuth salts in petrolatum.
- "DAY OIL": One-half ounce of ichthyol.
- "DE VIT-OL": Caustic paste containing 34 per cent. of arsenic.

From the results of these analyses the government chemists reported as follows:

"The above findings clearly show that there is nothing in the treatment submitted by the Post-Office Inspector to warrant any claims or representations to the effect that the treatment is capable of mitigating or effecting a cure of cancer."

CLAIMS VERSUS ADMISSIONS

"Dr. Leach at the hearing was compelled to admit that there was nothing in the treatment purchased by the inspector which could be relied on to cure a case of cancer. He contended that he had not promised to cure the case. This contention, however, is not supported by the facts. The letters and printed literature are clearly intended and calculated to induce the patient to purchase the treatment by the hope of a cure."

Free Book About Cancer

CANCEROL has proved its merits in the treatment of cancer. It is not in an experimental stage. Records of undisputed cures of cancer in nearly every part of the body are contained in Dr. Leach's new 100-page book. This book also tells the cause of cancer and instructs in the care of the patient; tells what to do in case of bleeding, pain, odor, etc. A valuable guide in the treatment of any case. A copy of this valuable book free to those interested. Address, **Dr. L. T. LEACH, Box 125, Indianapolis, Ind.**

This seems to have been the stock "copy" used by Leach in obtaining his victims.

THE "CURES"

"The inspector obtained the names of persons who had paid money to this advertiser, and by correspondence received reports of the results of the treatment in about forty instances. Examination of this correspondence reveals that but seven out of the forty claimed to have been cured, and that in but 2 cases was the patient examined by a local physician who diagnosed the trouble as cancer. In eighteen other instances in which the local physician had examined the patient and stated that the trouble was cancer, the patients found no benefit from the treatment. In no case had there been a microscopic examination of the growth, so that it cannot be positively said that in any case the disease was a true cancer.

"The result of this correspondence is so strikingly in contrast with the advertising claims as to prove conclusively, I think, the spurious quality of the medicines that are sold by this advertiser as a cure for cancer, and especially in view of the findings of the analyses."

After thus showing the mendacity of Leach's claims, the valuelessness of his medicines and the worthlessness of his "cures," Judge Goodwin, the assistant attorney-general, sums up the case against this man as follows:

"Dr. Leach's pretense that he can properly diagnose cases of cancer and prescribe remedies for them without personal examination merely by this correspondence scheme is without any scientific or proved foundation, and he must well know that it is mere pretense. What is undoubtedly the fact that out of the many cases submitted to him and diagnosed by him as cancer there are some which are not cancer at all, but simply non-malignant sores which in some instances yield to treatment, is what affords him a basis on the recovery of such cases to claim that he has cured cancer.

"That Dr. Leach has not succeeded where the profession has failed, and that he is not honestly endeavoring to cure his patients, but that his pretensions to have discovered a cure for this disease are false and fraudulent and asserted merely to deceive and defraud suffering humanity, is revealed by the analysis of his medicines and the finding that they are merely cottonseed oil and some ordinary tonics and caustics."

In short, it was so evident that Leach was using the United States mails as a means of obtaining money by fraud, that the assistant attorney-general recommended the issuance of a fraud order against Leach. It was issued.

[*Note to second edition:* Leach now confines his "cancer cure" activities to such victims as he can persuade to come to Indianapolis in person. This permits him to claim that he diagnoses his cases after personal examination. He can "treat" them by mail at his leisure.]

THE "DRS. MIXER" CANCER CURE

"Drs. Mixer" is the name under which C. W. Mixer of Hastings, Mich., conducted a mail-order "cancer cure" business. In November, 1909, Mixer was cited by the postal authorities to show why a fraud order should not be issued against his concern.


The charges brought against Mixer were that he was conducting a scheme for obtaining money through the mails "by means of false and fraudulent pretenses, representations and promises." The scheme, briefly, was outlined as follows: Advertisements were published in newspapers soliciting those persons who believed themselves to be afflicted with cancer, to write to Drs. Mixer for a "cure." Those who answered the advertisements were sent printed letters, circulars, pamphlets and leaflets in which they were urged to send money for the Drs. Mixer's "treatment" for the cure of cancer. The concern further represented that a diagnosis of cancer could be given from the answers which prospective victims might make to a list of printed questions on a blank furnished for that purpose. To quote at length from the report of the assistant attorney-general to the postmaster general:

MIXER'S METHODS

"Dr. L. F. Kebler, chief, Division of Drugs; Dr. C. H. Kimberly, assistant chemist, and Dr. F. P. Morgan, of the Department of Agriculture, were by request present at the hearing. Dr. Morgan testified that under the name of L. F. Kay he, in July, 1909, opened correspondence with Drs Mixer of Hastings, Mich., about their 'cure for cancer;' that he received in reply

**The sad story of
MY FATHER'S GREAT SUFFERING
FROM CANCER**

*Read the following and be convinced
WE CAN CURE YOU.*



Forty-five years ago my father who was himself a doctor, had a vicious cancer that was eating away his life. The best physicians in America could do nothing for him. After nine long years of awful suffering, and after the cancer had totally eaten away his nose and portions of his face (as shown in his picture here given) his palate was entirely destroyed together with portions of his throat. Father fortunately discovered the great remedy that cured him. This was over forty years ago, and he has never suffered a day since.

This same discovery has now cured thousands who were threatened with operation and death. And to prove that this is the truth we will give their sworn statement if you will write us. Doctors, Lawyers, Mechanics, Ministers, Laboring Men, Bankers and all classes recommend this glorious life-saving discovery, and we want the whole world to benefit by it.

HAVE YOU CANCER, Tumors, Ulcers, Abscesses, Fever Sores, Goitre, Catarrh, Salt-Rheum, Rheumatism, Piles, Eczema, Scald Head or Scrofula in any form.

We positively guarantee our statements true, perfect satisfaction and honest service—or money refunded.

It will cost you nothing to learn the truth about this wonderful home treatment without the knife or caustic. And if you know anyone who is afflicted with any disease above mentioned, you can do them a Christian act of kindness by sending us their addresses so we can write them how easily they can be cured in their own home. This is no idle talk, we mean just what we say. We have cured others, and can cure you. Forty years experience guarantees success. Write us today; delay is dangerous. Illustrated Booklet FREE.

DRS. MIXER, 286 State St., HASTINGS, MICH.

the various letters, booklets and printed matter which he submitted; that he submitted to them an outline of the trouble which they diagnosed as cancer, and that he paid them by mail \$11.80 for medicines to cure his case; that he received by express in August last the medicines sent for this remittance, and that he produced the same at the hearing."

The advertisement published by Drs. Mixer and submitted by Dr. Morgan is reproduced above.

"The various letters and printed matter received by Dr. Morgan from the advertiser represent that the latter can cure cancer without the knife or caustics by sending the patient certain medicines to be taken by the patient at his home. Many statements are made in regard to the efficacy of the treatment, a few of which are quoted below:

CLAIMS MADE

"'Greatest Cancer . . . remedy of the age.'

"'Our remedies give safe, speedy and certain relief to the most horrible forms of cancer of the breast, face, stomach and womb.'

"'We have equally as good success with internal cancer as with external, and rarely fail to cure.'

"'Our success in the treatment of Cancer . . . is without parallel.'

"'We have cured 86 per cent. of all cases who have taken our treatment. This we believe is a better showing than any Cancer Specialist in this country can make.'

"'Thousands suffering from cancer and its kindred diseases have been perfectly cured by this great discovery.'

"'Thousands of people die of cancer and malignant growth from year to year who would surely have been cured by our treatment.'

"'Our Blood Remedies Cure and cure to Stay Cured. This valuable treatment is a positive safeguard and preventive against the development of cancer germs.'

"The letters and printed matter from the advertiser also represent that it is unnecessary for the afflicted to receive personal examination by Drs. Mixer, but that the latter can, through the medium of this correspondence scheme, come to a correct understanding of the patient's case and furnish the necessary treatment to cure. The advertiser furnishes the patient a so-called symptom blank consisting of printed list of questions with instructions to the patient to write answers thereto and mail the blank to the advertiser, when, it is represented, the latter can correctly diagnose the case and furnish the necessary treatment."

Dr. Morgan filled out the symptom blank and sent it to Drs. Mixer and was told in reply that the patient described in the blank was afflicted with cancer of the "epithelial type" and he was further told that there was "no reason why you cannot be cured." The "treatment" sent to Dr. Morgan consisted of seven medicines. These Dr. Kimberly analyzed and testified that he found their composition to be, respectively, as follows:

"1. 'MIXER'S CANCER AND SCROFULA SYRUP': A syrup containing potassium iodid and a small amount of vegetable ingredient similar to sarsaparilla flavored with methyl salicylate, and containing about 6 per cent. of alcohol.

"2. 'NO. 1 WASH': An ordinary solution of hydrogen peroxid.

"3. 'NO. 1 ALTERATIVE': A hydro-alcoholic solution containing a large amount of glycerin and a small amount of vegetable matter similar to gentian.

"4. 'CANCER REDUCER': A strong alcoholic solution of camphoraceous oils combined with considerable glycerin.

"5. 'CANCER PASTE': An ointment paste made up of vaselin, incorporating a large amount of ground flaxseed, and including therewith a camphoraceous substance and alkaloidal bearing matter which resembles hyoscyamus.

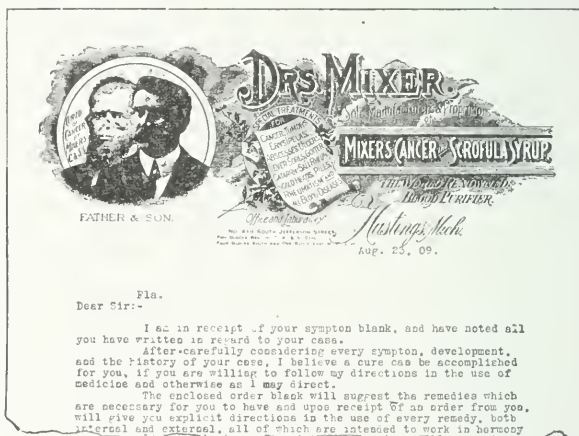
"6. 'CANCER SALVE': A salve composed of vaselin and lanolin, incorporating powdered opium and tannin.

"7. 'CLEANING SOAP POWDER': An antiseptic soap powder containing borax and thymol."

At the hearing reputable physicians of large experience testified that it was impossible, by the mail-order method pursued in this case, for a physician to make a reliable diagnosis of cancer. They further maintained that a treatment composed of the remedies disclosed by the analysis could not be relied on to effect the cure of any case of cancer, irrespective of the kind, duration or location.

THERE WAS NO "DR." MIXER

"Further evidence of the spuriousness of this business is found in the false pretense that it is conducted by physicians. Inspection of the advertisements, correspondence and printed matter reveals assiduous effort to impress patients with this idea. Not only the name used for the business does this, but in much of the advertising matter Charles W. Mixer is in terms referred to as 'Doctor.' As is admitted, the business is owned and conducted by Charles W. Mixer. He is neither a



Photographic reproduction of part of the circular letter which the victims received after sending in the "symptom blank."

graduate of nor licensed to practice medicine. The idea given by the advertising matter is that the 'doctors' are Charles W. Mixer and his father, L. N. Mixer, who, it is claimed originated the treatment. The father, however, has been dead for many years, and Charles W. Mixer is, as has been said, not a physician.

"Further evidence of the spuriousness of the alleged cure is this: Part of the advertising matter used to impress prospective patients with the claimed genuineness of the treatment is an article which it is pretended was published by the *American Journal of Health*. This article appears on page 20 of a pamphlet entitled 'A Truthful Treatise on Cancer and Malignant Tumors,' and is headed:

*The following is reprinted from
one of the leading journals of the country*

PALLIATIVES AND CURATIVES IN THE TREATMENT
OF CANCER AND SCROFULA
By C. H. Brown, M.D.

"This so-called article is too lengthy to be inserted here, but its effect is that investigation has proven that the Drs. Mixer's treatment is a reliable, permanent and positive cure for cancer. The manifest object is to have it seem that this is an impartial and reliable article by a reputable medical journal. The facts are that this thing was sold to Mr. Mixer, as he stated at the hearing, for five or ten dollars. He could not recall the exact amount, and said that the arrangement was that he was to pay the money for a certain number of copies of the issue containing this writeup. He failed to state whether in fact he ever received those copies.

TESTIMONIALS AGAIN

"The evidence offered by the defendant was directed to the point of showing that cases of cancer have been cured by these medicines. To show this they produced statements, some of which were sworn and some not, from various persons to the effect in general that those persons had had troubles which they believed were cancers; that they had used the Drs. Mixer treatment, and that they became relieved of their troubles. In some instances it was also stated that local physicians had expressed a belief that the trouble might be cancer.

"These testimonials are substantially the only evidence submitted by the defendant. However, there was no satisfactory evidence adduced that the persons making these statements had cancer, and consequently the mere fact that this advertiser has been able to produce these testimonials of apparent cures of cancer is of little significance on the question of whether this treatment is a cure for cancer. This is especially so in the light of the facts proven by the analysis. The opinion of the patient himself on this subject is, of course, of no consequence. It is a well-recognized fact that cancer is one of the most difficult diseases to diagnose with certainty and that a microscopic examination is essential to the making of a positive diagnosis. And there has been positively no proof of this kind submitted in this case. Of course, the statement of Mr. Mixer as to the character of the trouble is of no particular value, as it is admitted that he is not a physician, and even any statement on such a subject—and there has been none submitted to me—by such professional assistants as he might hire would be substantially worthless, in the light of the evidence of the impracticability of a physician's making a reliable diagnosis of cancer by the absent mail method in vogue in this case.

"In fact, it is to be expected that out of the multitude of cases that this advertiser treats each year there should be a certain number of instances in which persons do not have cancer at all but are afflicted with some non-malignant sores

[Such as those caused by syphilis ("blood poison"), for instance.—Ed.] which are amenable to treatment and which in some instances do yield to treatment. [Especially to treatment with potassium iodid, which Mixer used!—Ed.] The recovery of such cases is what furnishes this advertiser with the pretext of claiming that he has actually cured cancer. Furthermore, it may be said, speaking generally, that in all my experience in this office, never has a medical concern, no matter how fraudulent its methods or worthless its treatment, been unable to produce as occasion might seem to require an almost unlimited number of these testimonial letters.

"After careful consideration of all the circumstances of this case I am convinced that the business of this person in the

Chas. W. Mixer, Mgr.

DRS. MIXER'S MICHIGAN MEDICINE CO. OF HASTINGS, MICH.

MIXER'S CANCER SCROFULA SYRUP

FOR THE TREATMENT OF
 CANCER, TUMORS, ERYSIPELAS, BRUCCIOSA, ULCERS, FEVER, SORE THROAT, SCALD HEAD, SORE EYES, SORE NOSE, SORE MOUTH, SORE GUMS, SORE TONGUE, SORE LIPS, SORE CHEEKS, SORE EARS, SORE EYES, SORE NOSE, SORE MOUTH, SORE GUMS, SORE TONGUE, SORE LIPS, SORE CHEEKS, SORE EARS.

FOR WOUNDS, RASHES, SORES, AND ALL SKIN AFFECTIONS.

Wm. Perrier, Hastings, Mich.

Office and Dispensary
 NO. 418 SOUTH JEFFERSON STREET
 TWO BLOCKS WEST OF C. & N. ST. STATION
 FOUR BLOCKS SOUTH AND ONE BLOCK EAST N. C. STREET
 June 10, 1912.

FATHER & SON.

Chicago, Ill.
 Dear Sir:

Some months ago I received a communication from you making inquiry with reference to treatment. I wrote you promptly but have not received any reply from you regarding conditions, etc.

I anticipate being in Chicago for the Convention next week as I have been appointed Assistant Sergeant-at-Arms and if you care to have a personal interview or anyone else, you could address me a letter in care of K. Hoyt Stone, Boyce Building, Chicago, Illinois or you may write me by return mail addressing me here at Hastings, Michigan.

Yours very truly,
 C. W. Mixer

Photographic reproduction (reduced) of the letter from C. W. Mixer to prospective victims. Note the alliance between politics and quackery! The three index hands were put in before photographing the letter to call attention to three points: (1) The words "Chas. W. Mixer, Mgr." have been put on the original letter by means of a rubber stamp; (2) the same is true of the impression "MIXER MEDICINE CO., successor to DR. MIXER;" (3) the fancy oblong block to which the third index hand points has been imprinted on the original stationery so as to cover up the words "Dr. Chas. W. Mixer." Chas. W. Mixer is not a doctor and never was; terming himself such was one of the numerous lies on which his business of defrauding the mortally ill was built up.

treating of patients at their homes for cancer under the representations made, is a scheme to obtain money through the mails by means of false and fraudulent pretenses, representations and promises. I am satisfied that said business is not conducted in good faith, but merely as a scheme to fraudu-

lently extort money without intending to return therefor the services promised and without any belief that patients with cancer can be cured as represented. The analysis of the medicines sent to the Department of Agriculture prove conclusively, I think, the spuriousness of the practice of this advertiser.

"I find that this is a scheme for obtaining money through the mails by means of false and fraudulent pretenses, representations and promises, and I therefore recommend that a fraud order be issued against Drs. Mixer."

On the basis of the recommendations from the assistant attorney-general as quoted above the fraud order was issued.

[Since the fraud order was issued, Mixer has continued to carry on his trade by the simple expedient of changing the name of his concern from "Drs. Mixer" to "Mixer Medicine Co., successor to Drs. Mixer." This change is effected by means of a rubber stamp on the old stationery of the company. The cancer cure quacks in various part of the country who have had their business interfered with by the issuance of fraud orders have apparently brought sufficient pressure to bear at Washington to engineer an attempt at crippling the splendid work the postal authorities have done in protecting the public against this particularly cruel form of swindling.

This is what Mixer has to say about the methods used by him in his endeavor to have the fraud-order set aside:

"Last summer [1911], during the special session of Congress, *through the influence of a lot of good friends of mine* [Italics ours.—Ed.], they succeeded in getting the Postoffice Committee in Congress to take up and investigate my case. Petitions were sent me, one of them was presented by Ex-Speaker Joseph Cannon, and the committee, which consisted of seven Congressmen in the House, ordered the case before them, from the Postoffice Department, and the result was that after they looked it over somewhat, they ordered the Assistant Attorney-General, R. P. Goodwin, with his bunch, to appear before them. . . ."

Farther on, in the same letter from which the above is quoted, Mixer says:

"I made a visit to Washington, with my attorney, the last of August, which I think *was fruitful of good results.*" [Italics again ours.—Ed.]

As Mixer says, a committee *was* appointed from the House of Representatives "to investigate the Post-Office Department." C. W. Mixer, under the date of June 10, 1912, sent out the following letter to his prospective Chicago victims:

Dear Sir:—Some months ago I received a communication from you making inquiry with reference to treatment. I wrote you promptly but have not received any reply from you regarding conditions, etc.

I anticipate being in Chicago for the convention next week as I have been appointed assistant sergeant-at-arms and if you care to have a personal interview or anyone else, you could address me a letter in care of K. Hoyt Stone, Boyce Building, Chicago, Illinois, or you may write me by return mail addressing me here at Hastings, Michigan.

Yours very truly,

C. W. MIXER

Here we have a pretty example of the community of interest between politics and quackery. The exploiter of a fraudulent "cancer cure," is appointed assistant sergent-at-arms to the Republican National Convention and desires to mix in a little business—rotten as it is—with his trip to Chicago. A delightful state of affairs indeed! When we feel like blaming the officials whose duty it is to enforce the law against medical and other fakers, let us not forget what *Collier's* said in a case similar to the one we have just recounted: "If you were an obscure subordinate in the Department of Agriculture or the Department of Justice, if you had no motive to proceed against a swindling patent medicine or an adulterated food except your own conscience, if your first move met with personal protests from the congressmen who controlled your salary, your promotion and your official existence, how soon would you grow tired?"]

RADIO-SULPHO CANCER CURE

Of "cancer cures" there seems no end. One of the latest humbugs in this line is known as "Radio-Sulpho" and is sold by the "Radio-Sulpho Company," of Denver. The company is incorporated for \$1,000,000 and has for its "consulting physician," E. H. Griffith, M.D., and for its president, one Philip Schuch, Jr., who modestly describes himself as a "chemist and cancer specialist."

Mr. Schuch, Jr., says that he has discovered that the vaccine used in vaccination is the cause of cancer and, further, that he is "able to culture the cancer germs direct from the vaccine." Schuch, Jr., "cures" cancer by means of a combination of "Radio-Sulpho," "Radio-Sulpho Brew" and Limburger cheese. This is not a joke but a "method" recommended by the Radio-Sulpho Company.

The patient is instructed to wash the cancer with dilute Radio-Sulpho solution and then apply the "cheese poultice." The poultice is to be made by taking one pound of "real imported" Limburger cheese and kneading it thoroughly with five ounces of pure glycerin. The poultice and washing are to be renewed every twelve hours. Says Mr. Schuch, Jr.:

"A person that has a weak constitution . . . should never use the Limberger [*sic*] cheese for a poultice, as it is too powerful a magnet. A person must be robust and healthy, aside from the cancer, to stand the powerful drawing of Limberger [*sic*] cheese, prepared as described."

This statement is certainly the most—and possibly the only—conservative one in the booklet which is sent out by the concern. The mere thought of plastering a sick person with such an indescribably nauseating mess as Limburger

cheese and glycerin is enough to sicken one. Nor is this all! The nostrum itself has as vile an odor as the cheese. In fact, it reeks with sulphuretted hydrogen (the gas which imparts the distinctive odor to rotten eggs) and the state chemist of Colorado has aptly characterized the nostrum as "a bad smell capitalized for \$1,000,000."

The Radio-Sulpho Brew is to be taken internally at the same time that Radio-Sulpho is used as a "wash." Both these pro-

Radio - Sulpho



Dissolves and absorbs all poisons from the Human system. Is a powerful germicide, antiseptic and pore cleanser.

Principally used for Uric Acid, Urinemia, Poisons, Rheumatism, Swellings, Blood Poisons, Cancers, etc.

Is successful in the hands of anybody, when directions are followed.

Price per bottle, \$1 00 One dozen bottles \$10 00, express paid.

RADIO-SULPHO BREW. Internal Remedy. This is the Greatest Blood Remedy in the World. It can be taken by everybody. It removes the Acids, Poisons, Effete Matter and the Catarrhal conditions from the blood, stomach, kidneys, intestines and the bladder. This BREW shows its great beneficial effect within 12 hours. Price, \$1.00 per bottle. By express, \$1.25 Weight, 2½ pounds.

These Remedies can be used and applied anywhere in the world.

We allow good discounts to the Profession and Drug Trade.

A letter or postal will bring you valuable information. Write today.

We have thousands of Honest Testimonials from Prominent People.

We have one Institution in this city where the complete **RADIO-SULPHO** treatments are given for Rheumatism; we will soon have others opened throughout the United States.

Send for our Pamphlets and descriptive literature. Free for the asking. Address

THE RADIO-SULPHO CO.
DENVER, COLORADO

The Radio-Sulpho Cancer Cure; "a bad smell capitalized for a million dollars." This nostrum when used in conjunction with a plaster made of Limburger cheese was supposed to "cure cancer."

ducts were analyzed by the Colorado State Board of Health, and the state chemist, Er. E. C. Hill, reports as follows:

"Radio-Sulpho itself consists of a strongly alkaline solution of sodium sulphid, with a little sodium carbonate and a decided odor of hydrogen sulphid (made presumably by heating together sulphur and commercial caustic soda in water).

"Radio-Sulpho Brew is a weakly alcoholic solution of Epsom salts disguised with a bitter vegetable."

The cost of this evil-smelling treatment is \$25.00 a month "and upward." Victims are told that "cancer of the womb and breast are the simplest, easiest and quickest cures made." Schuch, Jr., who apparently has no medical education and no legal right to practice medicine, states in his booklet: "I treat

personally the white race only." His charges are: "\$100.00 per day or part of a day and all railroad expenses *going to points east of the Mississippi, or west of Salt Lake, Utah...*"

An absurd falsehood, even for a nostrum concern whose stock-in-trade is deceit, is found in the booklet:

"When you buy our remedies at the prices we herein quote you, you are not paying the FULL COST of the manufacturing and the marketing of the remedies. You are only paying your share, and I, as a philanthropist bear the remainder and the greater burden."

The thought of a million dollar quack organization selling its products at a loss would be amusing, if the business it is in were not such a cruel and heartless one. Of course those who are desperately or incurably ill with cancer will grasp at any straw, however worthless or dangerous. But that the physical suffering and mental anguish of these unfortunates should be increased by the barbarous malpractice of "cancer cure" fakery and by the blasting of hopes falsely raised, is an outrage that civilized communities should not tolerate. (*From The Journal A. M. A., Dec. 3, 1910.*)

THE TOXO-ABSORBENT CANCER CURE

The Toxo-Absorbent Company, a "cancer cure" concern that has been declared fraudulent by the Postoffice authorities, was operated by one F. W. Warner, Rochester, N. Y. According to the government report, Warner is neither a physician nor a graduate chemist, but claimed to have "discovered" what he called "toxosorbent packs" which were advertised as a cure for such diseases as diphtheria, consumption, peritonitis, Bright's disease, cancer, syphilis, and various other conditions.

HOW THE "CURE" WAS WORKED

To quote from the memorandum for the Postmaster-General:

"Dr. L. F. Kebler, chief of division of drugs, Bureau of Chemistry; Dr. Charles H. Kimberly, assistant chemist, and Dr. F. P. Morgan, of the Department of Agriculture, by request were present at the hearing. Dr. Morgan testified that under the name E. G. Henson he had opened correspondence by mail with the Toxo-Absorbent Company in regard to its advertised cure for cancer; he submitted copies of his letters to the advertiser and the originals of various letters and printed matter received from the advertiser. This correspondence discloses that Dr. Morgan represented to the advertiser under the name of E. G. Henson, that his wife had a cancer of the breast; that she had a sore and lump on her breast near the nipple about two inches across, and she had kernels under her arm. The correspondence shows that under the various representations made, that the advertiser's treatment was a cure for cancer, a few of which representations will later be set out in full, the advertiser asked a remittance of \$10 for the necessary treatment to cure the case.

"Dr. Morgan testified that he remitted by mail this \$10 to the Toxo-Absorbent Company, and received in return a package of material which he submitted. These materials consisted of a number of cloth bags holding pulverized earthen material, referred to as Toxo-Absorbent packs; also some tablets to be taken internally and labeled "Cancer and Tumor Tablets," and a package of salve labeled "Cancer Ointment," the latter to be applied locally. The directions for the treatment in effect were that the bags should be warmed and applied each night externally to the sore after it had been well cleansed with peroxid of hydrogen and packed with absorbent cotton. The cancer and tumor tablets were to be taken one every two hours during the day, making eight each day. The cancer ointment was to be applied freely on a soft cloth to the ulcer during the day, when the "absorbents" were not on.

Toxo-Absorbent—Cancer Cure No. 8.

Price \$5.00. Six for \$25.00.

This is the most successful cure for Cancers ever discovered. It has the chemical affinity for the poisons and microbes which cause the disease. It dislodges them and draws them out through the pores. Absorbs the growth and builds up the wasted tissues.

It cures **Tumors** by the same process. Cancers and Tumors, whether external or internal, are cured by **Toxo-Absorbents**.

Reproduction of one of the items from the descriptive price-list of the Toxo-Absorbent Company. Toxo-Absorbent No. 8, according to the government analysis, was composed of 97.25 parts sand and clay and 2.75 parts of charcoal. Each "pack" of this inexpensive mixture sold for \$5.

"Dr. Kimberly testified that chemical analysis of these preparations showed them to be composed as follows:

"1. *Absorbent Packs No. 7:* A mixture composed of sand and clay 98 per cent., animal charcoal 2 per cent.

"2. *Absorbent Packs No. 8:* A mixture of sand and clay 97.25 per cent., animal charcoal 2.75 per cent.

"3. *Cancer and Tumor Tablets:* Tablets composed of 98.6 per cent. sugar of milk, and 1.4 per cent. moisture, with a trace of animal charcoal and an agent for holding the sugar of milk in tablet form.

"4. *Cancer Ointment:* A salve consisting of vaseline mixed with oil of tar and a trace of vegetable matter, apparently powdered witch hazel leaves."

CLAIMS MADE

Some of the claims made by the Toxo-Absorbent Company for its product and methods are:

"The great drugless treatment."

"The most important medical discovery in the world's history."

"The only treatment which cures disease by removing the cause."

"The Toxo-Absorbent Cure can be relied on to cure . . . consumption . . . Bright's disease . . . cancer . . ."

"Diseases hitherto considered incurable, such as certain forms of cancer, consumption, appendicitis, peritonitis, diphtheria . . . are readily cured."

"The fact is, diphtheria is one of the very simplest and easiest of all diseases to subdue . . . Absorbents have never failed of a prompt and complete cure."

"We have found many cases [of cancer] where the removal of the breast had been followed by the recurrence of the cancer . . . Such cases are considered as absolutely fatal and yet the absorbents have succeeded in making a cure in every case."

At the hearing it was shown that it was not possible to make a reliable diagnosis of cancer by having patients fill out a blank form and forward it through the mail. It was further shown that the treatment as exposed by the analysis would not cure "any case of cancer irrespective of its variety, duration and location in the body." Warner, the manager of the concern, entered a general denial of fraudulent intent but submitted no evidence of the value of the treatment excepting a number of "testimonials." To quote:

"He submitted practically no evidence of the value of the treatment excepting a number of so-called testimonial letters. The effect of these was that the writers had had troubles which they believed to be cancer, had used this Toxo-Absorbent Cure, and had been cured.

TESTIMONIALS VALUELESS

"The mere fact that this advertiser has been able to present as he had done here, a number of so-called testimonial letters of apparent cures of cancer, is, in the light of all the evidence and especially in view of the facts proved by the analysis, of no significance, because of the absence of any satisfactory evidence that these people were actually afflicted with cancer. The opinion of the patient himself that his trouble is cancer is, of course, of no value. It is a well recognized fact that cancer is one of the most difficult of all diseases to diagnose with certainty and that a microscopic examination is essential to the making of a positive diagnosis. There has been absolutely no proof of this kind submitted in this case.

"Of course any statement on the part of Mr. Warner himself as to the character of the trouble of these patients is of practically no value, because he admits that he is not a physician. And even if he were a physician, the evidence shows that it is impracticable to make a reliable diagnosis of cancer by the absent mail method in effect in the conduct of this business. It is to be expected that out of the number of instances in which this advertiser sells this treatment he has been able to collect a certain number of cases in which the

patients were not afflicted with cancer at all, but had some other trouble of which in time they became relieved and then attributed their relief to this treatment.

"Speaking generally, it may be said that in all my experience in this office never has a medical concern, no matter how fraudulent its methods or worthless its treatment, been unable to produce an almost unlimited number of these so-called testimonial letters."

TOXO-ABSORBENT

THE GREAT DRUGLESS TREATMENT

The most important medical discovery in the world's history.

Diseases can be cured more promptly and with greater certainty without taking medicine in any form.

By the new treatment lingering sickness and premature death can be avoided and mankind can live to a good old age.

THE TOXO-ABSORBENT CURE can be relied on for the cure of any of the following diseases. If suffering from any one of them, write us at once. *See directions for treatment in this book*

Asthma Bronchitis Diphtheria Swelled Glands Hay Fever Catarrh of Throat Consumption Inflammation of Lungs Congestions Pleurisy Pneumonia Malaria Congestion of Liver Biliousness Jaundice Gall-Stones Appendicitis Peritonitis Ivy Poison	Typhoid Fever Gastritis Ulceration of Stomach Chronic Diarrhoea Catarrh of Stomach Neuralgia of Stomach Kidney Diseases Bright's Disease Abscesses Fever Sores Varicose Ulcers Blood Poison Rheumatism Cancers Fibroid Tumors Scrofula Erysipelas Chilblains Syphilis
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A list of the diseases which Toxo-Absorbent could be relied (?) on to cure! From a page (reduced more than one-half) of a booklet put out by the Toxo-Absorbent Company.

The assistant attorney-general in summing up said:

"I am convinced from the evidence that the business of this person in the treatment of patients at their homes for cancer under the representations made, is a scheme to obtain money through the mails by means of false and fraudulent pretenses, representations and promises. I am satisfied that this business is not conducted in good faith, but merely as a scheme to fraudulently extort money without intending to return there-

fore the services promised and without any belief that patients with cancer can be cured as represented. The analysis of the preparations proves conclusively, I think, the spuriousness of the practice of this advertiser.

"I find that this is a scheme for obtaining money through the mails by means of false and fraudulent pretenses, representations and promises, and I therefore recommend that a fraud order be issued against this concern."

The fraud order was issued.

[*Note to second edition:* F. W. Warner of Rochester, N. Y., who exploited this heartless fraud, Toxo-Absorbent, and against whose concern the post-office issued a fraud order, has apparently been making strenuous efforts to resume his cancer cure business free from interference by the authorities. He seems to have enlisted the help of his congressman, J. B. Perkins, the gentleman who, it is alleged, went to such trouble to protect the Duffy Malt Whiskey concern when the federal food and drugs officials seized a consignment of that fraudulent nostrum. The Toxo-Absorbent Company is another of the cancer cure concerns that has brought sufficient political influence to bear at Washington to institute an "investigation" of the post-office department which issued fraud orders against them. The chief argument advanced in Warner's favor before the investigating committee seemed to be that he was the teacher of a bible class and a church trustee and, further, that he was able to get a testimonial from a physician who was also in the cancer cure business. It was brought out at the hearing that the "Cancer and Tumor Tablets" used as a part of the Toxo-Absorbent "treatment" were made by Parke, Davis & Company.]

"RUPERT WELLS"

Rupert Wells, M.D., the "cancer cure" faker of St. Louis, has been denied the use of the United States mails by the Postoffice Department which has issued a fraud order against this notorious quack. Samuel Hopkins Adams, in his "Great American Fraud" series, paid his respects to Wells—whose real name, according to the Postoffice officials, is Dennis Dupuis—and called attention to the fact that Wells was one of the first to recognize the commercial possibilities of the public's interest in radium as an asset to quackery.

ADVERTISING MYTHS

To furnish good advertising "copy," Wells is said to have invented a mythical "Postgraduate College of Electrotherapeutics of St. Louis," and forthwith appointed himself to an

equally mythical chair of Radiotherapy. His hypothetical professorship in a non-existent college was, like his fictitious name, of use only for business purposes. Says Mr. Adams:

"Rupert Wells, M.D., is very religious—in his advertisements. He loves the church papers. The weeklies with smug and pious editorials, and no conscience whatever in the matter of paid advertising, are his green pastures. He is a home-and-fireside cuddler, is Rupert. He is also a ground-and-lofty liar of the most complete and soul-satisfying description. You can read whole pages of his 'literature' and not come on one single statement tainted with truth. To illustrate, by a brief capitulation of the main points of one of his 'come-on' letters: By virtue of his profound studies in radium-administration (lie No. 1) at the college wherein he is professor (compound lie, No. 2) he can cure consumption (lie No. 3) and cancer (No. 4) by a method which he wishes to tell you about free (No. 5), consisting of the internal and external application of Radol, which is radium in fluid form (No. 6), which he himself has discovered (No. 7), and by which he has effected many cures (No. 8), as follows (Nos. 9, 10, 11, etc., to the extent of the testimonials).

"Recently a Philadelphia woman . . . consulted Rupert Wells, M.D., by mail. He sent her a form letter, ingeniously devised so that besides date, name and address only one word need be written in. This word gives the location of the alleged cancer, and the sentence is: 'Your letter convinces me that you have cancer of the ——.' In this instance the word 'temple' was obviously typed in. Of course, the symptoms, whatever they may be, will always 'convince' Rupert, M.D., that his correspondent has cancer (unless the reply is to a consumption advertisement), to be cured only by Radol. Of late the Professor of Radio-Therapy has grown quite painfully cautious. Attempts to purchase Radol of him direct have proved unavailing; he will send it by mail alone, and then only after receiving a diagnosis blank. However, the Lederle Laboratories succeeded by a roundabout process in obtaining the precious fluid for analysis, which showed that Radol contains exactly as much radium as dishwater does, and is about as efficacious for cancer or consumption."

THE GOVERNMENT'S ACCUSATION

The scheme which the Government charged Dupuis *alias* Wells with operating was in brief:

"That advertising himself under the false, fictitious and assumed name of Dr. D. Rupert Wells, and representing himself to be a physician, he is fraudulently assuming and pretending to be treating the disease cancer by what he terms the 'Radol treatment'; that he represents that by this treatment he can and will cure the disease cancer in all forms and stages, irrespective of the location of the cancer, in all patients and persons desiring and applying to him for said treatment; that said treatment as advertised by him is to cure persons at their homes, no matter at what distance from him, by his sending to the patient a prepared fluid to which he pretends to have imparted the radioactive properties

of Radium, such fluid to be used by the patient at his home, both by taking it internally and by applying it externally, as might be directed; that, in fact, said treatment will not cure cancer in all forms and stages and irrespective of the location of the cancer, and that he knows it will not do so, and that said scheme is fraudulent and ineffective and worthless for the cure of said disease, and is a deceit and a fraud,



Dennis Dupuis, *alias* Rupert Wells, M.D. (From the "Great American Fraud.")

and is so known to and understood by him to be a deceit and a fraud; that the price charged for said treatment is \$15.00 a month, payable in advance, but varying according to circumstances; that he is using the mails as his medium for communicating these pretenses to the class of persons whom he proposes to defraud, and for receiving from them money for this treatment."

HOW WELLS CAUGHT HIS VICTIMS

Of the "cure" itself and its methods of exploitation, the official report from the Postoffice Department says:

"Dupuis causes to be published extensively throughout the country advertisements over the name of Dr. Rupert Wells, giving his address as Saint Louis, Missouri, inviting those persons who may believe they are afflicted with cancer to write to him for free information about his treatment for the cure of that disease, and in those advertisements makes such statements as these:

"I can cure cancer at home without pain, plaster or operation. I have discovered a new and seemingly unailing remedy for the deadly cancer. I have made some most astonishing cures. My marvelous radiotized fluid did it. No matter what your condition may be, do not hesitate to write."

"To the person writing to Dr. Rupert Wells in answer to these advertisements, Dupuis causes to be mailed printed letters and circulars over the name of Dr. D. Rupert Wells, describing his treatment and soliciting its purchase at the price of \$15.00 a month. If the inquirer does not purchase the treatment promptly, quantities of other letters and circulars are mailed to him importuning the purchase of the treatment and by steps reducing the price, first to \$10.00, next to \$5.00, and then to \$2.50. These solicitations for the purchase of the treatment are made absolutely without inquiry by the advertiser as to the condition of the correspondent, or whether he is actually afflicted with cancer, or in what form or location the disease may be present, but the correspondent is solicited to buy and take the treatment simply on his own assumption that he may be suffering from the disease."

A number of the absurd and far-fetched claims made by Wells for his nostrum are then detailed in the official report, which goes on to say:

"Nowhere in any of this advertising literature is there any qualification made as to the variety, form or location of cancer that will not respond to this method of treatment. The assurance is held forth to any sufferer that he can look for a cure from this treatment irrespective of the variety of cancer with which he may be afflicted and the extent to which it may have developed or its location in the body. The literature is without reservation in this respect.

"If in response to any of these solicitations and assurances of a cure treatment is purchased at any of the prices at which it is offered for sale, the patient receives by express, charged C. O. D., a package in which are found two bottles, each containing about one-half gallon of liquid. One bottle is labeled 'For External Use,' directions for which are that same shall be applied externally to the affected spot. The other bottle is labeled 'For Internal Use,' and is directed to be taken one tablespoonful in a wine glass of water before each meal and at bed time. The labels contain the statement:

"This bottle contains Radol, a radium impregnated fluid prepared according to the formula and under the supervision of Dr. Rupert Wells, St. Louis, Mo. This fluid is not expected to retain its radioactivity beyond forty days from date of this label."

"This treatment is supposed to last for one month, and each month of subsequent treatment is to be paid for at the same rate."

POSSIBILITIES IN HYDRANT WATER

In discussing the valuelessness of "Radol" Mr. Adams tells us that the analysis made for him of this "radium impregnated fluid" disclosed the fact that it contained "exactly as

THIS BOTTLE CONTAINS	
<h1>Radol</h1>	
A RADIUM IMPREGNATED FLUID, PREPARED ACCORDING TO THE FORMULA AND UNDER THE SUPERVISION OF	
Dr. Rupert Wells ST. LOUIS, MO.	
THIS FLUID IS NOT EXPECTED TO RETAIN ITS RADIO ACTIVITY BEYOND FORTY DAYS FROM DATE OF THIS LABEL	
<hr/> FOR INTERNAL USE. <hr/>	
NAME	Mr. _____
ADDRESS	Ben. Run, W.Va.
DATE	Aug 12th. 1907
DIRECTIONS	Take one tablespoonful in a wineglass of water before each meal and at bed-time.
SIGNATURE	<i>Rupert Wells,</i>
KEEP THIS BOTTLE IN A DARK COOL PLACE	

A photographic reproduction of a label on a package of the acidulated quinin solution sold as "Radol."

much radium as dishwater does." The investigations of the Postoffice authorities confirm the earlier analysis. Says the official report:

"The Department of Agriculture purchased from the advertiser samples of 'Radol' and made analyses of same. The investigations disclosed that the fluid for internal use consisted

essentially of a weak, acidulated solution of quinin sulphate in water and alcohol in the proportion of about 1¼ grains quinin to the ounce of the fluid solution and about 7 per cent. alcohol. The fluid for external use was found to be a watery solution containing about 10 per cent. of glycerin and a small quantity of inorganic salts. Both solutions were tested for radioactivity. No such activity was detected in an amount appreciably greater than is to be commonly found in ordinary hydrant water."

PSYCHIC VALUE OF ACIDULATED QUININ

Should one wonder, Why use quinin sulphate in acid solution as a fake "cancer cure"? the explanation is forthcoming from the following, also taken from the government report:

"In this connection it also should be noted that the adver-



Photographic reproduction of two of the half-gallon bottles of Radol—with a typical Rupert Wells advertisement. (By courtesy of the Committee on Interstate and Foreign Commerce.)

tising literature calls particular attention to a 'bluish fluorescent glow imparted to it (Radol) by the Radium,' as evidencing the presence of radio-activity. It is well-known that an acid solution of quinin sulphate exhibits such fluorescence. The analyses show this fluid to be such a solution."

"A DELIBERATE AND INTENTIONAL FRAUD"

The Assistant Attorney-General in passing on the case and deciding whether Dennis Dupuis *alias* Rupert Wells, M.D., was

engaged in honestly practicing his profession, or whether he was practicing a scheme to defraud, reported as follows:

"A careful consideration of the circumstances of this case have convinced me, and I believe they will you, that the operations of this person are not purified with good faith, but that he has been and is practicing a deliberate and intentional fraud. . . . The fact which is clearly established by the evidence that Radol contains no appreciable amount of radioactive property, clearly negatives, I think, any idea that this person honestly believes his claim to cure by this treatment, cancer, without reservation as to its form, stage or location, and proves conclusively that he is not engaged in the business of treating and curing, or endeavoring to cure, applicants, but is simply practicing a scheme and artifice to defraud. His claim to cure cancer in all forms and stages and in any location I find is false and known by him to be false. . . ."

A SEVENTY-THOUSAND DOLLAR BUSINESS

" . . . The size of this business is indicated by the report of the postmaster that the first-class mail the week of his report averaged about 70 pieces a day; also by the statement made at the hearing for respondent that he sent out on an average about 25 treatments a day, some of which he stated were free. According to this statement, and counting only week days, about 7,800 treatments were sent out in 1908. That year the respondent stated that he sent out over 1,000 free treatments. He was then paid for between 6,500 and 7,000 treatments. The price varied from \$2.50 to \$15.00—but if the average were \$10.00, he was paid in 1908 about \$70,000.00.

"I find that the operations of this person, under the name of Dr. D. Rupert Wells, is a scheme for obtaining money through the mails by means of false and fraudulent pretenses, representations and promises, and I recommend that a fraud order be issued against the address, Dr. D. Rupert Wells and Dr. Rupert Wells, at St. Louis, Missouri."

Thus one more of the Great American Frauds has received its official *coup de grâce*. In spite of the transparency of the humbug and the heartlessness of the fake, the case was a stubbornly contested one and "Dr. Wells" was defended by legal talent drawn from both St. Louis and Chicago. That such a stupendous fake should have been able to exist and flourish for so many years, and that, too, after its thoroughgoing exposure in Mr. Adams' "Great American Fraud" series, is a sad commentary on the gullibility and ignorance of the public in medical matters. Yet but for the activity of the government officials the hopeful victims of a hopeless and cruelly painful malady would still be impoverishing them-

selves to purchase Rupert Wells' weak solution of quinin. The faker himself, however, is not the only guilty person connected with this heartless scheme; equally guilty are the editors and proprietors of those journals—religious and lay—which have accepted their share in the toll of pain and death by giving publicity to Rupert Wells and his "cure." Printer's ink is the very life blood of quackery; take away the support and moral influence afforded by the press through its advertising pages and Rupert Wells and others of his kind would seek more reputable, albeit less profitable, fields of operation. The work that the government officials are doing in exposing and in rendering innocuous fraud and deceit wherever it may exist, is deserving of the highest commendation, not only from the medical profession but more particularly from the general public.

CONSUMPTION CURES

Every man who trades in this market, whether he pockets the profits of the maker, the purveyor or the advertiser, takes toll of blood. He may not deceive himself here, for here the patent medicine business is nakedest, most cold-hearted. Relentless greed sets the trap and death is partner in the enterprise."—Samuel Hopkins Adams.

It is probable that in no other organic disease does the psychic element play the important part that it does in consumption. No other sick people are so easily influenced for better or worse as those who suffer from pulmonary tuberculosis. How great a factor the mental one is was strikingly shown by the experiments of Albert Mathieu, the French physician. Mathieu gave his tuberculous patients to understand that a wonderful cure for tuberculosis had been discovered in the shape of a serum to which he gave the name "Antiphymose." To these patients he gave injections of what they supposed to be this hypothetical serum, but what actually was a small quantity of a solution of common salt, and carefully noted their condition. A remarkable change was seen; the appetite improved, the temperature diminished, the cough, expectoration and night-sweats were mitigated and the patients began to gain in weight. With the discontinuance of the injections the old symptoms returned.

Mathieu's experiment was merely a scientific proof of a fact that is familiar to every physician who has treated phthisical patients. Any change in treatment, or in the individual giving the treatment, results in a temporary improvement of the patient. It is this curious psychologic fact that makes the tuberculous patient a pitifully easy victim of those unconscionable villains who advertise to cure consumption. The speciously worded advertisement, the exaggerated claims, the favorable testimonials—all conspire to convince the consumptive that here at last is the long-hoped-for "cure." Hence the profitableness of this most despicable branch of quackery.

In the following pages a few of the almost innumerable "consumption-cure" fakes are described and the methods of their exploiters detailed. As the viciousness and cruelty of this form of fraud is borne on one, it seems unbelievable that a civilized community should tolerate it. To the disgrace of our laws be it said, the consumption "curer" and the cancer quack are allowed to ply their nefarious trade practically unmolested by state or municipal authorities. Generally speaking, the only time these ghouls are interfered with is when the federal authorities take action for some infraction of the postal laws, for so long as the scoundrels keep within the somewhat broad requirements of these laws they are apparently immune from arrest. Will the time not come when an enlightened public opinion will either demand laws which will make the existence of such frauds legally impossible, or will demand that a construction be given to existing laws so that the necessary protection may be afforded the sick and helpless?

THE ALPHA MEDICAL INSTITUTE

The Alpha Medical Institute of Cincinnati, a "consumption cure" fake has gone out of business. This concern, which was one of the Great American Frauds exposed by Samuel Hopkins Adams, was founded by the late Dr. Thomas W. Graydon, who "amassed a fortune from his understanding of the financial possibilities of tuberculosis." In its advertising pamphlet the "institute" is pictured as a large and commodious building bearing its sign; no such building ever existed outside of the imagination of the advertising agent. The "treatment" itself was "a combination of worthless inhalation with worse than worthless medicines." In discussing this concern and detailing the result of his personal interview with its manager, Mr. Adams says of the latter: "His one argument was that he could produce testimonials, and his one plea, that the institute ought not to be 'pounded' as it was going out of business in a few months, anyway. This means that the field is exhausted; that, as invariably will happen, the accumulated force of experience, proving the Alpha Medical Institute to be a fraud, has finally overcome the counter-force of its advertising. Probably its proprietors (I understand that Dr. Graydon's sons have got rid of the business as a baneful influence on their social aspirations) will presently start up under some other name."

While the Alpha Medical Institute was doubtless in a sickly condition, it was the United States government which gave it the *coup de grâce*. After considerable evidence had been collected, the Post-Office Department cited the company to show cause why a fraud order should not be issued. Instead, a representative of the company pleaded guilty—and that is Omega of Alpha. (*From The Journal A. M. A., Dec. 26, 1908.*)

AICSOL (LLOYD)

Of "consumption cures" there seems no end. Nostrum exploiters of all grades, from the veriest street-corner faker to the *soi disant* dispenser of "ethical proprietaries," seem to find in "curing" tuberculosis an illimitable field for their talents. The methods by which these fakes are worked up differ in no respect from that of many other similar means of depriving the public, simultaneously, of both health and money. The so-called ethical preparations are "advertised solely to physicians"—that is, so long as medical men will aid and abet the manufacturers in marketing the preparations. By the time the medical profession has awakened to the fact that once more it has been humbugged, the exploiter has completed his plans to introduce his wonderful remedy ("Used by all the Leading Physicians!") direct to the public.

The J. Q. Lloyd Chemical Company of St. Louis seems to be at present* in the transition stage. As an offspring of the fertile brain of one J. Q. Lloyd, who calls himself a chemist and bacteriologist, the nostrum was originally marketed as "Lloyd's Specific." It was introduced in a way that was as clever as it was unscrupulous.

METHOD I.—WORKING THE SANITARIUM

The National Fraternal Sanitarium at Fraternal City, N. M., an institution for the treatment of tuberculosis, owed its existence largely to fraternal organizations of the United States. This sanitarium, which was largely in the hands of laymen, was used by the J. Q. Lloyd Chemical Company as a means of exploiting its product. Letters written on the official stationery of the sanitarium and signed by its president—who was not a physician—were sent out, notifying the tuberculous public that the institution would not be open for the reception of patients for some months, and suggesting that in the meantime Lloyd's Specific should be used. Whether the president of the National Fraternal Sanitarium was guilty of any intent to deceive or was simply afflicted with a lack of worldly wisdom, it was not possible to determine.

* This, the first article on Lloyd's fake, was written in November, 1908.

METHOD II.—THE TESTIMONIAL DODGE

After the J. Q. Lloyd Chemical Company had utilized the National Fraternal Sanitarium to the limit, another tack was tried: that hoary and venerable standby of the nostrum dispenser—testimonials. The name of the preparation was changed to Sol. Anti-Phthisis (Lloyd), and advertisements appeared in medical journals. In this connection an interesting side-light was thrown on the inner workings of testimonial factories by one of our correspondents.

This correspondent had received a sheet of paper over a yard long and two feet wide, on which was printed a "proof" of more than one hundred typical testimonials of Lloyd's preparation; but no names or addresses were appended to the testimonials. In a letter accompanying the proof, Lloyd referred to the "printer's proof of your letter marked (X) with others," and asking "do you object to date and town being placed on above letter? . . . will not allow your name to be used or known." As a matter of fact, there was no testimonial marked "(X)," and moreover, our correspondent had never written a letter to the company. The evident intent was to catch careless and unwary physicians and thus compile an imposing list of testimonials.

About the time Lloyd's Specific was rechristened Sol. Anti-Phthisis (Lloyd), the preparation was submitted to the Council on Pharmacy and Chemistry for admission to the list of New and Nonofficial Remedies. While the reasons for its rejection were numerous and evident, the one given the J. Q. Lloyd Chemical Co. was that the remedy conflicted with the rule that bars an article "whose label . . . contains the names of diseases in the treatment of which the article is indicated." Lloyd's Specific, *alias* Anti-Phthisis (Lloyd), then again changed its name and became Aiesol (Lloyd), and post-cards were sent broadcast to physicians, carrying the impression that the preparation was now eligible to the list of New and Nonofficial Remedies.

METHOD III.—MAIL-ORDER TREATMENT

This was in November, 1907. The latest developments show that Lloyd's Specific, *alias* Anti-Phthisis (Lloyd), *alias* Aiesol (Lloyd), has not yet completed its nomenclatorial evolution. As the following letter shows, it is to be sold "under another name" and "direct to consumptives" "on the mail-order plan"!

OCT. 7, 1908.

Dear Doctor:—Photographs sent under separate cover show my work in part.

I propose to organize, at once, a stock company under the laws of Missouri with \$200,000.00 capital stock, par value \$10.00 per share, full paid and non-assessable, which will be known as the "Lloyd Chemical Company." Of this \$200,000.00 capital stock I will retain \$80,000.00 (40 per cent.) for my formula, etc. (I have refused \$100,000 cash from one of the largest pharmaceutical houses in the United States for the formula.) The balance, \$120,000, will be sold at par. Of this amount I am offering

\$50,000.00 to the physicians, payable one-half with subscription, balance thirty days.

You have used Aicsol (Lloyd), and know the results obtained. Physicians are prescribing it and it is handled by 35 jobbers. Sales are steadily increasing, and with the *public taking it under another name*, what are the results? Simply more business, that's all.

The plan is to advertise Aicsol under another name, through the daily and weekly newspapers, farm journals and magazines as reading matter and not glaring ads., selling direct to consumptives at so much per monthly treatments, say about \$5.00 per month, on the mail-order plan. Under this method no money will be thrown away on salesmen, bill posting, drugstore displays, large discounts and other unnecessary expenses that would be incurred under different methods. Money will be received in advance from the consumer. . . . If this appeals to you, buy stock in the company. . . . Many requests for stock have been received from physicians. . . .

Respectfully,

JUDD Q. LLOYD.

[The italics in the above are ours.—Ed.]



Photographic reproduction of part of the full-page "announcement" of Lloyd's "cure" that appeared in the St. Louis Star Nov. 7, 1908.

Has the J. Q. Lloyd Chemical Company found the medical profession so "easy" that it imagines it can persuade physicians to buy stock in a "Consumptives Cured by Mail" concern? It would seem so from the above letter, which is being sent to physicians throughout the country. Yet we trust that, if not deterred by ethical reasons from having their names connected with such a concern, good business judgment will

cause physicians to hesitate before going into a mail-order business, whose dividends are to be derived from helpless consumptives. If physicians fail to "bite," Mr. J. Q. Lloyd, chemist, bacteriologist and company promoter, may wish he had accepted the "\$100,000 cash from one of the largest pharmaceutical houses in the United States" for his "formula"!

METHOD IV.—THE "SPECIAL ARTICLE" DODGE

The latest letter indicates that the perennial crop of "suckers" is biting—provided, of course, that J. Q. Lloyd is to be believed. A letter dated November 13 is now being circulated which states that:

" . . . to date we have sold \$40,000 worth of stock. . . . You will notice instead of one-half cash and one-half in thirty days, as the previous one read, we have changed this one to 10 per cent. cash and 10 per cent. a month, as we have practically a sufficient amount to assure success. . . . Under separate cover we are sending you copy of one of our largest daily newspapers, *The Star*, containing a full page announcement of our discovery. This write-up is given us *gratis*."

The newspaper referred to devoted a full page to the exploitation of the J. Q. Lloyd "cure for consumption." The "article" purports to be the result of a reporter's visit to the Lloyd "laboratory," where the journalist learned many wonderful things.

"He [J. Q. Lloyd] showed 'Bridget,' a black and white collie dog, asserting it had been inoculated with consumption and cured four times."

Evidently "Bridget" is getting the "cure" habit. But it is with monkeys that Chemist Lloyd is most successful. After inoculating a few of the simians, they all showed fear as though the inoculated animals had told their companions.

"It bears out my theory, Darwin certainly was right in saying that man sprang from monkeys. Those animals know as much as a good many men."

One is hardly surprised to find that Promoter Lloyd has a poor opinion of the intelligence of his fellow men. J. Rufus Wallingford, it will be remembered, felt the same way. Possibly, too, the ease with which Lloyd makes "monkeys" of some men, strengthens his belief in the Darwinian theory—on the principle of "reversion to type."

But to make clear to the lay mind the "hereculean task" he had accomplished in destroying the "tubercular bacillus:"

"The surprising statement was made by Lloyd that sunshine will not kill the germs of tuberculosis. He declares he has . . . actually burned the germs to a charred mass . . . and then could not kill the germs."

How grateful, therefore, the hapless sufferer should be that by means of Lloyd's Specific he may be cured without having to undergo the trying ordeal of cremation. But what is the formula? Unfortunately, the reporter is not permitted to tell. When he called Lloyd opened the door only part way.

"An invitation to enter was given after the newspaperman had promised not to violate medical ethics by publishing the name of the solution. . . ."

Still we are given an inkling of the fearful and wonderful composition of this potent remedy.

"Some of the ingredients of the preparation are 'ic' acids, one of which, except by Lloyd's method, is said to explode whenever an attempt is made to combine it with alcohol. This feat in medico-chemistry Lloyd claims to have accomplished, although it has taken years of study and experiment to arrive at the result."

Had the reporter but known it, J. Q. Lloyd seems to have accomplished an even greater "medico-chemical" feat. For has he not discovered the philosopher's stone—whereby the baser metals of deception, quackery and humbug are transmuted into gold? (*From The Journal A. M. A., Nov. 21, 1908.*)

Later Developments in the Exploitation of Aicsol (Lloyd)

In THE JOURNAL, November 21, we described J. Q. Lloyd's "scheme to work the doctor" by means of his "consumption cure," Aicsol or Anti-Phthisis (Lloyd) or Lloyd's Specific, as it has been called. His latest scheme, it will be remembered, was to put the "cure" on the market under still another name and sell it "direct to consumptives" "on the mail-order plan." We learn that its new "mail-order" direct-to-the-public name is Re-Stor-All—a cognomen which gives it one more claim to classify with "patent medicines" of the Pe-ru-na type and other hyphenated nostrums.

ALSO A CURE FOR PARALYSIS

From one of the testimonials that Lloyd is going to send "direct to the public," we learn that Re-Stor-All, *alias* Aicsol, *alias* Anti-Phthisis, *alias* Lloyd's Specific, not only cures tuberculosis, but also paralysis. In this interesting and instructive testimonial, dated October 27, a St. Louis lawyer states that he took the first bottle of Re-Stor-All "on the 26th day of July." (According to Mr. Lloyd, Re-Stor-All will not be on the market before December 1!) After curing himself of tuberculosis this lawyer thought that this preparation might be good for some other conditions—and in this conjecture, it seems from his report, he was not disappointed:

"I advised my mother, who is 70 years of age, and who was afflicted with paralysis of one side of her face and her right arm for 20 years, to try Re-Stor-All. Her face, which had been drawn to one side and one eye-lid which had been dropped down, and also her right arm, was *completely cured by the use of one bottle.*"
—[Italics ours.—Ed.]

We shall be surprised if Mr. Lloyd, with his highly developed business instinct, does not advertise this multi-christened preparation under still another name as a cure for paralysis. The remedy unquestionably possesses great potentialities, if not of a remedial, at least of a financial nature.

LLOYD'S HEADQUARTERS

The following letter from a St. Louis physician who paid a visit to the "headquarters" of this concern is enlightening:

ST. LOUIS, Nov. 21, 1908.

To the Editor:—I called this morning at the place of the Judd Q. Lloyd Chemical Co. at 548 DeBaliviere Avenue. After telling Mr. Lloyd that I was interested in his medicine and that I had heard a great deal about it, he gave me a sample bottle of Aicsol. He told me that the "formula" was correct, and that each ingredient was in the proportions as stated on the bottle. He said that the secret of the medicine was in the way of combining the different ingredients and as that was his discovery he would not disclose it.

As he thought that I had some money, he then tried to sell me some stock and gave me an "inside" to his scheme. He said that the articles for incorporation were now at the state capital and that they were going to reorganize a new company and call it the Re-Stor-All Chemical Co., and that they were going to put up Re-Stor-All, which is to be sold to the laity.

On questioning him, he said that it was the same thing as Aicsol, which was intended for physicians' use. He said that the way they were going to reach the public was through the daily press, and that they were going to advertise in the daily newspapers of all the large cities, a half-sheet every day, and the laity reading these will send for treatment.

He said that they were going to charge \$5.00 a month, payable in advance, and in passing he said our profit would be \$4.50. I suggested that all the people that sent for medicine would not have consumption, and he replied that any persons that had had a brother or friend die of consumption, if they only had a pain in their stomachs, would think that they, too, had consumption and would send for a bottle of his medicine.

After the new company was in operation they intended, Mr. Lloyd said, to start a tent colony for tuberculosis a short distance from his so-called laboratory. In connection with this he said that a certain high federal officeholder of the city of St. Louis was interested in the company, and that he had some land that he wanted to sell the company.

As a further inducement, he told me that if I took stock in the company he would give me a position in his office, as he needed a physician in the office to answer letters from the people, to prescribe doses and the like, and also to visit his tent colony. He said that he was not registered in this state and for that reason he needed a registered physician. He showed me a letter he got from a patient with five dollars enclosed for one month's treatment.

On request, he showed me through his "laboratory," a room about thirty by forty feet, which was about one-fourth filled with copies of the *St. Louis Star* of Nov. 7. He showed me a brick affair about six by ten feet square which looked like an oven, and this he told me contained a copper retort in which he mixed his medicine. There was a gas range in this room also, on which were two kettles. There were a couple of barrels which, he said, contained the finished article, and there were a good many packages put up. In the same room were twenty-four or twenty-five girls wrapping up this edition of *The Star* and sending out circulars to physicians about taking stock.

In the yard was an old tent in which he said a consumptive lived, but who was shining shoes the day I called. In a yard were eight rabbits and one guinea-pig. He said there were more of the pigs under the ground. He showed me a dog, "Kate," which he said he had cured of consumption four times; there was also another dog there. In a small shed were three monkeys, one, which was a little thin, he said had consumption. He also had a chicken coop with several chickens in it. He said that he mixed chicken's blood with tubercle bacilli and injected this to produce tuberculosis in the animals. In the yard were also six or eight barrels that appeared to be empty, and I think he said that tar came in them.

THE CURE NOT A CURE

It is, of course, unnecessary to deny that this or any other of the hundreds of "consumption cures" on the market will cure the disease, or is of any value. The fact is, practically all of these "cures" are founded on heartless cupidity and downright fraud; occasionally some ignorant enthusiast honestly believes he has something of value, but these self-deluded exploiters are rare; as a rule, the promoters are downright swindlers.

In the earlier stages of his operations, Lloyd was sufficiently unsophisticated in the *finesse* of "patent medicine" exploitation to publish the names and addresses of physicians who had written favorably concerning his preparation. A ripper experience in the nostrum business has taught him that such testimonials prove to be boomerangs; hence we now find all physicians' names excluded. because, as Lloyd artlessly says, "medical ethics do not permit the use of physicians' names." We investigated some of those earlier cases in which it was possible to make inquiries and to get at the facts. In every instance, as might be expected, not only was the "cure" a failure, but the physicians who had made the first reports had lost their enthusiasm.

Said one:

"I can not see that the J. Q. Lloyd remedy for tuberculosis gave me any results that were satisfactory. I do not care to try them longer."

And another:

"Anyone who allowed himself to be drawn into a 'skin game' such as this evidently is, should not have the confidence of other practitioners. . . . I can simply state through my desire to better my t. b. cases I have been made the assistant of a fake."

And a third:

". . . the two patients spoken of did do well for a while on the Lloyd treatment, but it was only temporary, both going the way of all such cases, to the grave."

And these expressions of opinion, it should be remembered, are from men who, in the early enthusiasm of trying a new "remedy" had written praising Lloyd's specific.

WHAT IT ALL MEANS


The promoters of such "cures" know full well how eagerly the hapless consumptive grasps at any therapeutic straw—useless or fraudulent; they also know that there is an inbred belief on the part of the laity that "medicine" will "cure" consumption; they know, too, that the panic fear of the consumptives' relatives will make them believe that every "pain in their stomach" is consumption, and that they, too, "will send for a bottle." But knowing all this, such promoters are willing to make capital out of the fear, the ignorance and the pitiable conditions of those afflicted with tuberculosis. They are in the business, frankly and baldly, for the dollars and cents; but what shall be said of physicians

“ethical” remedy; the last name was given it when a company was organized by its promoter to place it on the market as a “patent medicine.” This, at least, was the avowed intention. We find, however, in the daily papers that the nostrum is advertised not under its “patent medicine” name, “Re-Stor-All,” but under its “ethical” name, “Aiesol.” One advertisement which starts out with what is alleged to be a testimonial from a physician, contains in addition the following statement:


“On Dec. 15, 1908, the London Society of Science, Letters and Art, of London, England, which was established in 1881 for the purpose of determining the highest scientific and literary achieve-


Kindly send an Outline of your Educational Career. Give Name and Address of Three Referees


**THE INCORPORATED SOCIETY OF
Science, Letters, and Art, of London,
LTD.,**




INSTITUTED,
NOVEMBER 10TH, 1881.







INCORPORATED,
AUGUST 27TH, 1900



180, HOLLAND ROAD. KENSINGTON LONDON W

Formal Certificate of a Candidate for Admission as Fellow.

Name _____

Residence _____

Qualification _____

I being desirous of becoming a FELLOW OF THE INCORPORATED SOCIETY OF SCIENCE, LETTERS, AND ART, OF LONDON, LTD. We, the undersigned, propose and recommend him as likely to be a useful and valuable Fellow thereof.

Dated this _____ day of _____ 189__

Proposed _____ 189__

Admitted _____ 189__

University Graduates, Fellows of Learned Societies, and others eminent or engaged in Science, Literature or Art including Music and the Fine Arts are eligible as Fellows. Annual subscription commencing on admission—One Guinea. Life Subscriptions Five Guineas.
Graduates and Lecturers, 100 to 500 Guineas. Literators, Artists or Musicians, etc. are eligible as Members. Annual subscription Half a Guinea. Life Subscriptions Three Guineas.
Latin Diplomas of Fellowship and 3 Men writing are presented to Life Fellows and Members. Certificates of Fellowship and Membership are presented to Annual Subscribers.

Photographic reproduction of the blank sent out by the “Society of Science, Letters and Art,” which applicants for “membership” are supposed to fill out and send in with their \$5.

ments of each year, awarded a diploma of merit to Judd Q. Lloyd in recognition of his valuable services to mankind in discovering “Aiesol,” the only successful treatment for consumption, and was elected an honorary member of that well-known society. Only one such diploma is issued each year in any country.”

It seemed strange that a “well-known society” should award a “diploma of merit” to Judd Q. Lloyd for having “discovered” a fake consumption cure and especially that this “society” should rank the “discovery” as the “highest scientific and literary achievement” in the United States for that year. We tried to find out, therefore, something about the society,

but were unable to get any trace of it in the various lists of scientific organizations in London. To obtain light on the subject, the editor of *London Truth*, who has shown up so many fake "societies," was written to. He replied as follows:

WHAT "F. S. SC. (LOND.)" MEANS

"The Society of Science, Letters and Art, of London, is a swindle to which at one time we devoted a great deal of attention, and it figured for a time in the *Truth* 'Cautionary List,' but it has lapsed into obscurity in recent years, and we have not referred to it for some time. The concern was started by a man named Albert Sturman who at one time kept a private school for boys in London and also acted as an agent for the sale of various bogus degrees produced on your side of the Atlantic. He then started a degree factory of his own under the above title. He took a house in Kensington and got together a seriocomic literary society, the members of which were entitled to attend *conversations*, concerts, etc., in his front parlor, and to dub themselves 'F.S.Sc. (Lond.)' if they paid the fellows' subscription. He also sold them hoods and gowns, specially designed for the benefit of church organists, and generally practiced all the tricks of the trade. He also did very good business by instituting a system of examining small private schools in the provinces and giving the pupils certificates. As he styled his examinations the 'Kensington Locals'—which suggested that they were in some way connected with the Government Science and Art Department at South Kensington—country schoolmasters and schoolmistresses patronized these examinations extensively; and I need not tell you that Sturman gave them good value for their money by always passing a fair proportion of pupils.

"In an evil moment for himself, Sturman, who was a stupid and illiterate man, came here to see us, and we published the interview, which made very funny reading. After this the concern went down hill and Sturman himself died six or seven years ago. His wife, however, who was really the active partner in the business, carried it on afterward with some success, but, as I have said, it has dropped out of sight recently, though one occasionally comes across people who display the 'F.S.Sc. (Lond.)'."
(From the *Journal A. M. A.*, May 29, 1909.)

THE BENSONIZER TREATMENT

[The following from the *Typographical Journal* indicates an important and encouraging fact, namely, that the public is slowly but surely waking up to the wiles of the quack and the nostrum vender. The attitude of this publication on the subject of cure-alls demonstrates the change that public

opinion has undergone in the past few years. The "cure" here spoken of—the Bensonizer Treatment—is but one of the many "consumption cure" schemes.]

Alleged "cures" for almost all sorts of diseases are being continually placed before the public, and the more fearful the malady the greater the number of "cures." In this connection, we print the following item:

Washington, D. C., November 10.—It is stated here that the medical department of the United States navy is about to look into the merits of a cure for consumption discovered by C. P. Benson, of Texas, with a view to its adoption. The attention of high government officials was attracted to this cure through the remarkably favorable results shown at the tuberculosis colony at the Printers Home at Colorado Springs, where seemingly hopeless victims of consumption were restored to health.

The above is entirely misleading, so far as it mentions the Union Printers Home. The Benson method has been rejected by the trustees of the institution, and the statement made is erroneous throughout. The home superintendent asserts that there is only one known case where the Benson treatment has been used by a home resident, and then it was given a trial subsequent to his departure from the institution. The former resident died at a later date in Denver, Colo. So much for the "remarkably favorable results" derived from the Benson treatment by those domiciled at the home.

Several experiments have been made at the Union Printers Home with so-called "cures" for consumption, but they have never accomplished any favorable results. The officials of the institution are not experimenting with "heal-alls" of any description, and feel that the methods employed by fakers in their efforts to delude tuberculosis sufferers should be denounced by all sensible persons. (*From The Journal A. M. A., Jan. 1, 1910.*)

BROMIN-IODIN COMPOUND

A correspondent writes for information concerning a remedy known as Bromin-Iodin Comp., which he says is manufactured by the Bromin-Iodin Chemical Company, formerly of Binghamton, N. Y., but now located in San Diego, California. In THE JOURNAL for Feb. 5, 1898, appeared an article by Dr. C. W. Ingraham, Binghamton, N. Y., entitled "Five Years' Successful Experience with a Special Mode of Treating Pulmonary Tuberculosis." This "special mode" of treatment consisted in using what Dr. Ingraham called "bromin-iodin compound," which he said had the following formula:

Iodin	gr. 1/2
Bromin	gr. 1/14
Phosphorus	gr. 1/100
Thymol	gr. 2/3
Menthol	gr. 2/3
Sterilized oil.....	fl. dr. 1

This "hypodermic treatment of phthisis" was widely advertised in the late nineties by the Bromin-Iodin Chemical Co., Binghamton, N. Y., and was but one of the innumerable

"treatments" for pulmonary tuberculosis that have risen, had their day and, more or less gracefully, retired. It was first sold "to physicians only" for hypodermic administration. In 1906, however, physicians were told by the company that "if we find it impossible to secure your cooperation . . . we will be compelled to do business with the druggists in your locality. . . ." Apparently they found such cooperation impossible, because a leaflet was issued to the laity and the statement was made that they intended to advertise "all over North America in publications of national and international circulation, as well as in local newspapers. . . ." Naturally the laity couldn't be expected to administer this treatment by the hypodermic method and it is not surprising to read that "experiment has proved that the same solution can be taken internally." In addition to the advertising leaflet, the public also was provided with a "pocket calendar good for 200 years" which contained numerous testimonials from physicians laudatory of the "bromip-iodin" treatment. The layman who received one of the leaflets was told that if he was suffering from "asthma, bronchitis, colds, consumption, coughs, eezema, goiter, hay fever, neuralgia, rheumatism . . . also constipation and kidney troubles," and his recovery was "not as rapid as it should be," should, moreover, his physician refuse to use the bromin-iodin compound "it might not be a bad idea to discharge him" and get a physician who would!

At the time this "treatment" was first tried by its "inventor," the results given in fifty cases were: First stage, 90 per cent. cures; second stage, 50 per cent. cures; third stage, no cures, but improvement in several cases; this was in 1895. It now appears that this "treatment" has after a period of "patent medicine" exploitation come back into the "ethical proprietary" field. Presumably a mixture such as that represented by the "formula" did not lend itself to administration by mouth; there was nothing to do, therefore, but enlist the aid of "easy" physicians in furthering its sale.—(*From The Journal A. M. A., June 4, 1910.*)

ECKMAN'S ALTERATIVE

Some time ago a consumption cure humbug, Tuberculozyne, was exposed in THE JOURNAL. Eckman's Alterative resembles Tuberculozyne in three particulars: (1) it is sold as a "consumption cure;" (2) it is exploited by a horse doctor; (3) it is a cruel fraud. It further resembles Tuberculozyne in that it is advertised by the testimonial method, but then practically all "patent medicines" are sold in the same way. The product is sold by the Eckman Manufacturing Co., Philadelphia, and is said to be the "discovery" of T. T. Eckman, a veterinarian, who first tried it on cows and later experimented on a member of his own family.

Instead of being sold on the mail-order plan, as Tuberclozine is, Eckman's Alterative is sold through the medium of the druggists. It is heavily advertised in the daily press, the advertisements consisting, generally, of testimonials to which are attached laudatory paragraphs about the preparation with the names of the local druggists inserted. An extensive advertising campaign is being carried on and it is reported that the Eckman concern is going to spend \$150,000 during 1912 in advertisements. Here are some of the claims made for this nostrum:

"A medicine made for the cure of tuberculosis. It has cured this disease again and again."

"Cures have been effected where no intelligent care was taken of the patient, where money was scarce; good food and good cooking unusual."

"Consumptive patients need no longer dread either the fate that formerly overtook all sufferers from lung trouble, or costly and often terribly inconvenient journeys far from home to other climates or to some expensive sanatorium. Hundreds are now staying quietly at home curing themselves at no expense beyond the cost of a few bottles of medicine."

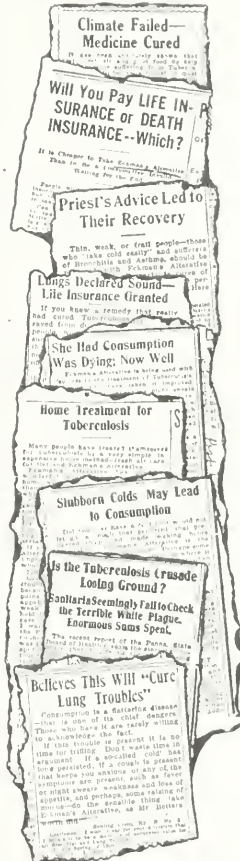
"The Sanitarium treatment has only benefited temporarily, while Eckman's Alterative has cured."

These quotations are sufficient to show that the firm uses the methods classical to "patent-medicine" fakery: that of attempting to discredit the rational scientific treatment of disease and to substitute therefor a worse than worthless nostrum.

Eckman's Alterative was analyzed in the laboratory of the American Medical Association and the chemists' report follows:

LABORATORY REPORT

Eckman's Alterative comes in an 8-ounce bottle and is a dark brownish, turbid liquid with a strong odor of cloves. The label declares the presence of 14 per cent. of alcohol. Qualitative tests demonstrated the presence of alcohol, calcium, a chlorid, small amounts of vegetable extractive and



A few advertisements of Eckman's Alterative.

traces of vegetable tissue. No other substance of a medicinal nature was detected. Quantitative examination gave the following results:

Total solids (residue at 100 C.), including 3.93 gm. of calcium chlorid (CaCl ₂)....	6.25 gm.
Alcohol	11.22 gm.
Insoluble residue	0.073 gm.
Water and undetermined, to make.....	100.00 c.c.

This analysis agrees in general with that made by the New Hampshire authorities who reported the presence of 3.59 per cent. of calcium chlorid and small quantities of powdered cloves.

Here then we have a mixture of alcohol, calcium chlorid and cloves, which every intelligent physician knows is perfectly worthless for the cure of consumption, sold at an exorbitant price—\$2 for eight ounces—under the cruelly false claim that it will save the tuberculous. As has been pointed out time and again, the inherent viciousness of fraudulent consumption cures lies in the fact that they lead the sufferer to abandon or ignore those hygienic and dietetic measures which are his only hope. It is not easy, it is not always comfortable, it is frequently disagreeable to follow the treatment which experience has shown to give the only hope of success. It is much easier to continue living the life which, in so many cases, has been responsible for the consumptives' condition; merely taking at stated intervals a medicine which its manufacturers declare to be all that is necessary to bring about recovery.

Hoping against hope that in the "consumption cure" nostrum the secret has at last been wrested from nature by which the White Plague may be vanquished, the ever-optimistic consumptive sacrifices money which should go into good food, sacrifices all too precious time and, finally, life itself, and the consumption cure faker waxes rich in the toll of blood exacted from his credulous victims. (*From The Journal A. M. A., April 27, 1912.*)

HOFF'S CURE FOR CONSUMPTION *


Several inquiries regarding the composition of "Professor Hoff's Cure for Consumption" having been received, the chemical examination of this preparation was taken up in the Association laboratory. The following is the report of the analysis:

Professor Hoff's Cure for Consumption, manufactured by Bendiner & Schlesinger, Third Avenue and Tenth Street, New York, is a dark brown liquid with a bitter taste and an odor of opium. The label on the bottle—at least since the advent of the Food and Drugs Act—states that the preparation

* See index for government's case against this fraud.

"contains, in addition to other valuable medicaments, watery extract of opium 2 grs. to each ounce." Besides opium the preparation was found to contain approximately 2.5 gm. sodium cinnamate to each 100 c.c., sugar and a caramel-like coloring. The presence of heavy metals, iodids or bromids, could not be demonstrated.

The "Cure," then, consists essentially of sodium cinnamate (hetol) and extract of opium, a mixture at one time suggested for the treatment of tuberculosis, but which like many remedies has since been discarded. A remedy which depends on

<p>DOSE.—Six drops in a little water twice a day after breakfast and after supper. Increase two drops each week until the maximum dose of twenty-two drops has been reached then decrease by two drops each week.</p>	 <p>TRADE MARK</p> <p>PROF. HOFF'S CURE FOR CONSUMPTION</p> <p>After the true recipe of the Author BENDINER & SCHLESINGER, CHEMISTS, Third Avenue & 10th St., New York</p>	<p>Prof. Hoff's Cure for Consumption contains in addition to other valuable medicaments Watery Extract of Opium 2 grs. to each ounce</p> <p>This Preparation is Non-Alcoholic.</p>
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opium for whatever therapeutic effect it may have, is, when sold indiscriminately to the laity, inherently vicious. (*From The Journal A. M. A., Feb. 6, 1909.*)

J. LAWRENCE HILL, A.M., M.D.

A few weeks ago we devoted some space to a vicious consumption cure fraud, Lung Germine, hailing from Jackson, Mich. A similar concern in the same town is conducted by one J. Lawrence Hill, who sometimes writes after his name the letters "A.M., D.D., M.D." As in most mail-order medical concerns, the "doctor" in whose name the concern is operated is really a very unimportant part of the company. "J. Lawrence Hill, A.M., M.D.," is the corporate name of the company that has recently been re-incorporated with an authorized capital of \$5,000, the stock being held in \$10.00 shares. There are apparently three stockholders: (1) F. L. Childs, Cleveland, O.; (2) F. C. Badgley, Jackson, Mich., and (3) J. Lawrence Hill, A.M., D.D., M.D. Of the 500 shares representing the entire stock, Hill is said to hold but 50 and the balance of 450 is said to be divided equally between Childs and Badgley.

Evidently Childs and Badgley furnish the money, while Hill furnishes the "degrees"—and incidentally keeps the business from being illegal as well as immoral.

A COMMUNITY OF INTEREST

When the company was first incorporated, in 1906, there were two other stockholders in addition to Badgley and Childs, viz., R. A. Oliver and H. H. Mallory. Whether the members of this quartet have any qualifications for "curing" consumption, may be decided by the reader, from the following information:

Childs, F. L.: Vice-president of the Hill Consumption cure concern; is said to have been on the road previously for the Upjohn Company; to be at present sales-agent for a Cleveland iron company and to be proprietor of a mail-order "constipation cure"—"Pomola"—in Kalamazoo, Mich.

Badgley, F. C.: Secretary and treasurer of the Hill consumption cure concern; is said to be: a member of the law firm of Badgley & Badgley, Jackson, Mich.; president of the concern operating the "Magic Foot Draft" fake (also of Jackson) and president of a "pile cure" mail-order company, the "Dr. Van Vleck Company" (also of Jackson).

Oliver, R. A.: Ex-secretary and treasurer of the Hill consumption cure concern; is said to own one-fourth interest in the "Magic Foot Draft" concern, his name appearing in the advertising done by the British branch of that concern. Incidentally, we understand that the London branches of the Van Vleck pile cure and the Magic Foot Draft concerns occupy the same offices.

Mallory, H. H.: Ex-vice-president of the Hill concern; advertising agent; is said to be vice-president of the "Magic Foot Draft" company, also vice-president of the Van Vleck pile cure concern.

A study of the foregoing will help make clear a fact that has been previously referred to in these columns, viz., that Jackson, Mich., for a city of its size, is particularly well represented in the line of medical fakes, doing, not merely a national, but an international business. It shows, too, the community of interest between the various mail-order medical concerns in Jackson.

HILL'S METHODS

The methods by which J. Lawrence Hill, A.M., D.D., M.D., conducts the business which bears his name differ in no essential respect from those pursued by other mail-order "consumption cure" fakers. First, of course, there are the

advertisements which appear in such periodicals and newspapers as are not above sharing the blood-money of the consumption-cure ghoul—a type of journalism, we are glad to say, that is yearly becoming scarcer. Second is the series of follow-up letters, so prepared as to simulate personal communications, but which are really printed, even to the signature of the “physician” in charge. The only part of each letter of this series which has any remotely personal element in it is the name and address of the victim to whom it is addressed, these being “filled in” by means of a typewriter in the same style of type and color of ink as that used in printing the letters. Third, is the bait of a “trial treatment,” of which more later. Fourth, the inevitable testimonials—the *sine qua non* of the quack.

THE TRIAL PACKAGE

In his advertisements, Dr. Hill says he “cures consumption” and will send a trial package to all who will send 20 cents “to help pay for packing,” etc. Those who answer his advertisement are sent a four-page circular letter, the first of his follow-up letters, designated, for the convenience of Hill’s mailing force, “E 1,” together with the “trial package.” The package consists of a collapsible tube and three small cardboard boxes, all contained in a larger cardboard box. The three small boxes are labeled, respectively: “Globules,” “Systemic Wafers” and “Laxative Tablets,” while the tube is labeled “Plasma.” cursory examination shows:

Plasma: A white ointment smelling strongly of wintergreen. The consumptive is directed to “rub in the upper part of chest and between shoulders.” He is told that “the ingredients of plasma are quickly absorbed by the blood, thus the plasma helps to destroy the bacilli or germs in the blood . . .”

Globules: Nine flexible capsules each containing an oily liquid, having the odor of guaiacol. Floating in the liquid is a small pill. One globule to be taken three times a day. They are claimed to “help supply the blood with what it needs to make strong fighting corpuscles . . .”

Systemic Wafers: Small pinkish-white tablet triturates, having a sweet taste. To be taken at 10 a. m., 3 p. m. and 7 p. m., and are said to “act specifically on the . . . lungs, imparting strength to them . . .”

Laxative Tablets: Small chocolate-coated tablets. Says Hill: “They are wonderfully [*sic*] bowel regulators, act nicely on the liver and are a triumph in the art of chemistry, being prepared by one of the best known chemists and pharmacists.”

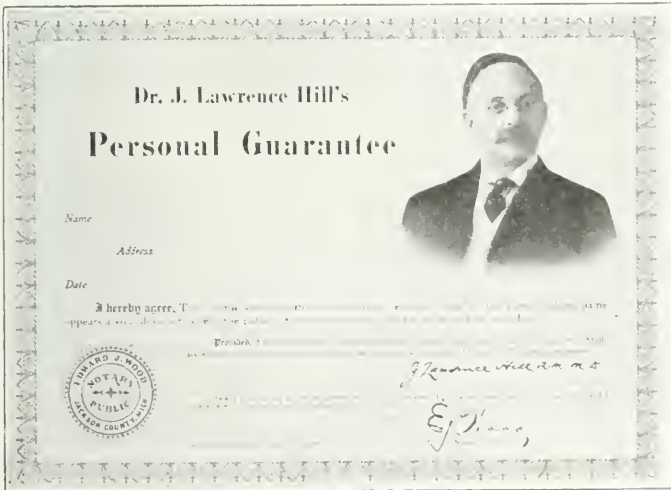
THE FOLLOW-UP SYSTEM

The first letter of Hill’s “follow-up” series states, among other things:

SLIDING SCALE OF FEES

With the first letter and the "Trial Treatment" comes a symptom blank—the "Three Day Test Sheet"—which the patient is expected to fill out and return with the order for the first month's treatment. Much, also, is made of the wonderful virtues of Hill's "truly wonderful appliance for lung development and air sterilization" called the "Ozonol Lung Developer," which is sent "free" to those who order the first month's treatment. The price first asked for one month's treatment is \$10. Should the patient not "bite," the second follow-up letter—number "E 1 a"—comes just one month later. This "letter" dilates again on the "Ozonol Developer," for which Hill claims:

"The air in passing through this Developer is . . . more heavily charged with oxygen than if breathed otherwise . . ."



Of course, the Hill consumption cure concern issues a guarantee; all such fakes do! This is a photographic reproduction of the "guarantee." Notice that Notary Public E. J. Wood testifies that Dr. Hill "stands well in this community," and that he believes Hill "will carry out any and all agreements." As E. J. Wood was one of the original stockholders in the Hill consumption cure concern, he ought to know!

The second letter still gives the price of the treatment as \$10. Continued silence on the part of the patient brings—thirty days later—follow-up letter number "E 1 b." In this, the third letter of the series, the poor victim is told of those who have "been laid away among the Innumerable Dead" because they did not send for the Hill treatment soon enough.

"You know what is awaiting you, if you delay ordering my treatment."

The third letter brings the price asked down to \$5—the balance to be paid "after you are cured, or whenever you are able, just as you see fit." One month later, if the patient still wisely continues to hold on to his money, comes the

Consumption

Getting Stronger Every Day.

Dear Doctor: I am getting along finely and I am getting stronger every day. I do not raise as much as I did. I can breathe easier and my fever has got down to 99 and 100. I do not know just what I weigh, but I know I have gained. I feel greatly benefitted since using your treatment.

You,

FRANK WACHTER.

City of Lockport

Office of

DR. F. W. SCHOOP, Mayor

Lockport, Ill., Dec. 21, 1910.

This certifies that I attended Frank Wachter of Lockport, Ill., professionally during the last five months of his life. That he died at his home in Lockport, Sept. 6, 1908, and that the cause of his death was tuberculosis of the lungs.

F. W. Schoop, M.D.

Health Officer of the City of
Lockport at that time

Subscribed and Sworn to before me.

this 23rd. day of December 1910.

C. H. Muehlenpfort
Notary Public.



The upper illustration is a reduced photographic reproduction of a Hill testimonial. The writer of it died three months after giving it. Hill continued to use the testimonial, however, for two years longer. The lower illustration is a photographic reproduction of a certified statement regarding the death of the writer of the testimonial.

fourth follow-up letter, number "E 2 a." This letter is chiefly devoted to Hill's laudation of himself and his work. For instance:

"I am a physician of many years' practice."

"I am widely known for the good I have done in treating patients afflicted with consumption . . ."

"The remarkable success I have had in curing these troubles certainly warrants any man or woman, no matter how seriously affected . . . to feel absolutely certain that if there is any one man living who can save them, I believe I can do it."

"I do not say this to boast, but because it is true."

Improves Greatly After Using Treatment Only 15 Days.

This patient has been a consumptive. In 15 days after beginning treatment, he notes a general improvement. The Lung (Ozonol) Developer he says does wonders. It is this Developer that I give free to each one of my patients.

Hartford, Wis.

Dr. J. L. Hill,

Dear Sir: I feel some improvement after taking your treatment only 15 days. My cough does not seem to be so hard, my breathing is much easier, and what I raise is mostly clear. The wheezing or hacking noise in my throat is materially gone, and my sleep seems to get better every night.

I am using your Lung (Ozonol) Developer five or six times a day. It does wonders. I would not give it for a farm if I could not get another.

Yours sincerely,

OTTO BRUCE.

<p style="writing-mode: vertical-rl; transform: rotate(180deg);">MASSAGES PRESERVED FOR BINDING</p> <p style="writing-mode: vertical-rl; transform: rotate(180deg);">WRITE IN PENCIL OR GERMANY INK. THIS IS A PERMANENT RECORD.</p> <p style="writing-mode: vertical-rl; transform: rotate(180deg);">This form is not to be used for the purpose of recording the date of birth. It is to be used for the purpose of recording the date of death. It is to be used for the purpose of recording the date of death. It is to be used for the purpose of recording the date of death.</p>	PLACE OF DEATH	STATE OF WISCONSIN
	County of <u>Washington</u>	Department of Health Bureau of Vital Statistics
	Township of <u>Erin</u>	COPY OF DEATH RECORD
	Village of _____	Vol. 9 Page No. 106
	City of _____ (No. _____) St. _____ Ward _____	FULL NAME <u>Otto Bruce</u>
	PERSONAL AND STATISTICAL PARTICULARS	MEDICAL CERTIFICATE OF DEATH
	SEX <u>Male</u> COLOR <u>White</u> DATE OF DEATH <u>3</u> <u>5</u> <u>1909</u>	I HEREBY CERTIFY That I attended deceased from <u>Mar. 1</u> <u>1909</u> to <u>Mar. 5</u> <u>1909</u>
	DATE OF BIRTH <u>10</u> <u>5</u> <u>1871</u>	that I last saw him alive on <u>Mar. 5</u> <u>1909</u>
	AGE <u>31</u> <u>7</u>	and that death occurred on the date stated above, at _____
	SINGLE MARRIED WIDOWED OR DIVORCED <u>Single</u>	FROM THE CAUSE OF DEATH <u>Tuberculosis</u>
BIRTHPLACE <u>Wisconsin</u>	<u>One and one half yrs</u> (Duration) days	
(NAME) <u>Henry Bruce</u>	Contributory _____ (Duration) days	
(AGE) _____	(Signed) <u>J. W. Monsted</u> M. D.	
(BIRTHPLACE) <u>Germany</u>	<u>10</u> (Address)	
(MARRIAGE) <u>Sophia Schuman</u>	SPECIAL INFORMATION only for Bureau collection (see Form 10)	
(BIRTHPLACE) <u>Germany</u>	Form of _____ Fee _____	
(MARRIAGE) <u>Domestic</u>	Where and of what condition (see Form 10)	
THE ABOVE STATED PERSONAL PARTICULARS ARE TRUE TO THE BEST OF MY KNOWLEDGE AND BELIEF	Paul Bruce (Informant)	
Address <u>Hartford #1</u>	PLACE OF BURIAL OR REMOVAL <u>Hartford</u> DATE OF BURIAL <u>3</u> <u>5</u> <u>1909</u>	
Filed <u>3/6</u> <u>1909</u> <u>J. G. Manning</u> Local Registrar	UNDERTAKER <u>Westenberger</u> ADDRESS <u>Hartford</u>	

The upper illustration is a photographic reproduction (reduced) of one of Hill's testimonials from consumptive patients; it was still being sent out by Hill in the latter months of 1910. The lower illustration is a photographic reproduction (reduced) of the death certificate of the individual whose testimonial is given. Note that the testimonial was used nearly two years after the poor victim was dead!

The price, in the fourth letter, still remains at \$5. Should this fail to bring an order within a month, the fifth and last of this series of follow-up letters comes, number "E 3 a." This represents Hill's final attempt to "land" his victim, and the identical "treatment" for which \$10 was asked in the first two letters is now offered for \$3.20: "You shall never be asked for the balance."

THE "TREATMENT"

If the price of a "treatment" is sent—either \$10, \$5 or \$3.20, according to the case with which the victim bites—back comes another form letter, "Tr. 1," commencing: "Your remittance for treatment just to hand, for which please accept thanks." The amount of the remittance is not mentioned, so presumably this "letter" may be used in acknowledging the receipt of any of the "fees" which Hill's sliding scale calls for.

The "treatment" itself seems to differ in no respect from the "trial treatment" sent previously, except in size. The "Globules," the "Systemic Wafers," the "Laxative Wafers" and the "Plasma"—all are there, in larger quantities, but with similar directions for their use. In addition to these there is the "New Ozonol Lung Developer," about which so much is said in Hill's follow-up letters and other advertising matter. The "lung developer" consists of a cigar-shaped piece of hard rubber about $3\frac{1}{2}$ inches long. One end of the "developer" is hollow and the cavity is loosely packed with cotton saturated with the "ozonol" fluid, a small vial of which accompanies it. The consumptive is instructed to place the charged end of the instrument in one nostril, close the other and inhale deeply; when the lungs have been filled the patient is to place the opposite end of the "developer" in the mouth and "blow the air out from the lungs."

The Association's chemists examined the various preparations sent by Hill in one of his \$10 "treatments," and their report follows:

LABORATORY REPORT

A box labeled "Dr. J. Lawrence Hill's Rational \$10 Three-Fold Treatment for Consumption, Asthma, Bronchitis, Catarrh and all Diseases of the Throat, Nose and Lungs," and containing several forms of medication was submitted to the Association laboratory for examination. The "treatment" consisted of (1) a box of sealed elastic gelatin capsules, containing a liquid in which floated a pill, and labeled "Dr. J. Lawrence Hill's Globules"; (2) a small box of pinkish tablets labeled "Dr. Hill's Systemic Wafers"; (3) a small box of chocolate-coated tablets—"Dr. Hill's Laxative Tablets"; (4) a collapsible tube of a white ointment or salve labeled "Dr. J. Lawrence Hill's Plasma"; (5) a small vial (less than 2 drams) containing a brown liquid and bearing on the label—"Dr. J. Lawrence Hill's Antiseptic and Germ Killing Ozonol"; (6) a

black hard-rubber inhaler, and (7) a small box containing a tuft of cotton.

The "Globules": These were opened and the liquid and pill examined separately. The pill after being freed from the liquid was treated with hydrochloric acid, resulting in an evolution of hydrogen with a characteristic odor, such as is given off on treating iron with hydrochloric acid. On triturat-

Gains 17 Pounds After Every One Gave Her Up.

Miss Ida Schultz had a terrible case of consumption, together with catarrh and bronchitis. With this terrible complication, given up to die, she took the Hill Treatment. She is now cured.

Amherst, Wis.

Dr. J. Lawrence Hill, Jackson, Mich.

Dear Doctor: I have been gaining rapidly. Have gained 17 pounds; weigh 150 pounds now and am getting quite strong, too. I wish you could see me. You would be surprised. I look just fine. Everybody says they never thought I could get well. I can't thank you enough for it. I am feeling just fine, so will close.

Yours truly,

MISS IDA SCHULTZ.

MARGIN RESERVED FOR BINDING

Plainly With Underlying Ink.—This is a Permanent Record to be Preserved by the Local Registrar in Each Town, Village and City

(Copy)

STATE OF WISCONSIN
Department of Health Bureau of Vital Statistics
TRANSCRIPT OF CERTIFICATE OF DEATH—LOCAL REGISTERED

Place of Death: Amherst
County of: Jefferson
Township of: Amherst
Village of: Amherst
City of: Amherst

Registered No. 779
No. of death occurred in hospital or institution give its NAME (number of street and number):

Full Name of Decedent: Ida Maria Schultz
(If an infant still born, give birth name)

PERSONAL AND STATISTICAL PARTICULARS

Sex: Female Color: White
Date of Birth: Oct 31 1886
(Month) (Day) (Year)
Age: 22 years 9 months 21 days
Single, Married, Widowed, or Divorced: single
Birthplace: Germany
Name of Father: Chas Schultz
Birthplace of Father: Germany
Name of Mother: Brotha Danks
Birthplace of Mother: Germany
Occupation: none

THE ABOVE STATISTICAL PARTICULARS ARE TRUE TO THE BEST OF MY KNOWLEDGE AND BELIEF
(Signature): Ida Schultz
Address: Amherst Wis
Filed: Sept 2 1909 W. L. Leedy
Local Registrar

MEDICAL CERTIFICATE OF DEATH

Date of Death: Aug 2 1909
I HEREBY CERTIFY That I attended deceased from Aug 17 1909 to Aug 21 1909 and that I last saw her alive on Aug 21 1909 and that death occurred on the date stated above, at Amherst Wis
P. M. THE CAUSE OF DEATH was as follows:
Consumption
Contributory:
(Signed) J. J. Christy
Aug 2 1909 Address: Amherst Wis
SPECIAL INFORMATION, and to furnish the same, attach Burial Record

Place of Burial or Removal: Lower Amherst
DATE OF BURIAL: Aug 27 1909
UNDERTAKER: M. Cary
Address: Amherst

Witnesses:
Ida Schultz
W. L. Leedy

Noted: 176 1910
I hereby certify that the above is a true and correct copy of transcript no 779 as it appears in the records W. L. Leedy

Hill in the advertisement reproduced in the upper illustration states that Miss Schultz was "cured" after taking his "treatment." He was still sending out this statement a year or more after the poor girl had succumbed to tuberculosis.

ing one of the pills and washing away the lighter insoluble matter, a residue of shining metallic scales remained, which, when dissolved in hydrochloric acid, emitted hydrogen gas as

when the entire pill was treated. The resulting solution responded to tests for iron. On extracting the pills, from an alkaline medium, with ether, a bitter white crystalline substance was obtained, which responded to general alkaloidal tests, viz., it yielded a brown precipitate with iodine solution and a white precipitate with mercuric potassium iodide solution. Further examination showed that the substance gave strong reactions for quinine and less distinct ones for strychnine. No arsenic or other metals were found. From the results of the tests made it was assumed that the pills were composed essentially of iron (metallic), quinine and strychnine. The liquid in the globules was oily and possessed an odor of guaiacol. It was partially soluble in alcohol and completely soluble in ether and in chloroform. Alcohol extraction of the oil left a light yellow oil, practically odorless and tasteless; the portion extracted with alcohol responded to tests for guaiacol. The liquid portion of the "globules" then appeared to be a solution of guaiacol, or guaiacol-like body, in some bland oil.

The "Systemic Wafers": These were practically completely soluble in water, yielding a slightly turbid solution. They were sweetish in taste and slowly soluble in the mouth, resembling milk sugar. Tests for milk sugar indicated its presence. Further examination indicated the absence of metallic constituents, such as arsenic, antimony, mercury, iron, manganese, zinc, magnesium or calcium. Tests for alkaloids indicated the absence of alkaloids, such as atropine, strychnine, etc., while tests for such substances as iodides, bromides and salicylates indicated their absence. From the examination it was concluded that the tablets were essentially milk sugar.

The "Laxative Tablets": These were found to contain a substance having a faint, peculiar odor and a very bitter taste. Tests for arsenic and other heavy metals indicated their absence, and the tablets did not respond to tests for alkaloids. The bitter taste and the use for which the tablets were intended, pointed to the possible presence of aloin or aloes, and appropriate tests proved that aloin or aloes and a small quantity of starch were present. From the tests made, it was assumed that the tablets were principally aloes or aloin with some starch.

The "Plasma": This substance was found to be a white ointment or salve with a strong odor of oil of wintergreen. When subjected to steam distillation the distillate was found to contain material having the odor of wintergreen, while the residue in the distillation flask possessed an odor resembling oil of cloves. The "plasma" when extracted with ether yielded a substance which had the properties of stearic acid and the portion soluble in water had the properties of a stearic acid soap. The substance also contained a small quantity of a gummy substance resembling tragacanth. Tests indicated the absence of metals and alkaloids. It was concluded that the "plasma" was essentially a stearic acid ointment containing as its chief ingredient oil of wintergreen and small quantities of other oils.

"*Ozonol*": This liquid possessed an aromatic odor and was soluble in alcohol, ether and in chloroform, but insoluble in water. When extracted successively with various solvents fractions were obtained which resembled such essential oils as sassafras, peppermint and eucalyptus. No alkaloids or other potent drugs were found. From the above properties "*Ozonol*" was assumed to be a mixture of aromatic oils resembling sassafras, peppermint and eucalyptus.

The chemists' report thus confirms what has been said over and over again, viz., that quacks and medical fakers use either absolutely worthless preparations or else endow well-known and commonly-used drugs with virtues that they do not possess. To suppose that rubbing an ointment of tallow and wintergreen on the chest would cure consumption is as foolish as to believe that taking sugar tablets internally or that sniffing the vapors of oil of peppermint or sassafras would accomplish the same end.

The fact is the drugs sent out by Hill will not cure consumption, either in the first, second or any other stage of the disease. That they may easily upset the digestive apparatus of the person taking them is evident to any physician, and the danger of such a result becomes apparent when it is remembered that the chief hope of the consumptive is an unimpaired ability to digest food.

TESTIMONIALS—TWO KINDS

With each of Hill's follow-up letters testimonials are sent. These are of two kinds: One kind purports to come from "patients" telling how they were "cured"; the other emanates from "prominent business and professional men," and are printed to show Hill's "standing, both as a man and physician." Of the latter, four of the testimonials are purely personal and not professional. The use Hill has made of them, however, practically means that they are an endorsement of his "treatment." Hill is one of those pious humbugs who work their church affiliations to the limit in the exploitation of fake "cures." It is said that he used to be in the ministry, and that even after opening his fakery at Jackson he was a pretty regular attendant at the weekly meeting of the Jackson Ministerial Association, where he not only participated in the discussions, but occasionally contributed papers. Even as recently as Dec. 18, 1910, a Jackson newspaper carried a "Christmas Sermonette" by John L. Hill entitled "Christ the Wonderful One." These incongruous mixtures of pseudo-piety and quackery—and they are not uncommon—must make the thinking marvel and the religious grieve.

The four pastors, whose endorsements Hill has used, were written to and their attention called to the use Hill was making of their letters. Here are some excerpts from the replies received:

Says Rev. R. E. Macduff: "I knew then [at the time the letter was written] nothing about his quack nostrum, his method, the fraud being practiced on the sick. . . . I desire earnestly that it shall be understood by the American (medical) profession that I absolutely repudiate the letter given which is being used as never intended. . . . I have been deceived and imposed on, like a large number of good men here."

Says Rev. F. W. Fraser: "I advised Dr. Hill and asked him to discontinue the use of the testimonial."

Says Rev. R. W. Van Kirk: "I did not know he was going into the mail-order business when I wrote the commendation, and am quite unwilling that he should make merchandise in any way of my name."

Says Rev. Bastian Smits: "I have requested Dr. J. L. Hill to cut out my recommendation from all of his printed matter. He has honored this request."

SOME MEDICAL ENDORSEMENTS

Of the other miscellaneous testimonials from "prominent . . . professional men" is one from S. M. Angle, M.D., of Jackson, Mich. In appraising the value of this testimony, it should be borne in mind that Dr. Angle is at present "consulting physician" for the other Jackson "consumption cure" fraud, the Lung Germine Company; furthermore, he is a "women's specialist" of the usual advertising type, and within the past few weeks the newspapers that carry his advertisement have chronicled his arrest on the charge of selling cocaine to 17-year-old boys. Apropos of mail-order medical men writing testimonials for each other: A fulsome puff of the Van Vleck "pile cure"—another Jackson industry—is credited by that concern to Dr. J. L. Hill. Another of Dr. Hill's endorsers is Dr. H. F. Wertz of Jackson. Wertz advertises to "cure with my home treatment" the "worst cases" of ulcer of the stomach and many other conditions too numerous to be given. Dr. W. T. Bobo, a "goiter cure" advertiser of Battle Creek, Mich., adds his mite of testimony to the sterling value of J. Lawrence Hill, A.M., D.D., M.D. On another page we reproduce some of the advertisements of this trio.

PATIENTS' TESTIMONIALS

Testimonials from patients, as we have shown repeatedly, mean little. Those that are honestly given come from one of two classes of individuals: (1) People who are really dangerously ill, and who, in the optimism that every new "treatment" inspires, write praising the "cure"; (2) those who, having nothing seriously the matter with them, naturally recover from

the passing indisposition and credit their recovery to whatever they may have taken. This may be laid down as an axiom: No sufferer from tuberculosis ever got well from the "treatment" sent out by mail-order consumption cure quacks.

We investigated some of the cases of consumption in patients whom Hill claims, either directly or by implication, to have cured. Space will not permit us to do more than give very briefly the result of the inquiries. Following are the names of individuals whose testimonials are given as samples of the "cures" of consumption which Hill achieves:

Frank Wachter, Lockport, Ill.: Died Sept. 6, 1908. The testimonial, however, was still doing duty in the latter part of 1910!

Nancy Townsley, Shawnee, Okla.: No one of that name could be found. The city directories for the past six years failed to show the name.

Otto Bruce, Harford, Wis.: Died March 5, 1909. Testimonial still used in the fall of 1910.

Miss Young, South Haven, Mich.: A South Haven physician writes: "In my opinion, judging from my observations of her



Photographic reproduction, (reduced) of the advertisements of some of Hill's professional friends; these gentlemen testified to his sterling worth.

for the last ten years, she has never had tuberculosis. At all times she has presented the appearance of a strong healthy girl."

Miss Ida Schuliz, Amherst, Wis.: Died Aug. 21, 1909. The testimonial still lives.

Mrs. Mary Hawkins, Cleo, Okla.: A physician in Cleo writes: "The only Mrs. Hawkins in this vicinity is said, by those who have known her many years, to be a strong healthy woman, with no suspicion of tuberculosis."

HILL GROWS WARY

So much for the testimonials. Dr. Hill, within the past few months has grown wary. Like every other consumption



"Consumption Is Curable."

Laurence Hill, A. M., M. D.

Graduate Edinburgh University, Scotland; Chicago Homeopathic Medical College; Post Graduate Course, Northwestern College of Ophthalmology and Otology; Chicago Eye, Ear, Nose and Throat College; and Special Courses Instruction under Prof. Ludwig Hektoen, M. D., Professor of Pathology in Rush Medical College and formerly in the College of Physicians and Surgeons, Chicago; also under the late Prof. J. S. Mitchell, A. M., M. D., Specialist in Diseases of the Respiratory Organs; and **Special Post Graduate Course in the Post Graduate Medical College of Chicago, Specializing in Tuberculosis of the lungs, June-July, 1909**

Photographic reproduction of a card sent out by Hill to his prospective victims. Note that he states that he is a graduate of the University of Edinburgh, Scotland; the registrar of that institution states that Hill's name does not appear on their books as a graduate! Since this article was written Hill sends out a card similar to this one in every detail EXCEPT THAT ALL REFERENCE TO EDINBURGH UNIVERSITY IS OMITTED!

"cure" exploiter, he has found that testimonials prove boom-crangs. He now, therefore, omits the names and addresses on the testimonials sent out, but states that they "will be given you on request." One of his latest sheets of testimonials consists of answers to queries mailed to a number of his "patients." The queries are alleged to have been sent by "an anxious seeker after health," and were signed "F. L. C." Is it possible that Mr. F. L. Childs, the vice-president and owner of nearly half of the stock in the Hill concern and alleged proprietor of a Kalamazoo "constipation cure" is the "anxious seeker after health"—and testimonials?

HILL'S EDUCATIONAL QUALIFICATIONS

Just a word in closing about J. Lawrence Hill, A.M., D.D., M.D. He is a graduate of the Chicago Homeopathic Medical College, 1894. In his advertisements he claims to be a graduate of Edinburgh University, Scotland. Hill used to practice in Battle Creek, Calhoun County, Mich. In February, 1896, he filed his physician's certificate, as the law requires, with the county clerk of Calhoun County, and, according to the court records, he at that time *stated under oath* that he was "a graduate of Edinburgh Medical College, Scotland." Inquiry made of the authorities of the University of Edinburgh brought the following reply from the registrar of the university:

"The name J. Lawrence Hill does not appear in any of our lists of graduates, but we find the following entries in Matriculation Records (a search having been made for the period 1856 to 1894):

"1877-8 John Lawrence Hill, Pontypool, age 26, Arts 1st."

"1878-9 J. L. Hill, Edinburgh, age 27, Arts 2nd."

"No other entry appears which gives the slightest indication of bearing on the case."

Which is correct? Hill's statement or the registrar's? If the latter, does it place Hill in the serious position of having committed perjury? In any case it seems to be a matter into which the Michigan authorities may well look.

CONCLUSIONS

To sum up: What does this investigation of the Hill "consumption cure" show?

First: The Hill consumption cure is chiefly owned and controlled by men whose only qualification for creating disease is that they are business men financially interested in other medical fakes.

Second: The claims made in the advertisements, either directly or by implication, that the Hill remedies will "cure" consumption are cruel and heartless falsehoods.

Third: The methods employed to capture victims, by means of speciously worded circular letters disguised as personal communications, are an imposition, if not an actual fraud, on the ignorant or credulous.

Fourth: The drugs sent out by Hill as a "trial treatment" are worthless as a cure for consumption.

Fifth: In printing endorsements of himself, which Hill received from ministers of the gospel, he grossly abused the confidence of men who did not know the use to which their letters were to be put.

Sixth: The testimonials from physicians which Hill publishes have been shown to emanate in some cases from men who themselves are employed in exploiting medical fakes.

Seventh: The claim Hill makes of being a graduate of Edinburgh University has been shown to be as false as the claims made for the nostrum he exploits.

Can a much more disgraceful business than the various "consumption cure" humbugs be imagined? Founded on fraud, maintained by deceit, perpetuated by falsehood—the sick are exploited to pay dividends on corporate quackery. How much longer will this outrage on the unfortunate victims of the White Plague be tolerated? If not for humanitarian reasons, then for its own protection, at least, society should demand that such cruel frauds be suppressed. Their existence is a menace to public health and a disgrace to modern civilization. (*From The Journal A. M. A., Jan. 14, 1911.*)

LUNG GERMINE

Lung Germine, which is advertised as having cured "severe and advanced cases of consumption," is put on the market by the Lung Germine Company of Jackson, Mich. The "medical director" of this concern is one C. R. Wendt, M.D., who claims to be a graduate of Leipsic University of Germany. When the authorities of the University of Leipsic were written to they replied that "it has not been possible to find a C. R. Wendt" in the records of physicians who have received the degree of doctor of medicine at that institution!

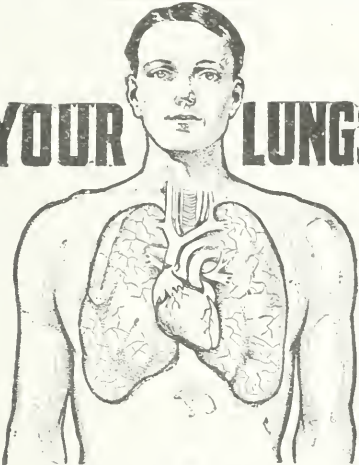
The necessary air of mystery is given to Lung Germine by advertising it as having been discovered by "an old German Doctor Scientist." The method of reaching the public is the usual one—*via* those newspapers or magazines whose advertising conscience is atrophied or unborn.

HOW VICTIMS ARE CAUGHT

The victim who answers one of these advertisements receives a form letter gotten up to represent a personal communication; he also gets a "free trial treatment" of the "cure." It is carefully explained that the regular size treat-

ment costs \$5.00 and will be sent on receipt of price. Ten days later if the prospective victim still fails to bite, he gets another form letter in which he is again urged to send for the "cure." Should even this fail to cause him to send in

FEBRUARY 1, 1908



YOUR LUNGS

Are Your Lungs Weak or Painful

DO YOUR LUNGS EVER BLEED?
DO YOU HAVE NIGHT SWEATS?
HAVE YOU PAINS IN CHEST AND SIDES?
DO YOU SPIT YELLOW AND BLACK MATTER?
ARE YOU CONTINUALLY COUGHING AND HAWKING?
DO YOU HAVE PAINS UNDER YOUR SHOULDER BLADES?

THESE ARE REGARDED SYMPTOMS OF LUNG TROUBLE AND

CONSUMPTION

WE STAND READY TO PROVE TO YOU

We will send you a free copy of our book, "The Lung Germine," which contains the full story of the disease, its symptoms, its treatment, and its cure. It is the only book of the kind ever published, and it is the only one that will give you the full story of the disease, its symptoms, its treatment, and its cure. It is the only book of the kind ever published, and it is the only one that will give you the full story of the disease, its symptoms, its treatment, and its cure.

It is not only a cure for consumption, but a preventer of it. The lungs are merely organs, and the germine has no real medicinal value. It is a germine, and the germine is the only thing that can build up the lungs and system to their normal strength and health.

Send for the Lung Germine today. It is the only thing that can build up the lungs and system to their normal strength and health.

We Will Send You Proof Positive—Proof That Will Convince Any Judge or Jury on Earth

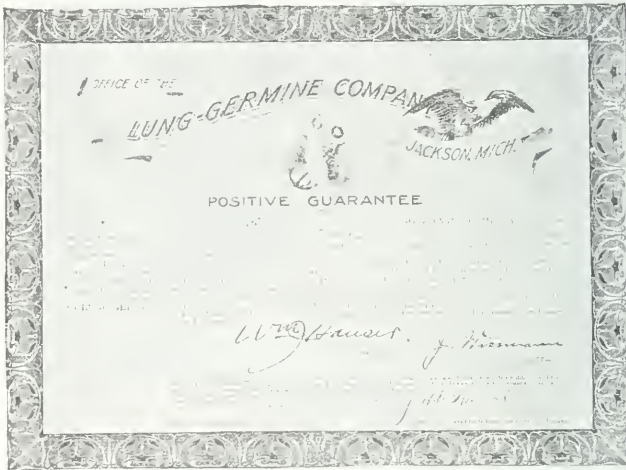
Just send your name to the Lung Germine Co., 466 Rae Block, Jackson, Mich.

LUNG-GERMINE CO., 466 Rae Block, Jackson, Mich.;

Photographic reproduction—much reduced—of one of a series of Lung Germine advertisements which have appeared within the past few months. This advertisement in the original measured 9 by 15 inches.

an order, a third form letter follows in two weeks' time in which the reduced price of \$3.00 is made. Eleven days later, if the money is still not enticed out of the victim's pocket, comes form letter No. 4 in which he is urged to deposit \$5.00

with his local banker to be held in trust for one month and to be returned at the end of that time if he has not noted "benefit or favorable changes" in that time. In three more weeks the last attempt to get the patient's money is made by means of form letter No. 5. In this the company states that it is "going to do something which is absolutely against our business principles, in one more effort to introduce Lung Germine in your locality." The "something" is an offer to accept a mere \$2.00 for "one full month's treatment of Lung Germine, the regular price of which would otherwise be \$5.00."



A photographic reproduction of the "guarantee" which, while legally is probably valid, is actually worthless and but an added bait for the unwary and easily gulled consumptive. The same guarantee would be an equally safe commercial proposition to the exploiter of mere hydrant water, if such water were sold under the same specious promises as this nostrum.

If this doesn't bring the money the Lung Germine Company charges the form letters, postage and "free trial treatment" up to profit and loss and closes the account.

THE WORTHLESS GUARANTEE

With the first letter and trial treatment a "positive guarantee" blank is sent, of which the company makes much. Briefly, it guarantees that the company will return the money paid "for the first month's treatment" provided that "no benefit or favorable changes are made in the patient's condition *during that time.*" [Italics ours.—Ed.] The following rules, however, must be complied with:

"The patient must use all of this first month's treatment in order to make use of this guarantee.

"The patient must carefully follow directions and the instructions of the Medical Director of the Company, and report the exact condition and changes the treatment has made, not less than four times during the first thirty days' treatment."

From what every physician knows of consumptives it is easy to see that the Lung Germine Company runs about one chance in ten thousand of having to return the five dollars paid for the first month's "treatment." If the nostrum consisted of dish-water colored pink the "guarantee" described above would be an equally safe commercial proposition—for the dispenser of the dish-water.

If the guarantee promised to return all money paid in to the concern for a "treatment" providing there was "no benefit or favorable changes" at the end of the "course" instead of during it, the Lung Germine Company would be bankrupt in six months—if it honestly carried out the terms of its guaranty. The "guarantee" may legally be all that these nostrum exploiters claim for it; morally and practically it isn't worth the paper it is printed on.

Improving in Every Way.

On Feb. 22nd we received the following report from Mr. Clarence O. Newhouse, No. 175 Argyle St., Keyser, W. Va.: "I have used Lung-Germine six weeks and am taking 15-drop doses three times daily. I sleep better, have a better appetite, night sweats are not so severe, breathing is easier, I am stronger and pains in sides and shoulderblades are getting better. Please send me some addressed envelopes."

Death of Young Man

Clarence Newhouse, a young man, living with his parents, Mr. and Mrs. J. W. Newhouse, on Argyle street, died Tuesday. Wednesday the burial took place in Queens Point cemetery.

Young Newhouse had formerly been an employee of the B. & O. Company in the car repair shops, but eighteen months ago was compelled to give up the work as consumption made an inroad on his constitution.

On the left is a notice that appeared in the *Lung Germine Monthly Bulletin* for March, 1909; it consists of a letter, hopeful in tone, from a victim of this "cure." On the right is a notice regarding the same individual from a local newspaper a year later. This explains why the *Bulletin* prints letters only from those who are beginning "treatment."

TESTIMONIALS FROM BEGINNERS

As an accessory to its form letters and booklets, etc., the Lung Germine Company sends out each month what it calls the *Lung Germine Monthly Bulletin*. This consists of testimonials from victims who have just started the "treatment" and who naturally enough write favorably of it. The company states that:

"The *Bulletin* does not publish letters or reports from cured patients."

The reason is obvious, though commercially speaking making a virtue of a very evident necessity is clever even though conscienceless. Should the Lung Germine Company attempt to keep track of their victims and publish a "monthly bulletin" detailing the condition of the unfortunates two or three

Regarding A. M. of La.: "Replying to yours of the 23rd inst. relative to A. M., will say this party died about 2 years ago."

Regarding A. W. M. of Ark.: "There is no such individual here."

Regarding Mrs. E. E. of Ala.: "I am confident Mrs. E. had no tuberculosis."

Regarding Mrs. L. M. of Ala.: "Mrs. L. M. has always been afraid she would develop tuberculosis but she has never had it"

Regarding T. B. of Okla.: "He did not have tuberculosis."

Regarding Mrs. M. G. of La.: "Positively she has never had any trace of tuberculous trouble."

Regarding A. M. T. of La.: "Did not have tuberculosis."

Regarding Mrs. L. C. of Tenn.: "Never heard of such a person."

WHAT IT DID IN ONE CASE

A physician in Texas who wrote for information about this fake stated that he had a patient who has persisted in taking Lung Germine. The condition of the patient before and after a two month's "course" of "treatment" with this nostrum is thus described by the physician:

"The tuberculous patch in the upper lobe of the left lung was about the size of, or possibly a little larger, than a silver dollar when I examined her about two weeks before she began the wonderful 'cure,' and the case had been stationary about six months. Two weeks after the cessation of the two month's treatment with Lung Germine I found the disease had advanced about 50 per cent. The whole of the upper lobe of the left lung was involved and the process had extended to the lower portion of the upper lobe and the upper portion of the middle lobe of the right lung.

"It will be but a short time before this poor woman is dead."

That the stuff not only has no value but is absolutely harmful, as the above report indicates, is not surprising in the light of the analysis made by the Association laboratory which follows:

REPORT OF THE LABORATORY

A bottle of Lung Germine, which had been purchased directly from the Lung Germine Company was submitted to the Association laboratory for examination. The bottle holding 2 ounces of a light brown liquid is labeled as follows:



Lung Germine is a light brown, transparent liquid possessing an alcoholic odor, resembling sherry wine, and a sharp acid taste. Qualitative examination of the preparation indicated the presence of alcohol, sulphuric acid and a trace of ash, containing iron, phosphates, sodium and

potassium. Further tests indicated the absence of alkaloïds, iodids, bromids, chlorids, nitrates, phosphates and metals, other than those present in minute traces in the ash. From the results of the quantitative examination it is concluded that Lung Germine is essentially a mixture of sulphuric acid, wine, fortified by alcohol, and water, in approximately the following quantities:

Alcohol (absolute)	44 per cent.
Sulphuric acid (H_2SO_4).....	4 per cent.
Water	52 per cent.

MISBRANDED UNDER THE LAW

From this it appears that at least some specimens of this nostrum are misbranded under the Food and Drugs Act in that it contains over 40 per cent. of alcohol while admitting on the label the presence of only 14 per cent. The directions state that 5 drops should be taken in water three times a day and this is increased up to 15 or 17 drops within a week or so. As a five-dollar bottle of the stuff only holds two ounces it is evident that the so-called "month's treatment" really amounts only to a little more than two week's treatment.

The viciousness of the traffic in health and even life in which the exploiters of "consumption cures" are engaged, has time and again been referred to in these pages. Yet to the physician the facts are as old as his practice. He knows the tragedy of hope deferred and precious time wasted in the cases of the poor dupes who fall into the clutches of these ghouls. He knows, as none other than the victim himself knows, how difficult it is to get the consumptive to live the only life that holds out hope for him. It is almost impossible to convince the layman suffering from tuberculosis that there is no specific drug remedy for his ailment. Add to this inbred belief the specious claims and honeyed lies of the quack and the temptation to squander money on the worse than worthless nostrums becomes well-nigh irresistible.

The consumptive must be protected against himself and against those moral outcasts who would fatten on the despair and weakness of the mortally ill. There is but one way to do this effectively and that is for physicians to enlighten the public on the possibilities and the limitations of modern therapeutics. When this has been thoroughly done mail-order medicine concerns will cease to exist, because then every intelligent lay jury would take the attitude that they are fraudulent—an attitude which at present, unfortunately, is by no means universal. (*From The Journal A. M. A., Aug. 6, 1910.*)

[After the article on Lung Germine appeared in THE JOURNAL, C. R. Wendt, its "medical director," who claimed to be a graduate of the University of Leipsic, but was not, and who held himself out as a licensed physician in Michigan

although he was not, died. Since then the Lung-Germine Company has employed such professional renegades as it could get to act as consulting physician for the concern. The first one was S. M. Angle, a "women's specialist" of the usual advertising type who had written a testimonial for the Hill consumption cure fraud in the same city. Soon after Angle's connection with the Lung-Germine Company, the newspapers published an account of his arrest on the charge of selling cocaine to young boys. Later, Angle seems to have left Jackson and to have been associated with an organization of travelling quacks which does business under the name "United Doctors." During this period, the Lung-Germine Company notified its victims that Dr. J. P. Will was its consulting physician. It was not long, however, before Angle was back in Jackson with his name on the stationery of the Lung-Germine Company. Apparently, a mail-order consumption cure is a better paying proposition than itinerant quackery.]

MILLER'S INTERNATIONAL INSTITUTE

The "Cure"

We have received from various sources inquiries relative to a Chicago concern known as the International Institute for the Treatment of Tuberculosis. Physicians have written saying that their patients have been approached by the agents of this "institute," and that the extravagance of the claims made for the "treatment" are equaled only by the exorbitance of the charges.

When we began to investigate the "International Institute" we found at the outset that its founder and ruling spirit and the "inventor" of its "treatment" was one Orlando Edgar Miller—an individual of whom we shall have something to say later.

THE "TREATMENT"

In the booklet issued by the "Institute" we are told:

"This long looked for treatment and cure for tuberculosis is a combination of purely vegetable substances [Reminds one of the late lamented Lydia Pinkham!] which, administered hypodermatically, produces three effects on the system, viz.: Sleep, Relaxation, Elimination."

And there we have it. Not, of course, that we know much more about it now than we did before, but we know as much as a physician's limited knowledge of drugs makes it safe for him to know. For in the same booklet the reason given for not divulging the identity of this marvelous medicament is that physicians are "unacquainted with the actions of one of the drugs which we use and which is of recent origin, and is

probably not used for any purpose by one physician in a thousand." Therefore, to conserve the interest of the patient's health—and incidentally the "institute's" finances—the world is going to be kept in ignorance of this, the great and only cure for tuberculosis. However, "when a sufficient number of physicians have acknowledged the results obtained, then the formula and methods of administration will be given to the medical profession." Meantime, bring along your phthisical patients and Orlando Edgar Miller, Ph.D., late professor of eugenics and sanitary science, late "dope" curist, late rupture curist, late numerous other things, will cure them, almost while you wait—for a consideration.

Incidental to the "hypodermics" there is rest and forced feeding and it would indeed be strange if some tuberculous patients when put to bed and given an abundance of nourishing food did not feel improved. Add to this, also, the psychic stimulation produced by the wildly extravagant promises of health, and we find sufficient reasons to account for any testimonials that may be obtained from patients in the early stages of this or any other "treatment."

WHAT THE "TREATMENT" COSTS

When a prospective patient writes for information regarding the "cure" and its application, he is told:

" . . . It would be impossible for this scientific treatment to be given anywhere else than in our hospital here in Chicago, or our sanitarium in Wisconsin."

Of the expenses to be incurred he is informed:

"Our minimum charges are \$25.00 per week as hospital expenses, and \$250.00 as treatment fee. Of course, where cases are very seriously complicated, the price runs somewhat higher. Most persons in taking our treatment pay the \$350.00 in advance. . ."

WHAT DOES IT PROMISE?

One may wonder from what class of patients this "Institute" will accept the minimum treatment fee of \$250. This question is answered in the pamphlet which is sent out to prospective victims:

"QUESTION: What kind of cases do you accept?"

"ANSWER: Any case with sufficient vitality to turn over in bed."

Evidently so long as the patient is not positively moribund, his money is acceptable. And what may the patient expect if he pays his money and takes the "treatment"?

"QUESTION: What class of patients may hope for recovery?"

"ANSWER: All may expect ultimate recovery excepting those who have serious complications below the diaphragm."

This "purely vegetable," "hypodermatic," "eliminative" treatment, therefore, ceases to be effective below the diaphragm. What such statements mean to the public—and what doubtless they are intended to mean—is, that any suf-

ferer from tuberculosis of the throat or lungs, no matter how near to death's door he may be, "may expect ultimate recovery" if he possesses money enough to take the O. E. Miller "treatment" and vitality enough "to turn over in bed."

THE INSTITUTE'S PERSONNEL

The stationery of the International Institute has an imposing list of officers of the concern and of the members of its "medical department." In addition to having a Ph.D. (O. E. Miller) for president, it has an A.M. for treasurer, an LL.D. for secretary, while its counsel is no less a person

Pulmonary Tuberculosis

ORLANDO EDGAR MILLER, Ph. D

History of the Discovery

The discoverer of this treatment, Orlando Edgar Miller, Ph. D., spent twelve years of his life in the management of medical and sanitarium work in Denver, Colorado, where many thousands of consumptives go annually, hoping for relief.

Dr. Miller was at that time engaged in a religious and philanthropic work for Drug and Liquor addicts, and had not the means to test the treatment.

Dr. Miller, who studied medicine as a young man with a view of entering the profession, is a chemist and a deep student of disease and health, with twenty years' experience in managing medical enterprises, yet is nevertheless a layman. Being such, his treatment could not be accepted by the medical fraternity. This being true, it was thought wise to

QUESTIONS ANSWERED

Question: What kind of cases do you accept?

Answer: Any case with sufficient vitality to turn over in bed.

Question: What class of patients may hope for recovery?

Answer: All may expect ultimate recovery excepting those who have serious complications below the diaphragm. Of all the cases treated, most of whom were brought to us in ambulances, we have effected permanent cures of over 80% including all complications.

What

Photographic reproduction of different portions of a booklet issued by Miller, exploiting his consumption cure. Note Miller's euphemistic references to his various medical enterprises; note, also, the statement that Miller's "treatment" produces "cures of over 80 per cent."

than an ex-senator of the United States. As is the case with so many of these "institutes" the head of the concern is not a physician, and has, therefore, to hire men who are, to do his work. This, unfortunately, seems to have been easy of accomplishment, as we find the names of no fewer than seven physicians—four of Chicago, one of Milwaukee, and two of Indianapolis on the stationery as members of the "medical department"—to say nothing of an osteopath.

One of the Indianapolis members appears to have been drumming up trade for the "Institute," as we have received from physicians copies of a pamphlet which is being distributed, and whose title page reads as follows:

THE TREATMENT OF TUBERCULOSIS.

by

JOHN T. SCOTT, M.D.
INDIANAPOLIS, IND.

Presented at the International Congress of
Tuberculosis.

WASHINGTON, D. C., OCTOBER, 1908.

Needless to say, the treatment referred to is that given by the International Institute. As for the paper being "Presented at the International Congress of [on?] Tuberculosis," the secretary-general of the congress informs us that the paper "was not on the program of the Congress and was not read in any of the sections. I have never seen this paper before."

That the concern intends to extend its operations is evidenced from the fact that the attempt has already been made. In the local newspaper report of the attempt to establish a "sanitarium" at Rome, Georgia, we read that the International Institute already has "a large sanitarium in Chicago," and that branches already "have been established in Wisconsin, Minnesota, Michigan and other localities are being selected."

Its Founder

When any new treatment, for a well-nigh incurable disease, is advanced, physicians who are careful of their patient's safety and well-being first wish to know something about the individual responsible for it. Should this treatment be given to the world, not through the reputable channels of conservative medical journals, but by means of methods adopted by irregulars the world over, sensible physicians are still more insistent on examining the antecedents of those who originate it. Should such examination show that the "treatment" is essentially secret, that it is put on the market as a commercial proposition, and that it is originated by one who has no claim to medical training, the medical profession is more than justified in looking on such a proposition with suspicion. Should it be found, moreover, that the individual fathering the project is a man who has devoted a large part of his life to such concerns as "rupture cures" and fake sanitariums, and has at various times been arrested and has served at least some time in a federal prison—should all

these things come to light, any sensible physician would naturally and rightly assume the attitude usually credited to Missourians—Show me!

For these reasons we give our readers some information regarding the president and originator of the International Institute—O. E. Miller, Ph.D.—which was incidentally acquired in our investigations of the “institute” itself.

According to the *Chicago Tribune*, June 11, 1902, Miller has been grocer, lawyer, newspaper editor, president of a Y. M. C. A., school superintendent, proprietor of a “rupture cure,” and president of a “dope” sanitarium. He is now president of the “consumption cure” institute. Mr. Miller’s long suit is his “piety.” Throughout all the vicissitudes of his chequered career, though he has with remarkable versatility jumped from a “rupture cured or no pay” business to curing drug addicts “in from 6 to 8 days,” yet he has ever demonstrated the value of religion as a financial asset.

THE O. E. MILLER “RUPTURE CURE”

In the early '90's Miller was running a “rupture cure” concern in Denver. So successful was this “cure”—in relieving the ruptured of their money—that within six years Miller claims to have done a business of over twenty million dollars. Branches of the concern were to be found in nearly every large city in the United States.

While pursuing this delectable business Miller was president of the “Professional Men’s Debating Society” of the Y. M. C. A.; he also organized a large bible class and was carrying on what was known as the Cooperative Bible Union.

MILLER GOES TO PRISON

While thus engaged in saving souls and curing rupture, Miller was convicted as an accessory to the misapplication of national banking funds and was sentenced to ten years in the federal prison at Fort Leavenworth, Kansas. After serving nearly two years of the sentence he was released on bond on the order of the Circuit Court of Appeals; the case then seems to have been dropped. Even in prison Miller’s piety had to find expression and he established a Sunday school of which he was the leader and in addition he had charge of the music in the chapel on Sundays.

MILLER’S DYSPEPSIA “CURE” AND THE “ST. LUKE’S SOCIETY”

In 1898 O. E. Miller came to Chicago and, according to the *Tribune*, exploited a “medicated sand” treatment for stomach trouble and as a “sure cure for dyspepsia.” In the meantime, he had, to use his own words, “come into possession of a very wonderful formula for the treatment of morphin, opium, tobacco and liquor habits.” This was too good an opportunity to miss and he at once organized “a religious and philanthropic move-

ment" known as the St. Luke's Society. This concern advertised that the patient would be put "into a normal condition" in "from six to eight days, in all cases of drug addictions where tobacco is not used. . . . Some forms of nervous affections require two weeks' time."

While a "philanthropic" movement, it did not give sufficient indications of being a charitable institution to warrant the Chicago Department of Health granting a license. The business was evidently a paying one, however, for Miller kept moving into more expensive and commodious quarters until finally he rented the old Hotel Woodruff as a "sanitarium." Then, when he had 150 persons in the building, came a fire in which thirteen inmates perished.



RUPTURE

CURED

**OR NO
PAY.**

*NO DETENTION
FROM BUSINESS.*

*OVER 10,000 CASES
SUCCESSFULLY TREATED.*

*EXAMINATION
FREE. NO OPERATION.*

THE

O. E. MILLER CO.,

**OFFICES IN THE
LEADING CITIES OF
THE UNITED STATES**

Home Office, Suites 1105-1106 Masonic Temple.

Institute: 405 Washington Blvd. CHICAGO, ILL.

PHYSICIANS can secure privilege of handling our Treatment in various cities
on percentage basis and otherwise Write for particulars.

One of Miller's advertisements while he was running his "rupture cure" concern.

MILLER'S "UNIVERSITY AND SANITARIUM"

Miller's next venture was a combination "university" and "sanitarium," which he floated at Glen Ellyn, a suburb of Chicago. This institution was known as the "Ruskin University," though from the number of Millers in the published list of faculty members and officers, "Miller University" would have been more appropriate.

GEORGE MCA. MILLER, President; Ethics and Physiology.
 ADALINE D. MILLER, Vice-President; English and Literature.
 ORLANDO E. MILLER, General Secretary; Eugenics and Sanitary Science.
 HAMILTON J. MILLER, Treasurer.
 ADMER D. MILLER, Mathematics.
 ZOA L. MILLER, Art.
 AURORA L. MILLER, Oratory.

Whether any or all of these numerous Millers were blood relations to Orlando E., or whether the combination was a mere nomenclatorial coincidence, we can not say.

AN ALL-EMBRACING COLLEGE OF MEDICINE

The "university" very naturally had a college of medicine, and there was nothing narrow or hide-bound about it. According to the prospectus issued at the time:

"Every student in the medical department of Ruskin University will receive instruction in *every known process of healing*, whether it goes under the name Regular, Irregular, Allopathic, Eclectic, Homeopathic, Physio-Medical, Osteopathic, Hydropathic, or any other title." [Italics ours.—Ed.]

But in spite of all the inducements held out to students, the "university" was not a financial success and had it not

Ruskin Training School for Nurses.

FACULTY.

GEORGE McA MILLER, Ph D.
President of the University

RUTH McMANUS HALL, M D., Superintendent.
Obstetrical and Surgical Nursing

HATTIE THORNTON SECOR,
Hydrotherapy and Massage.

ADNAH K. FRAIN, M D
Anatomy and Physiology

MARY J. FRAIN, M D
Hygiene

T PROCTOR HALL, Ph D., M D.
Electro-Therapeutics.

ORLANDO E. MILLER, Ph D.
Sanitary Science.

JACOB WINNEN,
Electro-Hydrotherapy

AMELIA WINNEN,
Home Remedies

Ruskin University, through the co-operation of its Sanitarium in Glen Ellyn offers to young men and women exceptional facilities for their training as nurses.

A broad course of instruction is offered embracing a period of two years. Lectures will be delivered by members of the faculty and medical board. Regular classes will be held by the supervising nurses and all of the latest methods and treatments will be thoroughly taught.

Hydrotherapy will receive special attention.

Photographic reproduction of part of one of the pages of the catalogue of the "Ruskin University." Orlando E. Miller, besides being the "general secretary" of this "university," also taught eugenics and sanitary science.

been for its "sanitarium" annex would have gone out of existence even sooner than it did. At the "Ruskin Sanitarium" were "drug addicts, nervous cases, rheumatic and kidney troubles successfully treated." The advertisements of this "sanitarium" also call attention to "The Famous Glen Ellyn Mineral Springs and Mud Baths." Inquiries fail to disclose the whereabouts of either the famous springs or the equally noted mud baths. There are springs at Glen Ellyn, it is true, and as they are not of distilled water, there is doubtless min-

eral matter in them—hence, by poetic, or advertisers' license, mineral springs, if you please. There are, too, occasional swampy spots where, in wet weather, a person willing to risk arrest for indecent exposure, might take a mud bath—but the people of Glen Ellyn have never heard of any one taking that risk. An unfeeling town council finally got after Miller, and, as the papers stated at the time, fined him \$100 and gave him ten days in which to leave the town.

THE INTERNATIONAL INSTITUTE

Miller says: "Since severing my connection with the Ruskin movement, I have been engaged in one way or another in trying to get my treatment for tuberculosis to the attention of the medical profession." The "International Institute" was the result, of which Orlando Edgar Miller, Ph.D., is the president and William Bond Forsyth—of whom more later—vice-president and business manager.



The members of the "Ruskin University" seemed to have had a paper money of their own. This illustration is a reduced photographic reproduction of one side of a "ten cent note"; the reverse side of this "note" had a large figure ten printed in green, across which was written in black the signature of O. E. Miller.

THE CASE OF RAYMOND FORSYTHE

If this matter were being published simply and solely for physicians it would be needless to say more about it. The medical profession has seen so many much-vaunted "consumption cures" rise like a rocket and come down like a stick, that it is able to assign the "International Institute" to its proper place in the gallery of fakes. We are confronted with the fact, however, that the paid "cappers" and "steerers" for this concern are daily inveigling helpless but hopeful consumptives into taking its "treatment," and we are continually receiving letters from physicians asking what they shall tell their patients who enquire about this "institute." We are, therefore, investigating the cases of some of the patients who have received "treatment" at the hands of the "International Institute."

One case to which the concern gives such prominence as to publish it broadcast in pamphlet form as a "Case Report," is that of Raymond Forsythe. This young man was the son of the business manager of the concern, and the following information is given in the "Case Report" pamphlet:

"Raymond Forsythe . . . had been examined by Dr. Frank Billings, Dr. Babcock and Dr. N. S. Davis, Jr., about a year ago. They all agreed he had a well-defined case of tuberculosis. . . ."

SAD DEATH THIS MORNING

RAYMOND FORSYTHE, PROMI-
NENT YOUNG MAN, PASSED
AWAY AT HOME OF HIS
PARENTS

Had Been Sick for the Past Two
Years. Was a Graduate of
the Sidney Schools.

After an extended illness covering a period of about two years, Raymond Forsythe, one of Sidney's best known young men, died at the home of his parents, Mr. and Mrs. W. B. Forsythe, on West avenue, about 8:30 o'clock Wednesday morning of consumption.

The deceased was born in Sidney.

Photographic reproduction of a portion of the news item from a Sidney (Ohio) *Daily News* referring to the death of Raymond Forsythe.

The young man was put on the O. E. Miller "treatment" with most marvelous (reported) results. The report closes as follows:

". . . has since gained 15 pounds of flesh; is getting stronger daily; walks and exercises by the hour.

"His sputum has been examined weekly since his return and there have been found only slight traces of tubercle bacilli, which are gradually disappearing."

Such is the information we get from the pamphlet. As a result of our investigations we could take up in detail various claims and statements and show their cruel mendacity, but probably the news item which we reproduce from the Sidney (Ohio) *Daily News* of Dec. 2, 1908, will tell the tragic story more eloquently than anything we could say.

As we have said, this young man's father, W. B. Forsythe, is vice-president, business manager, and, we understand, one of the principal stockholders in the "Institute." Yet the misfortune of a member of his own family was used as capital for "boosting" the business in which he is financially interested. Forsythe, senior, from all we can learn, has, like his associate Miller, been connected with more than one more or less shady concern. In his home town—Sidney, Ohio—he seems to be considered a "slick" individual who would not be deterred from going into any business because it happened to be only barely within the pale of the law. If we are correctly informed, he was some years ago mixed up in a concern known as the Bohemian Oats and Red Line Wheat Co., whose operations were such as to become the subject of enquiry by the courts. Forsythe also, it is said, exploited a wonderful "corn cure" for some years, later going into the oxygen business. Says a correspondent, "land schemes, irrigation schemes, patent coupler schemes and possibly others of greater or less notoriety can be charged up to this man, who thus makes capital out of his son's misfortune."

TWO MORE DEATHS

Another case which was inquired into was that of a married woman from a small town in Illinois. The family physician, to whom we wrote, replied (Sept. 18, 1908) in part as follows, concerning the patient:

"She is not there on my advice, but at the earnest solicitation of Mrs. _____, whose husband had tuberculosis and was there doing so nicely, improving every day, *but who was consigned to the grave yesterday*—cured, I presume! . . . I am sure she will be in the Sanitarium Above within six months."

From a later letter (Nov. 26, 1908):

"She [the patient] was brought home October 24, arriving here about 2 a. m. and died in her home about 11:45 a. m. of the same date."

Other cases are under investigation and but for the urgent need of giving physicians such facts as we have already at hand publication of this matter might have been further postponed. We shall publish in the future the results of such investigations if a continued pernicious activity of this concern makes it necessary. (*From The Journal A. M. A., Dec. 12, 1908*).

What the International Institute Did for Sixty-Two Consumptives

When the methods and personnel of the "International Institute" were discussed in THE JOURNAL of December 12, it was stated that the cases of patients "treated" by the O. E. Miller method were under investigation. The results which have come to hand, in addition to demonstrating the, not unexpected, worthlessness of the "cure," have brought to light the astounding heartlessness of which men engaged in this



ORLANDE MILLER'S CONSUMPTION CURE AMAZES PARIS SCIENTISTS

Five Dying Paupers Brought Back to Health by His Mysterious Treatment.


EXPERIMENTER'S RECORD

Has Been Healer and Financier and Is Backed by Rockefeller's Son-in-law

By VANCE THOMPSON.

Special Cable to New York American, Paris, Jan. 23.

For the last week the sensation in medical Paris has been a new "cure" for tuberculosis which is being demonstrated at one of the municipal hospitals. Five deathbed cases of paupers in advanced stages of consumption were selected by the physicians, and after permission had been given by the municipal Board of Charity the moribund were turned over to



AMERICAN HEALER HAS AMAZED PARIS

Orlando E. Miller's Consumption Cure Is Puzzling Noted French Scientists.


HAS INFLUENTIAL BACKING

Five Dying Paupers Brought Back to Health by Mysterious Treatment.

By Vance Thompson.

Special Cable to New York, and by land wire, the largest in the world.

PARIS, January 23.—For the last week the sensation in medical Paris has been a new "cure" for tuberculosis which is being demonstrated at one of the municipal hospitals. Five deathbed cases of paupers in advanced stages of consumption were selected by the physicians, and after permission had been given by the municipal Board of Charity the moribund were turned over to the experimenter. This is the first time the Parisian authorities have ever permitted an outsider to establish his right to a French hospital for "consumption experiments." The most reliable think about the experimenter is that he is a doctor of good repute.



At the time that Miller's "cure" was under investigation he went to Paris and succeeded in interesting the Paris correspondent for the Hearst papers. The illustrations here given are photographic reproductions from the "Foreign News" section of the Sunday editions of the *New York American* and the *San Francisco Examiner*, respectively. It is interesting to note in this connection that although the articles that appeared in the New York and San Francisco papers are identical, the California readers of the Hearst papers got their "special cable" news seven days later than the New York readers. The date of the cablegram, however, was obligingly pushed forward a week; the New York article being dated "Paris, January 23," and the San Francisco article "Paris, January 30."

line of business are capable. There are cases, no doubt, of ignorant and untutored men who have put forth a fake remedy in which they themselves had faith. Such obsessions are possible though not common: just as in an earlier day there were magicians who believed in their own magic. Such individuals deserve pity rather than contempt. No such excuse, however, can be put forward in defense of the International Institute for the Treatment of Tuberculosis and those financially interested in it. The damning facts which we are about to give must, in the nature of the case, be known to the exploiters of the O. E. Miller "treatment" and doubtless in some cases on which we lack information the knowledge possessed by them but increases the grewsome obituary list which we present.

THE DUNNING EPISODE

Some light is thrown on one of the earlier episodes in Miller's attempt to get his "cure" before the public, by the following communication:

DUNNING, ILL., DEC. 22, 1908.

To the Editor:—I notice in THE JOURNAL, Dec. 12, 1908, you have given your readers some timely facts concerning O. E. Miller and his, so-called, tuberculosis cure. Permit me to add my share to the general fund of facts. In October 1907, Miller, accompanied by a Chicago physician, came to the Cook County Hospital for Consumptives at Dunning. Miller said he had a cure for pulmonary tuberculosis, and that if some of our patients would be willing to try his treatment, he would care for them free of charge. He explained that the physician who accompanied him was to be with them and administer the treatment. The matter was presented to a group of patients and ten of them accepting his offer, were taken by Miller to the Lincoln Park Hospital, Chicago, where they were "treated." One other patient joined them later. The result of the "treatment" follows:

- | | | |
|-------------------------------------|--|---|
| (1.) C. Kearney, dead. | (9.) A. Daum,* and | (10) A. Martin, confined to bed by terminal tuberculosis, in Cook County Hospital for Consumptives. |
| (2.) C. Peterson, dead. | | |
| (3.) P. Carr, dead. | | |
| (4.) C. Ryan, dead. | | |
| (5.) L. Goodman, dead. | | |
| (6.) — Olander, dead. | (11.) R. Kacin, advanced tuberculosis, an ambulatory case. | |
| (7.) R. Coudek, unaccounted for. | | |
| (8.) M. J. Cronin, unaccounted for. | | |

Mr. Kacin who was with the men all the time has made a statement under affidavit, which I include with this. If in your judgment these facts will interest your readers, I shall be glad to have them published.

ERNEST S. MOORE,
Physician in Charge, C.C.H.C.

The letter of Mr. Kacin's referred to is too long for publication, but the essential facts are these: The patients were at the Lincoln Park Hospital for about three months and two of them—Kearney and Peterson—died there. One of the number—Carr—was then transferred to Magnolia Springs, Ala., and the remainder of the patients followed later. Carr died a week after his arrival and Ryan succumbed in four weeks. In closing, Mr. Kacin says: "I am familiar with the whereabouts of but three of the eleven men who left the hospital in October, 1907. . . . Speaking for myself, I am now in worse shape than when I left here."

* Mr. Daum has died since this article appeared.

And this is a group of patients which the agents for the International Institute have referred to as wonderful cures!

THE CHICAGO "SANITARIUM"

Though Miller's agents when soliciting funds for the establishment of "sanitaria" have apparently conveyed the impression that the "Institute" has a "large sanitarium in Chicago," the facts are the concern has no place of its own. Since last July the institute's patients have been given "treatment" at the Chicago Union Hospital.

With the cooperation of the Chicago Health Department, we were able to obtain a list of the patients who have been received at the Chicago Union Hospital to undergo the Miller "treatment." We have followed up the history of these patients and the information received up to the time of going to press is presented in tabular form. The names of the patients and the towns (usually small) from which they came, are purposely omitted to shield the unfortunate victims from a somewhat unenviable publicity.

WHAT THE INSTITUTE HAS ACCOMPLISHED

<i>Case.</i>	<i>From.</i>	<i>Admit.</i>	<i>1908.</i>	<i>Condition.</i>
1	Ill.	July	17	Dead.
2	Ill.	July	20	No information.
3	Ohio	July	31	Dead.
4	Ill.	Aug.	2	Dead.
5	Ill.	Aug.	2	Dead.
6	Ind.	Aug.	4	Dead.
7	Ohio	Aug.	7	Dead.
8	Ill.	Aug.	9	Dead.
9	Wis.	Aug.	9	No information.
10	Penn.	Aug.	10	No information.
11	Ill.	Aug.	12	Dead.
12	Ind.	Aug.	17	Dead.
13	Ill.	Aug.	17	Dead.
14	Ohio	Aug.	18	Dead.
15	Ill.	Aug.	27	Dead.
16	Ill.	Aug.	29	Dead.
17	Ill.	Sept.	2	No information.
18	Ohio	Sept.	10	Dead.
19	Ill.	Sept.	15	No information.
20	Col.	Sept.	16	No information.
21	Tenn.	Sept.	16	Dead.
22	Ill.	Sept.	14	"Still has hemorrhages; decreased weight."
23	Ill.	Sept.	19	Dead.
24	Ill.	Sept.	19	Dead.
25	Ill.	Sept.	19	Dead.
26	Iowa	Sept.	24	"Still living; out in Arizona."
27	Ohio	Sept.	24	Dead.
28	Wis.	Sept.	26	"Is in last stages."
29	Mich.	Sept.	26	Dead.
30	Ind.	Oct.	4	Dead.
31	Ill.	Oct.	4	Dead.
32	Ill.	Oct.	5	Dead.
33	Ohio	Oct.	16	Dead.
34	Ill.	Oct.	25	Dead.

Case.	From.	Admit. 1908.	Condition.
35	Ill.	Oct. 26	Dead.
36	Ill.	Oct. 26	Dead.
37	Ill.	Oct. 26	Dead.
38	Ill.	Oct. 27	Dead.
39	Ill.	Nov. 4	Dead.
40	Tenn.	Nov. 4	Dead.
41	Ill.	Nov. 9	Dead.
42	Vt.	Nov. 12	No information.
43	Ill.	Nov. 14	No information.
44	Ill.	Nov. 15	Dead.
45	Ill.	Nov. 17	Dead.
46	Ind.	Nov. 21	Dead.
47	Ill.	Nov. 24	No information.
48	Kas.	Nov. 24	No information.
49	Ind.	Nov. 28	Dead.
50	Texas	Dec. 12	No information.
51	Ill.	Dec. 14	No information.

THE CASES NOT SELECTED

These cases, it should be remembered, are in no sense selected. They represent the official record of the Institute's roster, from July 17, 1908, to Dec. 14, 1908. The table gives, in the briefest possible way, the history of fifty-one consecutive patients subject to the O. E. Miller "treatment" for tuberculosis. Yet Miller and his associates have the blatant effrontery to publish broadcast the statement:

"Of all cases treated . . . we have effected permanent cures of over 80 per cent. including all complications."

Tables and statistics are generally dry and uninteresting, but we feel that the tabular statement given above speaks more eloquently than any sermon of "man's inhumanity to man." Here we have a list of 51 individuals suffering from tuberculosis who have been subjected to the Miller "treatment" at the International Institute and of 39 of whom we were able to obtain definite information. Thirty-six of the 39 are dead, while the 3 that are still living may be said to be in a dying condition. It is possible, yes probable, that of the 12 patients about whom we have no information, the same proportion are either dead or dying.

Taking the 62 patients that we know have taken the Miller "treatment"—11 from Dunning and 51 covered by our own investigations—we have positive information concerning 50 of them. Of the 50 there are 43 dead and the rest are in the terminal stage of the disease. And yet Miller claims to cure 80 per cent. of those treated!

What the "treatment" actually seems to accomplish is to hasten the dissolution of the unfortunate victim taking it. As the reports began coming in regarding the cases under investigation, it was common to find such statements as: "I believe the 'treatment' marked the beginning of his rapid decline," or "her decline was rapid afterward." This indicates that the "cure" which has been foisted on the public

by a man whose only claim to medical knowledge is that he was once an advertising quack in the "rupture cure" business, is not only worthless but dangerous.

PHYSICIANS AS AIDS

From a medical standpoint the disgraceful and disheartening part of it all is the fact that men with the right to sign M.D. after their names will have anything to do with such concerns as this. For without the cooperation of physicians, such cruel fakes as these "consumption cures" would be robbed of half their potentiality for harm. On the stationery of the International Institute we find the names of seven physicians, some of whom, at least, lay claim to reputation.

The lawyer, an ex-senator of the United States, whose name appeared on the stationery as general counsel, and to whom we referred in our former article, was evidently an innocent victim—not the first—of Miller's "philanthropy." This lawyer wrote us that he believed the concern to be composed of reputable physicians and to be conducted in the interests of charity, and so consented to give his time and services without remuneration, but that after reading our article exposing Miller and his methods, he immediately demanded that his name be removed from all their literature. He has, he says, ceased to be connected with the concern.

CONCLUSIONS

Such, then, are the methods of one of the most heartless and cruel of the innumerable "consumption cure" fakes. What such methods mean is fairly apparent from the death roll which we have published; but that is not all. It is fairly well proved and generally accepted that there is no drug "cure" for tuberculosis, and that fresh air, rest and nourishing food give the most promising hope of recovery. The average patient with tuberculosis is not favorably inclined toward the fresh air treatment because it is of necessity slow, and there is usually connected with it certain little inconveniences which are resented. This and the well known optimistic attitude toward any new or *bizarre* treatment which is one of the symptoms of the disease, make the tuberculous an easy prey of the "cure" sharks. It is not hard to understand what happens when a plausible agent calls and tells of the wonderful, and practically universal, cures that the "treatment" which he represents has effected. The "fresh air treatment" is not necessary—even harmful, says Miller's pamphlet—and a four to twelve week "treatment" will bring about the much desired cure. The patient is told that the "treatment" is given under Miller's directions by registered physicians in Chicago—and here, unfortunately, the agents tell the truth.

It is then that the victim, even though warned by his regular physician, parts with the \$250 or more for the "treatment" which is to make him a well man. He is further mulcted of \$25 a week for "hospital expenses," and, though it seems unbelievable, the patient is kept at the hospital, at least in some cases, until within a few hours of dissolution. Thus is the toll of blood exacted to the uttermost, and thus are those who make a business of trading on the helplessness and ignorance of the sick financially recompensed for their efforts. (*From The Journal A. M. A., Jan. 16, 1909, with modifications.*)

[*Note to second edition:* After Miller's cruel fraud had been exposed by THE JOURNAL of the American Medical Association, and had been declared a humbug by the Chicago Health Department, Miller seems to have gone into obscurity. The public heard nothing more of him for over two years. In the *New York World*, May 4, 1911, an article appeared stating that "Dr." Orlando E. Miller had attempted to introduce his "consumption cure" in the Metropolitan Hospital, New York. Fortunately, members of the medical board of that hospital were familiar with Miller's record, as exposed in THE JOURNAL of the American Medical Association, and defeated this attempt to experiment on the city's patients. The *World's* article stated that Miller was in London, England, operating a "sanitarium." In *London Truth* for April 24, 1912, a special article appeared exposing the details of Miller's operations in England. It appears from this article that the versatile quack had interested the Duke of Manchester in his "consumption cure" business with the result that the duke furnished a mansion for "institute" purposes. Miller's British venture seems to have been as successful—for Miller—and as unprofitable—for his victims—as his American and French enterprises. It is claimed that in one case—that of Prince Hohenlohe—Miller actually received £1,000 (\$5,000) for his "treatment." Of course the prince died. Like all Miller's enterprises, his British sanitarium, in spite of its dual patronage, was unable to survive the bright light of publicity. After his "consumption cure" became unprofitable he resurrected an old fake of his, the "sand cure" for dyspepsia. Apparently the English are patronizing this humbug as freely as Americans did a few years ago. No nation has a monopoly on gullibility.]

NATURE'S CREATION

Whatever may be said of the morality of nostrum exploitation it must be admitted that it shows no lack of business perspicacity. Should an epidemic of yellow fever sweep over the country, "patent medicines" which have previously been advertised as "cures" for a variety of conditions are immediately heralded either as specifics for, or as unailing prophylactics against, this scourge. Should influenza be prevalent, the quack remedy that has previously been sold as a colic or rheumatism "specific" is advertised as the one and only reliable cure for *la grippe*. So, too, when the attention of the public is focussed on certain diseases, the "patent medicine" makers are the first to recognize the commercial potentialities of playing on popular interest. This is well illustrated by the innumerable "consumption cures" that have appeared during the last year or two—since, in fact, the institution of an active campaign against tuberculosis.

THEN AN "ABSOLUTE CURE" FOR SYPHILIS

An example of the way in which even the merest pretense of scientific consistency is sacrificed by nostrum mongers for the financial returns of the moment is to be found in a "patent medicine" now emanating from Columbus, Ohio, called "Nature's Creation." This nostrum was at one time exploited in Chicago as an "absolute cure" for syphilis—or "blood poison." Under the caption "Nature's Creation vs. Mercury and Potash" this "cure" was foisted on the public and the ignorant were told that "Nature's Creation and Antitoxin are the only *Real* specifics discovered in recent years." The syphilitic was warned against taking "mercury and potash" and was told that "it is *much* better to let the disease run with no treatment at all than to suppress it with mercury and potash." The viciousness of such doctrine is only equaled by the effrontery which becomes evident when the results of the analysis of this nostrum are considered. "Marvelous Cures" were reported, the records of which were "made under the personal supervision of one of Chicago's most prominent physicians!"

NOW A CONSUMPTION CURE

As the public became more and more interested in the subject of tuberculosis it apparently was decided that there was more money to be made out of a tuberculous clientele than out of syphilitic patrons: exit the "blood poison" cure; enter the consumption specific.

USUAL NOSTRUM CLAIMS

The claims made for "Nature's Creation" make its classification easy: *Genus*, "nostrum;" *species*, "consumption cure;"

variety, "mysterious unknown plant." As to what it is, let the advertisements speak:

"Nature's Creation is a secret remedy"

"Is made entirely from vegetable matter"

"Contains everything beneficial and nothing harmful."

"It is a complex vegetable compound, cannot be analyzed."

"Comprised of vegetable matter containing at least one ingredient that the medical world knows nothing about—it is the one that gives the greatest value, and no chemist has ever been able to determine what it is."

But what it has been said to *be*, pales into insignificance when compared with what it has been claimed to *do*:

"Creates an appetite."

"Strengthens the heart."

"Reduces the temperature."

"Developes atropied cell tissues."

"Stops night sweats and hemorrhages."

"Renovates and builds up the entire system."

"Checks at once further progress of the disease."

"Positively strengthens and restores the leucocytes."

TESTIMONIALS

No enterprising exploiter of nostrums, whether of the "ethical proprietary" or of the "patent medicine" type, need experience any difficulty in obtaining testimonials. As has been repeatedly shown testimonials are about the least expensive part of the stock-in-trade of the nostrum vender. A free bottle or two of the preparation, an order on a local photographer for a dozen photographs, a refund of a portion of the blood-money collected by the exploiter, the not uncommon weakness of the unintelligent to desire to see their name and picture set forth in all the glory of printer's ink or even in some few cases an honest belief in the efficacy of the nostrum—all furnish easy and not costly means of obtaining favorable comment on any "patent medicine" however worthless or vicious.

That the virtues of "Nature's Creation" are extolled via the testimonial route goes without saying; that the testimonials differ in no essential particulars from those common to the "patent medicine" business, is likewise evident. We find that old familiar patient who has been "given up" by numerous physicians and who has been told that she could not live more than ten days; "Nature's Creation" is taken at the eleventh hour and death is robbed of one more victim!

To determine the value of a few of the testimonials, letters were sent to physicians living in the same town as the individuals who have written (?) so enthusiastically regarding the virtues of "Nature's Creation." Here are some of the replies that have been received.

"In regard to 'Nature's Creation' and Miss ——'s connection with same. I would state that she did not have consumption at all . . . When —— gets a cold and coughs the least bit she thinks she has consumption, and it was during such a spell as this that she commenced to take the fake remedy. I have treated the family and I know positively that anything else would have worked similarly."

The Miss —— here referred to was advertised as one of those people "whose recoveries have been most wonderful." The physician who wrote the above also had this to say of an individual whose case is *not* advertised:

TUBERCULOSIS OR CONSUMPTION

Why Doctors Don't Prescribe N. C.

It is generally understood that under the arbitrary rules of the American Medical Association which has a membership comprised of nearly all the physicians forbids its members to prescribe a medicine if the originator refuses to furnish them with the formula—no matter if they have been shown absolute proof that it is a sure cure for the disease that it is intended for—now Nature's Creation is in that class—it is a secret complex preparation comprised of vegetable matter containing at least one ingredient that the medical world know nothing about—it is the one that gives the greatest value, and no chemist has ever been able to determine what it is—Nature's Creation is sold only in original bottles direct to the patient, one price to all—this, of course, cuts the doctors out of any chance to make a fee and for this reason but few are possessed with sufficient courage and human kindness to recommend it to their patients suffering with a disease (Tuberculosis) that they acknowledge they can not treat with success—it is the religious duty of every physician to investigate the merits of Nature's Creation and when satisfied—have the manhood to stand by it instead of condemning it when questioned by their poor unfortunate patients. The time is near at hand when public sentiment will cause them to see that the course they are now pursuing will react upon them. What confidence can a family have in their doctor after hearing him condemn Nature's Creation when they know it has saved one or two of its members even after he has given up all hope—Is it not natural to suppose that when the services of a physician is again required for any other ailment that they will avoid him.

<p>Buffalo, N. Y. April 21st, 1909 Office hours from 9 to 5 Bell Phone Sen. 1114</p>	<p>EDWARDS & CAMPBELL, Sales Agents for Nature's Creation Suite 531 Brisbane Bld'g. Buffalo, N. Y.</p>
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A typical newspaper advertisement of "Nature's Creation." The most extensive advertising seems to have been done in the cities of Columbus, Ohio, and Buffalo, N. Y. Small advertisements have appeared in the classified advertising sections of the New York papers.

"There was Mrs. —— here who really had tuberculosis and came into my hands after spending a great deal of money trying the nostrum and drifting into the last stage. She rapidly got worse all the time she took it and died a short time after I first saw her."

Another physician who was written to concerning another "wonderful recovery" said:

"As regards —— and 'Nature's Creation' . . . she is not my patient. . . . I only attended one patient who took the wonderful remedy and she praised it up for several weeks and at the end of that time passed from the sphere of 'Nature's Creation' into the presence of the Creator."

Another quoting a fellow practitioner who had last treated one of the marvelous "cures:"

"Dr. A. says . . . that ——— is no better than he was before taking the nostrum and, in Dr. A.'s opinion, ——— had no tuberculosis, anyhow!"

Of one patient whose testimonial was given much publicity two years ago, a Colorado physician writes:

"She has been benefited by the change to this climate but *she is not cured* and the benefit she has is attributable to Colorado sunshine. Further, she refused to allow this nostrum to use her name in their literature."

SOME PECULIAR COINCIDENCES

One letter of inquiry was written direct from THE JOURNAL office to an individual living near Columbus, Ohio, whose portrait appeared among other testimonial givers. The reply in itself was amusing, breathing injured innocence and restrained indignation; but some coincidences of a mechanical nature made it even more amusing.

Coincidence 1: The letter was typewritten on a plain sheet of paper that bore a certain watermark; the same watermark is found in the Nature's Creation Co.'s stationery!

Coincidence 2: The machine on which the letter was typewritten had two characters out of alignment; the same two characters show the same lack of alignment in a communication sent out by Nature's Creation Company on its official stationery!



Coincidence 3: The degree of indentation of the first line of each paragraph was unusual; the same peculiarity is to be found in a letter emanating from the office of the nostrum company!

Coincidence 4: The "reply" was dated five days later than the letter of inquiry; this is about the time that would be consumed if the testimonial-giver sent THE JOURNAL's letter to Columbus and awaited a reply!

Under the circumstances, it is difficult to avoid the suspicion that the "reply" to THE JOURNAL's letter originated in the office of "Nature's Creation" and was merely signed and mailed by the individual who gave the testimonial.

WHAT OUR CHEMISTS FOUND

Laboratory Report: An original, sealed bottle of "Nature's Creation" was obtained direct from the Nature's Creation Company, Columbus, Ohio, and was submitted to the Association laboratory for chemical examination. The bottle was labeled back and front and was wrapped in a circular containing directions for using the preparation. On the front label was pictured in colors a rocky landscape and waterfall over which the words "The Nature's Creation Co.'s Discovery" were printed in red. A facsimile signature, "Mrs. J. M. Reynolds (originator)" was printed across the lower part of the label, which also bore the serial number "16050 B." and declared the presence of 6 per cent. alcohol. The label on the other side of the bottle contained directions for using the preparation. "Nature's Creation" is a dark, brown liquid having a sassafras-like odor and a salty, licorice-like taste. Qualitative tests show the presence of iodid, potassium, sodium, vegetable extractive—including some preparation of licorice—and small quantities of sulphates, phosphates, calcium and iron. Appropriate tests indicate the absence of potent alkaloids, salicylates, benzoates, cinnamates, and phenols such as creosote and guaiacol. Quantitative estimations of potassium and iodid indicated that these constituents are present in the form of potassium iodid, equal approximately to 6.00 grams in 100 c.c. of the preparation. Estimation of sulphate and phosphate indicated that these radicles are probably present in combination with small quantities of sodium, calcium and the potassium not present as iodid. These salts are present in quantities too small to have any therapeutic effects.

The examination indicates that "Nature's Creation" is essentially a solution of potassium iodid in a weakly alcoholic medium containing vegetable extractives and flavoring matter and small quantities of inorganic salts.

From the analysis given it seems, therefore, that the main medicinal ingredient of this "complex vegetable compound" which "cannot be analyzed" is potassium iodid. These findings are not surprising when what has been said about the earlier exploitation of "Nature's Creation" as a remedy for syphilis—a substitute for the "potash" treatment!—is borne in mind.

REVERSING THE USUAL ORDER

Many nostrums now on the market were originally exploited to the medical profession as "ethical proprietaries" and after receiving the necessary quota of testimonials from unthinking physicians were boldly launched as "patent medicines," pure and simple. The "consumption cure" of J. Q. Lloyd of St. Louis variously known as "Lloyd's Specific," "Re-Stor-All" and "Aicsol," is a case in point. "Nature's Creation" appar-

ently is reversing the usual order. Originally sold direct to the laity, first for syphilis and now for tuberculosis, exploited by means of newspaper advertisements that are probably without a parallel in their villification of the medical profession, the promoters of this nostrum have the consummate impudence to attempt to foist their "vegetable" mixture of dilute alcohol and potassium iodid on physicians. The Buffalo, N. Y., headquarters of "Nature's Creation" are known as the "Therapeutic Co., inc.," with a Dr. W. H. Baker as its "consulting physician and a director of its affairs." Dr. Baker circularizes the medical profession in the interest of "Nature's Creation" which he claims "is equally as effective and specific in tubercular trouble as Anti-Toxine is with Dyptheria." (Spelling and composition as in original). The "literature" sent out to physicians by the "Therapeutic Co., inc." differs but little from that sent to the laity. The medical profession

Tuberculosis or Consumption

POSITIVELY CURED

Over 300 cases cured in Columbus, O., the home of NATURE'S CREATION

Endorsed by the State Board of Tuberculosis and also by Leading Physicians in Ohio.

Those suffering with this dreadful disease can be assured of a speedy and permanent cure. Write to any resident in Columbus, Ohio, or call on C. G. EDWARDS, at No. 316 FRANKLIN STREET, BUFFALO, N. Y., for testimonials and further information and also to secure the medicine as Mr. Edwards is sent here by THE NATURE'S CREATION CO. and the remedy can only be obtained through him.

No matter how many doctors have pronounced your case incurable NATURE'S CREATION will cure Tuberculosis (Consumption). It destroys the germs and can be taken into the most DELICATE STOMACH or by the smallest child. Its soothing effect will be noticed immediately.

CHILLS and FEVER

Stopped in from One to Three Days.

Call and investigate this wonderful medicine. The only cure ever discovered that will cure Tuberculosis (Consumption). It will cost you less to call and be convinced and

Reproduction (much reduced) of part of a leaflet sent out by the Buffalo, N. Y. branch of the concern. The size of the original was 11 1/2 by 9 inches.

is given a few enlightening, fundamental facts regarding the composition of the blood—though these facts are known to every school-boy who has reached the seventh grade. There is one paragraph, however, that has been deleted from the "literature" that is sent to physicians. Here it is:

"Nature's Creation is a secret remedy and as it is a complex vegetable compound cannot be analyzed. This is why the medical profession has not the same medicine."

With this exception there is practically no difference between the "lay" and "professional" advertising. The "consulting physician" encloses with his own letter to the medical

men a facsimile letter from Dr. Arthur W. K. Downes, a homeopathic physician of Chicago, who states that "you need have no hesitancy in using this medicine in any and all cases of consumption. . . ." In answer to a letter addressed to the "consulting physician," asking for the formula of "Nature's Creation" the secretary of the company wrote:

"It will be impossible for us to forward to you the formula of the remedy, known as 'Nature's Creation,' as we do not possess the same."

CONCLUSION

This nostrum is so typical of its class, its method of exploitation so characteristic of the innumerable "cures" that flood the market that in closing we can do no better than quote Mr. Adams in the "Great American Fraud:"

"Our national quality of commercial shrewdness fails us when we go into the open market to purchase relief from suffering. The average American when he sets out to buy a horse, or a box of cigars, is a model of caution. Show him testimonials from any number of prominent citizens and he would simply scoff. . . . Now observe the same citizen seeking to buy the most precious of all possessions, sound health. Anybody's word is good enough for him here. An admiral whose puerile vanity has betrayed him into a testimonial; an obliging and conscienceless senator; a grateful idiot from some remote hamlet; a renegade doctor or a silly woman who gets a bonus of a dozen photographs for her letter—any of these are sufficient to lure the hopeful patient to the purchase. He wouldn't buy a second-hand bicycle on the affidavit of any of them, but he will give up his dollar and take his chance of poison on a mere newspaper statement which he doesn't even investigate."

And of the value of printer's ink as an asset to the exploiter of "patent medicine:"

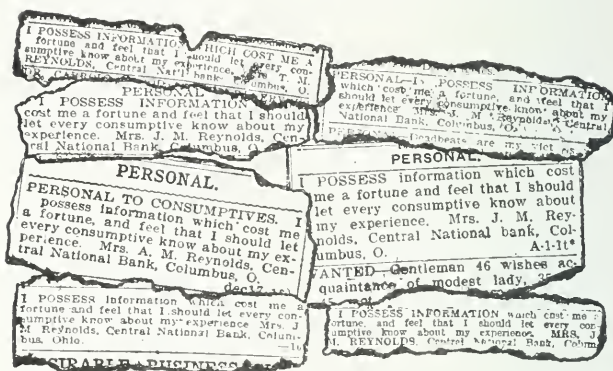
"Take from the nostrum venders the means by which they influence the millions, and there will pass to the limbo of pricked bubbles a fraud whose flagrantcy and impudence are of minor import compared to the cold-hearted greed with which it grinds out its profits from the sufferings of duped and eternally hopeful ignorance." (*From The Journal A. M. A., March 5, 1910.*)

Some Testimonials That Have Been Published and Some That Have Not

Nature's Creation has in the past been given publicity by means of large display advertisements in the newspapers. Recently the method of using a "blind" advertisement in the

classified columns of the newspapers has been adopted. The following is appearing in the "Personal" column of papers all over the country:

PERSONAL—TO CONSUMPTIVES: I possess information which cost me a fortune, and feel that I should let every consumptive know about my experience. Mrs. J. M. Reynolds, Central National Bank, Columbus, Ohio.



Photographic reproduction (reduced) of some of the numerous advertisements of Nature's Creation appearing as "blind ads." under the "Personal" columns in the classified advertising sections of newspapers all over the country. Notice that the first letter of the initials prefixed to Mrs. Reynolds' name varies in different papers. This is done by the company as a means of checking up the number of inquiries obtained from a given advertisement.

The victims who answer this advertisement receive a letter written on pale blue stationery such as is used for social correspondence. The letter is signed—not always in the same handwriting—"Mrs. J. M. Reynolds" and the initials J. M. R. are embossed, monogram style, in gilt on the paper and also on the envelope. In this letter Mrs. Reynolds states she has cured herself, "in defiance of the world's scientists," by the discovery of "a combination of certain roots and herbs." Whether she cured herself of syphilis or consumption, she does not state, but she does say that in the joy of being well, "I am now devoting my life to saving others."

The recipient of this social epistle is further told by Mrs. Reynolds that as it is impossible for her "to attend personally to the multitude of inquiries" that reach her, "I am referring your request to my Secretary—Mr. Campbell—you will no doubt hear from him soon." By the next mail comes a letter from the Nature's Creation Company signed "H. W. Campbell, Sec'y." It was the H. W. Campbell Company, then of Chicago, that exploited this same fake as a syphilis cure a few years ago.

CHAS. W. GZICK.

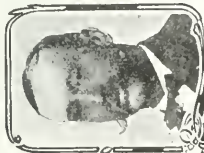


In July 1908 I was suffering from consumption... I was told to try Nature's Creation... I am now well and strong...

Very truly,
Chas. W. Gzick
Me. Chas. W. Gzick
I have been suffering from consumption for many years... I was told to try Nature's Creation... I am now well and strong...

DIED, DEC. 23, 1909.

ZEROY SPARK.



Stag Hotel, Dayton, O., June 22, 1909

Two years ago I was ordered West by my physicians... I went to Colorado and tried different treatments... I am now well and strong...

Very truly

Leroy Spark

(From Post-Press, June 21, 1909)

DIED, APRIL 2, 1910.

MRS. GEO. S. HEWITT.



1218 Center Street, Portsmouth, O.

What Nature's Creation has done for me is truly miraculous... I was told to try Nature's Creation... I am now well and strong...

Respectfully

The Geo. S. Hewitt

(From Post-Press April 28, 1909)

DIED, OCT. 19, 1910.

HERBERT E. IMMEL.



Columbus, O., April 12, 1909.

To Whom It May Concern: The public knows all about my having been saved by Nature's Creation... I am now well and strong...

Very truly,

Herbert E.immel

219 Daehler Avenue

DIED, DEC. 3, 1910.

MRS. F. MARTE.



St. Augustine, Fla., June 1, 1909.

The Nature's Creation Co., wonderful... I was told to try Nature's Creation... I am now well and strong...

Very grateful friend,
Mrs. F. Marté

63 St. George Street

(Chas. G. Hatch, the well-known Publisher of Jameson's, O., in this getting a copy of Nature's Creation... I was told to try Nature's Creation... I am now well and strong...)

DIED, MARCH 17, 1911.

Like all "patent medicine" fakes, Nature's Creation's continued existence depends on testimonials. The Nature's Creation people issue a small booklet of testimonials entitled "Positive Proof." This consists of pictures of those persons who have taken this nostrum and under the pictures are the testimonials written by them. We reproduce above five of the pages from the booklet. In each case the individual testifying to a "cure" has died of consumption!

Mrs. Reynold's solicitude for the welfare of the sick may be understood when it is known that she is the president and a director of the Nature's Creation Company, capitalized at \$200,000.00—a concern engaged in exploiting a discarded syphilis "cure" to consumptives at \$5.00 a bottle.

CHARGES NOT DEFINITE ENOUGH

When the previous article appeared exposing Nature's Creation, the concern said that THE JOURNAL'S charges were

How Immel Recovered

COLUMBUS, OHIO, September 12, 1908

TO MY FRIENDS

As there have been so many conflicting reports circulated regarding my condition, I take this means of explaining I had been sick so long and considered hopeless by all that I feel I should give a complete statement of my case.

I was first afflicted in 1903—had several hemorrhages and September 9th went to Denver, where I stayed four months February 9th, '04, I changed to Phoenix, Ariz., where I remained three months I gained considerable and started home via California. At Redlands I was again stricken and in five weeks had twenty hemorrhages. I was brought home in May, '05, on a stretcher.

January, '06, I went to Tucson, Arizona. I returned home June 16, '06, and March 9th, '08, I was stricken much worse than ever. May 8th my father got a bottle of Nature's Creation and started me on the treatment that day. I was in bed practically helpless and had been there for the last condition for eleven weeks. The doctors had given up all hopes and said I couldn't live over one week.

How I recovered is almost unbelievable, but here are the facts: In one week after I started taking Nature's Creation I got up and dressed myself—have been up and on the go ever since. Have gained steadily in weight and every other way and today feel perfectly well. Am now a healthy and able to work every day. I have taken an other medicine or treatment since I began taking Nature's Creation May 8.

I wish to thank you all for your kindly interest in my recovery and if any of you are similarly afflicted I will be more than pleased to tell you personally of the wonders of Nature's Creation.

219 Deshler Avenue.

(Signed)

Herbert E. Immel

Keep the offices together under these circumstances, it was thought.

HERBERT E. IMMEL DIES.

Succumbs to Tuberculosis With Which He Had Been Suffering For Seven Years.

Herbert E. Immel, son of Fred Immel, former member of the board of public service, of 219 Deshler avenue

died Saturday morning at 9

tuberculosis with

Burial will be Tuesday.

Dr. Rucke, the pastor, are at the head of the movement.

Immel Funeral Today.

Funeral services for Herbert Immel, aged 26, son of Fred J. Immel, former director of service, who died Saturday of tuberculosis will be held at 10 a. m. today at the Immel residence, 219 Deshler avenue. Burial will be at

DEATH NOTICES.

IMMEL—Herbert E., born January 16, 1884, died December 3, 1910, age 26 years, 10 months, 17 days. Funeral from 219 Deshler Avenue, 10 a. m.

These reduced photographic reproductions of a testimonial and three newspaper clippings tell their own sad story. The testimonial was published as an advertisement in the Columbus Dispatch, and later reproduced as an advertising circular by the Nature's Creation Company. The death and funeral notices also are taken from Columbus newspapers.

vague and so carefully worded as to avoid legal reprisal. The public was told in sensational advertisements that the editor of THE JOURNAL did not dare to say that Nature's Creation "was a fake or fraud, or that it did not cure." Since, apparently, we did not make ourselves clear in the

previous article we may summarize our findings more specifically at this time:

First.—Nature's Creation is a fake.

Second.—Nature's Creation is a fraud.

Third.—Nature's Creation will *not* cure consumption.

TESTIMONIALS

No "consumption cure" is complete without its testimonials. The worthlessness of such testimony, from a scientific standpoint, has repeatedly been shown, and this, too, without assuming that the letters are fraudulent. That many of the letters published by fake medical concerns are documentarily genuine there is no doubt; that is to say, the letters were actually written. How valueless they are is made evident by looking into the cases of the individuals giving them. On investigating "consumption cure" testimonials, one of two things is practically always found: Either the writer of the testimonial did not have tuberculosis and recovered from his indisposition in spite of the nostrum, rather than because of it; or, the poor victim, in the first flush of optimism that comes whenever a new remedy is tried, deluded himself into believing that the stuff actually helped him.

We are reproducing (page 139) five testimonials taken from the Nature's Creation advertising. In every case the poor victims who wrote them are dead. But the testimonials still live to delude other unfortunate sufferers from a disease which no drug can cure. And in this lies the cruelty and viciousness of the "consumption cure" frands: The patient hoping against hope that here at last is the "specific" that he believes, in the optimism of ignorance, the nostrum venders have discovered.

SOME TESTIMONIALS HITHERTO UNPUBLISHED

So much for testimonials that are favorable to the nostrum; now for the reverse of the shield. As has been said before, the Nature's Creation concern has its headquarters at Columbus, O. The local medical profession in that city is much alive to the viciousness of this fake and has taken active steps to combat it. For some time the Board of Health of the City of Columbus has been collecting data relative to the use of this nostrum. The matter that follows is from official sources, from the records of the district medical service, the district nurses' service and from the reports of the tuberculosis hospital. We submit a few testimonials that the Nature's Creation Company has, so far, not published and probably will not want to. And it should be remembered that the information here given deals, practically, with but one locality, that of Columbus, Ohio:

NO BENEFIT

March 23, 1910.

"I took Nature's Creation one year ago without benefit. Gave up taking it and came to the hospital, and am greatly improved since coming here. Have gained more than twenty-five pounds and feel much better than for two years.—*Emanuel Lewis.*"

NOT WORTH NINE CENTS

March 23, 1910.

"I took Nature's Creation last summer because it was claimed a cure for tuberculosis. Took two bottles without benefit. Wish I could get my \$9 back. They gave me two bottles for \$9, but I do not consider that the two bottles were worth 9 cents.—*E. M. Deveraux.*"

UNABLE TO LEAVE BED AFTER TAKING

March 23, 1910.

"I took Nature's Creation in the spring of 1909 on advice of a friend. Took three bottles. I was far worse off when I quit than when I started taking it. I decreased in weight and felt worse generally. I was able to be up and about when I commenced taking it, but was unable to leave my bed after taking two bottles . . . Wish that I could recover \$15 they took from me without benefit.—*Mrs. Herron.*"

UPSET HIS STOMACH—HASTENED HIS DEATH

"My son, Gussie Jones, was suffering with tuberculosis for about a year. Nature's Creation was recommended to him as a cure, and finally he began taking it. He took two bottles of the medicine, but before he had finished the first he suffered terribly with his stomach as a result of it . . . I firmly believe that it did him more harm than good, and hastened his death, and I am free to make this statement of the facts of the case.—*Mrs. H. C. Jones.*"

FIVE BOTTLES—NO BENEFIT

March 23, 1910.

"To Whom It May Concern: This is to certify that my sister, Mrs. J. E. Kibby, deceased, while living at 537 West Rich Street, and who was suffering from pulmonary tuberculosis, bought and used as per directions, five bottles of Nature's Creation. She did not gain in strength or appear to be benefited whatsoever by its use.—*J. Redman.*"

BELIEVED THE ADVERTISEMENTS—IS NOW DEAD

March 21, 1910.

"My daughter, Carrie, went South for her health about May, 1908, having been advised to go there by our family physician. To keep her from becoming lonesome I subscribed for the *Dispatch* (Columbus), in which she saw the advertisement for Nature's Creation, and would not be satisfied until she had tried it. She came home for the express purpose of taking this remedy, believing that the advertisements were true and that the remedy would cure her.

"She went to the Nature's Creation Company, was examined and told by them that the remedy would cure her and that she would have a 'speedy recovery.' . . . She took the medicine as advertised by the company, but no improvement was noticed. . . . She gradually grew worse and died on Oct. 14, 1909, and we believe that her death was hastened by the use of this medicine. . . .—*Charles H. McGuire.*"

The attention of those gentlemen of the daily press who feel that their responsibility extends no further than their editorial columns, is respectfully called to Mr. McGuire's letter. No fine-drawn sophistries can excuse such papers as carry advertisements of fake consumption cures, from the moral guilt involved. Without the aid of the press these vicious frauds would die, for without publicity they would cease to be profitable and it is for profit only that they exist.

THE TESTIMONY OF RELATIVES

One of the officers of the Board of Health, Columbus, sends in statements from various individuals whose relatives had taken Nature's Creation. Here are two of them:

"Mrs. Homer Eggleston, who formerly lived at 203 S. Belle Street, stated that her husband died of tuberculosis after taking four bottles of Nature's Creation. She stated that she did not think it did him any good whatever."

"Mr. J. N. Schilling, 438 Naghten Street, stated to me that his daughter took from ten to twelve bottles of Nature's Creation; that it was of no benefit whatever to her and really did her more harm than good; she died several months ago."

SOME ADDITIONAL REPORTS

The Columbus Society for the Prevention and Cure of Tuberculosis, through its visiting nurses, has had excellent opportunities for obtaining first-hand information about the use of this cruel fake. Some of the reports made by the nurses are here given:

John Woods: Took Nature's Creation and insisted that he was improving. This was not apparent to the visiting nurse. Died March 14, 1910.

Miss Ford: Took Nature's Creation when first taken ill. Died March 24, 1910.

Louis Goodwin: An incipient case, when he began taking Nature's Creation. Took from eight to ten bottles before death. Died Jan. 9, 1909.

Mrs. Mack: After taking two bottles of Nature's Creation, went up to the office of the company and demanded an examination. A man in the office said she was looking so well that they would pronounce her cured. Died May 23, 1910.

Joseph Kessler: Was a hopeful case. Lost valuable time taking Nature's Creation until it was too late for other treatment to be of any benefit. Failed steadily. Died June 2, 1909.

Ira May: Took Nature's Creation for a time, during which period he sat in a closed room huddled over a fire. Died March 3, 1910.

Joseph Steele: Took Nature's Creation until bedridden. Died Dec. 26, 1908.

Mrs. Geyer: Took several bottles of Nature's Creation, but as considerable stomach disturbance followed, discontinued. Died Dec. 4, 1909.

A GRUESOME LIST

The following classified list has been collected by the Columbus Board of Health. It consists of the names of those persons who have taken Nature's Creation—advertised to "check at once further progress of the disease"—but who, nevertheless, died:

SOME COLUMBUS, OHIO, PERSONS WHO HAVE TAKEN
NATURE'S CREATION

NAME	DIED	NAME	DIED
William Malinhoff...	7-20-1908	Chas. W. Davis....	1-15-1910
R. J. Jones.....	8-25-1908	C. F. Higginbotham..	2- 4-1910
Myrtle M. Furrow..	9-23-1908	George Swank	2- 8-1910
William Snyder	9-27-1908	Ira May	3- 4-1910
Anna Philos	10-19-1908	Casper Herman	3- 5-1910
Edward Stock	10-26-1908	Howard A. Denune..	3- 6-1910
Anna Barbara	11-24-1908	Ned L. Evan.....	3-13-1910
Irene A. Freeman...12- 9-1908		John Woods	3-14-1910
Almeda, E. Irwin...12- 8-1908		B. F. Segines.....	3-18-1910
J. Steele	12-26-1908	John J. Jenkins....	3-19-1910
George Wertz	1-15-1909	Mary I. Ford	3-24-1910
Carl Hasbrook	2- 2-1909	Forrest J. Greenlee..	3-31-1910
Joseph Kessler	6-12-1909	Sarah R. Ross.....	4- 5-1910
Chas. Wm. O'Day..	6-29-1909	Samuel Robinson ..	4-30-1910
Mrs. J. Kibby.....	7-31-1909	Mrs. Mack	5-23-1910
Florence Underwood.	9- 2-1909	John C. McAfee....	8- 9-1910
Theresa Harst.....	9- 3-1909	George H. Howell...8-11-1910	
Lucy Fultz	9- 3-1909	Daisy Sherman	11-10-1910
Christina Shilling ..	9- 8-1909	Herbert W. Immel..	12- 3-1910
Carrie McGuire	10-14-1909	Anna S. Smith.....	12- 3-1910
G. W. Johnson.....	11-26-1909	Mrs. Geyer	12- 4-1910
George Smith	11-28-1909	Maud Peters	12-20-1910
Sheldon Harsh	12-21-1909		

CONCLUSION

As has already been stated, the information just given deals with but one locality—Columbus, O. When it is realized that this iniquitous stuff is being advertised and sold from Maine to California the misery left in its wake may be imagined. While what precedes is but a part of the damning evidence which has been submitted against Nature's Creation we believe it is sufficient to convict this cruel fake at the bar of public opinion.

How much longer will the sale of this humbug be permitted? Its continued existence will depend on two things—the gullibility of the public and the willingness of the press to share in the company's blood-money by accepting advertisements of the nostrum. It is little less than criminal that men without even the pretence of medical training and with more capital than conscience should be free to exploit a valueless mixture of drugs as a cure for a disease which no drug can cure.

It is hoped that physicians will make it their duty to call the attention of the public to the facts here presented. Nature's Creation is but a type: if it goes out of existence there still remain scores of fakes just as vicious and just as cruel. And as they, too, die, others will spring up to take

their places. So long as the credulity of ignorance is a human attribute, so long will the "consumption cure" and "cancer cure" fakes thrive. The only remedy is enlightenment and it is a fact, as notorious as it is pathetic, that a vast section of the public is densely ignorant of the limitations and possibilities of drugs.

Unfortunately, the medium through which the public could so easily be reached and enlightened—the newspapers—is, to a large degree, unavailable. Many of these publications are still too deeply under the blighting influence of the "patent medicine" advertisers ever to print the truth about these frauds. But the number of newspapers whose silence cannot be purchased increases yearly and their power is slowly but surely making itself felt. In the meantime it is the physician's duty to the public to give it the enlightenment which it needs for its own protection against "consumption cure" swindlers and other frauds equally vicious. (*Modified from The Journal A. M. A., Feb. 4, 1911.*)

A Peep Behind the Scenes

"When thieves fall out, honest men get their dues"; when "patent medicine" fakers fall out, the general public is given an insight into this disreputable business which is instructive if not edifying.

The motive power behind the Nature's Creation concern was H. W. Campbell; Mrs. Reynolds was largely a figurehead. Now it seems that this couple are no longer friends, for, two or three weeks ago, Campbell filed suit against Mrs. Reynolds (who, by the way, is now a Mrs. Cohen) to recover \$28,000 of which he alleges she has defrauded him.

The petition filed in this case is interesting. In it, Campbell declares under oath that Nature's Creation, which is sold at \$5 for a twelve-ounce bottle, costs but 2 cents an ounce to make. This does not mean that Campbell's conscience is hurting him because the indigent consumptives and others who have bought this worthless stuff have been robbed! Not at all! He is merely angry because he considers that he has not received his full share of the "swag." It appears from the petition that Mrs. Cohen (Reynolds) has been "holding out" on Campbell. It seems, if we are to believe Campbell's sworn statement, that Mrs. Reynolds was telling fortunes in a Chicago basement when he "discovered" her. When these two decided to float Nature's Creation, Mrs. Reynolds, evidently believing that a man who would engage in such a disreputable business was not to be trusted, kept the secret of the "formula" of this potassium iodid mixture and charged Campbell 25 cents an ounce as the cost price of the ingredients; later she lowered the rate to 10 cents an ounce. But Campbell swears that the cost of making it has never been more than 2 cents an ounce or 24 cents a bottle.

Nor is this all. Campbell further complains that Mrs. Cohen (Reynolds) called a special meeting of the directors of the company and ousted him without cause from his position of secretary and treasurer. And, worse than that! Campbell, believing that the stock in the company had depreciated from par to 10 cents on the dollar, sold it at that rate when he had an opportunity, as he believed, to "get out from under." Having found that the stuff costs only 2 cents an ounce to make instead of 10 cents or 25 cents an ounce, Campbell realizes that the profits in this form of scoundrelism were much greater than he supposed and he is convinced that the stock was easily worth par and that in selling his shares for 10 cents on the dollar, he has lost thousands of dollars. Campbell is particularly mortified, moreover, to find—what he did not know at the time—that the individual to whom he sold his stock was Mrs. Cohen herself. In consequence of these alleged deceptions, Campbell claims that Mrs. Cohen owes him more than \$28,000 and he is appealing to the courts in the hopes of getting it.

A sordid business? Yes, but the sale of a fraudulent consumption cure can scarcely be anything else. We can only express the hope that the publicity thus given to the details of the exploitation of this cruel fraud will prove the *coup de grâce* for Nature's Creation. We trust, too, that the courts will hold that Campbell having been engaged in a disreputable and fraudulent business, cannot receive the protection of the law, but that he stands condemned as a self-confessed faker who has defrauded the helpless sick for his personal gain.—
(From *The Journal A. M. A.*, March 30, 1912.)

OXIDAZE—OLEOZONE—HYDROCINE

In 1907, a "consumption cure" was put on the market under the name, Hydrocine. Hydrocine was called—at first—a "hyper-oxidized hydro-carbon;" later, it was referred to as an "oxidized carbo-hydrate." It was analyzed by the Association's chemists, who reported that they found that "each 29.5 grain Hydrocine tablet contains 28 grains of cane sugar and small quantities of volatile oils and a trace of pancreatin." This preparation seems to have originated with a C. E. Getsinger who organized what was known as the Medical Food Company. The commercial possibilities in selling an odoriferous sugar mixture as a "consumption cure" apparently appealed to one Charles S. Roberts, a physician of Syracuse, N. Y., who, with the help of Charles H. Goddard and others, incorporated the Hydrocine Company for the purpose of exploiting Getsinger's "treatment." Goddard, it may be mentioned in passing, was the man who organized that cooperative "patent medicine" concern known as the A. D. S.—American Druggists Syndicate.

Getsinger and Roberts later seemed to have had a disagreement and Getsinger marketed his own product under the name of Oxydase. Roberts changed the name of Hydrocine to Oleozone and apparently had the stuff made by the A. D. S.—or at least it bore the same serial number as that given the A. D. S. products. Coincident with these changes in the name of the “hyper-oxidized hydro-carbon,” another concern came into existence—the Cowles Institute, said to be operated by one H. L. Cowles. This also dispensed “oxygenated products” for the cure of consumption. A little later Cowles seems to have changed the name of his concern to the Hemavitæ Company and to have rechristened his product, Hemavitæ.

The latest change (March, 1911) in the name of Getsinger's product is Oxidaze put out by the American Oxidaze Company.

The matter which follows is a reprint (slightly modified) of the articles that have appeared in THE JOURNAL of the American Medical Association, tracing the vicissitudes through which this odoriferous sugar mixture has passed in its various stages of evolution as a “consumption cure.”

Hydrocine

We have had occasion to comment on the diabolical cruelty exhibited by cancer fakers in deluding their victims with false hopes and by inducing them to delay such treatment as might be effective until too late. Next to cancer, tuberculous offers the most promising field for such vapors, for it is a disease in which the patient is always hopeful and always ready to say that he is better; just such a condition as makes him an easy victim for those who are without principle and ready to prey on the hope which springs eternal in the human breast.

During the past three months¹ physicians all over the country have been receiving postal cards announcing the discovery of a new and wonderful remedy for consumption. The card is signed, “C. S. Roberts, M.D., Member N. Y. State Medical Society and American Medical Association.” It is to be regretted that what Roberts says regarding his membership is true. Until within the last few months Roberts lived at Syracuse, N. Y., and is a member of the Onondaga County Medical Society and consequently of the Medical Society of the State of New York. Last December he became a member of the American Medical Association. This was just before his removal to New York City, and he evidently obtained this membership because he was going into this wretched business and wanted to use his membership as apparent guarantee of his ethical standing. As soon as the Onondaga County Medical Society discovered the business Roberts had gone into he was asked to resign, but this he refused to do. Hence it became necessary for the society to go through the legal form of trial before expelling him from the society. We understand that his

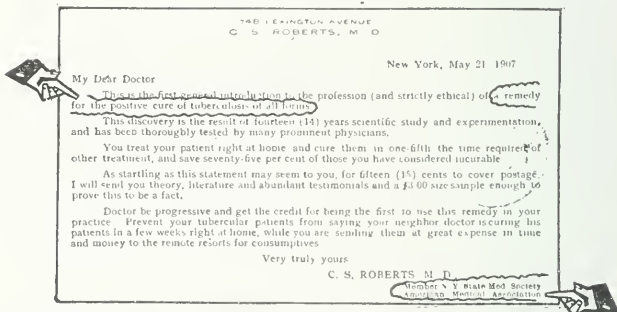
1. This was written in August, 1907.

trial cannot come off until September, and that Roberts is fighting to retain his membership.²

According to the postal card, Roberts is just commencing to introduce to the medical profession "(on strictly ethical lines)"—this is put in parentheses probably for emphasis—"a positive cure for tuberculosis in any form." "This discovery," he says, "is the result of fourteen years scientific study and experimentation," but so far as we have been able to learn, Roberts has not been noted as performing any remarkable cures of tuberculosis in Syracuse, nor was it known that he was using this wonderful remedy. The last paragraph of the postal card is supposed to be a clincher:

"Prevent your tubercular patients from saying your neighbor doctor is curing his patients in a few weeks right at home, while you are sending them at great expense in time and money to remote resorts for consumptives."

Judging from the circulars, Roberts seems to have gone to New York to help exploit a nostrum—Hydrocine—put out by



Photographic reproduction (reduced) of a post-card sent out by C. S. Roberts at the time he first began exploiting Hydrocine. Notice the claim that his nostrum is a "positive cure of tuberculosis of all forms." Note, too, the way in which Roberts made capital out of his membership in the Medical Society of the State of New York and in the American Medical Association. Roberts joined the American Medical Association in December, 1906, just before he went into the "consumption cure" business. In September, 1907, the county society repudiated him and his membership in the state and national organizations was thus automatically terminated.

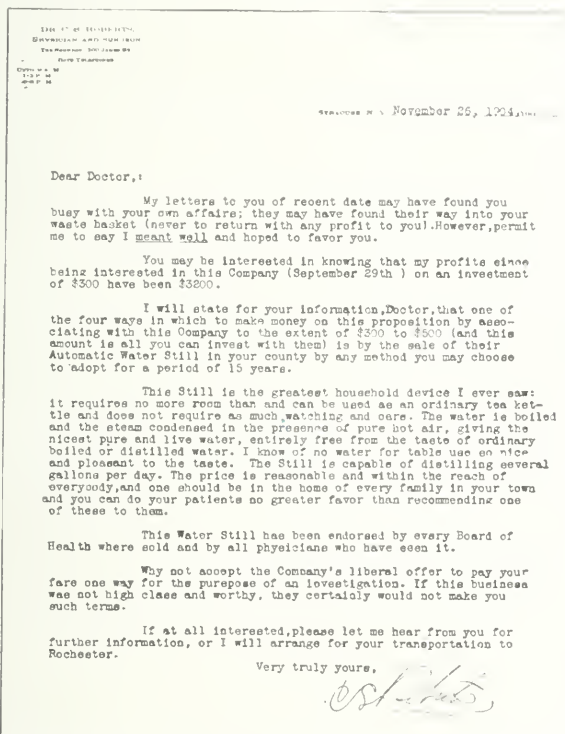
the "Medical Food Co.," and evidently the postal card is the initial move in a scheme to exploit the medical profession.

Incidentally, it might be said that some two or three years ago Roberts was interested in a scheme to work the doctors by getting them to invest in a water still, and the circular letters he sent to physicians at that time sound very similar to the circulars he is now sending out puffing this specific for consumption. In one of the "still" letters he states that he made \$3,200 in less than two months on an investment of

2. He was dropped at the September, 1907, meeting.

\$300. Evidently something must have happened to the "still" business, for such a man would hardly give up a business netting \$2,900 in two months, even to exploit a remedy that is to relieve the human race of one of its most fatal diseases.

The recipient of the postal card above referred to is told that if he will send 15 cents in postage stamps he will be furnished with the "theory, literature and abundant testimonials and a \$3 size sample to prove what we say." This part of the



Photographic facsimile (reduced) of a circular letter sent out by Roberts at the time that he was trying to get physicians to invest in the "Automatic Water Still." The physician to whom this letter was addressed said: "This is the third letter I have received from Dr. Roberts in the past few weeks, none of which I have answered."

agreement is lived up to. The theory is furnished, plenty of literature, including testimonials, and also a box of the tablets. The theory ought to take with an ignorant layman, and the literature certainly is promising and hopeful enough to convince the most desperate individual that he could be cured.

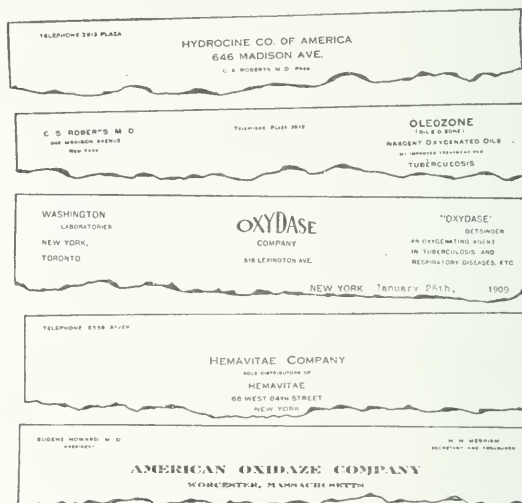
The wonderful remedy is known as Hydrocine—hyper-oxidized hydro-carbon. The circular tells us that “the physician is unquestionably entitled to a full, frank and candid statement of the composition, nature and character of any and every medicinal preparation he is asked to prescribe.” This sounds excellent, and then follows the formula:

FORMULA

Hyper-oxidized hydro-carbon (vegetable).....	28	gr.
Pure rock sugar.....	8	gr.
Powdered pancreatin	1/20	gr.

The oxids are liberated in the stomach and thrown into the circulation.

It is barely possible that there is somebody on this mundane sphere that can tell what “hyper-oxidized hydro-carbon (vegetable)” is. Most of us have a knowledge of pure rock sugar and powdered pancreatin, but when we come to the other ingredient, we fear the majority of us would have to give it up.



Photographic reproduction (reduced) of the letter-heads of some of the various concerns that have found it profitable to exploit an odoriferous sugar mixture as a “cure” for consumption.

However, we find this in the printed circular:

The hydro-carbon is extracted from oils of cinnamon, coniin, peppermint, spruce, myrtle, chekan, marrubium, myrrh, turpentine and thymol, is then condensed, and positively all toxic properties are eliminated. The residue is hyper-oxidized, pre-digested by pancreatin, mixed with a small quantity of powdered rock sugar and pressed into 30 grain tablets.

There we have it. And when we have it, what have we?

The literature is of the usual quackish order, the optimistic kind that will make the physician who does not stop to think feel that it is something worth trying at least.

TESTIMONIALS AS USUAL

Of course, there are testimonials—several of them. What nostrum was ever introduced, whether to the public or to the profession, that did not have testimonials ready? Many of the testimonial givers we have not located, but they may be genuine for all that. One who speaks in high praise of the nostrum is Dr. O. P. Barber of Saginaw, Mich., who is given as “professor of surgery, Michigan College of Medicine and Surgery, Detroit, Mich.” Dr. Barber’s success is really remarkable when it is considered that he disregarded Dr. Roberts’ instruction to select an incipient case, for he seems to have taken one with extensive cavities, in the third stage, a man with undoubted complications, whose sputum was so offensive that the doctor asked him to expectorate in the closet in the next room. He also neglected to give a “good liver cathartic at the start,” as the circular advises, but put him at once on hydrocine. Possibly Dr. Barber did not carry out the full instructions because he did not get them from the right source, for he tells us that he was led to use the remedy on the advice of a layman, from whom he seems to have obtained his early supplies. However, notwithstanding these palpable violations of the correct method of using the preparation, this unpromising patient recovered to such an extent that the cavities all filled up and over 40 per cent. of the patient’s lung consists of scars. This was proved by the *x*-ray. Dr. Barber had other equally remarkable cures.

Another name that is often seen in a certain class of literature appears in connection with this Hydrocine. This is Dr. J. W. P. Smithwick, of LaGrange, N. C. Dr. Smithwick, however, is given to writing very favorably of preparations that are not in the Pharmacopeia, such as Glycobenphene, Borobenphene, Tongaline, Bromidia, Maltpepsine, Ecthol, Phenalgin, Dermapurine, Angier’s Petroleum Emulsion, Thialion, etc., for we find his testimonials in the advertising literature of all of these articles. Dr. Smithwick, who, by the way, is given as “first vice-president of the American Congress on Tuberculosis,” and therefore should be an authority on the subject, seems also to have had a most notable experience, for every patient treated recovered, and his cases included not only pulmonary tuberculosis, but also hip-joint disease, lupus vulgaris, etc., and of the worst sort.

When we began to receive Roberts’ postal cards and were asked to show up the scheme, we thought the card itself was so quackish that no intelligent physician would risk even the 15 cents. It seems, however, that some have been “almost persuaded,” and we have been astonished to receive letters asking if it is not possible that this nostrum may do what its promoters say it will do, evidently feeling that possibly, after all, the long-looked-for remedy has been discovered. How foolish! If Roberts and the promoters (who are, perhaps,

making him a cat's paw) really had a remedy that would do what they claim this one will do, there would not be words in the English language strong enough to characterize their villainy and inhumanity in keeping it secret. If, on the other hand, the stuff is a fraud, then it is simply another instance to add to the list of attempts to humbug the public, and to make money out of their suffering. Either horn of the dilemma is certainly reprehensible, and to have one who is supposed to have once been a reputable physician mixed up in it should be a source of regret to every member of our profession. (*From the Journal A. M. A., Aug. 17, 1907.*)

An Analysis of Hydrocine

Hydrocine, widely advertised as a consumption cure and belonging to the class that Samuel Hopkins Adams would designate the "fundamental fakes," has been analyzed by our chemists and found to consist chiefly of cane sugar.

In common with other members of its class, it is advertised as being an essentially non-secret preparation and, to bear out that claim, an involved and meaningless "formula" is appended. Its promoters state that Hydrocine is "a vegetable hyper-oxidized hydro-carbon"—whatever that may mean. Its "formulas" are equally enlightening. We use the plural advisedly, as Hydrocine exhibits that fine fickleness and mutability of composition that characterizes nostrums of its kind. Its early "formula" was as follows:

Hyper-oxidized hydro-carbon (vegetable).....	28	gr.
Pure rock sugar.....	8	gr.
Powdered pancreatin.....	1/20	gr.

The oils are liberated in the stomach and thrown into the circulation.

For some unknown reason, however, this "formula" was changed before the edition of the pamphlet, setting forth the wonders of the combination, was exhausted. "Formula" No. 2, as printed on a "sticker" placed over "Formula" No. 1, states that Hydrocine consists of:

Oxidized carbo-hydrates and essential oils.....	18 1/2	gr.
Mineral constituents.....	1 1/2	gr.
Pure rock sugar.....	9	gr.
Powdered pancreatin.....	1/20	gr.

Accompanying this later pamphlet—or more correctly, the earlier pamphlet with a later "formula"—is a circular giving the following enlightening information regarding the composition of Hydrocine:

INGREDIENTS

"Oil of cinnamon, conin, peppermint, spruce, myrtle, chekan, marrubium, myrrh, turpentine and thymol, with all toxic properties positively eliminated. The residue is highly oxidized, mixed with oxidized sugar, pancreatin and pressed into a 30 grain tablet. The oxygen is liberated in a nascent form and taken up by the circulation, and thus enables patients to become saturated with the same in 30 minute doses."

This same circular also gives what purports to be a report of an analysis of Hydrocine Tablets, which, however, reads more as if it were a testimonial prepared at the request of the manufacturer, in spite of the fact that it is written by a presumably reputable chemist. Thus, while the report states that the tablets contain a certain amount of "aldehydes, ketones and oxidized products from the bodies used," the chemist virtually acknowledges that these bodies were not actually determined by him. In fact, from the language of the report one is led to believe that he accepted the manufacturer's statement in regard to their presence. Of course, we do not know the composition of the Hydrocine which the manufacturer submitted to this chemist for report, or the composition which Hydrocine will have in the future. The report of the analysis

HYDROCINE TABLETS
 TREATMENT in all forms of
TUBERCULOSIS and BRONCHITIS
 Contains the most powerful OXYGENED
 aldehyde and ketone in the
 Digestive Tract
 in the Digestive Tract
 Beware of Imitation HYDROCINE
 Beware of cheap copies
 515 Lexington Ave. New York City

OLEOZONE
 The greatest
 Oxygen
 High Alkaloids
 And nourishing Food
 OLEOZONE COMPANY
 642 MADISON AVE. NEW YORK CITY

OXYDASE
 TABLETS
 GETSINGER
 A Prolific Oxygenating Agent in Therapeutics
 Non Irritating Non Poison
 COMPOSITION: Essential Oils, Carbohydrates—OXYDASE.
 Oxydase are absorbed in the Digestive Tract, the released OXYGEN
 easily entering the circulation via the Portal Vein (1) OXYGEN
 SATURATION POSSIBLE. A PULMONARY HEMOSTATIC.
 IN TUBERCULOSIS, Asthma, Bronchitis, Respiratory Diseases,
 IN TYPHOID and General Blood Diseases
 IN SURGICAL cases advances the pulse immediately
 Oxydase waste products. Stimulates Urinary Processes.
 515 Lexington Ave. OXYDASE CO. New York City

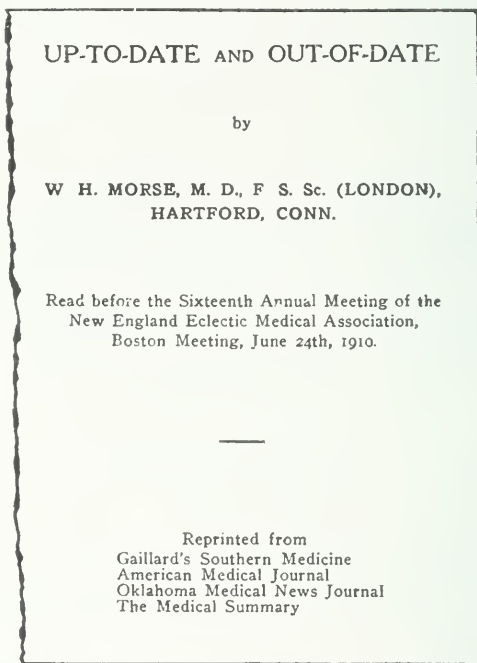
Photographic reproductions (reduced) of some advertisements of the various sugar "cures" for tuberculosis. The advertisement of Hydrocine appeared in the *Texas Medical Journal*; that of Oleozone, in the *Medical Summary*; that of Oxydase, in the *International Journal of Surgery*.

made for the American Medical Association by its chemists indicates the composition of Hydrocine such as is sent to physicians, and is, therefore, of interest. It is as follows:

RESULTS OF ANALYSIS

We have made a careful examination of the original package of Hydrocine and find that the average weight of the tablets is 29.5 grains. Of this, 95 per cent., or 28 grains, of the total of 29.5 grains, is cane sugar. Each tablet contains an average of 0.3 of a grain of a substance, insoluble in alcohol, containing nitrogenous matter. The indications are that this substance may be very impure pancreatin, that is, that this 0.3 of a

grain may contain the 1/20 grain of pancreatin claimed to be present by the manufacturers. It also contains very small quantities of aromatic oils, and it is probably due to the fact that these oils, like turpentine, react with oxygen that it is claimed that the vegetable matter is "hyper-oxidized." The formula, however, mentions "hyper-oxidized hydro-carbon." Perhaps the manufacturers have reference to the rock sugar and mean carbohydrate, for there is probably no



Photographic reproduction (reduced) of the cover page of a small booklet in which a Dr. W. H. Morse fulsomely lauds Roberts' product. This write-up was also published in several of the less reputable medical journals. Morse seems to make a business of furnishing write-ups for various medical fakes. Epilepsy cures, rheumatism cures, cures for blindness and vibrators are but a few of the things that Morse has testified for. The letters "F.S.Sc. (London)," that appear after his name, indicate that he is a member of a serio-comic, fraudulent concern calling itself the "Society of Science, Letters and Art." The cost of obtaining the honor (?) of membership in this "society" is \$5.00.

oxidation of the sugar, though it is probable that the aromatic oils present may be partially oxidized and changed in other ways after a time, but the "hyper-oxidized hydro-carbon (vegetable) 28 grains" of the

formula is an absurdity, particularly as the analysis shows that the tablet contains 28 grains of sugar. We do not believe that it is possible for such a substance as turpentine, for instance, when in contact with sucrose (cane sugar) to act as an oxidizing agent.

Apparently, therefore, the essential constituent of Hydrocine, as it is now offered to physicians, is cane sugar, and evidently this was the substance which was referred to as the "hyper-oxidized hydro-carbon." As indicated by our chemist's report, the very learned (?) statements regarding the "hyper-oxidized hydro-carbon" or "oxidized carbo-hydrates" may be reduced to a simpler statement: "Each 29.5 grain Hydrocine tablet contains 28 grains of cane sugar and small quantities of volatile oils and a trace of pancreatin."

SUMMARY

To sum up, we have: A preparation, shown by analysis to be 95 per cent. cane sugar, put on the market to be retailed at a cost of \$8 a pound (avoirdupois). The claim is made that by giving this preparation in 30-grain doses to the extent of one and a quarter ounces daily, tuberculosis can be "permanently cured" in "from six to sixteen weeks." To impress the unthinking, the main constituent in the formula is given a quasi-scientific name, meaningless in import. The exploiter of this "remedy" claims to have given up a practice yielding \$10,000 annually "to spread the truth regarding this preparation"—and incidentally, we suspect, to reap the benefits that must accrue from selling sugar at over \$5 a pound, wholesale.


Our chemist having translated for us into simpler language the statements as to the composition of the article, we, as physicians, should not find it difficult to interpret correctly the evidence on which the claims are based. (*Modified from The Journal A. M. A., Feb. 15, 1908.*)

Oleozone—Oxydase—Cowles Institute

Hydrocine is no more, but the commercial possibilities in sugar as a therapeutic agent are still recognized. Phoenix-like, there have arisen from the ashes of Hydrocine two other "hyper-oxidized hydro-carbons"—Oxydase and Oleozone. In fact, there seems to be at present no fewer than three concerns which are "curing" tuberculosis by means of sugar *plus* various incidentals.

HYDROCINE—OLEOZONE—OXYDASE

Before Dr. Roberts "gave up a practice that was yielding . . . [him] an income of over \$10,000.00 a year" to sell odoriferous sugar at \$8.00 a pound, Hydrocine seems to have been manufactured by a Mr. E. C. Getsinger. It now seems



TRADE MARK
REG. U.S. PAT. OFF.

HYDRO CINE


FOR THE
TREATMENT OF
RESPIRATORY DISEASES
AND ALL FORMS OF
TUBERCULOSIS

C. S. ROBERTS, M. D.

646 MADISON AVE.
NEW YORK CITY.

LAB'RY SERIAL **No. 1214**


GUAR'D UNDER THE FOOD AND
DRUGS ACT. JUNE 30-1906.



*Guaranteed under the Food and Drugs Act
June 30, 1906.*

No. 1214

CUT ON THIS LINE



ADS

HEADACHE WAFERS

SUGAR OF MILK AND CAFFEINE WITH 4
GRAINS OF ACETANILIDE IN EACH WAFER

DIRECTIONS

SOFTEN THE WAFER BY PLACING IN WATER A FEW
MOMENTS. THEN SWALLOW WITH A DRINK OF WATER.
IF RELIEF IS NOT OBTAINED AT THE END OF AN HOUR,
A SECOND WAFER MAY BE TAKEN. THE TREATMENT
SHOULD NOT BE REPEATED WITHIN SIX HOURS.

AMERICAN DRUGGISTS SYNDICATE, MANUFACTURERS


Photographic reproduction of two labels, one from the "headache cure" put out by the A. D. S., the other from the "consumption cure," Hydrocine (now called Oleozone), exploited by C. S. Roberts, one of the original directors of the A. D. S. Notice that the serial number on the two labels is the same, indicating a common source.

that Getsinger and Roberts have parted company, for the country is being flooded with letters from Roberts in which he says:

"In view of the fact that the party [Getsinger?] who formerly manufactured the old product for me . . . is now attempting to market it himself, I wish to avoid the danger arising from anyone confusing it with my improved treatment. For this reason I have adopted a new name, Oleozone (oil and oxygen), and under this title my new and vastly improved product will be marketed."

On the other hand Mr. Getsinger, who signs himself proprietor of the "Oxydase Company," and who, apparently, is the Oxydase Company, has attempted to checkmate Dr. Roberts by means of post-cards and other advertising matter. He says:

"The chemical name of the compound is 'oxydized hydro-carbon' and later it was named 'Hydrocine.' In the present perfected form we present it to the profession under the name 'Oxydase.'"



A shell of Hydrocine Tablets. EXACT SIZE.

New York City, November 1908.

Dear Doctor:--

This informs you that Dr. C. S. Roberts of N. Y., is no longer the Sales Agent for Hydrocine. The Manufacturers (since 1902) themselves will now supply you with **Genuine Hydrocine**, put up in **Gelatin Shells** and thus insure you an undiluted Tablet.

AVOID SUBSTITUTES which claim to be super-oxidized, yet by igniting a tablet with a match reveals a yellow flame, against the Oxygen-blue flame of Hydrocine.

These **substitutes** are white, whereas it is common knowledge that Hydrocarbons turn a peculiar **oxide-brown** when oxidized. Such is the color of Hydrocine Tablets.

ORDER DIRECT FROM US. Cash with order, or C. O. D. Delivery Charges Prepaid. West of the Mississippi \$2.30 per 100 or Box. East of the Mississippi \$2.25 per Box. Special price on 500 or more. Write for new Literature.

OXYDASE COMPANY.

515 LEXINGTON AVENUE TELEPHONE 1251 38TH STR. NEW YORK.

An Oxygenating Agent in Therapeutics.

Photographic reproduction (reduced) of a postal card sent out by Getsinger after his break with Roberts, in which he calls attention to the fact that Roberts is no longer the sales-agent for Hydrocine. It was at this time that Getsinger rechristened his product Oxydase. In the original card the words "Hydrocine is now called Oxydase" were imprinted with a rubber stamp over the picture of the shell of hydrocine. Most of this is lost in the photographic reproduction here given.

That there may be no mistake, the Oxydase Company sends out a printed post-card which begins:

"DEAR DOCTOR:--This informs you that Dr. C. S. Roberts of New York is no longer the sales agent for Hydrocine."

BRINGING TESTIMONIALS UP TO DATE

The advertising "literature," including testimonials of the apparently defunct Hydrocine Company, seems to have reverted to Mr. Getsinger, as the Oxydase Company's pamphlets are practically a re-hash of the old Hydrocine matter. In this

connection, it is interesting to note how testimonials are over-worked. One of the most imposing testimonials in the old Hydrocine pamphlet was that accredited to Dr. O. P. Barber of Saginaw, Mich. In this testimonial, Dr. Barber was quoted as saying:

"I was looking for a case to try Hydrocine on, which Mr. George B. Morley, President Second National Bank, had brought home with him from New York, and was furnished me by him for nearly all the cases I have treated."

1 He then came to see me, at my request, as I was looking for a case to try hydrocine on, which Mr. George B. Morley, President Second National Bank, had brought home with him from New York, and was furnished me by him for nearly all the cases I have treated.

His condition was such that I had no hopes whatever of helping him with any remedy, but Mr. Morley had so excited my curiosity regarding this remedy by his description of cases he had talked with in New York, alleged to have been cured by this treatment, that I put him on the medicine.

~~His appearance was marked in the extreme~~

2 He then came to see me, at my request, as I was looking for a case to try Hydrocine on, which Mr. George B. Morley, President Second National Bank, had brought home with him from New York. Mr. Morley had so excited my curiosity regarding this remedy by his description of cases he had talked with in New York, alleged to have been cured by this treatment, that I put him on the medicine.

~~His appearance was marked in the extreme~~

3 He then came to see me, at my request, as I was looking for a case on which to try the Getsinger treatment, which Dr. George B. M. had brought with him from New York. Dr. M. had so excited my curiosity regarding this remedy by his description of cases he had talked with in New York, alleged to have been cured by this treatment, that I put Goldsmith on the medicine.

~~His appearance was marked in the extreme~~

The evolution of a testimonial. From the Goldsmith Case credited to Dr. O. P. Barber: 1, As it appeared in the earlier Hydrocine pamphlets; 2, from the later Hydrocine "literature"; 3, as it is now in the Oxydase pamphlet.

We called attention in our previous article to the somewhat unusual course of a physician administering a remedy of whose virtues he learned from the layman who furnished it. This

objection cannot be raised, however, to this same testimonial of Dr. Barber's as it now appears in the Oxydase "literature." While it is used practically verbatim, except for the substitution of the term "Getsinger treatment" where "Hydrocine" used to appear, we find that the erstwhile bank president has assumed a professional rôle, and that "Mr. George B. Morley" has become "Dr. George B. M." We are loath to believe that a bank president would give up his highly reputable and not unlucrative business for the purpose of developing the thera-

SATURDAY, MARCH 11, 1911

OXIDAZE TABLETS

Something Everyone Should Know

How to help stamp out Tuberculosis. How to quickly relieve Pneumonia. How to relieve Paroxysms of Asthma.

How to relieve Acute Chronic Bronchitis, Catarrh, Laryngitis and Whooping Cough. How to Keep the voice of singers and public speakers clear and strong. How to restore the voice when overworked or impaired. How to fortify the body against the invasion of all germs of infection of whatever name or nature.

While scientists are wrangling over theories concerning these matters, we are producing results. Suffering humanity demands no fine spun theories, but simply asks for quick and tangible results. Our testimonials speak volumes, not theories, but of actual results obtained from the use of OXIDAZE TABLETS.

Here is a Statement Made to The American Oxidaze Co. by a Prominent Physician of Worcester County Who Has a Very Extensive Practice.

I have used Oxidaze Tablets in my practice for several years, and have seen many cases of Tuberculosis, Pneumonia, Asthma, Bronchitis, Catarrh, Laryngitis, Whooping Cough, and other ailments of the Throat and Lungs, which have been cured by the use of Oxidaze Tablets. I have also seen many cases of Tuberculosis, Pneumonia, Asthma, Bronchitis, Catarrh, Laryngitis, Whooping Cough, and other ailments of the Throat and Lungs, which have been cured by the use of Oxidaze Tablets. I have also seen many cases of Tuberculosis, Pneumonia, Asthma, Bronchitis, Catarrh, Laryngitis, Whooping Cough, and other ailments of the Throat and Lungs, which have been cured by the use of Oxidaze Tablets.

The results obtained with Oxidaze Tablets by prominent and thoroughly reliable physicians, are so satisfactory that they steadfastly continue to prescribe them. Their orders to us are now by the thousands where at first were only for the hundred trial box. No fair minded physician will condemn Oxidaze Tablets who has ever given them a fair trial.

We cordially invite all physicians of whatever school, to give this remedy a fair, practical trial in any of the above mentioned diseases, allowing the results obtained to prove and desire their real merit.

American Oxidaze Company

CAPITAL \$250,000
Massachusetts Charter.

Eugene Howard, M. D., President	Henry H. Merriam, Treasurer
F. P. Knowles, F. H. Hamblin, Geo. C. W. Wood,	E. J. Ross, Henry H. Merriam

A Act of Incorporation—The manufacture and sale of the Oxidaze Remedies for Tuberculosis, Pneumonia, Asthma, Bronchitis and other affections of the Throat and Lungs.

**Home Office: Old Telegram Building
Worcester, Mass.**

Oxidaze Tablets are on sale at your druggist. If not found there they can be obtained at the office of the company.
Box 100 Tablets \$2.00 Box 50 Tablets \$1.50 Trial Box Tablets 35c

Photographic reproduction (much reduced) of a newspaper advertisement of Oxidaze, the latest name for Getsinger's product. This stuff is sold direct to the public.

peutic possibilities of rock candy—even though there may be money in it. Knowing what we do of testimonials and their value, it seems more reasonable to suppose that the transformation of the banker into a physician is merely an artistic touch on the part of those who adapted the Hydrocine advertisements to the Oxydase product.

THE NEW CHEMISTRY

Much stress is laid by the Oxydase Company on the statement that while their tablet is super-oxidized, the substitute tablet [Oleozone?] "is not oxidized." To prove (?) their point, the Oxydase Company says:

"Place the tablet between tweezers, ignite with a match, then observe the *oxygen blue flame*. The sputtering is the explosion of *small quantities of Oxygen* as it is rapidly liberated. There is no smoke, *nor odor*, proving complete combustion." [Italics ours.—Ed.]

This test, both from theoretical and practical considerations, deserves notice. Theoretically, because oxygen being, in air, an incombustible gas, can neither explode nor burn with a blue or any other kind of flame; practically, because, the statement to the contrary notwithstanding, there *was* some smoke and a distinct odor of burning sugar when a sample Oxydase tablet was ignited.

The "oxygenating" power of Oxydase and its varied therapeutic indications are set forth in the following weirdly constructed sentence:

"With 20 remedial impulses in septemia within ten hours, or longer on the same dosage, is a formidable weapon in the hands of a physician—in cases of Typhoid Fever, and other sudden invasions of disease; in Croup, Pneumonia, Diphtheria, Asthma, Abscesses, Bronchitis, etc., Oxydase will give you surprising results."

OLEOZONE "STRICTLY ETHICAL"

In calling attention to his "improved Hydrocine," Dr. Roberts emphasizes that he is "distributing this remedy along strictly ethical lines only." In fact, he "will not even place it in drug stores, unless to accommodate a physician at his request." This course is somewhat of a departure from that which he followed in exploiting Hydrocine.

THE "COWLES INSTITUTE"

But Dr. Roberts and Mr. Getsinger are apparently not the only ones who dispense "oxygenated products." We have received letters from various parts of the country inquiring about a New York concern calling itself the "Cowles Institute." A pamphlet sent out by this "institute" has printed on the cover a red double-cross—a misuse of the international emblem of the campaign against tuberculosis that is as unwarranted as it should be illegal. On the title page we read:

"Established for the treatment of tuberculosis in its various forms by entirely new and special methods of medication complying with the highest ethical standards, by which full recoveries in uncomplicated cases of tuberculosis are generally made in from six to nine months without the necessity of changing climate or enforcing severe or rigid hygienic-dietetic rules."

A SUBTLE REMEDY


The "entirely new and special methods of medication" is "by means of an easily digested specially oxygenated product

that by regular process of assimilation conveys Atomic Oxygen in proper combination direct to the circulation. . . .” This wonderful remedy is far too subtle a product to distribute indiscriminately to the medical profession, much as the Cowles Institute would like to do so,

“but owing to the necessity of keeping it under fixed conditions of light and temperature and of using it within a very limited period of time in order to obtain the proper results, it is manifestly impossible to do this.”

We find, however, that the “treatment” is not to be entirely “cornered,” as letters are sent to physicians stating that it is the desire of the “institute” to place the “oxygenated product” in the “hands of at least one competent physician in every community of consequence.” To those physicians who have a tuberculous patient under their care, they would “be glad

LAS PASTILLAS "OXYDASE GETSINGER."



Desprenden OXIGENO al estado naciente.

Son el mejor específico para **AFECCIONES PULMONARES.**

Curan los **PULMONIAS** en 3 à 5 días.

Curan los **TUBERCULOSIS** en 4 à 6 meses.

Curan rápidamente **TOS Y CATARRO.**

Curan eficazmente la **BRONQUITIS.**

Úsese la "OXYDASE" en los **CATARROS.**

Para prevenir de los **PULMONIAS.**

CIA. LATINO-AMERICANA DE OXYDASE, S. A.

AVENIDA 16 DE SEPTIEMBRE 26. 1ER. PISO.

APARTADO 2590.

MEXICO, D. F.

Photographic reproduction (reduced) of a “return envelope” sent out by the South American branch of the Oxydase concern. Quackery knows no geographic limitations.

to send a sufficient quantity to demonstrate its value without any expense except express charges.” As to what may be expected from this “treatment,” the modest claim is made:

“. . . practically 90 per cent. of the cases we take in the first and second stages of tuberculosis make a complete and apparently permanent recovery.”

We have, then, apparently three concerns “curing” tuberculosis by means of sugar and essential oils, two of them operated by laymen. The similarity of the claims made, and of the methods pursued, by this trio of “consumption cures” is best shown by the quotations we have taken from the “literature” and correspondence of the three concerns and arranged in parallel columns.—(From *The Journal A. M. A., Mar. 20, 1909.*)

COMPARISON OF CLAIMS OF THE TRIO OF CONSUMPTION "CURES"

COWLES TREATMENT	GETSINGER TREATMENT (OXYDASE)	ROBERTS TREATMENT (OLEOZONE)
<p>.. composed of a base of <i>saccharum</i> and two enzymes, one gastric and the other <i>pancreatic</i>. To this is added the <i>highly oxygenated</i> active principle [sic] of the essential oils of <i>thymus</i>, <i>terebinthina</i> and eucalyptus with chlorophyll and aromatics."</p>	<p>"Oxydase tablets contain Oils of Wintergreen, <i>Cinnamon</i>, <i>Peppermint</i>, <i>Coinin</i>, <i>Sassafras</i>, <i>Thyme</i> and <i>Turpentine</i> and <i>Sugar</i>, all <i>highly oxidized</i>."</p>	<p>"Oleozone is prepared from the oxygenated principles of the oil of <i>cassia</i>, <i>cochin</i>, <i>peppermint</i>, spruce, myrtle, myrrh, <i>marrubium</i>, <i>turpentine</i> and <i>thymol</i>. Combined with rock candy, <i>sugar</i> and <i>pancreatin</i>."</p>
<p>".. a safe, feasible method of rapidly furnishing the blood with the necessary oxygen properly combined."</p>	<p>"Oxydase is .. a prolific oxygenating agent in medicine."</p>	<p>"It purveys a constant supply of oxygen to the blood."</p>
<p>"It is <i>non-toxic</i>."</p>	<p>".. no toxic dose possible."</p>	<p>".. a harmless compound positively not injurious from prolonged use."</p>
<p>"Instruct patient to <i>avoid taking water</i> within <i>fifteen minutes</i> before or after taking a tablet, as water in some cases, combined with the oils in the tablets, produce slight nausea."</p>	<p>"Have patients drink milk at any time, but <i>not so with water</i>, which decomposes the tablet .. causing cumulation and nausea."</p>	<p>"<i>Drink no water within fifteen minutes before or after taking</i> the tablets, as water disturbs the oils in the tablet."</p>
<p>".. during the first week of treatment the sputum may be tinged with blood and the patient complain of slight shooting pains or tingling sensations throughout the infected areas."</p>	<p>"Twenty days thereafter .. dull, twitching pains over infiltrated areas; tinges of blood in sputum."</p>	<p>"Soon twinges of pain and great soreness in the chest may be noticed, with perhaps tinges of blood in the sputum."</p>
<p>".. full recoveries in uncomplicated cases of tuberculosis are generally made in from six to nine months."</p>	<p>"Course of treatment lasts from six to twelve weeks."</p>	<p>".. this new treatment requires only six to sixteen weeks to perfect a permanent cure."</p>
<p>".. the oxygenated products employed in our treatment are unobtainable elsewhere. Neither are they similar in characteristics or action to any other so-called oxygenated products that may be on the market."</p>	<p>"There are substitute hydro-carbon treatments now being exploited which are not an oxidized product."</p>	<p>".. the party who formerly manufactured the old product for me is now attempting to market it himself. I wish to avoid the danger arising from any one confusing it with my improved treatment."</p>
<p>"In Pneumonia we find this tablet undoubtedly a specific for this disease."</p>	<p>"In .. Pneumonia .. Oxydase will give you surprising results."</p>	<p>"In cases of acute Pneumonia it will cure them so quick that it will surprise you."</p>

Oxidaze

The latest change in the name of Getsinger's product is "Oxidaze" put out by the American Oxidaze Company. This company is said to have purchased the formula of Getsinger who is no longer connected with the business.

The Oxidaze concern sells its product direct to the public. The nostrum is recommended for tuberculosis, pneumonia, asthma, bronchitis, catarrh, laryngitis, whooping-cough, etc., and this evil-smelling mixture is said "to fortify the body against the invasion of all germs or infection, of whatever name or nature." While most of the men connected with this new company seem to be laymen, one individual—its president—is a physician, and his facsimile signature appears on the advertising matter and the packages of the nostrum. This man is Eugene Howard, M.D., who was graduated by the Missouri Medical College in 1874. Howard, it is said, has not practiced medicine for the past twenty-five years but has been engaged in business. He is not registered in Massachusetts, having discontinued practice prior to the registration act of 1894. The assumption seems justified that the use of the title "M.D." after the name of the president of the Oxidaze Company is for the purpose of lending an air of respectability to an otherwise disreputable business.

To determine the composition of this latest form of the "sugar cure" for consumption so that it might be compared with its predecessors, an analysis of the stuff was made in the Chemical Laboratory of the American Medical Association. The chemists' report follows:

LABORATORY REPORT

"The tablets received in a carton labelled 'Oxidaze Tablets No. 1 Dark. A most effective remedy in the treatment of Tuberculosis, Pneumonia, Asthma . . . etc. . . . prepared for American Oxidaze Company, Worcester, Mass.' are dark brown in color possessing a strong odor and taste of essential oils. A general separation of ingredients yielded the following results:

Chloroform-soluble matter.....	10.98 per cent.
Water-insoluble matter.....	7.86 per cent.
Water-soluble matter (by difference).	81.16 per cent.

100.00

"The chloroform-soluble matter appears to be, at least in large part, a mixture of volatile oils.

"The water-soluble portion appears to consist of sugar containing some dye and a trace of potassium iodid, the latter amounting to 0.14 per cent. of the tablet.

"The water-insoluble matter consists almost entirely of corn starch.

"The specimen of Oxidaze tablets examined may then be said to consist essentially of sugar containing a small amount of volatile oils, starch and a trace of potassium iodid."

From this analysis, it is evident that the tablets now sold as Oxidaze are of the same character as those formerly exploited as Hydrocine. The substitution of a little starch for some of the sugar, the addition of a little more oil and the presence of a minute quantity of potassium iodid mark the only essential difference between the Oxidaze tablet and its prototype, Hydrocine. In spite, then, of its nomenclatorial evolution, the "sugar cure" for consumption remains just as worthless and just as silly as it was before it sprang new-born from the fertile brain of its inventor. So long, however, as the public clings to the old belief that any preparation that tastes bad and smells worse must have therapeutic value, so long will the J. Rufus Wallingfords of the pharmaceutical world continue to capitalize the hopefulness and credulity of ignorance. (From *The Journal A. M. A.*, Dec. 30, 1911, with modifications.)

SARTOLIN

When an American quack or nostrum-vender has milked his gullible native clientèle dry he often transfers his field



Photographic reproduction of two advertisements of Sartolin—American and English. The small picture between the two advertisements represents the way in which this vicious fraud is supposed to work.

of operations to Europe where he goes through the same process. In a like manner when a nostrum has worn out its welcome in Europe its astute exploiter casts his lines in American waters in hope of relieving the credulous sick of their dollars.

Sartolin is a "consumption cure" which had its origin several years ago in Germany, its "inventor" being one Robert Schneider of Berlin. Its name originally seems to have been

Sanosin. Apparently it did not take very long for this nostrum to be discredited in the land of its birth, and then advertisements began to appear in the British newspapers extolling the wonderful virtues of sartolin and detailing its "cures." Still more recently the newspapers in this country recorded the fact that "Dr." Robert Schneider of Berlin had arrived in the United States and was on his way to Chicago where he "would demonstrate his method of curing consumption." Now we find that the "U. S. Head Office & Depot" of the Sartolin Company is located in Chicago.

According to the booklet put out by the Chicago concern, Sartolin is "the newly discovered treatment for consumption and kindred diseases" and has been patented in the United States. Further we learn that the "treatment" consists of vaporizing the mixture which constitutes sartolin, and inhaling the fumes. According to the patent specifications sartolin seems to be composed of:

Powdered eucalyptus leaves.....	7.5
Oil of eucalyptus.....	4.5
Flowers of sulphur.....	63.0
Powdered wood charcoal.....	25.0

A small amount of this mixture is placed on a slab under which an alcohol lamp is burning. The whole thing is supposed to be operated in a room that is tightly closed and in which the tuberculous patient is required to stay. As the booklet of directions puts it: "The fumes are breathed in a closed bed-room during the night" In the advertising matter the open-air treatment is belittled and serum therapy designated as valueless. The victim is urged to use the "sartolin treatment," which consists in shutting himself up for the night in a tightly-closed room to breathe the stagnant air laden with the products both of his own exhalations and of the combustion of the stinking mixture which forms the nostrum. If there are degrees of viciousness in the various fake cures for tuberculosis it would seem that sartolin surely should rank as one of the worst. (*From The Journal A. M. A., June 18, 1910.*)

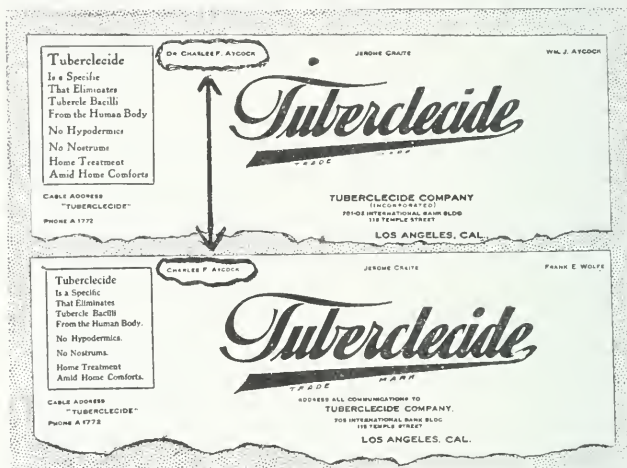
TUBERCLECID

At various times in the process of investigating and exposing "cancer cure" and "consumption cure" frauds, THE JOURNAL has called attention to the disreputable character of the individuals who are engaged in this business. The relation of personal character to commercial enterprise is, of course, not so much a matter of coincidence as of cause and effect. It is natural that individuals who would engage in such cruel and disreputable businesses as those of exploiting cancer and consumption cures should themselves be disreputable. There are, it is true, occasional well-meaning, unbalanced ignoramuses who really believe that they have discovered

cures for these deadly diseases and who sell their nostrums under that honestly mistaken belief. Such cases are rare; so rare as to be negligible. Practically every individual who takes money from a consumptive, or from a sufferer from cancer, for a worthless nostrum sold as a cure for either of these diseases, knows that he is defrauding his victims just as truly as the highway robber knows that he is plundering the citizen whom he holds up at the point of a revolver.

SOME PERSONAL HISTORY

Tubercleicide is a fraudulent consumption cure sold by the Tubercleicide Company which has headquarters at Los Angeles



Photographic reproductions of the Tubercleicide Company's letterheads at different periods. It will be noticed that the older (upper) letterhead has Aycock as a "Doctor;" the more recent (lower) letterhead omits the fraudulently used title.

and agencies in various southwestern states. The leading spirit of the concern and the reputed "discoverer" of Tubercleicide is one Charles F. Aycock. From the evidence at hand, Aycock seems to be just the type of man one would expect to find engaged in taking money from indigent consumptives under the fraudulent promise of a cure. A careful investigation seems to establish the following facts regarding Aycock: He was reared in Boone County, Arkansas, where he is said to have exploited, many years ago, a fraudulent catarrh cure. Even at that time, Aycock seems to have been able to fool the people successfully, as he was elected county treasurer. While holding this office, the people learned how foolish they were to trust a "patent-medicine" faker with other people's money, for Aycock is alleged to have embezzled over \$2,900

of the county funds. A neighbor who, at the time, had some confidence in him went on his bond so as to permit Aycock to be at liberty until the trial. Aycock is said to have demonstrated his appreciation of this neighborly kindness by forfeiting his bail and fleeing from the state. For two and one-half years he seems to have kept out of the clutches of the Arkansas authorities but he was captured, it is said, as he was about to sell a fake gold mine.

ALBUQUERQUE EVENING HERALD, SATURDAY, AUGUST 19, 1911

WE ARE NOW IN ALBUQUERQUE

Proofs That Tubercleclide

Cures Consumption

Dr. Charles C. Freeman, 1111 1/2
First Avenue, Los Angeles, Calif.

Dear Sir: I am writing this letter to you because you have been so kind as to send me a copy of your book on Tubercleclide. I have read it and I am very glad to see that you have written so much about this wonderful medicine. I have been suffering from consumption for many years and I have tried many different medicines but I have not been able to get any relief. I have heard of Tubercleclide and I have been hoping that I might be able to get some relief from it. I have been so weak and so tired that I have been unable to do any work and I have been unable to enjoy life. I have been so miserable that I have been thinking of giving up and going to some other place. But I have decided to try Tubercleclide and I have been taking it for some time now and I have been getting so much relief that I have been able to do some work and I have been able to enjoy life again. I have been so happy that I have been able to tell my friends and my family about it and I have been able to help them. I have been so grateful to you that I have been able to write you and tell you about it. I have been so happy that I have been able to tell you that I have been cured of my consumption and that I have been able to live a normal life again. I have been so happy that I have been able to tell you that I have been cured of my consumption and that I have been able to live a normal life again. I have been so happy that I have been able to tell you that I have been cured of my consumption and that I have been able to live a normal life again.

...the good that I have known through out my life. I have been so happy that I have been able to tell you that I have been cured of my consumption and that I have been able to live a normal life again. I have been so happy that I have been able to tell you that I have been cured of my consumption and that I have been able to live a normal life again. I have been so happy that I have been able to tell you that I have been cured of my consumption and that I have been able to live a normal life again.

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P. S.--TUBERCLECLIDE is a harmless vegetable liquid taken with the meals, three times per day

Offices are now opened in the Barnett Bldg. Rooms 44, 45 and 46

Consultation Free and Examination Free by William L. Taylor, M. D., who will have charge of the Albuquerque office. Hours 9 to 12 a. m. and 1 to 4 p. m. Phone 244. Pay when cured

A greatly reduced photographic reproduction of a Tubercleclide advertisement that appeared in the Albuquerque, N. Mex., newspapers. Thanks to the activities of the local authorities, Aycock found it desirable to close his Albuquerque office.

The records show that Charles F. Aycock was sentenced to the penitentiary for five years on the charge of embezzlement. At the end of a year and a half he was pardoned, largely on the strength of a petition which his wife had circulated. Aycock again displayed his appreciation for help given, by

deserting his wife and child soon after his release from the penitentiary. We next hear of him in Oklahoma where, although he had no medical education, he practiced medicine. After a while, Oklahoma seems to have become too hot for

TUBERCLECID TO H
BE TESTED BY
U. S. GOVERNMENT

Company Will Treat Six Pa-
tients Free to Prove to the
World That Cure Is as It Is
Represented.

The Tuberclecide company has made an application to the United States government to turn them over six patients who are in the last stage of tuberculosis, and the Tuberclecide company will treat them at no cost of the government or patient to prove to the world that a cure for the great white plague has at last been found. The company agrees to send a representative to any part of the United States that the government may select to make the test.

You will read in the report of one of the leading physicians of the United States in one of the most complicated cases of tuberculosis on record. See the case of Roy L. Taylor, elsewhere in this issue.—Adv.

DECISION TAKEN

This is one of the advertisements issued by Aycock at the time that he attempted to get advertising ammunition by writing a letter to the federal authorities making an offer which he must have known could not be accepted and which he, doubtless, would be the last to want to have accepted.

Aycock for he left for California where he organized the Tuberclecide Company. In the meantime he had married again, but two or three months ago the second wife began

divorce proceedings against Ayeock. Even after going to California Ayeock posed as a physician, but more recently he has removed the prefix "Dr." from his name as it appears on the Tubereleicide stationery.

These details are given not for the purpose of raking up an ex-convict's past, but because Ayeock is at present engaged in a much more villainous business than the embezzling of public funds or the selling of fake gold mines.

THE "CURE" ITSELF

Tubereleicide comes as a pale-yellow, oily liquid for which \$15 for a two-ounce bottle is asked. When examined in the Association's laboratory, the chemists reported that Tubereleicide is "essentially a solution of creosote or guaiacol in some bland oil, probably olive oil."

About the time that Tubereleicide was exposed in THE JOURNAL, Ayeock opened a branch office in Albuquerque, New Mexico, and at once commenced a vigorous advertising campaign. Fortunately for the consumptives of Albuquerque and vicinity, this town has an intelligent wide-awake layman who, recognizing the viciousness of Tubereleicide, took active steps to combat it. When he first opened the Albuquerque office, Ayeock continued to give the impression that he was a physician, going so far as to have "Dr. Charles F. Ayeock" printed on the company's stationery. It was not long before he was arrested on the charge of violating the medical practice act and although, owing to local conditions, he was not convicted he found it the part of discretion to omit the title "Dr." The notoriety that he gained in Albuquerque was such as to make him close that office and seek other fields where less was known about him.

THE ALLEGED GOVERNMENT TEST

Like other consumption cure fakers, Ayeock attempted to get advertising ammunition by entering into correspondence with government officials relative to his nostrum. He wrote to the Secretary of the Interior and asked that official to turn over to him "six or eight patients who are in the last stages of tuberculosis" for treatment with Tubereleicide. Following this impudent request, newspaper advertisements were published—as reading matter—headed "Tubereleicide to be tested by United States Government." When Mr. C. S. Ucker, chief executive officer of the Department of the Interior, was written to regarding the truthfulness of the claim that the government was going to test Tubereleicide, the following reply was received:

DEPARTMENT OF THE INTERIOR
FREEDMAN'S HOSPITAL.

November 14, 1911.

Sir:—By departmental reference I have a copy of your letter dated November 6, 1911, addressed to Mr. Ucker, regarding "Tubercleicide," and beg to state this office did not look with favor on the preparation, consequently took no notice of the same.

Very respectfully,

W. A. WARFIELD, Surgeon in Chief.

Of course, Aycock, not being a fool, can hardly have expected the government to take any action and doubtless would have been greatly chagrined had his bluff been called. The important point, to him, was that he had been able to put his worthless nostrum before the public in such a light as to deceive credulous consumptives.

TESTIMONIALS

Of course Aycock publishes testimonials telling the wonderful results that have been accomplished by the use of Tubercleicide. There never has been a consumption cure fraud but could obtain all the testimonials that could be used. Some such testimonials are fraudulent; others—the majority—are honestly given by those who, in the optimism born of any new treatment, really believe at the outset that they are being helped. It is testimonials of this last class that make up one of the most tragic chapters of "patent medicine" frauds. As THE JOURNAL has shown time and again, it is only necessary in many an instance to wait a few months or a year to be able to publish side by side with the testimonial the death certificate of the poor victim who gave it.

The following brief record gives the names of a few individuals who have taken Tubercleicide but about whom the exploiters of this fraud are careful to say nothing:

Case 1.—H. Wenzell took twelve bottles. Worse.

Case 2.—J. M. Horner took five bottles. Died August 20, 1911.

Case 3.—F. Allen took four bottles. Died July 7, 1911.

Case 4.—A. J. Imel took two bottles. Died June 6, 1911.

Case 5.—J. D. Hoyt took two bottles. Worse.

Case 6.—J. Goldfinger took one bottle. Worse.

Case 7.—W. Porterfield took one bottle. Died March 2, 1912.

CONCLUSION

So much for Tubercleicide. That a mixture of guaiacol in olive oil will not cure tuberculous, every physician knows. In

fact, if the public were informed of the composition of Tubercide, it would be impossible to sell this preparation either at the exorbitant price that is asked for it—\$15 for two ounces—or at practically any price.

LOS ANGELES HERALD: SU

LOCAL ALCHEMIST DISCOVERS CURE FOR TUBERCULOSIS

Germ of Disease Are Destroyed
by Specific Worked Out
After Profound Study

FREES HUMANITY OF PLAGUE

Millions of Lives Needlessly Sac-
rificed Each Year—Two
Perish Every Minute

“OVER a million persons die each year of tuberculosis. That is at the rate of three thousand a day or two a minute. This awful sacrifice of human life is not necessary. The disease is curable and in less than one generation can be eliminated.”

This startling statement was made by all seriousness by a Los Angeles man who claims to have perfected a specific cure for tuberculosis. Charles F. Aycock, formerly of Oklahoma, spent fifteen years studying and experimenting in his laboratory, seeking a remedy for the dread white plague. During that time he was rigidly fitting medicine and closely observing numerous cases that came under his care.

“All that time,” said Mr. Aycock, “who was seen at his office in the International Bank building, “I knew that this affliction, which was the most prevalent of all fatal diseases, would yield to some specific if it only could be discovered. I made exhaustive microscopic tests of tubercle bacilli and other pathogenic germs until I was convinced that if one could discover a specific that would destroy the toxins without impairment of the tissues then tuberculosis would be easy to cure.”

SUCCESS CROWNS RESEARCH

“My discovery was not an accident. It was a result slowly worked out to final day, and the perfection came when I sought to study hypodermics and the way to become and an al-

and care were given the patients, have recovered. Bacteriological tests were taken in all these cases, and I have in my possession monthly statements from an eminent bacteriologist showing how steadily the tubercle bacilli had diminished until they had disappeared.

RESPOND QUICKLY TO TREATMENT

“I am convinced there is no case of consumption I cannot cure, given that the patient has the vitality to survive a few weeks and give my remedy a chance to begin the elimination of the tubercle bacilli.”

Asked for a more detailed description of the treatment, Mr. Aycock said there was nothing to say. The food is neatly selected and is taken at mealtime with the food. It is not noticeable, and there are no evil effects. No claims are made that the remedy is a tonic, yet Mr. Aycock declares that in almost every instance the patient's digestion is improved and upbuilding of the system follows.

According to statements from former sufferers from tuberculosis, Mr. Aycock's remedy generally meets with response within a week or ten days after treatment has been begun. The chemist and his associates declare it depends on the individual. “In instances of extreme prostration the response is quicker than in cases where the sufferer is up and around the house. In cases where the victim is working each day the remedy is slower in effect. This is but natural, as those who are taking perfect rest should improve the more rapidly. In cases where there were plenty of good food, rest and fresh air we have met with quick and satisfactory results. In many instances four or five days after treatment has been begun the patient has had the first real restful sleep for months, if not for years. The cough diminishes of course the more that is done for the benefit of the general surroundings the better. There is no objection to any palliatives that may be administered while waiting for my specific to get hold on the real cause of the trouble. These palliatives, however, are usually abandoned in a short time after treatment is begun. They become unnecessary, and there is no inclination to continue them.”

DESTROYS THE GERMS

Asked about the extreme cases of tuberculosis of long standing the discoverer instantly disavowed any claims to building up destroyed tissue. He declared that no miracles were wrought. The specific does what he claims for it—it destroys all the tubercle bacilli in the human anatomy and gives the afflicted one an opportunity to make the most of the fact that the germs are gone. “We have one case in mind,” he said, “where the widow of a man who had been given up by the doctors was quick-

Me

Reproduction of part of a two-column advertisement of Tubercide. The advertisement was so set as to appear as reading matter.

There is a ghastly sameness in the description of various consumption cure frauds. Exploited in nearly every case by men who are as lacking in professional training as they are in

moral responsibility, these "cures" are sold under claims that are grossly false and with an utter disregard of the most elementary canons of commercial honesty. The same tragedies of money wasted that can be ill-spared, of time squandered that can be spared still less, of the occasional testimony favorable to the preparation given at the beginning of the new "treatment" and, finally of the same depressing death lists.

And thus it goes. Under our present insufficient laws, there is no way of halting this slaughter of the innocents. So long as men, immoral or unmoral, see fit to enrich themselves on the blood-money of the consumptive, there is nothing to prevent them so doing except the tediously slow process of educating the public to realize the utter worthlessness and potential danger of every consumption cure.

TUBERCULOIDS

The following card is sent out to the public by the Columbus Pharmacal Company, Columbus, Ohio, and a copy was sent to THE JOURNAL office by Dr. N. S. Davis:

PHTHISIS PULMONALIS CURABLE

By the Germicidal, Antiseptic (non-irritating), Alterative, Reconstructive and Restorative Properties of TUBERCULOIDS TREATMENT for TUBERCULOSIS. The medicinal factor being TUBERCULOIDS TABLETS, a chemical production proven efficacious by bacteriological tests, substantiated by practical use by physicians under all kinds of climatic and systemic conditions. Full size package (\$1.50 size, 200 tablets) furnished free to accredited practicing physicians on return of the attached card. Ample information furnished by personal letter for intelligent administration. Originated and manufactured only by COLUMBUS PHARMACAL COMPANY, COLUMBUS, OHIO. Serial No. 3219, Guaranteed under the Food and Drugs Act, June 30, 1906.

Some of the literature and a sample of the preparation were submitted to the chemical laboratory of the Association and the chemists were asked for an opinion and a report. The chemists declared that the statements made were typical of those made for the average "patent medicine." While pretending to give exact information regarding the composition of the remedy, the literature contains only mystifying phrases. The formulas given are criticised, and it is stated that they are evidently intended to mislead. Apparently, the tablets contain bismuth, possibly a nitrate of bismuth, a compound of guaiacol and a salt of cinnamic acid. There is no class of patients whom the nostrum maker can influence more easily than consumptives; they are always hopeful and ever ready to praise any remedy they happen to use. This is undoubtedly the reason why the "consumption cure" promoters succeed in

getting so many testimonials. Attention is directed to the fact that the statement "guaranteed under the Food and Drugs Act" does not carry with it any guarantee of the purity of the preparation or of its efficacy in the class of cases for the cure of which it is advertised.—(Abstracted from *The Journal A. M. A.*, Feb. 29, 1908, p. 704.)

THE WILSON CONSUMPTION "CURE"

A fraud order has been issued by the postoffice authorities against a concern engaged in the "consumption cure" business under the name of Rev. Edward A. Wilson. The individual conducting the business was one C. A. Abbott of Brook-

TO CONSUMPTIVES.

The undersigned having been restored to health by simple means, after suffering for several years with a severe lung affection, and that dread disease **Consumption**, is anxious to make known to his fellow sufferers the means of cure. To those who desire it, he will cheerfully send (free of charge) a copy of the prescription used, which they will find a sure cure for **Consumption, Asthma, Catarrh, Bronchitis** and all throat and lung **Maladies**. He hopes all sufferers will try his Remedy, as it is invaluable. Those desiring the prescription, which will cost them nothing, and may prove a **blessing**, will please address

REV. EDWARD A. WILSON,
Brooklyn, N. Y.

A sample of the advertisements in which the mythical Rev. Wilson offered to send the formula for a "sure cure for consumption."

lyn, the Rev. Mr. Wilson being a hypothetical personage whose name was used as an advertising "blind." Advertisements were published in newspapers, chiefly in those with a rural circulation, in which the Rev. Mr. Wilson informed the afflicted that "having been restored to health by simple means after suffering for several years with . . . consumption" he was "anxious to make known to fellow sufferers the means of cure." This he offered to do by sending free of charge to all applicants "a copy of the prescription used, which they will find a cure for consumption, asthma, catarrh, bronchitis" and several other conditions.

Those who answered this advertisement received a large amount of printed matter purporting to come from the Rev. Mr. Wilson. In this the reverend gentleman explained how, when in charge of a church in Maine, he contracted tuberculosis and after trying various treatments, was finally cured by a famous Dr. Churchill of Paris, France. The prescription to which he owed his life he was giving away free in a spirit of thankfulness. But in view of the difficulty experienced in having many druggists fill the prescription, he had imported large quantities of the ingredients direct from Dr. Churchill himself, had had them compounded by a competent chemist, and was prepared to furnish a three weeks' supply of the same to any one who would send him \$3.00, including six

RECIPE FOR CATARRH,

Consumption, Asthma, Bronchitis, Coughs, Colds, &c.

<i>Extract Blodgetti,</i>	- - - - -	<i>Three Ounces.</i>
<i>Hypophosphite of Lime, and Soda</i>	- - - - -	<i>One half Ounce.</i>
<i>Alantin (Pura,)</i>	- - - - -	<i>One Drachm.</i>
<i>Meconin (Pura,)</i>	- - - - -	<i>One half Scruple.</i>
<i>Extract Cinchona,</i>	- - - - -	<i>Two Drachms.</i>
<i>Powd. Sugar,</i>	- - - - -	<i>One Pound.</i>
<i>Pure Port Wine Rum or Whiskey,</i>	- - - - -	<i>One half Pint.</i>
<i>Cold Water,</i>	- - - - -	<i>One Quart.</i>

To prepare the above Recipe properly, all the powders and extracts should be thoroughly compounded and mixed well together, and placed in a vessel or bottle holding at least three or in

A photographic reproduction (reduced) of the Reverend Wilson's "prescription." Notice the "Extract of Blodgetti," an ingredient that had no existence, but which made it necessary for the dupe to send to Wilson if he wanted the "prescription" filled.

or twelve cents for postage. As the prescription contained as its essential ingredient "Extract of Blodgetti"—a drug whose existence was as immaterial as that of the Rev. Mr. Wilson—the difficulty in getting it filled was not overestimated.

Investigation showed that there was no "Rev. Wilson"; that the ingredients were not imported; that they were compounded by Abbott himself, who was not a chemist; that there was no "Extract of Blodgetti," and that the advertising "literature" was false and misleading in every respect. Hence the fraud order. (*From The Journal A. M. A., Jan. 2, 1909.*)

[This fraud seems to have been resurrected. Advertisements are now (September, 1912), appearing in country newspapers in which Charles A. Abbott offers to send, not "a copy of the prescription" as of old, but "a full description of his—Rev. Edward A. Wilson's—cure."]

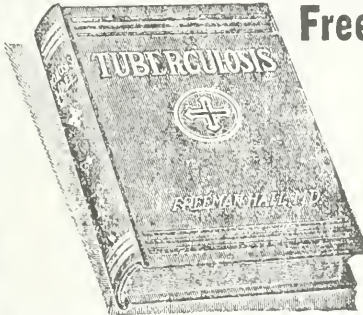
YONKERMAN'S "TUBERCULOZYNE"

Time was when the United States was the dumping ground for the British quack and nostrum vender. The absence of medical practice acts, or the inadequacy of such as existed, made many of the states a fertile field for the quack from across the water or for the discredited British physician. The

Consumption

Its Diagnosis, Treatment and Cure

Free



NEW TREATISE ON TUBERCULOSIS
By FREEMAN HALL, M. D.

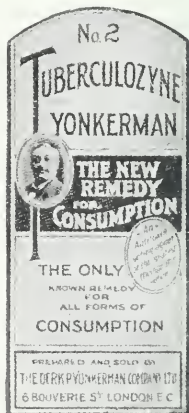
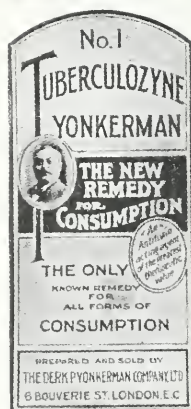
This valuable medical book tells in plain, simple language how Consumption can be cured in your own home. If you know of any one suffering from Consumption, Catarrh, Bronchitis, Asthma or any throat or lung trouble, or are yourself afflicted, this book will help you. Even if you are in the advanced stage of the disease and feel there is no hope, it will instruct you how others, with its aid, cured themselves after all remedies tried had failed, and they believed their case hopeless.

Write at once to The Yonkerman Co., 5136 Water St., Kalamazoo, Mich., and they will gladly send you the book by return mail Free and also a generous supply of the New Treatment absolutely Free, for they want you to have this wonderful remedy before it is too late. Don't wait—write today. It may mean the saving of your life.

Photographic reproduction of a Yonkerman advertisement typical of those appearing in the cheaper magazines and the less particular newspapers of this country.

lack of enforcement of such state food and drug laws as existed and the absence of any federal law on the subject left the American people at the mercy of as heartless a gang of quacks and "patent medicine" exploiters as ever plied their disreputable trade.

This influx of quacks and nostrum makers from over seas has been largely diminished since the advent of the Federal Food and Drugs Act. In fact the current has set in the other direction and now instead of the American public being fleeced by the English medical fakers the American quack is finding the English public "good pickings."



Photographic reproductions of the labels used by Yonkerman on opposite sides of the Atlantic. The upper two pictures are the labels used on American products; the lower two, those used on British products. Notice that the two statements that appear on the British labels (1) "The only known remedy for all forms of consumption," and (2) "An antitoxin-acting agent of the greatest therapeutic value" are absent from the American label. The reason is that lying on labels is illegal in the United States; it is still permitted in England.

It is surprising to those who have kept in close touch with the "patent medicine" question, how many medical and medicinal frauds of American origin are now being vigorously exploited in Great Britain.

The reason for this improved state of affairs is to be found in the activities of the federal, and to a certain extent the state, authorities in this country, in prosecuting various fraudulent medical concerns. This, coupled with the campaign of enlightenment against the great American fraud that has been consistently carried on by the American Medical Association for the past few years through THE JOURNAL, the Association laboratory, and the Council on Pharmacy and Chemistry has resulted in a steadily narrowing field of operations for the quack and the nostrum seller in the United States.

Great Britain, on the other hand, has a Food and Drugs Act that is neither as broad nor as specific as our own. The British courts, too, have shown a decided tendency to treat the "patent medicine" faker with a leniency that is compatible neither with good sense nor public policy.

YONKERMAN'S CONSUMPTION CURE

An interesting example of the greater laxity on the part of the authorities in Great Britain in controlling quackery may be found by comparing the "literature" issued by Derk P. Yonkerman of Kalamazoo, Mich., and London, England, for use on opposite sides of the Atlantic. Yonkerman runs a "consumption cure" of the usual quack type, consisting chiefly of a potassium bromid mixture and a full set of "follow-up" letters and other "literary" accessories in the way of testimonials, etc.

In his booklet and other advertising matter, Yonkerman styles himself "Dr." As he purports to treat tuberculosis in human beings, the natural inference is that he is an M.D. Inquiry discloses the fact, however, that he is not a licensee of the state in which he "practices."

YONKERMAN'S MEDICAL QUALIFICATIONS

Yonkerman claims that he "graduated from Ontario College, Toronto, Canada." There is no such college! There is an Ontario Veterinary College at Toronto, whose Principal states that Yonkerman was graduated from this institution in 1882.

Yonkerman claims also to have taken "a special course at Stuttgart University, Germany." There is no such university! There is a veterinary college at Stuttgart, but the dean of this institution writes us that no man of the name of Yonkerman ever either matriculated at, or was graduated by, the college.

According to a list issued by the Michigan State Veterinary Board, D. P. Yonkerman of Kalamazoo is a registered veterinarian. On the strength of his qualifications as a horse doctor he dispenses mail-order treatments for the "cure" of tuber-


culosis in human beings. Regarding Yonkerman's qualifications, the company wrote to an English enquirer:

"The originator of this remedy is Dr. Yonkerman, whose medical qualifications are all American. Realizing the prejudice in England against doctors with Transatlantic degrees, he thinks nothing would be gained by discussing the same."

We doubt if there is any "prejudice in England against doctors with Transatlantic degrees"—at least so far as reputable American physicians are concerned. Such prejudice as

Page 11

Consumption Can be Cured



Dr. Derk P. Yonkerman, Who Has Discovered a Wonderful Cure for Consumption.

At last a positive cure for Consumption has been found. A wonderful specific has been produced which destroys the tubercle bacilli—the germs of Consumption—without injury to even the most delicate Constitution. This remarkable discovery has already been tested in numberless cases with such marvellous success that Consumption can no longer be considered an incurable disease. Consumption in its far-advanced stages, aggravated cases of bronchitis, asthma, and catarrh have been quickly cured by this new treatment, even after change of climate and the use of emulsions and all the usual remedies brought no relief whatever.

In order to place this treatment in the hands of every sufferer, both rich and poor, the discoverer has organized a distributing company. Through this company he has arranged to supply a generous

FREE TRIAL TREATMENT

to those having Consumption or

A much reduced photographic reproduction of a typical British advertisement of Yonkerman's "Tuberculozyne." From the London *Daily Mirror*.

exists is the very natural one against American quacks and irregulars—of which Yonkerman is a type—who go to Great Britain and exploit fraudulent "cures" such as Tuberculozyne. Yonkerman is doubtless correct in assuming that he would

gain nothing by discussing his medical qualifications; even the most credulous English layman would balk at being treated by a horse doctor.

Free samples of the nostrum are sent out by both the American and English branches of Yonkerman's fake and a comparison of the respective labels is interesting:

ENGLISH LABEL

Tuberculozyne Yonkerman.
 The New Remedy for Consumption.
 The Only Known Remedy for all forms of Consumption.
 An Antitoxin Acting Agent of the Greatest Therapeutic Value.

AMERICAN LABEL

Tuberculozyne (Yonkerman)
 The New Remedy for Consumption.
 Not a Patent Medicine.

It will be noticed that the statement "The Only Known Remedy for all Forms of Consumption" which is to be found on the English labels, is absent from the labels on the American samples. The reason is plain. The American Food and Drugs Act declares that lying on the label is illegal—and as the statement in question is a palpable falsehood, the company, doubtless, will not risk a possible prosecution by putting it on the American product. Probably for the same reason the other untruth, viz., "An Antitoxin Acting Agent of the Greatest Therapeutic Value" is also omitted from the American labels.

Fear of the postoffice fraud-order is doubtless responsible for the generous pruning of the "literature" sent out by this concern from its Kalamazoo office, resulting in a corresponding protection to the American public. For instance, a booklet is sent out purporting to describe "Tuberculozyne" and its use in consumption; in England this brochure bears the title:

"TUBERCULOZYNE (YONKERMAN) CURES CONSUMPTION"

This, of course, is an untruth as vicious as it is cruel. The expurgated American edition, therefore, goes through the mails with the following title:

"CONSUMPTION, ITS DIAGNOSIS, TREATMENT AND CURE"

Many other little twists, omissions and modifications are found that indicate the value of the American postoffice fraud-order.

ENGLISH EDITION	AMERICAN EDITION
"There have been found cures for small-pox . . ."	"There have been found safe precautions, such as vaccination, against smallpox . . ."
"Consumption remained as mysterious and deadly as ever."	". . . consumption has remained as insidious and deadly as ever."
"Tuberculozyne (Yonkerman) the most wonderful and marvellous medical discovery of the age, cures consumption."	[Not in the American edition.]
" . . . the Tuberculozyne treatment introduces copper into the blood . . ."	[No mention is made, in the American edition, of the "copper salts" said, in the English edition, to be the essential element of the "cure." The omission is probably due to the fact that copper is present at all in this fake exists in such infinitesimal quantities as to have no appreciable therapeutic action.]
"Tuberculozyne is a combination of certain salts of copper . . ."	
"Tuberculozyne — 'the Copper Cure for Consumption' . . ."	

There are numerous other details in the American edition of the Tuberculozyne booklet that have been toned down from the English version so as more nearly to correspond, if not with the facts, at least with probabilities. In giving the "life history of Dr. Derk P. Yonkerman," for example, we find that Englishmen are asked to believe that Yonkerman

" . . . won prizes for proficiency in every study in the curriculum."

Americans, fortunately, do not have their credulity strained to the same degree for in the United States edition we read that Yonkerman merely

" . . . won many prizes for proficiency in his studies."

Whether this modification is a tribute to the natural skepticism of the American public or to the stricter postal laws that obtain on this side of the water is not known. That modesty had anything to do with it is unthinkable. Many other equally interesting differences between the claims made on opposite sides of the Atlantic might be quoted but the whole matter can be summed up by saying that in England the style of the Tuberculozyne booklet is that of "the Lie Direct," while in the United States it approximates "the Lie with Circumstance."

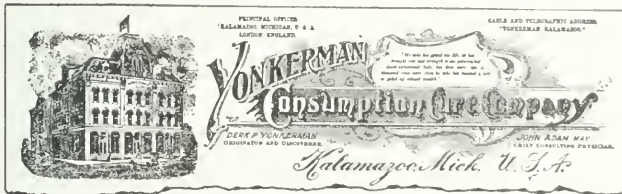
A word in closing regarding the composition of this fake. The nostrum comes in two solutions which have been analyzed in this country by Dr. L. F. Kebler of the Bureau of Chemistry, U. S. Department of Agriculture, in Australia by the Board of Health of Sydney, N. S. W., and in Great Britain both by the public analyst and by the British Medical Association. Like every nostrum, the formula seems to vary at

the whim of its exploiter. We give the latest analysis, that made for the British Medical Association and published in "Secret Remedies."

WHAT IS TUBERCULOZYNE?

"No. 1 was a bright red liquid; analysis showed it to contain in 100 fluid parts, 3.4 parts of potassium bromid, 12 parts of glycerin, a trace of a pungent substance, sufficient oil of cinnamon (or oil of cassia) to give a flavor, a very small quantity of alcohol, and cochineal coloring matter darkened with a trace of alkali; no copper was present. The following formula gave an exactly similar liquid:

Potassium bromid	3.4	parts
Glycerin	12.0	parts
Oil of cassia.....	0.1	part
Tincture of capsicum.....	0.17	part
Cochineal coloring	q. s.	
Caustic soda	0.06	part
Water to	100	fluid parts



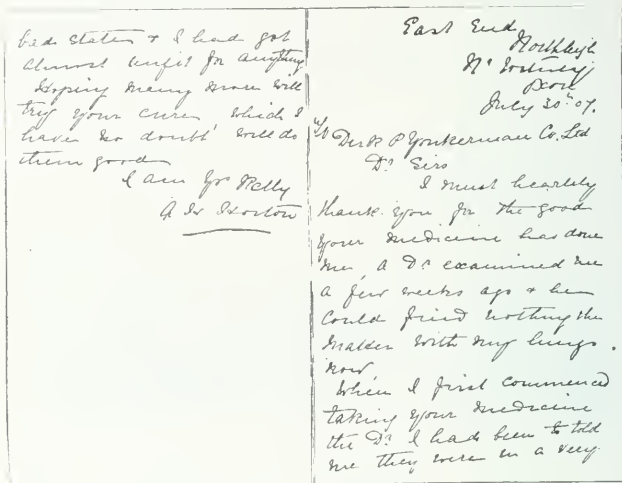
Photographic reproductions of Yonkerman's American letter-heads at different stages of development. In the older (upper) one it was a "consumption cure company"; after it became illegal to label the nostrum a "cure," the concern became a "consumption remedy company."

"No. 2 was a brown liquid, one specimen being bright and another containing a little sediment. Analysis showed it to contain in 100 fluid parts, 18 parts of glycerin, sufficient essential oil of almonds to give a flavor, and a coloring matter which appeared to be burnt sugar. No copper was found in the small free sample, but the larger bottle of No. 2 contained 0.01 per cent. of copper, and a trace of sulphate; this quantity of copper is equivalent to 1/48 grain of crystallized copper sulphate in each fluid dram. As regards the other ingredients the following formula gave an exactly similar liquid:

Glycerin	18.0	parts
Essential oil of almond.....	0.1	part
Burnt sugar	q. s.	
Water to	100	fluid parts

"The estimated cost of ingredients for No. 1 and No. 2 together is 2½ d." (5 cents).

Yonkerman has two prices for his "Tuberculozyne;" in England he asks £2 10s. 0d. (\$12) while his own countrymen get the same thing for \$10. Not altogether the same, either, as the "literature" sent out in Great Britain is typographically



Photographic reproduction of one of many testimonials used by Yonkerman to catch British dupes. These testimonials are skilfully printed to imitate handwriting. Further to carry out the impression that they are original letters, the words "Kindly return this letter when you write," are imprinted in red ink across the letter by means of a rubber stamp.

more elaborate and, as has been shown, the claims are more preposterous. The bigger the lie, the larger the fee!

Tuberculozyne, we are told, is sold, "at a very moderate advance above actual cost." If selling 5 cents worth of drugs for \$10 or \$12 is Yonkerman's idea of "a very moderate" profit, we shudder to think what might have happened if instead of electing to follow quackery as a trade he had turned his talents toward the field of "high finance." (*From The Journal A. M. A., Oct. 8, 1910, with modifications and additions.*)

[Since this article was written the Australian government has issued a proclamation forbidding the importation of this cruel fraud into that country.]

CURES FOR DRUNKENNESS, DRUG HABIT, ETC.

"He knows full well that his dupes are not in a position to expose his pretensions without revealing to those near and dear to them how they have been secretly drugged, and he trades securely on the knowledge. In all the dirty business of quackery, there is none more dirty than this."—TRUTH.

ALCOLA

Most newspaper readers are familiar with an advertisement that, on its face, seems to originate with a Mrs. Margaret Anderson, Hillburn, New York. The reader is told to "write to this woman if you want to stop a man from drink." Those who read advertisements rather carefully, but who are not familiar with the tricks of the trade, may be surprised at the numerous addresses from which Mrs. Anderson advertises. From a few advertisements of this concern in THE JOURNAL'S files, Mrs. Anderson seems to live in the following places at Hillburn:

16 Oak Street.	442 Oak Street.	11 Ridge Avenue.
150 Oak Street.	204 Elm Avenue.	843 Home Avenue.
295 Oak Street.	12 Pine Avenue.	904 Home Avenue.
308 Oak Street.	52 Pine Avenue.	808 Home Avenue.

Of course, what this means is that Mrs. Anderson, wishing to find out which newspapers and magazines bring in the largest advertising returns, "keys" her advertisements. But it is not Mrs. Anderson who desires this information, for this woman of Hillburn, New York, is but the stool-pigeon for the Physicians Cooperative Association, 1006 South Michigan Avenue, Chicago, which sells a fake cure for drunkenness that it calls Alcola. In other words, Mrs. Anderson bears the same relation to the Physicians Cooperative Association that Dr. Mary E. Webb bore the Edward J. Woods concern, employed in the same disreputable business.

We understand that the men behind the Physicians Cooperative Association are Edward F. Stacc, M.D., and Joseph C. Flowers, M.D. These men are also said to be the chief officers of a concern that operates a "correspondence school" of salesmanship.

THE STOOL-PIGEON

According to the older advertisements, Mrs. Anderson cured her husband of drunkenness. More recently, she is credited with having "cured her husband, her brother, many of her

neighbors and hundreds of friends." She did this—also according to the advertisements—by means of a "simple inexpensive home remedy." Should you wish to stop a friend or relative from drinking, "she will gladly tell you just what it is." And "the remedy is perfectly safe and easy to use and the drinker's knowledge or consent is not necessary."


Mrs. Anderson does not want your money; not at all! "So there is no reason why you should not write her at once." Should you write, you will receive a printed letter, skilfully

MEXICAN DIAMOND IMP. CO., Dept. KB 3, Las Cruces, New Mex.

WRITE TO THIS WOMAN

If You Want to Stop a Man From Drink

She cured her husband, her brother and several of her neighbors, and now she generously offers to tell you of the simple, inexpensive remedy that she so successfully used. The remedy can be given to the patient unnoticed, so there is no publicity of your private affairs. She is anxious to help others, so we earnestly advise every one of our readers who has a dear one who drinks to drop her a line to-day. There is no reason why you should not write her at once. Of course she expects that you are yourself personally interested in curing one who drinks, and are not writing out of mere curiosity. Send your letter in confidence to her home. Simply write your name and full address plainly in the coupon below and send it to her.



MRS. MARGARET ANDERSON
843 HOME AVE., HILLBURN, N Y

Please tell me about the remedy you used to cure your husband, as I am personally interested in one who drinks.

Name.....

Address.....

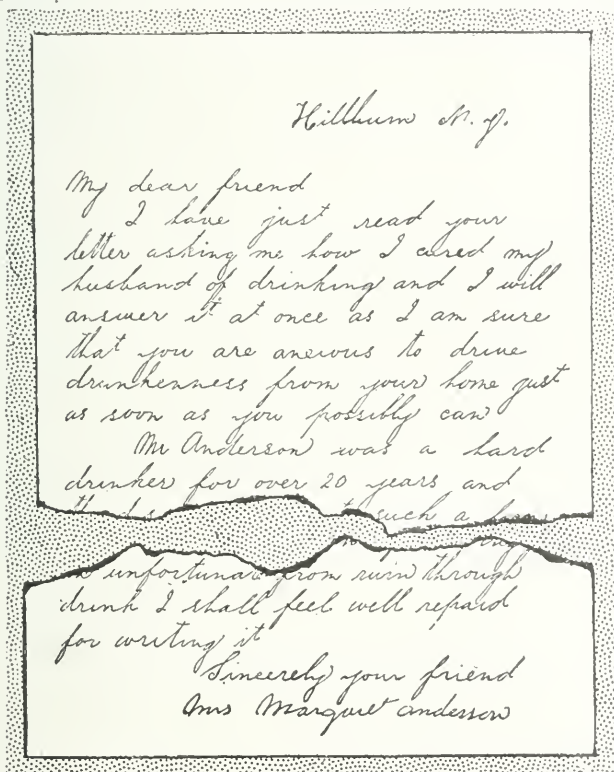
In answering advts please mention HUMAN LIFE

A typical Alcola advertisement. Notice that no reference is made to the concern which sells Alcola, neither is there any mention of the preparation itself. This advertisement appeared in *Human Life*.

designed to imitate a hand-written communication, in which she describes how she learned of the wonderful Alcola, which is sold only by the Physicians Cooperative Association, Chicago. She has written to the Chicago concern, says the letter, asking them "to send you a trial treatment." Sure enough, a letter comes from the Physicians Cooperative Asso-

ciation stating that the company had learned from Mrs. Anderson "that you wish to stop drinking," hence they are sending a "trial treatment."

The trial treatment consists of nine tablets. Three of them, the No. 1 tablets, are pale yellow in color; three others, the No. 2 tablets, are about the same size as the yellow tablets but are of a light chocolate color; the remaining three, the No. 3 tablets, are pinkish-gray. The instructions are to give tablets Nos. 1 and 2 alternately, one tablet three



Photographic reproduction (reduced) of part of the letter received by those who write to Mrs. Margaret Anderson. It is rather skilfully printed to imitate handwriting, and comes on a tinted note paper, such as is used in social correspondence. It is in this letter that Mrs. Anderson tells her correspondents that she is asking the Physicians Cooperative Association to send them a "trial treatment" of Alcola.

times a day at meal times, tablet No. 3 is to be given when the patient has been "drinking to a noticeable degree."

Should the trial treatment not convince the prospective victim that it was worth while to send the \$5.00 that is—at

first—asked for the “complete treatment,” he is bombarded with the usual series of follow-up letters. Like every mail-order medical fake, the price asked for Alcola decreases as time goes by. As a final resort, the company sends what purports to be a personal letter from its “medical director,” Dr. Edward F. Stace, urging the person written to to send for the treatment at the specially reduced price. Should \$5—or less—be sent for the complete treatment, the purchaser receives a small cardboard box in which are three small boxes labeled respectively, No. 1, No. 2 and No. 3. These small boxes contain tablets identical in color, size and general appearance with those sent as a trial treatment. The instructions for using these tablets are the same as those which came with the “trial treatment.”

The tablets were analyzed in the American Medical Association's laboratory with the following results:

LABORATORY REPORT

Box No. 1.—This package contained 62 pale yellow tablets, the average weight of each of which was nearly 6 grains. The examination indicated the presence of the following drugs in the quantities given:

Caffein (anhydrous)	3.81 per cent.
Strychnin	0.28 per cent.
Talc	3.19 per cent.
Starch	1.37 per cent.
Milk sugar	83.76 per cent.
Gum and coloring matter, of each....	a trace

Each tablet contained an average of about $\frac{1}{4}$ grain (0.23) of caffein and nearly $\frac{1}{50}$ (0.017) grain of strychnin.

Box No. 2.—This package contained 62 light chocolate-colored tablets, the average weight of each of which was about 5.6 grains. The examination indicated the presence of the following drugs in the quantities given:

Strychnin	* 0.18 per cent.
Boric acid	3.68 per cent.
Milk sugar	85.72 per cent.
Talc	3.53 per cent.
Starch	0.98 per cent.
Gum and coloring matter, of each....	a trace

[* As separated from the preparation this alkaloidal matter contained traces of a basic dye which could not be completely separated from the alkaloid.]

Each tablet contained an average of about $\frac{1}{100}$ grain (0.01) of strychnin.

Box No. 3.—This package contained thirty grayish-pink tablets the average weight of each of which was nearly 3 grains. The examination indicated the presence of the following drugs in the proportions given:

Tartar emetic (antimony and potassium tartrate).....	15.50 per cent.
Gypsum (crystallized calcium sulphate).....	60.40 per cent.
Talc	3.20 per cent.
Starch and other vegetable tissue.....	1.10 per cent.
Gum and coloring matter, of each....	a trace

Each tablet contains an average of about $\frac{1}{2}$ grain (0.46) of tartar emetic. The analyses indicate that the composition of Alcola as sold in this country is essentially the same as that of the product sold in Great Britain, a specimen of which was recently examined by the chemists of the British Medical Association. (*Brit. Med. Jour.*, Jan. 20, 1912.)

From this it will be seen that the tablets Nos. 1 and 2 contain strychnin, while tablet No. 3 contains tartar emetic. Each No. 3 tablet contains as much tartar emetic as consti-


DR. J. C. MASCARENHAS <small>Ph.D., F.C.S., F.R.S.E., F.R.M.S.</small>	KING WILLIAM CHAMBERS
ANALYTICAL AND CONSULTING CHEMIST AND ASSAYER.	27 KING WILLIAM STREET.
SPECIALIST IN FOODS, DRUGS AND MEDICINAL PREPARATIONS	LONDON E. C. <u>APRIL 10, 1911.</u>
EXAMINER AND TECHNICAL ADVISER.	
TELEPHONE: 7871 HALL. CODE USED: B.S.C. 8th Ed.	


ANALYTICAL REPORT ON ... "ALCOLA."

(ANALYSIS MADE FOR THE PHYSICIANS CO-OPERATIVE ASSOCIATION
1006 SO. MICHIGAN AVE CHICAGO, ILL.)

I hereby certify that I have submitted the above preparation to a careful and exhaustive chemical examination and analysis and have failed to find anything therein that can prove injurious or harmful when taken or administered in accordance with the directions given.

Further, having regard to its composition, I am of the opinion that "ALCOLA" will be found to be a valuable and effective remedy for the purpose intended.





ANALYST AND CONSULTING CHEMIST
AND MEDICO-CHEMICAL EXPERT.

The "analytical report" on Alcola by Dr. J. C. Mascarenhas, Ph.D., F.C.S., K.S.B., etc., looks imposing. It really is not worth the paper it is printed on. Mascarenhas is connected with a fake organization—from which he derives one of his "titles" and he furnishes "analytical reports" for "patent-medicine" frauds.

tutes an "average dose" according to the Pharmacopoeia. This dangerous poison is thus sent out without warning and in a letter, which the purchaser receives soon after the "treatment" comes, the statement is made with reference to these tablets: "Don't be afraid to use them; if one does not produce vomiting, you can in this case [when the victim is under

the influence of liquor] use as many as three or four at one time." Thus the victim of alcohol, whose heart action is probably impaired, whose kidneys are affected and whose stomach and intestines are in a more or less irritable condition, is to be given four times the average dose of a poison which is a heart depressant, which is a distinct irritant to the kidneys and to the gastro-intestinal tract and which has been known to cause death in an adult from the very dosage recommended by the exploiters of Alcola.

A WORTHLESS ANALYSIS

Probably to offset the damaging disclosures of the chemists of the British Medical Association and in the hope of discounting any reports that may be made by American chemists, the Physicians Cooperative Association is now sending out, with its other advertising material, what purports to be an "analytical report on Alcola." The "analysis" is alleged to have been made by one "Dr. J. C. Mascarenhas, Ph. D., F.C.S., K.S.B., etc." The gentleman who has thus dipped into the alphabetical "grab-bag" and withdrawn as many letters as he can conveniently tack onto a name already sufficiently complicated, apprises the public of the fact that he is an "analyst and consulting chemist and medico-chemical expert" also a "specialist in foods, drugs and medicinal preparations" as well as an "examiner and technical adviser." Dr. J. C. Mascarenhas, Ph.D., F.C.S., K.S.B., etc., certifies that he has examined Alcola and has "failed to find anything therein that can prove injurious or harmful when taken or administered in accordance with the directions given." Mr. Mascarenhas is further of the opinion that "Alcola will be found to be a valuable and effective remedy for the purpose intended." Assuming that the "purpose" which Alcola serves is that of making money for its exploiters at the expense of those who are anxious to cure alcoholism in themselves or others, we might admit that Mascarenhas' opinion is a correct one. Alcola has doubtless proved itself a "valuable and effective" means of defrauding the public.

By referring to our files, we find that Dr. J. C. Mascarenhas is a member—in fact, the "librarian," indeed—of a fake organization, the "Society of Science, Letters and Art of London" so that, in addition to his other titular appendages, he may place the letters "F.S.Sc." after his name, indicating that he is a "fellow" of the Society of Science, Letters and Art. These "fellowships" come at one guinea (\$5) each, cash strictly in advance!

"GUARANTEED UNDER THE PURE FOOD LAW"

In the advertising matter which the Physicians Cooperative Association sends out, the following falsehood is printed:

"Alcola complies in every way with this law [the federal Food and Drugs Act] and the government has therefore issued to us 'Guarantee Serial No. 3200.'"

With the haziness that exists in the minds of many people regarding the scope of the national pure food law, it is worth calling attention to the fact that the government does not issue any "guarantees." It does give to any person who asks for it, a "serial number" under which that person may "guarantee" his product. All that this means, of course, is that should the preparation be found to be adulterated or misbranded under the law, the government will hold, as responsible, the person to whom the serial number was issued, and not the individual retailer who may act as an agent for the real seller.

RE-VES-TO, ANOTHER FRAUD

Nor is Alcola the only product sold by the Physicians Cooperative Association. With the Alcola advertising matter is a circular detailing the marvelous properties of Re-Ves-To, which "quickly cures rheumatism, kidney disease, liver and bladder troubles." A one-dollar package of this wonderful remedy will



Photographic reproduction of the letterhead of the Alcola concern.

be sent free "if you will send us only twenty-five cents to pay postage and packing expenses." That you may be able to tell whether you have some disease of the liver, kidneys or bladder, the following symptoms are given, among others, as "positive evidence" of the fact:

- "Cold and sweaty feet."
- "Disinclination to work."
- "Extreme fondness for sweets."
- "Bad smelling breath."
- "Being nervous, fretful, gloomy or despondent."

These are a few of the "positive evidences" of disease of the kidneys, liver and bladder! If Edward F. Stace could make everybody believe that the symptoms just described indicate serious disease and, further, if he could make them believe that Re-Ves-To would cure such diseased states, there is little doubt that Re-Ves-To would be in every home. Fortunately, the number of persons who are willing to take Dr. Stace's word in matters of this sort is limited.

SUMMARY

To sum up: The Physicians Cooperative Association is engaged in a fraudulent business and obtains victims by making false and misleading claims; Alecola will not cure drunkenness, whether administered with or without the patient's knowledge.

Not only is there danger in the public taking repeated doses of pills containing such powerful drugs as tartar emetic and strychnin—especially when lulled into a false sense of security by the claim that they are perfectly harmless—but a cruel and inhuman fraud is practiced on the unfortunate wives or children who purchase Alecola in the belief that with it they can cure secretly the husbands or fathers who are the victims of alcoholism. The exploiters of these "secret cures" know full well that from the very nature of the case no publicity will be risked and that the money that is sent in will never be demanded even though the purchasers are convinced that they have been swindled. And it is on this element of secrecy that the company plays:

"He will not notice it and need never know why or how he was made to stop drinking, unless you want to tell him. This is our way, the new way, the modern scientific way, and is it not much simpler, easier and better than wasting your time and temper trying to get him to stop by will power, pledges or promises—which he doesn't keep?"

Some "patent medicine" frauds are more vicious than others. Next to the vampires who sell narcotic mixtures under the specious claim that they will cure drug habits, the most heartless are the exploiters of secret cures for drunkenness. Of the latter, the Physicians Cooperative Association is a typical example.

DR. J. W. COBLENTZ AND COMPOUND OXYGEN

Dr. J. W. Coblentz, of Ft. Wayne, Ind., has for years operated a mail-order drug habit "cure." In the early nineties Coblentz—who admits that he has been addicted to the alcohol and morphin habits—advertised extensively to cure persons addicted to the morphin habit. Of late years he has not advertised, but has relied on circular letters for what business he could get.

When the government commenced investigating the Compound Oxygen Association, one of the post-office inspectors wrote, under an assumed name, representing himself as a man 50 years old who had been addicted to the morphin habit for about six years, and who was using about 15 grains daily. Coblentz replied that he could be cured in four treatments, and that the cost of treatment would be \$11. Advertising

leaflets were also sent to this inspector in which it was stated that Coblentz' treatment was a "permanent and positive cure for the morphin habit." By implication the patient was led to believe that the "treatment" contained no morphin.

The inspector sent \$11 to Dr. Coblentz and received seven packages of medicines, which were analyzed by chemists in the Department of Agriculture.

No. 1.—A 16-ounce bottle of brown liquid, containing vegetable extractives, alcohol, water and morphin.

No. 2.—A 16-ounce bottle of brown liquid, having essentially the same composition as No. 1, except that there was some quinin salt in addition.

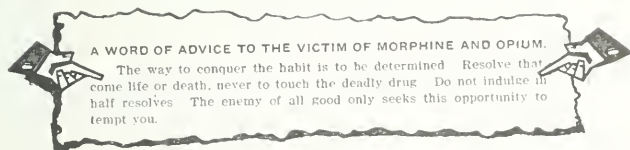
No. 3.—An 8-ounce bottle of liquid similar to that in Nos. 1 and 2, but with a smaller percentage of morphin.

No. 4.—A stomachic preparation, composed of water, alcohol, capsicum and morphin derivatives.

No. 5.—"Nervine Tablets;" chocolate-coated tablets of iron and quinin.

No. 6.—"Stomach Tablets;" sugar-coated tablets containing sodium bicarbonate, capsicum and strychnin.

No. 7.—"For the Bowels;" sugar-coated, laxative tablets containing aloes, cascara, ginger and licorice.



A photographic reproduction (reduced) of a paragraph in one of Coblentz' pamphlets. What can be thought of a man who urges the victims of the morphin habit "never to touch the deadly drug," while at the same time he is supplying "treatments" which were loaded with morphin?

It was shown at the trial that the twenty-four-hour dose of the "treatment" sent by Dr. Coblentz to the person who was supposed to be using 15 grains of morphin daily, contained 20 grains of morphin!

The post-office inspector testified that he had interviewed Dr. Coblentz, and that Coblentz had told him that he was "treating" about twenty-five patients for the morphin habit, and that these patients had been under "treatment" for from five to twenty years! Coblentz also admitted that the medicine which he sold to patients for the cure of the morphin habit contained morphin in about the same amount as the patient was accustomed to using, and that this quantity was continued throughout. Coblentz is said further to have admitted that he had never really cured the appetite of anyone addicted to the morphin habit, but that the patients reached the point

where he called them cured, but they had to keep up the use of the medicines. Correspondence was submitted at the trial which showed that one of Coblentz' patients had been taking the "cure" for fifteen years and was still taking it!

THE COBLENTZ
COMMON SENSE METHOD
 OF CURING THE
Morphine, Opium, Laudanum,
 OR ANY
DRUG HABIT

In putting this pamphlet before the public I wish to make my statements as plain and emphatic as possible. My readers will understand my motive for this when they learn that for twenty years I was a victim of this accursed habit and know that nothing but a common sense talk will appeal to you. In the first place.

Do Not Try To Conceal The Fact

from your family or friends that you are a slave to the drug, for you can not do it. You may conceal your bottle or the needle and administer it in the secret hours of the night

But Its Effects Will Tell

and only antagonizes you with them.

Take Them Into Your Confidence

and secure their aid, for your family as well as every other well-thinking person know that

**You Nor Any Other Ever Contracted The Drug Habit
Of Their Own Free Will.**

In nine cases out of ten it was

Brought On By The Family Physician

who in case of a accident or long siege of sickness

Administered It To Relieve Pain

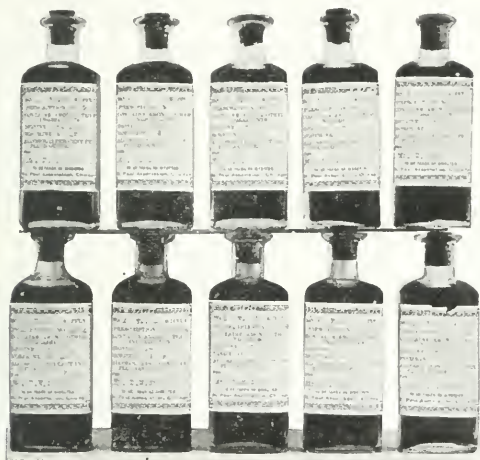
Photographic reproduction (reduced) of the first page of one of Coblentz' pamphlets "The Coblentz Common Sense Method of Curing the Morphin . . . Habit" consisted in substituting a morphin mixture for the simple drug, thus creating a permanent customer for the "treatment!"

THE GOVERNMENT'S CASE

This, in brief, describes the Government's case against Coblentz and his "drug cure." The acting assistant attorney

general to the Postmaster General, after considering all the evidence in the case, reported as follows:

"The respondent is engaged in mailing letters and printed circulars to morphin habitués, and is soliciting and obtaining money from such persons by promising to cure them of that habit—that is to say, of the taste, desire and appetite for morphin, whereas, in truth, he does not intend to cure or try to cure such habit, but instead intends to furnish patients with a preparation containing substantially the same amount of morphin as they are accustomed to take, his purpose being to deceive such persons and to profit by their appetite for mor-



The St. Paul Association is a Chicago fraud selling an alleged cure for the morphin habit. (*By courtesy of the Committee on Interstate and Foreign Commerce.*)

phin and to get money out of them under false and fraudulent pretenses of furnishing them a cure for the habit, when he is simply furnishing the drug itself and not a cure.

"On full consideration of the case, I find that Dr. J. W. Coblentz, under his own name and under the name of the Compound Oxygen Association, Fort Wayne, Ind., is engaged in carrying on a scheme for obtaining money through the mails by means of false and fraudulent pretenses, representations and promises. I recommend, therefore, that a fraud order be issued against him and said Association."

The order was issued.

HABITINA

A chapter in the Great American Fraud entitled "The Scavengers" deals with those individuals who claim to cure the drug habit by mail. Mr. Adams apostrophizes them thus:

"At the bottom of the noisome pit of charlatany crawl the drug-habit specialists. They are the scavengers, delving amid the carrion of the fraudulent nostrum business for their profits. The human wrecks made by the opium- and cocain-laden secret 'patent medicines' come to them for cure, and are wrung dry of the last drop of blood. By comparison with these leeches of the uttermost slime, the regular 'patent medicine' faker is a pattern of righteousness. . . . They deliberately foster the most dreadful forms of slavery, for their own profit. They have discovered a money-making villainy worse than murder, for which, apparently, there is no legal penalty."



Some so-called cures for the morphin habit. Also a package of smoking opium. (By courtesy of the Committee on Interstate and Foreign Commerce.)

Of the "cures" themselves he says:

"Practically all of these advertised remedies are simply the drug itself in concealed form. No effort is made to save the patient. The whole purpose is to substitute for the slavery to the drug purchased of the corner pharmacist the slavery to the same drug, disguised, purchased at a much larger price from the 'Doctor' or 'Institute' or 'Society.'"

One of these vicious and dangerous "cures" is "Habitina," a nostrum advertised by the Delta Chemical Co., of St. Louis, for the "positive cure" of the "morphin and other drug habits." The Delta Chemical Company is, according to reports, practically owned by one Ryland C. Bruce, who was previously in the insurance business; the "chemical company" is said to

have its preparation put up by other houses according to demand.

A few of the claims made for "Habitina" are:

"An Antidotal, Eliminative and Supportive Compound."

"Does not Poison the System Like Plain Morphine."

"Gives Pleasant Stimulation and Perfect Support from First Dose."

"A Gradual Reduction Treatment for all Pain-Alleviating and Sleep-Producing Drugs."

The advertisements state that a "free sample" of this "cure" may be had on application; and this is true. Those writing for it receive a half-ounce bottle of liquid containing eight grains of morphin sulphate and four grains of heroin hydrochlorid.

This means that under the present lax state of affairs any man, woman or child who cares to go to the trouble of writing for this stuff can, at a total expenditure of two cents, get enough morphin to kill seven or eight people. There is not a

E. L. O'CONNOR & CO., NEW YORK CITY.

MORPHINE

and other drug habits are positively cured by HABITINA. For hypodermic or internal use. Sample sent to any drug habitué by mail, in plain wrapper. Regular price \$2.00. **FREE**

DELTA CHEMICAL COMPANY,
1173 Holland Building. St. Louis, Mo.

A typical advertisement of "Habitina." While it implies that free samples will be sent only to drug habitués no such discrimination is made in scattering this deadly poison.

reputable drug store in the United States that would dare to give a layman eight grains of morphin on no other authority than his simple request. Yet the human vultures that carry on this body- and mind-destroying traffic in "drug cures" are permitted under our present laws—or lack of laws—to put into the hands of the ignorant or the criminal, for the mere asking, the most dangerous and treacherous of poisons.

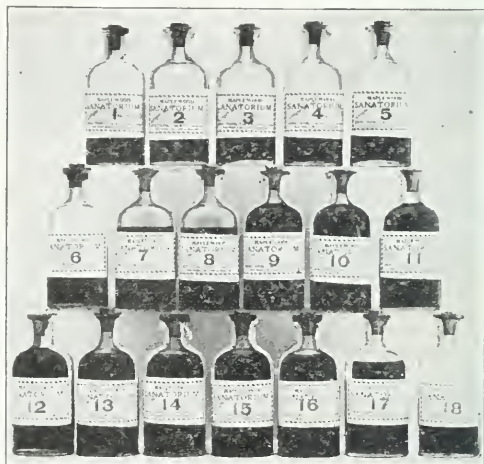
Probably only those physicians whose work brings them in daily contact with the pitiful wrecks resulting from the misuse of narcotics can appreciate to the full the ghastly irony of the claims made by the purveyors of this poison that "Habitina is intended strictly as a treatment and not as a substitute." What actually occurs is well shown in the report of Dr. Stieren¹ of a case of blindness resulting from the use of this dangerous nostrum. Here, the patient before taking

1. THE JOURNAL A. M. A., March 12, 1910.

"Habitina" was ingesting 6 grains of morphin daily; after taking this "morphin cure" she was taking 16 grains of morphin and 8 grains of heroin a day. A "Gradual Reduction Treatment" indeed! Another physician wrote to THE JOURNAL regarding some patients who had taken "Habitina:"

"These patients are in worse mental condition than before; without 'Habitina' they are miserable and *cannot derive satisfaction from even twice the dose of morphin.*"

Such results may be expected when morphin habitués attempt to cure themselves with a "remedy" that is itself



The Maplewood Sanatorium is another concern that advertises to cure the morphin habit. The method is to furnish bottles of the "cure" numbered consecutively and contents to be taken in the order indicated. The stuff, of course, contains morphin. (*By courtesy of the Committee on Interstate and Foreign Commerce.*)

loaded with morphin and heroin. That poor helpless wrecks of humanity are daily being dragged down still deeper into the slough of despond by this damnable product cannot be doubted. Why can such things be? Because of the insatiable greed on the part of the few who engage in this villainous traffic, and of the intolerable negligence on the part of the many who stand idly by and make no effort to enact laws that shall stamp it out.—(*From The Journal A. M. A., March 12, 1910.*)

The Government Interferes

On April 29, 1912, R. C. Prewitt, M.D., and Ryland C. Bruce, who constituted the Delta Chemical Company, were each fined \$2,000 and sentenced to five years' imprisonment

at hard labor in the United States Penitentiary, for the villainous business in which they had been engaged. An appeal was taken—of course—and Bruce and Prewitt were released on bonds of \$7,000 each. The Delta Chemical Company had done a flourishing business and when investigated by the federal authorities it was estimated that the gross receipts of the company must have exceeded half a million dollars in the six years of its existence.

The St. Louis papers of July 12, 1912, stated that Prewitt had obtained legal permission to change his name to Gregg.

It is but fair to express appreciation of the splendid work done by Assistant United States Attorney Charles H. Daues and Post Office Inspector F. W. Reuter in preparing and presenting this case to the courts, and to congratulate the public that it has in United States Judge D. P. Dyer a jurist who, by imposing the maximum penalty on Bruce and Gregg (Prewitt), has done much to safeguard the public health and to inspire confidence in the court's protective powers.

At the trial it was brought out that this nostrum was made for the Delta Chemical Company by the Combs Chemical Company of St. Louis, of which Delta E. Combs is president. The federal inspectors reported on Gregg (Prewitt) as follows: He is a graduate of the Barnes Medical College, St. Louis, and for a year before graduation had practiced medicine in Arkansas. In 1900, he was located in Mississippi County, Ark., then went to Forest City of the same state and being unable to obtain a practice moved once more, this time to Little Rock, Ark. There he engaged in the surgical instrument business, on borrowed money, and failed in about a year; he then moved to St. Louis in the fall of 1904 and became a traveling salesman; left that position and went to Cincinnati, O., where he traveled for the Merrill Chemical Co., returning to St. Louis about the middle of 1905. He then entered the employ of a branch of the James Sanitarium, Memphis, Tenn., which was at that time doing a mail-order "morphin cure" business. Later the James Sanitarium discontinued its mail-order work and it was then found in the hands of Bruce and Prewitt who called the nostrum "Morphina-Cura." When the Food and Drugs Act went into effect, they changed the name of their villainous nostrum to "Habitina."

Bruce and Gregg (Prewitt) had maintained up to the time of the trial that they did not send samples of Habitina to any person until they had first received a list of answers to questions regarding the physical condition, nature of addiction, etc., of the prospective patient. This claim was false and was proved to be so by a member of THE JOURNAL staff, who appeared as one of the witnesses for the government. In the course of preparing our first article regarding this fraud the following letter was sent to the Delta Chemical Company:

"Gentlemen: Please send me a sample of your morphin cure, Habitina, also directions for use."

This letter, which certainly gave no information about its writer, brought a reply from the Delta Chemical Company with a sample of Habitina, containing enough morphin to kill six or seven people. A carbon copy of this letter together with the various letters received from the Delta Chemical Company, including the envelopes in which these letters came, also the sample that was sent and the package in which it came, were all turned over to the government by THE JOURNAL, as exhibits in the case. They proved of material value to the prosecution.

The formula of Habitina, according to Delta E. Combs, who made the stuff, is:

Morphin sulphate	16.0	gr.
Heroin	8.0	gr.
Caffein	2.5	gr.
Spartein	0.5	gr.
Pilocarpin	0.5	gr.
Hyoscin, etc.	0.05	gr.
Carbolic acid	0.5	gr.
Alcohol	1.0	gr.
Water to make.....	1.0	oz.

The testimony of the victims of this preparation was what might be expected. In the report of the post-office inspectors, which is published in a government bulletin, the names and addresses of the various victims are given in full. They will be referred to here, only by initial.

Mr. H. I. C., Missouri, testified that he had been addicted to the Habitina habit for more than six years; that he had purchased Habitina to cure himself of the morphin habit; that at first he took one bottle a week, gradually increasing until during the last year of his addiction he took one \$2 bottle daily. He further testified that the stuff injured his eyes and made him a maniac and mentally irresponsible; that he used his utmost endeavor to break himself of the habit, but could not do so; that when under the influence of Habitina he would give away all he possessed. Before his addiction he owned his own home and earned \$29 a week as a mechanic. He is now penniless and without work.

Mrs. M. P., Pennsylvania, testified that she purchased Habitina to cure herself of the drug habit; she found it impossible to reduce the dose and increased from a few drops to about half a bottle a day. It destroyed her reason and made her absolutely blind. Later she was treated in a hospital and is no longer a drug addict.

Mr. H. W. D., Iowa, testified that he had been purchasing Habitina by mail for the past five years. He had increased the dose until at the time of the trial he was using half a bottle daily. He stated that he was unable to quit or reduce the dose and was a slave to the Habitina habit.

Mr. W. J. H., Missouri, testified that he purchased Habitina to cure himself of the morphin habit. He increased from a bottle a week to a bottle a day, and at last ordered six bottles at a time, which the company always sent without question. He finally had

to go to a reputable sanitarium to be cured. He submitted \$289 in checks that he had sent to the Habitina Company, and stated that he had purchased a large additional amount at drug stores.

Mrs. A. S. J., South Carolina, testified that she was 52 years of age and had taken \$351 worth of Habitina trying to cure herself of the morphin habit. She said that Habitina destroyed her reason and she had to resort to a sanitarium to free herself from its thralls.

Mrs. G. M. S., Missouri, 26 years of age, testified that she had spent at least \$2,300 on Habitina in the past five years trying to cure herself of the morphin habit. For two years past she had been taking \$2 worth daily. She testified that she was still a slave to Habitina and had sacrificed position, family, clothes and had even gone without shoes in order to obtain this drug. She is a young woman of good family. Her father was for many years connected with the Department of Justice and her brother-in-law holds a high position in the Federal service.

Other individuals suffering from the Habitina habit were present at the trial but were not called to testify as it was believed that sufficient evidence on the point had been given. The Habitina concern introduced in its defense the testimony of three physicians, all of St. Louis. Dr. Mark Ray Hughes testified that he believed Habitina would effect a cure, if taken as directed. It was shown on cross-examination that he had only treated one habitué by placing the drug in the hands of the patient himself. This was nine years ago and he had never seen the patient since to know whether or not he was cured. Dr. Andrew B. Nichols testified that he believed Habitina would cure if taken as directed, but he stated that he had never known of an addict curing himself. Dr. Charles H. Hughes, while called by the defense, gave testimony that was helpful to the government's case. He testified that if a patient could take Habitina as directed, he might be cured, but that the treatment was neither feasible nor safe.

When Dr. Gregg (Prewitt) was called to the stand he was made to admit the various details that have already been given of his lack of success as a reputable physician. It was further brought out that while connected with the Habitina Company and up to the time of his arrest he was also in the employ of the Glyco-Thymoline Company. In summing up the case, the post-office inspectors, in their report, concluded as follows:

"The conviction obtained in this case has terminated one of the most pernicious and outrageous frauds ever perpetrated on a credulous public, who were not only defrauded out of large sums of money, ranging from a few dollars to over \$2,000 each, but were robbed of health of body and mind; some were rendered blind and some were made maniacs—how many died under the 'treatment' will never be known—but, taking their own testimonials as a source of information, four out of eight have died drug addicts, and out of the thousands of persons they have treated but one witness could be produced by the defendants to testify in behalf

of this drug having any remedial properties whatever. These defendants deliberately fostered the most dreadful forms of drug slavery for their personal gain. They made no effort to cure the patient for the blood money thus obtained. They produced no evidence which would traverse the contention of the Government that the whole purpose of the defendants was to substitute for the slavery to the drug purchased by the habitué from the 'corner pharmacist' under the restrictions of state law, the slavery to the same and worse drugs purchased under a disguised name at many times a fair commercial price from the Delta Chemical Co."

EDWARD J. WOODS

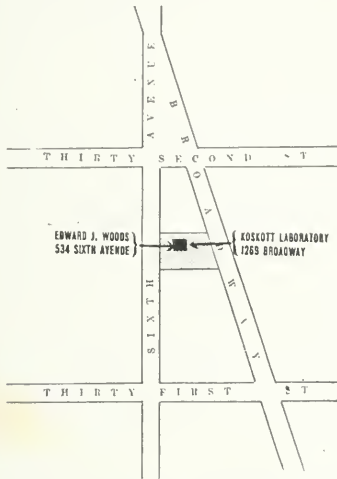
Edward J. Woods, 534 Sixth Avenue, New York City, advertises extensively, on both sides of the Atlantic, to cure alco-

The image shows a collage of several vintage advertisements for various medical treatments, likely from the early 20th century. The advertisements are arranged in a grid-like fashion, with some overlapping. The central and largest advertisement is for "How to Completely Overcome TOBACCO HABIT". It features a portrait of a man and the text "Victory in 9 Days" and "Attained at Last—A Successful Remedy." Other advertisements include "Wives, Mothers, Sisters, Daughters, Friends of MEN WHO DRINK Liquor or Beer", "QUICK GROWTH OF HAIR ONE DOLLAR BOX FREE", "I WAS A HEAVY DRINKER", and "HOME CURE FOR DEBILITY". The advertisements are written in a bold, serif font and include various illustrations and text blocks.

Here are a few of the advertisements by which Edward J. Woods obtains victims. Woods sells not only cures for baldness, cures for drunkenness, cures for the tobacco habit and cures for "kinky" hair in negroes, but he also dispenses a line of cures for rheumatism, catarrh, asthma, "nervousness" and sleeplessness, to say nothing of a cure for blushing, "complexion wafers", "wrinkle removers" and pile remedies.

holism. Sometimes he uses his own name; sometimes he uses the name, Dr. Mary E. Webb, Boston, Mass. Woods, being nothing if not versatile, also sells a cure for bald heads, as well as a preparation to take the "kinks" out of the hair of those members of the colored race who are dissatisfied with the head covering that Nature provided. His trade name in this latter line of endeavor is the "Koskott Labora-

tory," which is advertised as being at 1269 Broadway, New York City. The connection between Edward J. Woods, 534 Sixth Avenue, and the Koskott Laboratory, 1269 Broadway, are not evident to those unfamiliar with that part of New York City. As a matter of fact they are one and the same address; the building running through from Sixth Avenue to Broadway and having entrances on both streets. Associated with Woods, both in his cure for drunkenness and his hair-



To those who are not familiar with New York City the connection between 1269 Broadway (the address of the Koskott laboratory) and 534 Sixth Avenue (the address of Edward J. Woods) would not be evident. As a matter of fact, these two addresses represent one building that runs through from Sixth Avenue to Broadway. This map makes it clear.

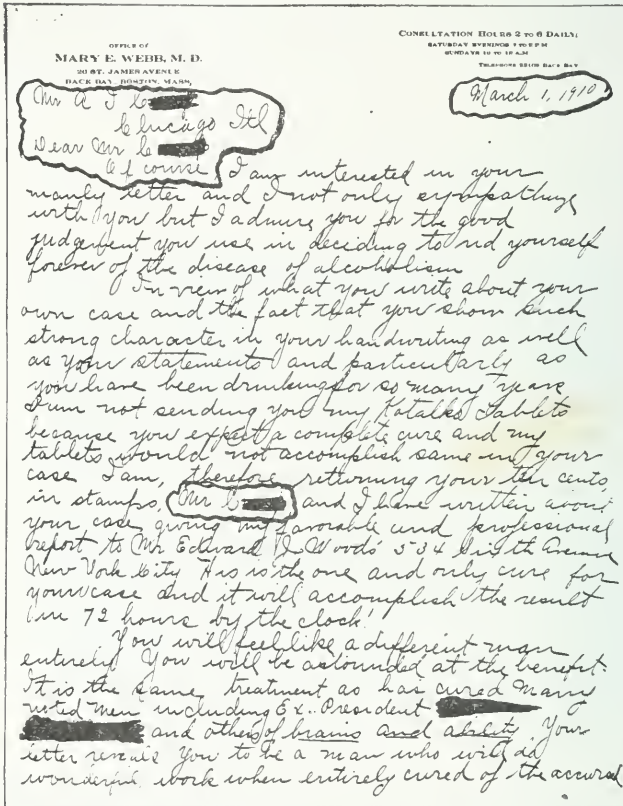
growing establishment, was one William E. Scott. We cannot do better than quote from the "Cautionary List" issued by *London Truth* regarding this individual:

"SCOTT, WILLIAM.—A Yankee, whose real name is Skinner. He achieved distinction a few years ago in connection with a swindle named Symond's London Stores, on the smashing of which enterprise he proceeded to Berlin and, as Professor Dana, advertised a cure for asthma, as Professor Pollok, a cure for gout, as Horatio Carter, a cure for debility named 'Amvita,' and a number of other specialties. He was arrested in Berlin on a charge of fraud but decamped, forfeiting bail to the amount of £5,000. His present address is 1269 Broadway, New York, whence he is advertising a new hair-growing treatment under the style of 'Koskott.'"

DR. WEBB—STOOL-PIGEON

Should you read Dr. Mary E. Webb's advertisement, you will learn that she appeals particularly to "wives, mothers,

sisters, daughters, friends of men who drink liquor or beer." She has, so run her advertisements, a "42 days' free treatment, of Kotalko" which may be "taken in tablets or dissolved in tea, coffee, milk, etc." You are asked to enclose the inevitable ten cents "to pay part cost of advertising and



Photographic reproduction of the letter, printed in imitation of handwriting, which Mary E. Webb sends to those who answer her advertisements. The parts around which we have drawn heavy lines were filled in by hand in ink that closely matched the balance of the letter. The name of the dead president, whose memory these ghouls attempt to befoul, we have blotted out.

postage." You write for a free treatment. A letter comes back in skilful imitation of handwriting with certain parts so filled-in as to lead the uninitiated to suppose that it is a personal communication. You are told that Dr. Webb is "interested in your manly letter."

same in your case. I am, therefore, returning your 10 cents in stamps, [Ten cents was not sent, in this instance, so Dr. Webb adds the postscript: "You failed to send stamps, so I am not enclosing any."] Mr. C.— and I have written about your case, giving my favorable and professional report to Mr. Edward J. Woods, 534 Sixth Avenue, New York City. His is the one and only cure for your case and it will accomplish the result in 72 hours by the clock.

"You will feel like a different man entirely. You will be astounded at the benefit. It is the same treatment as has cured many noted men, including ex-President [Here follows the name of one of America's greatest presidents and best-loved men] and others of brains and ability. Your letter reveals you to be a man who will do wonderful work when entirely cured of the accursed disease."

The collage consists of several distinct advertisements:

- DR. TOWN'S EPILEPSY TREATMENT:** Features a landscape illustration and text including "Read Indorsement from the Highest Authority Known." and "The Physician's Estimate".
- Unaltered Certificate:** A testimonial from "CLARA E. BELL, M.D., F.R.S." dated "MAY 1910".
- UP TO DATE and OUT OF DATE:** A testimonial from "W. F. YOUNG, M.D., F.R.S." dated "MAY 1910".
- CHEMICAL COMPOSITION:** Discusses "EFFECTS UPON THE HUMAN ORGANISM" and includes a diagram of a human figure.
- UNPREJUDICED JOURNALISTIC OPINION:** A testimonial from "IDEAL SIGHT RESTORER" dated "MAY 1910".
- ABSORBINE, Jr.:** A testimonial from "W. F. YOUNG, M.D., F.R.S." dated "MAY 1910".
- Other sections:** "A Few Good Words from Nurses, Doctors, Druggists and Grateful Members", "OF ACIDITY" (a list of symptoms), and "FACTS WITHOUT EXAGGERATION".

Here are a few testimonials emanating from the "laboratory" of Willard H. Morse, M.D., F.S.Sc. (Lond.). They embrace recommendations for a fraudulent epilepsy cure, a fake consumption cure, a worthless "sight restorer" and several proprietary humbugs.

And so on, *ad nauseam*. Sure enough, by the next mail came a letter from Edward J. Woods in imitation typewriting, explaining how perfectly simple it was to cure alcohol addiction with "Woods' Remedies." "My price is \$10." Accompanying the letter was a booklet entitled "Confessions of a Former Alcohol Slave," in which Woods describes how he became a drunkard and how he was cured by a "learned doctor." Then it was that Woods conceived the idea of "curing" others as he had been "cured." Hence the mail-order business.

ANALYSES—OF COURSE!

It is hardly necessary to say that Woods can produce not only analyses, but also testimonials. Why not? There never yet was a medical fraud but could produce testimonials by the basketful; and anyone with \$5 to spare can buy the sort of analyses that Woods uses. "Dr." A. B. Griffiths, a

cockney who calls himself an "analytical and consulting chemist," certifies to the wonderful power of Woods' "specific treatment of alcoholism." Again, we remind our readers that Griffiths' analyses cost one guinea (\$5) and that represents their total value. It is worth mentioning, incidentally, that when Woods placed his order for an analysis of his cure for drunkenness he also seems to have called for a similar analysis of his Koskott cure for bald heads. Probably Griffiths offers reductions for analyses when ordered in quantities.

Willard H. Morse, M.D., of Westfield, New Jersey, another "consulting chemist," goes A. B. Griffiths one better and not only praises Woods' nostrum but "guarantees" Woods' "system." Morse, on this side of the Atlantic, and Griffiths on the other side are both members of that serio-comic humbug, the "Society of Science, Letters and Art" of London. Hence they both have the privilege of writing "F.S.Sc. (Lond.)" after their names. This privilege costs one guinea but isn't worth it. In addition to the testimonial of "Dr." Griffiths and Dr. Morse, we have equally flattering comments both from Dr. Mary E. Webb, to whom we have already referred, and from Dr. John L. Corish. Dr. Corish, it may be said, is in the mail-order medical business himself and exploits "Dr. Corish's Okola Method," which is "the original and genuine system for treating eye strain at home."

THE SLIDING SCALE OF PRICES

Like all mail-order medical fakers, when Woods cannot get \$10 for his "treatment" he takes less. In this case the price is gradually diminished until it reaches \$1.00. It might be laid down as axiomatic that, those who will persist in wasting their money on mail-order medical fakes should make a practice of waiting six months after receiving the first letter. They will then find that, no matter how much is at first demanded, the price will have been reduced to one-fourth or even one-twenty-fifth of the original amount.

As was stated at the outset, Woods advertises on both sides of the Atlantic; in fact, his activity in Great Britain seems to be even greater than it is in this country. The chemists of the British Medical Association recently analyzed Woods' nostrums. The complete "treatment" for "curing drunkenness secretly" consists of sixty powders and sixty-eight tablets. The analyses of these is detailed as follows:

"The powders had an average weight of 9.9 grains, single ones varying from 7.2 to 11.9 grains. Analysis showed them to contain:

"Tartar emetic	3.6 per cent.
"Sugar of milk.....	96.4 per cent.

"No trace of any other substance was found. A powder of average weight would thus contain 0.35 grain of tartar emetic.

"The tablets had an average weight of 1.6 grains. Analysis showed them to contain:

"Tartar emetic	13.2	per cent.
"Boric acid	10.7	per cent.
"Sugar of milk.....	76.1	per cent.

"No trace of any other substance was found. One tablet would thus contain 0.2 grain of tartar emetic, and the daily dose of three powders and three tablets would contain 1.65 grains.

"The estimated cost of materials for 60 powders and 68 tablets is about 1d." (2 cents.)

Although Woods advertises to cure drunkenness in 72 hours, it takes about two weeks to consume all the powders and tablets that are sent as one "treatment." At the end of that time, the victim is told to order more.

"Even if six months are required to accomplish the desired purpose, it is a highly satisfactory reward for the expense, time and effort used."

Nor is Woods content to conduct his fraudulent business at long range. A few weeks ago he was fined \$500—the maximum penalty—for practicing medicine in New York State without a license. His success as a mail-order quack seemed to have led him to believe that he was immune to arrest. Fortunately the New York County Medical Society is active in protecting the public from such humbugs and therefore brought suit against Woods, with the result just stated.

Edward J. Woods, then, who is willing to acknowledge that he "was rarely sober in sixteen years," is at present engaged in selling a mixture of tartar emetic and milk sugar under the fraudulent claim that it will cure alcoholism in 72 hours. As an accomplice, he has employed a woman physician who is a disgrace to her profession—a woman, whose wicked falsehood regarding, and inferential slander of, a dead president makes it easy to classify the concern that stands sponsor for it. By means of lying advertisements and fake analyses, Woods will rob the wives and children of inebriates on the specious claim that his worthless mixture when secretly given will release the father or husband from the thralldom of alcoholism. Week after week money that in many cases should go to purchase the necessaries of life is emptied into the coffers of a man whose past life he admits was a disgrace and whose present existence we believe is a calamity. Knowing that the chances are not one in a thousand that those who are, in their ignorance, trying secretly to cure members of their immediate family of alcoholism, will be willing to risk the publicity that a demand for the return of their wasted

money would bring. Woods calmly continues his nefarious trade unmolested and unafraid. (*From The Journal A. M. A., Feb. 17, 1912, with additions.*)

[The Boston newspapers for July 13, 1912, reported the arrest of Dr. Mary E. Webb for shoplifting. She pleaded guilty and was fined \$20. In addition to acting as stool-pigeon for Woods' disreputable business, Dr. Mary E. Webb has also been quacking it on her own account. She exploited the "Progressive Home Treatment for Deafness" in which two "special remedies" were used, "Aura-alpha" and "Aura-maga."]

His Tobacco-Habit "Cure" Humbug

In addition to his cure for drunkenness, Woods sells what he calls his "C Treatment" as a cure for the tobacco habit. Like the cure for inebriety, the "C Treatment" is advertised with a certificate of analysis—price \$5—issued by that purveyor of fake analyses, "Dr." A. B. Griffiths. His advertising booklet is made up largely of material known among mail-order medical fakers as "scare stuff." Lurid pictures are drawn of the results of using tobacco and a "schedule" is given that purports to show "some of the bad effects of the use of tobacco." This "schedule" contains over one hundred pathologic conditions ranging from Apoplexy, Brain Disorder, Cancer and Diarrhea through Locomotor Ataxia, Malnutrition and Night Sweats down the alphabet to Tumors, Ulcer of the Stomach, Weakening of the Intellect and Yellow Skin. To indicate his altruistic attitude in the matter he urges the use of his tobacco cure even though he admits that the use of tobacco results in baldness (for which Koskott is recommended) and alcoholism (for which his drunkenness remedies are sold).

THE MANY COLORED PILLS

Those who send for the Woods "C Treatment" received eight small boxes of pills and tablets. Each box is numbered and has the following contents:

- Box 301*:—10 pink-coated tablets.
- Box 302*:—22 small brown tablet triturates.
- Box 303*:—10 pink-coated tablets.
- Box 304*:—6 chocolate-coated tablets.
- Box 305*:—4 drab-colored uncoated tablets.
- Box 306*:—10 dark gray uncoated tablets.
- Box 307*:—2 small chocolate-coated tablets.
- Box 308*:—10 large chocolate-coated tablets.

These eight small boxes are packed in a larger box which also contains "directions for taking Woods 'C' Treatment Set." These "directions" are said to be "a Monograph on Overcom-

ing Tobacco and Snuff Craving by John L. Corish, M.D." Corish, it may be remembered, is a man whose testimonial is published recommending Woods Cure for Alcoholism; he is, moreover, the stool-pigeon for the Okola Laboratory, one of several fraudulent concerns at Rochester and Syracuse, New York, floated by the Adkin-Neal syndicate of mail-order fakers.

A set of Woods "C Treatment" for the tobacco habit was examined in the Association's laboratory and the chemist's report follows:

LABORATORY REPORT

Box 301:—The pink-coated tablets in this box were found to have as their chief constituent resin of podophyllum, phenolphthalein and starch.

Box 302:—The brown tablets in this box contain a brown dye and bitter non-alkaloidal extract, which was not identified but which was probably extract of quassia and milk-sugar. Alkaloids were absent.

Box 303:—Pink-coated tablets containing aloin and strychnin.

Box 304:—Brown-coated tablets containing asafetida. Alkaloids were absent.

Box 305:—Containing gray tablets consisting of starch, talc, and a trace of an alkaloid, which was not identified.

Box 306:—The gray tablets in this box were found to contain strychnin, iron carbonate and brucine as their chief ingredients.

Box 307:—The two brown-coated tablets in this box contained methylene blue and a little starch.

Box 308:—Large brown tablets which were found to contain calcium carbonate, powdered charcoal and a trace of methyl salicylate.

With the exception of the tablets in Box 305, the findings (which were qualitative only) of the Association's chemists agreed substantially with those of the chemists of the British Medical Association in an analysis made of the Woods Treatment as sold in Great Britain. The British chemists reported that the specimens of tablets No. 305 examined by them, contained reduced iron and a trace of an alkaloid which appeared to be strychnin; the specimen sent out under the same number and examined in the Association's laboratory contained a trace of an unidentified alkaloid but no reduced iron.

This analysis shows that the mental element is expected to play an important part in the Woods "treatment." The varied colors and shapes of the tablets, the fact that they are to be taken every hour, are sometimes to be chewed, sometimes swallowed and sometimes dissolved makes clear the large part that suggestion is expected to play in the "treatment." The addition of asafetida is also doubtless for its subjective effect while the methylene blue pill is counted on to impress the patient with the idea that the tobacco is being eliminated from the system.

"FAVORABLE SIGNS" MADE TO ORDER

In the letter that Woods sends with the "treatment," he gives a list of what he terms "favorable signs for which we may watch." Some of these are:

"1. Offensive smelling perspiration, indicating diaphoretic action and exudation of the poison of tobacco. This odor will disappear and the skin should be in cleaner, healthier condition.

"2. Very frequent movement of the bowels and strong odor from excrement. In a day or two the action of the bowels should be regular and healthier.

"3. Frequent urination and if it is of a greenish color at times it is proof positive that my C. Set of Remedies is eliminating the poisons and clearing the kidneys as well as the bladder. Very soon the urine should be a clear color."

Every physician will recognize that the "favorable signs" for which the patient is instructed to watch are in reality nothing more than the physiologic results of the drugs that



Why He Died Forty Years Too Soon

[Faint, illegible text, likely bleed-through from the reverse side of the page.]

EDW. J. WOODS, Inc., 534 Sixth Ave., New York, N. Y.

A sample of some of the "scare stuff" sent out by Woods in his endeavor to frighten tobacco-users into ordering his worthless "cure."

are given in the "treatment." "Offensive smelling perspiration" of course follows the ingestion of asafetida; "frequent movement of the bowels" naturally result from taking purgative pills of phenolphthalein, podophyllum and aloin. A

"strong odor from excrements" is also a result of taking asafetida. "Frequent urination" that is "of a greenish color at times" is due to the pills of methylene blue.

All of these tricks are as old as quackery itself but apparently none the less profitable. Every purchaser of the Woods C Treatment—the tobacco cure—is urged to send for the "E Treatment Set" which is said to strengthen the heart, eradicate dyspepsia and "remarkably improve" the kidneys, liver and bladder as well as to "overcome chronic hoarseness. The price of the "E Treatment Set" is \$10.

That individuals who have made up their minds to give up the use of tobacco may do so coincidentally with the taking of Woods Treatment is doubtless true. That the treatment itself has any value as a cure for the tobacco habit, no one who is competent to express an opinion could admit. While not as cruel a humbug as his "cure" for alcoholism, his tobacco habit cure is just as fraudulent and just as worthless.

“FEMALE WEAKNESS” CURES

“Among the victims to quackery of every sort women far outnumber men. They are always more trustful and, as a rule find it more difficult, especially when suffering, to believe that anyone can be base enough to abuse their confidence, much less to take advantage of their helplessness in order to plunder and injure them.”—Henry Sewill, in VANTY FAIR.

AMENORETTIS

This substance was exposed in a communication from Dr. W. H. Graves, Dodge City, Kansas. Dr. Graves tells of a visit of a “detail man” for the Amenorettis Company distributing samples and exploiting the preparation which is represented as curing all female complaints. The circular gave the formula for the suppositories as “the active principles of Pyroingenous Acid, Iodin, Pierie Acid, Boracic Acid, Quinin, Tetraborate of Soda, Glycerin, and Oil of Theobromo.” The formula for the tablets is given as Pyroingenous Acid, Iodin, Boracic Acid, and Tetraborate of Soda. Dr. Graves says he remarked on the fact that quinin was itself the active principle of cinchona and the active principles of the other known constituents must be due to the vivid imagination of the concocter of these remarkable formulas, but he saw no quantities given. His visitor replied that they did not print quantities. Not being a physician he admitted that he did not know how he should feel if he were one, and a man came to his office telling how to treat his patients with an article of unknown composition. —(Abstracted from *The Journal A. M. A.*, March 24, 1906.)

BERTHA C. DAY

A study of the multitude of mail-order medical fakes makes plain one fact: Few of such concerns are owned by the renegade physicians whose names adorn the stationery of the companies. Most companies of this kind are organized and capitalized by shrewd—and often unscrupulous—business men. These companies are run solely and only for profit; the health or well-being of the victim who seeks their aid is a matter of indifference. It is not the state of the patient's health that concerns these harpies, but the condition of his pocketbook; it is not his sufferings they seek to relieve him of, but his money. The business is a commercial one; pills and tablets bought by the million from pharmaceutical houses; form let-

ters skilfully designed to imitate either hand-writing or type-writing; testimonials; lists of names of "easy marks" purchased from letter brokers; unscrupulous physicians whose incompetency has made them failures in the honorable practice of medicine and who are willing to sell their birthright of professional honor for a miserable mess of pottage—these are the stock in trade of mail-order medical fakers.

In Fort Wayne, Ind., there are two mail-order medical concerns said to be doing a large and profitable business, and to be owned and operated by one William M. Griffin, a dealer in

The image shows two identical, vertically oriented advertisements for "Suffering Women" medicine. Each advertisement is enclosed in a rectangular border. At the top of each ad, the words "THE AMERICAN WOMAN" are printed in small letters. The main title "Suffering Women" is written in a large, bold, serif font. To the left of the text is a black and white portrait of a woman's head and shoulders. To the right of the portrait, the text reads "Confide in me - I will help you - FREE" in a large, bold font. Below this, in a smaller font, is "My Free Offer to You". At the bottom of the ad, there is a line of small text that reads "This Help Is Free My Special Prescriptions My Free P...". The second advertisement is identical to the first, but the text below the portrait reads "These are the Words of Dr. Bertha C. Day". At the bottom of this second ad, the text reads "Prescriptions Prescriptions A C... Gift Send No Money".

After our exposé of the Bertha C. Day concern Griffin, the owner, changed its name to "Woman's Health Institute" and another woman was hired as stool-pigeon—Dr. Julia D. Godfrey. Here are shown greatly reduced photographic reproductions of advertisements of the Bertha C. Day and the Julia D. Godfrey concerns.

teas, coffees, etc. These are the J. W. Kidd Co., which "treats" anything from consumption to corns and the Dr. Bertha C. Day Co., which makes a "specialty" of "diseases of women." There is another "diseases of women" mail-order fake in the same town run by a Dr. Luella McKinley Derbyshire. It is said that the Derbyshire concern used to be owned by Griffin, but was purchased by Dr. Derbyshire about 1903. From a business standpoint, it seems rather unkind for Griffin to sell out a "female specialist" mail-order business and later start a competitive house. In 1906, Dr. Derbyshire was arraigned in the Federal courts on the charge of sending obscene matter,

in the form of consultation blanks, through the mails. Her defense was, according to the papers, that the blanks were the same as those which had been used by Griffin for some years before she purchased the business from him, and that she "understood that a competent lawyer had gone over the blanks and found that there was nothing unmailable in them." Dr. Derbyshire's methods of doing business are practically identical with those of Dr. Day, and her diagnoses are just as fraudulent and worthless. In a later article, we may give some space to the Derbyshire concern and also to the Kidd branch of Griffin's quackery.

DR. BERTHA C. DAY COMPANY

Dr. Bertha C. Day is the stool-pigeon for Wm. M. Griffin in operating a mail-order medical treatment for the "diseases of women." The Bertha C. Day concern advertises in those cheap and nasty magazines that are the sheet-anchor of the advertising medical faker; it also has an occasional advertisement in the less particular newspapers. Bertha C. Day advertises that she is "a woman—a wife—a mother—a successful physician—a specialist on diseases of women." She puts great stress on her "long and varied experience." In a booklet entitled, "Diseases of Women and The Home Medical Guide," which she sends to those who answer the advertisement and which she claims to have written, we read:

"Her *vast experience* as a physician is only one of the qualifications she possesses . . ."

"Her training and *vast experience* as a physician enables her to do more for suffering women than any woman can who is not a physician . . ."

"During *several years* of active life as a general practitioner she acquired a vast amount of valuable experience that very few ever possess . . ." [Italics ours.—Ed.]

These quotations—from a book written in 1909—naturally give the reader the impression that Dr. Bertha C. Day has been in practice for several years. As a matter of fact, Dr. Day graduated from the Detroit Homeopathic College in 1907 and was licensed to practice in 1908! This would indicate that however "varied" her experience may have been, it could scarcely, with truth, be called long. As the "Bertha C. Day Company" was chartered in 1908—the year that Bertha C. Day received her license to practice medicine—her "vast experience" has evidently been confined to treating people she has never seen, by means of tablets bought in million lots and prescribed on diagnoses that are both worthless and fraudulent.

THE METHODS EMPLOYED

An individual, whom we may call Mrs. X, seeing one of Bertha C. Day's advertisements, wrote for particulars about the methods of "treatment." By return mail she received a form letter in which the date and her name were filled in by means of a typewriter. The letter stated among other things:

"Before preparing the treatment for you, however, it will be necessary for me to have a more thorough understanding of your case. I am, therefore, inclosing herewith a Symptom Blank, which I will be pleased to have you fill out and return to me."

The "Symptom Blank" consisted of a number of questions to be answered. There was also a list of diseases and symptoms, and the patient was instructed to "draw a line under any of the following diseases or symptoms you have." Accordingly, Mrs. X underscored the following:

"LEUCORRHEA"
 "CONSTIPATION"
 "PAINFUL PERIODS"
 "FEMALE TROUBLE"

On sending this in to Dr. Day, form letter No. 2 came back, containing among many other things, the statement:

"A careful diagnosis of your case shows you have *Vaginitis, Constipation, Painful Menstruation and Female Weakness.*"



Greatly reduced photographic reproductions of letterheads of some of Griffin's mail-order medical concerns. The "Ovelmo Company" advertises to cure all skin diseases. The "Atlanta Remedy Company," Atlanta, Ga., "Woman's Remedy Co.," San Francisco, and the "Woman's Health Institute," Fort Wayne, all advertise as "specialists" in "female trouble." The "J. W. Kidd Co.," Fort Wayne, Ind., does a general mail-order medical business.

The words we have put in italics had been filled in by means of a typewriter, having the same style and size of type and the same color ink as that used in printing the rest of the letter. How much skill and "vast experience" was necessary to make such a diagnosis from the symptom blank? The facts are, the "careful diagnosis" showed that Mrs. X was suffering from the very complaints that she had told Dr. Day she was suffering from. In other words, Mrs. X diagnosed her own case. In the same form letter Mrs. X was told:

"I have mailed you a copy of my book, 'Diseases of Women and Home Medical Guide.' Be sure to read the description of your condition on Pages 86, 32, 58, 27 and 25-27."

THE FREE AND SPECIAL TREATMENTS

Here again, the figures we are italicizing were the only part of the paragraph that had been typewritten; the rest was printed. The same mail that brought this letter also brought a "free trial treatment," supposed to last three days and also

Dr. Bertha C. Day, Specialist

IT is only natural that all women awaiting a cure of their weakness should book would like to know something about Dr. Bertha C. Day about the woman who has done and is doing so much for the women of the world. Enclosed in these days of her life that would outlast a brass ball and her many acts of kindness as a woman, the following brief statement is confined to her professional work which has been of great value in preparing her as a specialist in diseases of women to which work she is devoting her life.

SUCCESSFUL FROM THE START

Immediately after completing a thorough medical course and obtaining the degree of Doctor of Medicine from one of the best medical schools in the world.

Dr. Julia D. Godfrey, Specialist

It is only natural that all women awaiting a cure of their weakness should book would like to know something about Dr. Julia D. Godfrey about the woman who has done and is doing so much for the women of the world. Enclosed in these days of her life that would outlast a brass ball and her many acts of kindness as a woman, the following brief statement is confined to her professional work which has been of great value in preparing her as a specialist in diseases of women to which work she is devoting her life.

SUCCESSFUL FROM THE START

After completing a thorough medical course and obtaining the degree of Doctor of Medicine from one of the best medical schools in the world.

DR. DAY-SISTER, MOTHER, PHYSICIAN

IN GIVING her advice and service to the women who need medical attention, Dr. Day is fully prepared for the great responsibility assumed. Her vast experience as a physician has been so important in bringing about her success in the treatment of women's diseases that only one of the qualifications she possesses that has been so important to bring about her success to her is that she is a woman. In fact, not only one of many that commends her to all women, but also a wife and a mother as well as a physician. Dr. Day's treatment of the full measure of the world's women experience. She treats a mother's love, her sympathy and her joy. As a physician and mother, it is only to be expected that her advice should be most helpful to all women.

A SYMPATHETIC PHYSICIAN AND FRIEND

Due to her very nature and to her vast experience she has great sympathy—great sisterly love—for all women. You know, the doctor's heart and knowing those who are suffering.

DR. JULIA D. GODFREY SISTER, MOTHER, PHYSICIAN

In giving her advice and service to the women who need medical attention, Dr. Godfrey is fully prepared for the great responsibility assumed. Her vast experience as a physician has been so important in bringing about her success in the treatment of women's diseases that only one of the qualifications she possesses that has been so important to bring about her success to her is that she is a woman. In fact, not only one of many that commends her to all women, but also a wife and a mother as well as a physician. Dr. Godfrey's treatment of the full measure of the world's women experience. She treats a mother's love, her sympathy and her joy. As a physician and mother, it is only to be expected that her advice should be most helpful to all women.

A SYMPATHETIC PHYSICIAN AND FRIEND

Due to her very nature and to her vast experience she has great sympathy—great sisterly love—for all women. You know, the doctor's heart and knowing those who are suffering.

SPECIAL ADVICE TO WOMEN

BY **Dr. Bertha C. Day**

BEFORE going into a discussion of diseases, their cause, how they may sometimes be avoided, and the treatment necessary to cure them, I want to give some special advice on matters of vital importance to all women. To do justice to those who depend upon this book for medical advice, it has been necessary to advise many things that should not be done, as well as many other things that should be done to obtain or regain health.

I must ask you to pardon any reference I may make to myself or my treatment. Occasionally these references have been made so that all who are in need of medical advice or attention may understand my methods and be able to distinguish between the professional service I render from the kind usually received.

CORRESPONDENCE INVITED

I have made an honest effort in the following pages to describe the various diseased conditions to which women and children are subjected in order to give a better understanding of their conditions. But it has been impossible to give the special advice needed in each particular case. For this reason, I want every woman to feel free to write at any time and as often as she likes. If you are sick, if you are in ill health, or if any of your children, friends or loved ones need medical advice, just write me a letter telling me the situation and I shall not only answer promptly but shall take pleasure in so doing.

If you want a diagnosis of your condition, if you want a professional opinion as to the severity of your case and want to know the best method of treatment to follow, simply tell me in your own way, tell me in your own words how you suffer. Should you desire to learn more about my treatment for the various diseases to which women are subject, I will gladly answer any questions you may ask.

ALL CORRESPONDENCE CONFIDENTIAL

In writing to me it is not even necessary to mark your letters "confidential" or "personal" because all correspondence from my patients is treated as such.

SPECIAL ADVICE TO WOMEN

BY **Julia D. Godfrey, M. D.**

BEFORE going into a discussion of diseases, their cause, how they may sometimes be avoided, and the treatment necessary to cure them, I want to give some special advice on matters of vital importance to all women. To do justice to those who depend upon this book for medical advice, it has been necessary to advise many things that should not be done, as well as many other things that should be done to obtain or regain health.

I must ask you to pardon any reference I may make to myself or my treatment. Occasionally these references have been made so that all who are in need of medical advice or attention may understand my methods and be able to distinguish between the professional service I render from the kind usually received.

CORRESPONDENCE INVITED

I have made an honest effort in the following pages to describe the various diseased conditions to which women and children are subjected in order to give a better understanding of their conditions. But it has been impossible to give the special advice needed in each particular case. For this reason, I want every woman to feel free to write at any time and as often as she likes. If you are sick, if you are in ill health, or if any of your children, friends or loved ones need medical advice, just write me a letter telling me the situation and I shall not only answer promptly but shall take pleasure in so doing.

If you want a professional opinion as to the severity of your case and want to know the best method of treatment to follow, simply tell me in your own way, tell me in your own words how you suffer. Should you desire to learn more about my treatment for the various diseases to which women are subject, I will gladly answer any questions you may ask.

ALL CORRESPONDENCE CONFIDENTIAL

In writing to me it is not even necessary to mark your letters "confidential" or "personal" because all correspondence from my patients is treated as such.

Dr. Bertha C. Day is no longer connected with Griffin's concern and a Dr. Julia D. Godfrey has taken her place. The company still sends out a booklet "Diseases of Women" which was originally "written and published by Dr. Bertha C. Day." Not a word of the book has been changed except the title page and introduction, but it now goes out as the product of Julia D. Godfrey. Here are photographic reproductions of some parts of the two books, as issued under the names of Dr. Bertha C. Day and Dr. Julia D. Godfrey, respectively. They are practically identical.

a "special treatment" for which she had not asked. Mrs. X was told.

"Your case seems to be of long standing and you really should have the complete Course of Treatment at once, if you are to be completely cured. As I want to do everything possible for you, I have prepared a 'Special' course of treatment for you and am sending it, postage paid, in the same package with the free remedies."

The free treatment consisted of:

- Six purple, triangular, coated tablets marked "C."
- Three red, triangular, coated tablets marked "D"
- Three pink, circular, coated tablets marked "45."
- Two large, white, oval, uncoated tablets for vaginal use marked "31."
- One large, soft, cylindrical, vaginal suppository marked "30."

The "special treatment" received by Mrs. X consisted of six different kinds of tablets each labeled with a letter or number, prefixed with the words "Dr. Day's Private Formula:"

- "No. A.:" fifteen red, triangular, coated tablets.
- "No. B.:" fifteen lavender-colored, triangular, coated tablets.
- "No. 45.:" fifteen pink, circular, coated tablets.
- "No. 58.:" fifteen brown, circular, uncoated tablets.
- "No. 14.:" thirty-two, lavender-colored, circular, coated tablets.
- "No. 31.:" fifteen large, white, oval, uncoated tablets for vaginal use.

The probable composition of these variegated and multi-shaped tablets was determined in the following manner: In addition to her usual advertisements, Dr. Bertha C. Day also advertises that she will send "free prescriptions" to those who will fill out and send her the blanks that accompany such advertisements. One such blank was filled out and sent in by another person giving the same symptoms as those Mrs. X was supposed to be suffering from. In reply to this a letter and five printed prescriptions were received; each of the prescriptions was numbered or lettered the same as the tablets sent to Mrs. X, except that there was no prescription for "No. 31"—the tablets for vaginal use. Incidentally, at the same time that the "free prescription" was received the express company brought a package of tablets from Dr. Day, C.O.D., \$2.50. But of this more later. According to these prescriptions, the tablets "A," "B," "45," "58" and "14" have the following composition:

R.	"A"	
	Ext. Gentian	7 1/2 grains.
	Strychnin Sulphate	1/4 grain.
	Ext. Quassia	7 1/2 grains.
	Bicarb. Soda	45 grains.
R.	"B"	
	Strychnin Sulphate	1/4 grain.
	Ext. Rhubarb	15 grains.
	Ext. Cascara Sagrada.....	15 grains.
	Bicarb. Soda	30 grains.
R.	"45"	
	Cascarin	4 grains.
	Aloin	4 grains.
	Podophyllin	2 1/2 grains.
	Ext. Belladonna Leaves.....	2 grains.
	Strychnin Sulphate	1/4 grain.
	Oleoresin of Ginger.....	2 grains.

R.	"58"	
	Strychnin Sulphate	1/6 grain.
	Powdered Ipecac	1/2 grain.
	Oleoresin of capsicum.....	1/12 grain.

R.	"14"	
	Ext. Black Haw.....	30 grains.
	Ext. Jamaica Dogwood.....	15 grains.
	Powdered Ginger	1 1/2 grain.
	Fluidextract of Pulsatilla.....	30 m.
	Fluidextract Gelsemium	3 1/2 m.

As has been said there was no prescription for "No. 31," but printed on the box that contained these vaginal tablets was the statement:

"Each contains 3 grains of acetanilid and 1/2 grain (1/4 gr.?) powdered opium."

As this information was put on the box, apparently as an afterthought, by means of a rubber stamp, the lettering was so illegible that it was impossible to say whether the tablets were alleged to contain 1/4 or 1/2 grain of opium.

With the letter, notifying Mrs. X that the "special" and "free treatment" were being sent, was a page of directions for taking the medicines. The directions were printed in imitation typewriting and the "private formula" letters "A," "B," "C," "D," etc., have been filled in by means of a typewriter. The designation "No. 45." was printed instead of typewritten so that it is probable that whatever ails the patient, "Dr. Day's Private Formula No. 45" is always sent.

THE SLIDING SCALE OF PRICES

The price Mrs. X was asked for the "special treatment," was \$2.00 and as she did not send the money, Dr. Day, consistently following the methods of mail-order fakery, sent a series of follow-up letters. The general object of these letters is, apparently, gradually to lessen the amount asked for the "special treatment." It was evident, however, from some of the letters sent to Mrs. X that the mailing clerks who send out these heart-to-heart "personal" talks from Dr. Day, are careless in selecting the right form-letter. In Mrs. X's case the first price asked, as has been already stated, was \$2.00. In Dr. Day's third letter she says:

"As I made you a reduced price of \$3.00, I hope you can remit the amount soon."

Evidently the mailing force at Dr. Day's establishment got this \$2.00 patient confused with a \$3.00 patient. Form letter No. 4 is one of those frank, confidential epistles that the mail-order fraternity get printed by the hundred-thousand and sign with a rubber stamp. The amount of the bill is not mentioned in this letter, it is merely an earnest request to send the money. The next form letter, No. 5, commences:

"I am busy with my patients this morning, but I feel I must take time to write you a note . . ."

Then follows the usual farrago of sentimental nonsense about being "a woman and a mother," and having a "sympathetic feeling" for the patient and Dr. Day once more urges Mrs. X to send the money.

"Something must be done at once—we must come to an understanding. Your health is being neglected . . ."

This commences form letter No. 6, and something is done: Dr. Bertha comes down to \$1.00.

"Send me a \$1.00 bill and the special fifteen-day treatment is yours."

This \$1.00, the patient is told, "will pay in full for the \$3.00 course . . ."—which was originally offered in the first

6

Dr. Bertha C. Day, Specialist

IT IS only natural that all women owning a copy of this valuable little medical book would like to know something about Dr. Bertha C. Day—about the woman who has done and is doing so much for the women of the world. Eliminating those deeds of her life that would portray a beautiful character and her many acts of kindness as a woman, the following brief statement is confined to her professional work which has been of great value in preparing her as a specialist in diseases of women to which work she is devoting her life.

SUCCESSFUL FROM THE START

Immediately after completing a thorough medical course and obtaining the degree of Doctor of Medicine from one of the best Medical Colleges in America, Dr. Day started on an active professional career. During several years of active life as a general practitioner she acquired a vast amount of valuable experience that very few ever possess—experience that is today of hourly service to her in the great work she is doing.

Dr. Day was singularly distinguished early in her professional career when she was officially called upon to admit . . . In this capacity the . . .

Photographic reproduction (reduced) of part of a page from the booklet, "Diseases of Women," "written and published by Dr. Bertha C. Day." Note the modesty of Dr. Day's self-delineation: "beautiful character," "acts of kindness," etc. Note, also, reference to "one of the best medical colleges in America." In the Carnegie report on medical education the following statement is made regarding this college: "*Laboratory Facilities.* These are wretched . . . The teaching rooms are bare except for the chairs and tables; the building is poorly kept." The same college is also grouped by the Council on Medical Education of the American Medical Association in "Class C," that is, "Medical colleges which would require a complete reorganization to make them acceptable." Note, too, the reference to the "several years of active life as a general practitioner." These words were written in 1909; Dr. Day became legally entitled to practice medicine in October, 1908! Years of experience, indeed!

letter for \$2.00. As a slight reward for giving the "cut rate" for her tablets of many colors Dr. Day asks that the patient will send in a number of names and addresses of "others who need treatment." Presumably, this is a cheaper way of getting

a mailing list, than by purchasing the names of a letter broker.

According to the opening sentence in form-letter No. 7:

"This is the MOST IMPORTANT letter I have ever written to you . . . NOW LISTEN: if you can't see your way clear to accept the Special Treatment on the low terms I quoted you, simply send \$1.50 and start using the remedies."

From this series of follow-up letters, which is but one of several series of a similar nature that we have on file, it will be seen that the price for this special treatment starts at \$2.00, rises to \$3.00, falls to \$1.00 and closes at \$1.50. To those who are familiar with the "ways that are dark and tricks that are vain" of mail-order medical concerns, this fluctuation in the market price of the "special treatment" merely means that the form-letters have been carelessly mailed. To the unsuspecting females who think that these letters are confidential personal communications to them, and to them alone, the variations in price must be disconcerting.

TWO OTHER DIAGNOSES

The following brief note was sent by another individual, whom we may call Mrs. Y, to Dr. Bertha C. Day:

"Dear Doctor:—Will you please write and tell me about your cure for female trouble?"

This is all that was written, yet the information was sufficient for the diagnostic powers of Dr. Day, who wrote back:

"A careful diagnosis of your case shows you have *Female Weakness*."

Here again the words we have italicized were filled in by means of a typewriter; the rest of the letter was printed in imitation typewriting. The regulation "free treatment" was also sent to Mrs. Y, together with a "special treatment." The price asked for the "special treatment" in this case was \$3.00. It seems, then, that when Dr. Day puts up a "special treatment" for "female weakness, vaginitis, constipation and painful menstruation" she can do it for \$2.00; when, however, she makes a "special treatment" for "female weakness" alone, it costs \$3.00. The principle on which this business is run, apparently, is that the less you have the matter with you, the more it costs to cure you.

The series of follow-up letters sent to Mrs. Y also shows as much lack of care in picking out the correct form-letter as did the series sent to Mrs. X. As Mrs. Y did not send the \$3.00 asked for, form letter No. 2 came in due time, stating:

"As I made you a reduced price of \$2.00, I hope you can remit the amount soon."

Here, apparently, is the form-letter that should have been sent to Mrs. X, who really was offered the treatment in the first letter for \$2.00.


A DIAGNOSIS OF RHEUMATISM

Still another letter was written as follows:

"Dear Doctor:—Will you please write and tell me if you can do anything for rheumatism?"

Financial References GERMAN AMERICAN NATIONAL BANK — HAMILTON NATIONAL BANK

"It requires the services of a specialist to cure woman's illness"



DR. BERTHA C. DAY
SPECIALIST
IN DISEASES OF WOMEN

Belle M. Oberden, Chicago File-1.
Fort Wayne, Ind. 1910

Mrs Chicago, Ill.

Dear friend:—

Since it is your misfortune to be afflicted I am glad you wrote to me because I sincerely believe that I can completely cure you if you take my treatment now. Realizing the serious nature of your condition I at once arranged to give your case my prompt personal attention.

After years of success in curing practically every form of woman's ills I am now devoting my life to my sister women. Being a woman and a mother I know your every ache and pain and sympathize with you as only a woman can. As a physician, as a Specialist in diseases of women I know the causes of your trouble and the most scientific method of curing you quickly. Since you have in me a sympathetic friend as well as a physician I trust you will read carefully my plan for your complete recovery.

A careful diagnosis of your case shows you have **Female Weakness**.

I have mailed you a copy of my book, "Diseases of Women and Home Medical Guide". Be sure to read a description of your condition on pages **26-27**.

As requested I have mailed you a free trial of my successful treatment. It is bound to help you and you should take it at once according to my directions enclosed herewith. The free medicines will last you for three days and are suited to your condition but you should not expect them to cure you. Some of the ingredients contained in the remedies you need are very costly and I can not afford to give you enough of these medicines to completely cure you.

Your case seems to be of long standing and you really should have a Complete Course of Treatment at once if you are to be completely cured. As I want to do everything possible for you I have prepared a Special Course of treatment for you and am sending it, postage paid, in the same package with the free remedies.

Please understand that the free remedies are yours to take at once without charge or obligation, but if you use the Special Treatment I shall expect you to send me \$3 for it. You need not feel under obligation to me to accept the Special Course but I know it is just what you need and need now, so I feel sure your good judgment will cause you to accept it at your earliest convenience. By sending now I save you some time and

Photographic reproduction (reduced) of one page of a two-page letter sent by Dr. Day in answer to a brief note, asking for particulars about her "cure for female trouble." Practically all of this letter was printed; the name and address and "diagnosis" only, being filled in by means of a typewriter. The words and figures in paragraphs three and four, around which heavy lines have been drawn, were the words that were filled in on the typewriter. [Since changing the name of this concern from the Dr. Bertha C. Day Co. to the Woman's Health Institute, Griffin has had his present stool-pigeon, Dr. Julia D. Godfrey, change the style of letters sent out to those who send in a "diagnosis blank." The patient—or victim—is no longer told what ails her but is told that Dr. Godfrey has "made a careful record" of the "symptoms and diseased condition." The diagnosis was always worthless and has doubtless been omitted because its worthlessness was susceptible of proof.]

By return mail came the stock diagnosis letter with the statement:

"A careful diagnosis of your case shows you have *rheumatism, and associated conditions.*"

A subsequent mail brought the inevitable "free treatment" and the accompanying "special treatment." Here again the carelessness of the detail work done in the Bertha C. Day office was apparent. In addition to the box of variegated pills that composed the "special treatment," there was sent a collapsible metal tube filled with an ointment smelling strongly of phenol (carbolic acid). This was marked "Dr. Day's Private Formula No. 26." The sheet of directions made no reference to Formula No. 26, but it did contain a statement regarding a "Formula No. 48." No preparation having the latter number was sent. The directions pasted on the tube of ointment read:

"Unscrew cap of tube, then screw nozzle in its place. Each evening wash the parts with soap and water. Insert nozzle into the rectum, forcing a small portion of the ointment out of the tube by pressing the lower end."

No nozzle accompanied the package and had it done so, it would be a little difficult to see how a person was going to be cured of rheumatism by injecting a carbolic acid ointment into the rectum. The facts were, of course, that the mailing force at Griffin's establishment had confused a "treatment" for "piles" with a "treatment" for "rheumatism." It is interesting to speculate what may have happened to the poor sufferer from piles who received the rheumatism treatment with directions to inject it into the rectum.

ANOTHER DIAGNOSIS AND A MODIFIED METHOD OF TREATMENT

As has already been shown, Mr. Griffin sometimes modifies his method of doing business. An advertisement appears in which Dr. Day offers to send "Priceless Prescriptions for the Cure of Female Diseases Free to Any Woman." Part of the advertisement is a coupon containing a list of diseases and symptoms and the patient is asked:

"Make a cross (X) in front of your trouble. Two crosses (XX) in front of the one from which you suffer most."

One of these coupons was sent in to the company with the word "obesity" marked. By return mail came one of Dr. Day's famous diagnosis letters, stating among other things:

"A careful diagnosis of your case shows that you have *Obesity and associated conditions.*"

"Obesity and associated conditions" were the four words in the whole letter that were filled in by means of a typewriter; the balance of the letter, with the exception of the name and address of the patient, was printed in the usual imitation of typewriting. With this letter three prescriptions were sent. These prescriptions, printed in imitation typewriting on prescription blanks headed, "Private Office of Dr. Bertha C. Day," were an atrocious mixture of incorrect Latin and poor English.

After reading all that accompanied the prescriptions the cloven hoof became evident:

"There are so many reasons why I am afraid you will not be able to get these prescriptions filled properly and at the right price, that I have decided . . . to supply you with the medicines you need direct from my office . . .

"In order that you may begin treatment at once, to save you the trouble of ordering from me or of trying to have the various prescriptions filled, I have decided to send you the Special Treatment you need by Express, prepaid. I have paid the express charges so that all you have to pay the Express Co. is the reduced price of \$2.50 which I am making to you."

Dr. Bertha C. Day
Fort Wayne, Indiana
PHYSICIAN TO WOMEN

PERSONAL AND NATIONAL BANK
OFFICIAL GUARANTEE
BACKED BY THE HAMILTON NATIONAL BANK, of Fort Wayne, Indiana
CAPITAL \$300,000.00

THIS OFFER is not good unless accepted on or before **MAR 3 1911**

POSITIVE GUARANTEE by DR. BERTHA C. DAY
issued to _____

If you are not satisfied after taking the course of special treatment described in the accompanying letter and will write to me any time within 30 days after finishing the treatment requesting the return of your money, I most cordially agree to return to you the \$_____ you pay for the treatment. I make this guarantee only for such persons as I feel absolutely sure can be cured by my treatment.

Dr. Bertha C. Day

2439.

Hamilton National Bank

CAPITAL \$300,000.
RESERVE \$400,000.

Fort Wayne, Indiana, Feb. 17, 11

Mrs. W. S. _____
Chgo 60, Ill.

Dear Friend:-

We will refund to you the sum of \$1.00 if Dr. Bertha C. Day should fail to do so according to the terms of her guarantee made to you.

We have long business with Dr. Bertha C. Day and those associated with her in her work ever since she started in her extensive business. From our business experience and personal acquaintance with those associated with her in her business we are so sure of their honesty that we do not hesitate to stand back of her guarantee which she gave you. We have authorized her to tell you that our Bank will guarantee her offer to you and with this letter to let you know that her guarantee is authorized.

Yours respectfully,
W. W. Poole
Cashier.

Of course the Griffin concern issues a guarantee—nearly all mail-order medical fakes do. The upper part of this illustration is a photographic reproduction of Dr. Day's guarantee. Such guarantees, even when honestly made, are worthless because they apply only to the first month's treatment. There are but few patients who, during the first three or four weeks of any new treatment, do not imagine themselves benefited. This is particularly likely to be the case when the "treatment" is a secret one and when the patient is dosed with stimulants such as strychnin, etc. It will be noticed that out of five preparations prescribed for Mrs. X, four of them contained strychnin.

The lower of the two photographic reproductions given above shows that even national banks may be used as a valuable adjunct to quackery.

Dr. Day then says that the patient is under no obligation to accept the package, but, as a physician, she feels it her duty to send the medicines at once. Furthermore, the \$2.50 "also entitles you to my professional advice."

The victim, in this case, did not bite and received the usual series of follow-up letters urging her to take the package from the express company and to remit the money. Finally the patient wrote that she had not taken the packages from the express office because she could get the prescriptions filled at the drug store so much cheaper. Back came a letter, stating that this course was "perfectly satisfactory" to Dr. Day. How very unsatisfactory it was to Mr. Griffin's company is evident from the following paragraph:

"I wish to warn you against trusting this work to a careless and unprincipled druggist who might substitute drugs similar but inferior to those called for in the prescription."

Further:

"Be sure that all the medicines to be used internally *are prepared in tablet form*. This is very important." [Italics ours.—ED.]

Not content with vilifying the druggist and accusing him of substitution and lack of principle, those fakers are bound to make the patient dissatisfied with the druggist's work however honestly done. The main prescription of the three given above calls for desiccated thyroid and phytolacca berry compounded *in the form of a suppository*. Yet these humbugs have the effrontery to insist that the patient be sure that the medicine "be prepared *in tablet form*."

CONCLUSION

So much for the methods of the Bertha C. Day mail-order medical fake. The dishonesty of the claims, the fraudulence of the methods and the general way in which the business is conducted, are all typical of those concerns which make a business of capitalizing suffering and defrauding the sick. Could that vast army of women whose gullibility permits these frauds to flourish but learn the hollow pretense on which such businesses are founded, the mail-order medical fake would cease to exist.

There are doubtless hundreds of thousands of men and women who really believe that the skilfully printed letters sent to them by mail-order quacks are special, personal and private communications. They doubtless believe too, that the "diagnoses" which these fakers furnish have actual value. They probably believe, also, that the pills of many shapes and colors that are sent out by these concerns have some peculiar potency and value not possessed by the drugs prescribed by the family physician. They must believe all these things or the mail-order medical business would not be profitable.

Did the victims of these sharks really know that the letters are printed by the hundreds of thousands and are "filled in"

by girls who have no more medical knowledge than the average school-girl would have; did they know that the "diagnoses" are always worthless and sometimes dangerous; did they know that the medicines furnished are often the cheapest of cheap drugs bought in enormous quantities from the least reputable of drug houses; did they know, too, that after they had been bled to the point where they are unwilling to part with any more money, their letters would be sold to other vampires in the same business—did they know all these things, the firms that pretend to cure diseases about which they know nothing, with drugs about which they know less, in patients they have never seen, would soon be forced into some more respectable, if less profitable, line of business. (*From The Journal A. M. A., April 1, 1911.*)

[*Note to second edition:* Apparently, the notoriety given Bertha C. Day by THE JOURNAL of the American Medical Association seriously impaired that lady's usefulness in Griffin's fakery. It was not long after the exposure that Bertha left the employ of Griffin, the name of the concern was changed to "Woman's Health Institute," and a Dr. Julia D. Godfrey was hired as the new stool-pigeon to carry on this branch of Griffin's disreputable business. The booklet "Diseases of Women," which under the Bertha Day regime was issued as "written and published by Dr. Bertha C. Day" is now issued by the "Woman's Health Institute" as coming from Julia D. Godfrey. Not a word of the book has been changed except the title page and the two or three pages of introductory matter dealing with the "doctor" who is supposed to have written it.

Evidently the business of selling worthless nostrums to ailing women is a profitable one as Griffin has opened two other concerns similar to the Julia D. Godfrey business of Fort Wayne—the Atlanta Remedy Company, Atlanta, Ga., with Dr. Lily Norrell as "medical director" and the Woman's Remedy Company of San Francisco which employs Dr. Grace Thompson as its "medical director." Griffin also has another Fort Wayne institution, the Ovelmo Company, which has for its "consulting physician" one Dr. S. Franklin Sutton. Ovelmo, it should be said, is sold as a "cure" for all skin diseases.

Bertha C. Day is now operating a small mail-order medical fakery of her own at Hammond, Ind. Her methods are those usual to the business; free trial treatment advertised; "complete treatment" sent with every "free treatment" ordered and bill for the "complete treatment" rendered with regularity and insistence.]

MRS. CORA B. MILLER

Kokomo, Ind., has long been known to the readers of not-too-particular newspapers and magazines as the headquarters of a philanthropic lady who for some years has been "spending a fortune in giving medical treatment absolutely free to suffering women"—Mrs. Cora B. Miller. The scheme was to send a free treatment to all women applying for it and to urge the prospective victim to take the regular treatment, price, \$1. Form letters, "follow-up" letters and the other paraphernalia of the mail-order house were used in the usual way to relieve the gullible sick of their money. How well it succeeded was recently brought to light when the postal authorities looked into the concern and found that the gross receipts of the business were in excess of \$100,000 a year. In fact, the postmaster of Kokomo testified that during the fiscal year ending June 30, 1909, over \$81,000 was paid to the concern on money orders presented by it and that a great deal more had been received by registered mail.

The "dope" furnished by "Mrs. Cora B. Miller"—apparently the same for all cases, whether a mild leucorrhœa, a displaced womb or a uterine cancer—was analyzed in the government laboratory, and according to the analysis, found to consist of:

Boric acid	39.96 per cent.
Tannin	5.78 per cent.
Cacao butter	54.03 per cent.
Carbolic acid	Trace.

(Average of three analyses.)

A box of this nostrum sold for \$1; the cost of it probably was less than six cents. It is not surprising to read, therefore, that "Mr. Miller is without other source of income and has grown rich in this business . . . his holdings in real estate are probably more valuable than those of any other person in the county in which he lives."

Throughout the advertisements and circulars the implication was made that a woman—to-wit, Mrs. Cora B. Miller—was in charge of the business, had originated the "treatment" and directed the medical treatment of the dupes who wrote to the concern. All circular letters were signed "Mrs. Cora B. Miller," and every effort was made to convey the impression that a woman was running the business. As a matter of fact, the government showed that the business was conducted by Frank D. Miller, who started it under the name of the Kokomo Medicine Company and conducted it under this name until after his marriage, when it was reorganized and incorporated in his wife's name. According to the report, Mrs. Miller had nothing whatever to do with the conduct of the business, had never had any training that would fit her to prescribe for women's ailments and, in fact, her name was evidently used only as an advertising asset—much in the same way as the old Lydia Pinkham advertisements exploited that long-since-deceased individual.

Miller himself is not a physician and the investigation showed that the medicine was compounded by the clerks and stenographers whom the concern employed; the same clerks also answered—by means of form letters—the inquiries sent

NO TELEGRAM, SATURDAY, FEBRUARY 20, 1910

D?



Free To Women

Mrs. Cora B. Miller is Spending A Fortune In Giving Medical Treatment Absolutely Free to Suffering Women.

A 50c Package Will Be Sent Free To Every Woman Who Is Ailing.

Thousands of Women Bless Her Name

Send No Money. Just Your Name and Address, If You Are A Sufferer From Any Women's Disease or Piles.

Why Men Desert Wives

A Large Per Cent of the Wife Desert Their and Divorce Due to Female Weakness

Thousands of Letters From All Over the World Tell of Wonderful Results With Mrs. Miller's Mild Home Treatment

Send No Money. Just Your Name and Address, If You Are A Sufferer From Any Women's Disease or Piles.

Why Men Desert Wives

A Large Per Cent of the Wife Desert Their and Divorce Due to Female Weakness

Don't Close Your Eyes, Ears and Mouth. Mrs. Miller Wants to Relieve You of Your Suffering. Fill Out the Coupon and Send Today.

Put Your Faith in Mrs. Miller

This Divine Says:

FREE TREATMENT COUPON

14 LANGUAGES

Thousands of Women Bless Her Name

Grateful Letters From All Over the World Tell of Wonderful Results With Mrs. Miller's Mild Home Treatment

Send No Money. Just Your Name and Address, If You Are A Sufferer From Any Women's Disease or Piles.

In the past few years Mrs. Miller has made a fortune in giving medical treatment to suffering women.

Why Men Desert Wives

A Large Per Cent of the Wife Desert Their and Divorce Due to Female Weakness

I should have been better off if I had been a man. I was married for 15 years and I was divorced because of my weakness.



Don't Close Your Eyes, Ears and Mouth. Mrs. Miller Wants to Relieve You of Your Suffering. Fill Out the Coupon and Send Today.

There is Some One Near You Cured by Mrs. Miller

There is some one near you who is suffering from some of the same troubles that Mrs. Miller has cured.

Room Only For the Well

Only the well can afford to pay for a room in this hospital.

How to Treat Any Case of Piles

I want to tell you how to treat any case of piles.

Put Your Faith in Mrs. Miller

Put your faith in Mrs. Miller and you will be cured.

This Divine Says:

This divine says that there is a cure for all these troubles.

FREE TREATMENT COUPON

This coupon is good for a free medical advice coupon.

was supposed to call at the office of the concern about once a week. Dr. Chancellor was very rarely consulted, in fact, there was no need of it apparently, if all the victims received the same boric acid and tannin mixture.

Testimonials? Of course. There was never a medical fraud so blatant nor an imposition so brazen but could show testimonials in its favor. As the assistant attorney-general said in summing up the case against this concern: "The treatment, because of its antiseptic and astringent character, will undoubtedly palliate certain symptoms, and it is plain that the patients who have given these testimonials have been troubled only with conditions that the medicine will help. . . . This is, in fact, one of the most pernicious characteristics of this business; the company is aided greatly in its efforts to foist this remedy on the public by these statements which are, no doubt truthfully quoted, but which are the result of self-deception and known to be so by the promoters of the business."

In view of the evidence, the assistant attorney-general declared the concern to be "a scheme for obtaining money through the mails by means of false and fraudulent pretenses, representations and promises," and recommended that a fraud order be issued against the Mrs. Cora B. Miller Company. The order was issued.

[*The preceding matter, which appeared in THE JOURNAL of the American Medical Association, July 23, 1910, gives in brief the government's case against this concern. What follows is a more detailed account of the case.*]

Mrs. Cora B. Miller

The details of the government's action in this case as given in the Assistant Attorney-General's memorandum to the Postmaster-General, are, in part, as follows:

"The business of the Mrs. Cora B. Miller Company is conducted exclusively through the mails. Advertisements are inserted in newspapers soliciting persons afflicted with certain diseases peculiar to women to communicate by mail with the Mrs. Cora B. Miller Company or Mrs. B. Miller, at Kokomo, Ind., and promising that if such persons will so communicate with said concern or party a free treatment of the preparation advertised will be furnished to them. When replies are received to the advertisements the correspondents are sent a free sample of the preparation and also various letters, booklets and other printed matter in which the virtues of the preparation are sent out, and the addressed are asked to remit, by mail, money, usually in amount \$1, for a full package of said preparation. The evidence shows that in pursuance of this scheme the persons conducting business under the above names are receiving large quantities of mail and are obtaining payment of a large number of money-orders through the post-office at Kokomo, Ind., and are obtaining in money through

the mails by this means from the public about \$100,000 a year.

"The preparation so offered for sale and sold is made up in the form of suppositories to be used locally, and is denominated 'Home Treatment.' Regarding the medicinal virtues of this remedy, the following representations, among others, are made:

CLAIMS MADE

"Mrs. Miller's home treatment is especially prepared for the speedy and permanent cure of leucorrhœa, ulceration, displacements or falling of the womb, profuse, scanty or painful periods, uterine or ovarian tumors or growths, and piles from any cause, no matter of how long standing. It is the simple remedy which has been used by over a million women, and seldom fails to cure even the worst cases quickly. If you suffer, cut out the coupon now and receive by return mail the 50-cent trial treatment of this wonderful medicine which has helped so many.

"Remember, Mrs. Miller's treatment is a simple, mild and effectual home remedy which has been used by more than a million women, curing when doctors and other medicines failed."

FROM THE SHADOW OF THE ASYLUM

THOUSANDS SNATCHED BACK FROM CERTAIN INSANITY BY MRS. MILLER'S MILD HOME TREATMENT

Mrs. Miller's wonderful remedy is especially prepared for the speedy and permanent cure of leucorrhœa or ulcerations, displacements or falling of the womb, profuse, scanty or painful periods, uterine or ovarian tumors or growths; also pains in the head, back and bowels, bearing-down feelings, nervousness, creeping feeling up the spine, melancholy, desire to cry, hot flashes, weariness and piles from any cause or no matter of how long standing.

"Every woman sufferer, unable to find relief, who will write Mrs. Miller now, without delay, will receive, by mail, free of charge, a 50-cent box of her simple home remedy, also her book with explanatory illustrations, showing why women suffer and how they can easily cure themselves at home without the aid of a physician."

"Home Treatment should prove a priceless boon to you in any of the following diseases and bring the happy relief you have longed for: Inflammation, congestion and falling of the womb, ulceration of the womb, polypus, tumors, leucorrhœa, ovarian tumor, fibroid tumor, inflammation and congestion of the ovaries and uterine cancers in their earlier stages, etc. It radically corrects laceration of the womb (due to childbirth)."

"Cancer of the womb is a serious matter. In its later stages no power on earth can remedy it. However, if treated in its early stages, Home Treatment should be used with greatest benefit and full relief follow. If you have even the slightest suspicion that you are suffering from this dread disease, commence treatment at once. To-morrow or next week may be too late."

"Particular attention is invited to those portions of the representations above quoted which convey the impression that this preparation will cure cancer of the womb in its earlier stages, fibroid growths and polypi, laceration of the womb, due to child-birth, ovarian tumors and falling of the womb.

WHAT ANALYSIS SHOWED

"Samples of the preparation were submitted to the Department of Agriculture for chemical analysis and an expression of opinion as to the value of the preparation in the treatment

of the diseases for which it is prescribed. The report of the Department of Agriculture is quoted below:

Dec. 2, 1909.

The Honorable, The Postmaster General.

Sir: In harmony with your request of the 15th of October relative to the analysis of certain medicines advertised and sold by the Cora B. Miller Company, of Kokomo, Ind., I am forwarding herewith the findings of the Bureau of Chemistry, together with an expression of opinion with regard to the value of this treatment in certain diseases of women.

Chemical examination of the three packages of medicine submitted shows that all of them contain the same medicinal ingredients; namely, boric acid, tannic acid, cocoa butter and a trace of carbolic acid. The quantity of each agent present is practically the same in all of the samples. The following claims appear in the circulars accompanying the sample packages submitted:

"Mrs. Miller's Home Treatment . . . by its strengthening, absorbing and correcting properties, is designed to remove cancers.

"Cancers, Fibroid Growths, and Polypi. . . . My remedy has removed these by absorption.

"Laceration of the womb (due to child birth) radically relieved.

"Prolapsus Uteri or Falling of the Womb. . . . My treatment is a . . . reliable remedy, in giving tone and vigor to the supporting ligaments, and also reducing the size of the womb."


The analysis failed to disclose any grounds whatever for these claims. The remedy contains nothing which could under any circumstances effect the removal of cancers, fibroid growths, or polypi, or which is capable of radically relieving laceration of the womb due to child-birth. The claim that the medicine is a reliable remedy in the treatment of prolapsus uteri, giving tone and vigor to the ligaments supporting the womb and reducing the size of that organ, is also absolutely without foundation. The medicine is a simple mixture of a mildly antiseptic and astringent character whose ingredients have long been known to the medical profession, but notwithstanding this fact no authority on medicine makes the claim that, singly or together, they are capable of effecting the results claimed for them by the concern in question.

In view of these facts it would appear that the business of the party in question is not conducted in good faith, but for the purpose of obtaining money from credulous individuals, through false and fraudulent claims, representations and promises without any intention of rendering an adequate return.

Complying with your request I am returning herewith Inspector McCorkle's report, and under separate cover I am sending you the wrappers enclosing the medicine submitted with your communication of the 15th. of October.

Respectfully,

WILLIS L. MOORE, Acting Secretary.



Mrs.
Chicago, Ill

MY Dear Friend:
I would feel that I was not doing my duty did I not make one more FANDEST effort to induce you to continue my treatment until you have regained your health entirely.
I wish you could realize the vast importance in being a well, healthy woman in every way; your happiness depends on it. It should be the chief aim of every woman to be healthy, that she may perfectly perform that high and holy mission that makes her the noblest creation of God
In my remedies I have endeavored to combine medicinal properties that should not only eradicate every trace of disease but put new energy and life in the whole system, no matter how great a sufferer.
Now, dear friend, take heart, for though you have not obtained a cure from the small supply of my medicine you have used, or if you did not obtain as much benefit as you had hoped, this only indicates that your case is more obstinate, complicated and deep-seated than you really had thought and a permanent cure should not be expected. It is often that one will feel worse at first while the diseased conditions are being changed and this sometimes causes unthinking persons to become frightened or discouraged and quit the treatment best adapted to their case if it only be faithfully carried out.
The thousands and thousands of women who have been entirely cured of their constant suffering by the use of my remedies justifies me in believing that you too will be able to say as much for my remedies if you will only follow my advice and continue my treatment.
Sometime ago I made you an offer which was so liberal that I was sure that you would not fail to accept it. I limited the offer to 30 days from receipt of my letter and it may be that you were not in a position financially at that time to accept it. As a kindness to you and because I DO WANT TO COMPLETELY CURE YOU, I will renew the offer and on receipt of \$3.69 will forward to you three \$1.00 boxes Home Treatment, three \$1.00 boxes Herbal Tonic and three \$1.00 boxes Neurotone. Yes, I will do even better than this: If you will order real soon I will send you free a full size box Pink Pain Pills which are for Headache, Neuralgia and other pains.
I am sure that you cannot help but realize what an extremely liberal offer I have made you. I also know that you regard health above all else and earnestly desire to once more be free from pain and suffering and I will look anxiously for your order. It will receive prompt attention and goods will be shipped same day the order is received.
I am willing to do anything that is reasonable to get you to continue my noble remedies and restore you to health.
Most cordially yours,
Mrs. Cora B. Miller

Photographic facsimile of one of the set of "form letters" sent out by the concern to prospective victims. Notice the signature, giving the impression that "Mrs. Cora B. Miller" wrote the letters, when as a matter of fact they were sent out by office girls who filled in with a typewriter, the name of the person to whom they were addressed. The name of the woman to whom this particular letter was addressed has been erased. Compare the letter head with that in the illustration on page 235.

A sample of the preparation was also submitted to a number of physicians, together with the claims made for it. Their testimony regarding the value of the "Home Treatment" verified that given by government analysts.

FRAUDULENT CLAIMS

"It appears from the statements of the Department of Agriculture and of these physicians, that this preparation is merely a mild antiseptic and astringent, and that its ingredients have long been known to the medical profession. The fact that its ingredients are not made known to those who purchase it shows clearly that it is the intention of the persons doing business under the above names to lead such purchasers to believe that it is compounded of ingredients other than those of which it is actually composed and which will cure the disease set forth in the advertising matter. Said persons must well know that the ingredients which make up this preparation are merely antiseptic and astringent and have no power to cure cancer of the womb, falling of the womb, or the growths of various kinds for which they prescribe it.

"In the answer made by the respondents to the citation to show cause a number of authorities are quoted to the effect that carbolic acid, tannic acid and boric acid are of value in leucorrhœa and several other inflamed conditions of the female generative organs. The authorities thus quoted, however, recognize simply the ordinary antiseptic and astringent effect of these remedies, and, in fact, state in so many words, that this is their effect. These authorities fully sustain the report of the Department of Agriculture. No authority is quoted which would support in the slightest degree the claims made by this company for the preparation which they sell. So far as the cure of cancer of the womb, fibroid growths and polypi, laceration of the womb and falling of the womb are concerned, the company has been unable to present any medical authority whatsoever to support their contention.

"MRS. MILLER" A MERE FIGUREHEAD

"Many representations are contained in the advertisements and circulars used by the persons conducting this business, implying and intended to imply that a woman, to-wit, Mrs. Cora B. Miller, is in charge of the conduct of said business, and that the correspondence of prospective patients and of patients is handled and cared for by her, and not by a man or men, and that she, the said Mrs. Cora B. Miller, is the originator of this treatment, and is professionally qualified and competent to advise prospective patients and patients with respect to their conditions, and to direct the proper medical treatment of their cases. Some of these representations are quoted below:

"MRS. CORA B. MILLER GIVES A FORTUNE TO HELP WOMEN WHO SUFFER—SHE WILL SPEND \$50,000 IN GIVING AWAY MEDICAL TREATMENT, ABSOLUTELY FREE, TO SUFFERING WOMEN."

"MRS. MILLER RECEIVES MORE MAIL THAN ANY OTHER WOMAN IN THE STATE.

"How would you like to receive so much mail that it would be necessary to use a grindstone in order to open the letters as fast as they come in? This is the way Mrs. Cora B. Miller, of Kokomo, opens her mail. She gets tons of mail, and to save time has the letters opened by a large grindstone, which occupies a conspicuous place in her office. No other person in Indiana receives so much mail as she."

"Mrs. Miller's aid and advice is as free to you as God's sunshine or the air you breathe. She is always glad to lend her assistance to every suffering woman, and she is a generous, good woman, who has suffered herself as you suffer, and she wants to prove to you that her common sense home treatment will cure you just as surely as it cured her years ago in her humble cottage before riches and fame came to her.

"If you are a sufferer from any female trouble, no matter what it is, send the coupon below to Mrs. Cora B. Miller at once."

"I am a woman with all a woman's hopes and fears. I have known what it is to be sick in body and mind. Sick in a way that I couldn't bring myself to explain to a man, even though he were my physician, and I am thankful beyond the power of words to express that I have been given the power to extend to you, my sisters, the priceless boon of relief from the burden of pain and suffering.

"I only pray that this little book may be the means of saving some woman from years of such agony as only a woman can know.

"I dedicate this book to you."

"WOMAN'S DISEASES

"I doubt if you can realize the full meaning of these two little words. I, who come in contact with the pitiful wrecks of womanhood wrought by female complaints, know, as I hope you will never know, what shattered lives and broken hearts they cause."

"Only a sensitive woman can realize how hard it is to bring one's self to undergo the ordeal of examination and treatment by a physician."

"This implication is also to be gathered from the fact the circular letters which are sent out to correspondents are signed 'Mrs. Cora B. Miller.'

"As a matter of fact, this business is conducted by a corporation of which F. D. Miller is president and actual manager; Cora B. Miller, vice-president; Miss Nellie Thornton, treasurer, and Mr. Burrell, a small share-holder. Frank D. Miller and Cora B. Miller, husband and wife, own practically all the shares, and, as before indicated, Mr. Miller is the sole manager. He built up the business under the name of the Kokomo Medicine Company, under which name it was conducted until after his marriage, when it was reorganized and incorporated in his wife's name.

OFFICE GIRLS SEND OUT THE "TREATMENT"

"The business of the company is conducted from a large building in Main Street, Kokomo, Ind., where from seventy-five to a hundred employees are kept busy shipping medicine and sending out circulars. The employees are mainly young women clerks and stenographers. The medicine is compounded

by them and the communications received are answered by them with form letters. Mrs. Miller, as she admits to the inspector, has nothing to do with the conduct of the business. Mr. Miller claims that the company employs a consulting physician named Dr. Chancellor, but admits that Dr. Chancellor is only very rarely consulted about any case, and that he calls at the office but once a week. Mrs. Miller, when interviewed by the inspector, admitted that she had never had

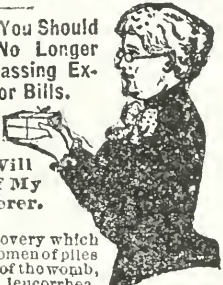
Page 26

I Cure Women

OF FEMALE DISEASES AND PILES

I Will Cure You So That You Should Stay Cured— Women No Longer Need Submit to Embarrassing Examinations and Big Doctor Bills.

To Show Good Faith and to Prove to You That I Can Cure You I Will Send Free a Package of My Remedy to Every Sufferer.




I hold the secret of a discovery which has seldom failed to cure women of piles or female weakness. Falling of the womb, painful menstrual periods, leucorrhea, granulation, ulceration, etc., are very readily cured by my treatment.

I now offer this priceless secret to the women of America, believing that it will effect a cure in almost any case, no matter how long you have suffered or how many doctors have failed.

I do not ask any sufferer to take my unsupported word for this so I will send you some of the medicine free. If you will send me your name and address I will mail you a trial package absolutely free, which will show you that you can be cured. Do not suffer another day but just sit down and write me for it right now.

Mrs. Cora B. Miller, Box No. 1097, Kokomo, Ind.

FREE  **Gold Watch AND RING FREE**

We give this stem wind fully guaranteed American Watch with Gold Ball case

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This is a photographic reproduction (same size as original) of one of the smaller advertisements of the Miller concern. It appeared in one of the cheaper weeklies.

any training in medicine, and that she had no other training which would fit her to prescribe for women's ailments.

"The respondents in denying the charge in the citation that the supervision of the correspondence was in the hands of men, alleged the fact to be that the correspondence of pa-

tients was handled by women because it was handled by the clerical force and the clerical force was almost wholly made up of girls.

"The result of correspondence carried on by the inspector with forty persons who had been treated by this concern is reported by him as follows:



"The names of 40 persons who had been treated by this concern were secured and a correspondence opened with the postmaster at their respective places of address, with the view of obtaining the nature of the ailment, the length of time under treatment and the result. So far there has been 31 answers received, all except one, being indefinite as to the nature of the disease, using the general expressions, 'female weakness,' 'female trouble,' etc. Out of this number 28 were not cured, 6 receiving no benefit and 22 claiming to have been benefited, while three allege they were cured, two of them of indefinite ailments, and one of a tumor, but the physician who treated her states that she had no tumor but had some kidney trouble and was a hypochondriac."

WORTH SIX CENTS; SELLS FOR ONE DOLLAR

"It is interesting to note that inquiries made by the inspector of a drug clerk concerning the value of a box of this treatment which is sold at \$1, brought the response that it could be made up for less than 6 cents a box in cost. It is also interesting to note that the gross receipts from this business, as admitted by Mr. Miller, are in excess of \$100,000 a year, and that about 200,000 people at the present time are taking treatment from this concern. The postmaster of Kokomo states that during the fiscal year ended June 30, 1909, over \$81,000 was paid to the company on money-orders presented by it, and that, in addition to this amount, a great deal more has been received by registered and ordinary mail and through the express company. Mr. Miller is without other source of income and has grown rich in this business. The inspector states that his holdings in real estate are probably more valuable than those of any other person in the county in which he lives.

TESTIMONIALS VALUELESS

"The testimonials submitted by the company and the statements of patients who believe themselves to have been benefited by this treatment are of little value as an evidence of the medical effect of the preparation to cure all the diseases advertised. The treatment, because of its antiseptic and astringent character, will undoubtedly palliate certain symptoms, and it is plain that the patients who have given these testimonials have been troubled only with the conditions that the medicines will help, but it is impossible to believe that they have been cured by this medicine of the diseases which the physicians say this medicine cannot cure whether the patients in their self-diagnosis thought they had these diseases or not.

MILLER MEDICINE CO.
MILLER'S
HOME TREATMENT
 FOR FEMALE DISEASES AND PILES
KOKOMO, IND.

NEW OFFICE AND LABORATORY

My Dear Friend:-

The weather is excessively warm, the days long and it seems that everybody's effort is to make themselves as comfortable as possible.

It should be the chief aim of everyone of us to be healthy, comfortable and happy. We owe it to ourselves to our families to our friends to generations yet unborn to make a strenuous effort to be well and happy.

What a beautiful and happy world this would be if all were free from pain and disease and we could meet each other with a happy smile instead of frowns the cause of which cannot be concealed.

It is natural to be well. Disease only means that the laws of nature have been broken and you are now paying the penalty. Health must be earned. You cannot regain it without some effort. Have you made the effort? Have you used the medicine faithfully and given the treatment the proper chance to overcome the diseased conditions?

We are expecting an order from you and the Order Blank and addressed envelope are enclosed for your convenience. At this time of the year things want to be made as easy and comfortable as possible, especially for those who are not so fortunate as to enjoy perfect health. You need not even write a letter, just fill out the Order Blank and enclose it in the addressed envelope.

Send for any amount of the medicine you desire and there will be sent FREE with your order a full size 50-cent box Pink Pain Pills. You can feel assured that any special offer made you on the medicines will be fulfilled and your order will receive the same prompt and careful attention as though full price was paid. You will find Pink Pain Pills most excellent to relieve headache, neuralgia and other pains, they should be in every home. Send today, SEND RIGHT NOW and the medicine will be sent you promptly, soon as your order is received.

Your remittance may be sent in the most convenient way, by personal check, draft, express or Post Office money order or money in the letter. If you send check, draft or money order make it payable to MILLER MEDICINE CO., and in writing use the enclosed envelope or address MILLER MEDICINE CO. and NO OTHER WAY or it will not be received.

Yours for Human service,
Miller Medicine Co.

July 19, 1910.

After a fraud order was issued against the Mrs. Cora B. Miller Company, Miller modified his advertising and changed the name of his company to "Miller Medicine Company." Compare this photographic facsimile of a letter sent out by the Miller concern in July, 1910, with a similar reproduction shown on page 230 of a letter sent out in July, 1908. Note the statement made in the last paragraph of the letter given above; the woman sending for Miller's nostrums is told that she must address her letter "MILLER MEDICINE COMPANY, and no other way, or it will not be received."

"This is, in fact, one of the most pernicious characteristics of this business; the company is aided greatly in its effort to foist this remedy on the public by these statements which are, no doubt, truthfully quoted, but which are the result of self-deception and known to be so by the promoters of the business.

"In view of all the evidence in the case, it is not believed necessary to comment on this evidence.

"I find that this is a scheme for obtaining money through the mails by means of false and fraudulent pretenses, representations and promises, in violation of sections 3929 and 4041, of the Revised Statutes, as amended, and therefore recommend that a fraud order be issued against this concern and party.

ASSISTANT ATTORNEY GENERAL."

"MITCHELLA COMPOUND"

In the pages of those publications whose advertising ethics permit them to give publicity to fake cancer cures, to deaf-cure quacks or any other of the unsavory brood which Mr. Adams exposed in the "Great American Fraud" series, the advertisement of "Dr." J. H. Dye's "Medical Institute" may be found. Dye is one of the tribe that makes capital out of the fears of the expectant mother. After drawing lurid pictures of the "untold pains" to which the young mother may be a martyr, relief is promised if the sufferer will but use Dye's "Mitchella Compound." The value of "Dr." Dye's nostrum is testified to by a hypothetical Mrs. Dare, who relates how after losing her first child she had a vision. A "white-robed angel" appeared, who delivered a flowery speech, concluding with the following peroration:

"Go, sister, and seek freedom and peace in the use of *Mitchella Compound* and in following the teachings of that book."

The book referred to by the "white-robed angel" is a brochure put out by "Dr." Dye and sold for the nominal price of \$2. The title is "Painless Childbirth," and needless to say, the author does not neglect to extol the use of *Mitchella Compound*.

"Dr." Dye's *Mitchella Compound* "speedily cures all derangements and irregularities of the menstrual function, congestion, inflammation, ulceration and displacement of the womb . . ." and other things too numerous to mention. This "heartease for weary women," we are told, "is composed of the purest and most carefully selected herbs which can be obtained." Possibly! But if after a period of drought one went to the woods and raked up a double handful of dried leaves, pieces of bark and any other débris that happened to be handy, the average man would find it difficult to distinguish between such rakings and "Dr." Dye's *Mitchella Compound* at \$1 a package.

A sample of *Mitchella Compound* was examined botanically for us by Prof. William Baker Day of the University of Illinois. Professor Day reports as follows:

BOTANIC EXAMINATION

"I have examined botanically a sample of 'Mitchella Compound.' The sample consists apparently of a mixture of vegetable material, chiefly fragments of leaves, roots and bark, among which I have been able to identify the following:

"*Mitchella repens*—herb—commonly known as Partridge-berry or Squaw-vine.

"*Chamælririum luteum*—rhizome and roots—(*Helonias dioica*), commonly known as Starwort or False Unicorn Root.

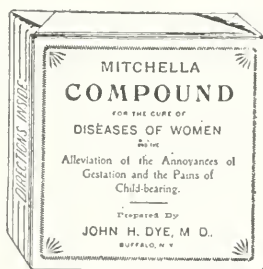
"*Cornus Florida*—bark of the root—commonly known as Flowering Dogwood.

"*Cypripedium pubescens* or *Cypripedium parviflorum*, commonly known as Ladies' Slipper."

None of these drugs is new; all have been used at one time or another as medicinal agents, but, with the exception of ladies' slipper, have long been practically discarded as use-

TO WOMEN WHO DREAD MOTHERHOOD
Information How They May Give Birth to
Happy, Healthy Children Absolutely
Without Pain—Sent Free.

No women need any longer dread the pains of childbirth, or remain childless. Dr. J. H. Dye has devoted his life to relieving the sorrows of women. He has proved that all pain at childbirth may be entirely banished, and he will gladly tell you how it may be done absolutely free of charge. Send your name and address to Dr. J. H. Dye, 526 Lewis Block, Buffalo, N. Y., and he will send you, post-paid, his wonderful book which tells how to give birth to happy, healthy children, absolutely without pain; also how to cure sterility. Do not delay but write today.



Photographic reproduction (reduced) of a typical advertisement of J. H. Dye and of the package in which he sent out his nostrum.

less. Ladies' slipper, while officially recognized, is so little esteemed as a remedy that few text-books even mention it. Mitchella Compound is, in short, but one more of the innumerable cure-alls on the market in which discarded, unrecognized or useless drugs are pressed into service and invested with miraculous virtues. What shall be said of men who prey on pregnant women? Who create in the mind of the expectant mother the fear of untold agonies and then offer immunity to these supposititious tortures at the price of their worthless nostrums? Who, with the help of such publications as will accept their lying advertisements, do more to encourage abortion than even the professional abortionists themselves. There seems to be but one remedy: Speed the time when in their acceptance of advertising those publishers who fail to recognize decency as a moral obligation may be forced by public opinion to recognize its value as a business proposition. (From *The Journal A. M. A.*, Feb. 27, 1909.)

THE "VIAVI" TREATMENT

Some twenty years ago, more or less, two young men, with a very small capital, but with highly developed commercial ability, and an "idea," began business operations for the development of the "idea" in San Francisco. It was soon evident that the "idea" was no less valuable than the methods of development followed by the clever promoters. Time passed, the business grew and expanded beyond the limits of the city or the state or the country. But the smooth surface of the municipality was not disturbed; these two quiet gentlemen did not advertise themselves or their business methods by forcing either on public attention.

THE PROMOTERS

They soon began to acquire real estate in the vicinity of Van Ness Avenue, at first for their business requirements, and later for the investment of their profits. Presently their activities expanded; they moved into the down-town real estate field and exhibited a shrewdness and a judgment in the selection and exploitation of development enterprises that very soon attracted the attention of the business men of the community. The Crossley and the Rialto Buildings were of their holdings, and were later traded for the Fairmont property; it is said, very advantageously. One of these brothers—for the men are brothers—undertook, we are told, on his own account the erection of the Monadnock Building on Market Street, which, it will be recalled, was one of the buildings practically undamaged by the earthquake and but little by fire. The land is said to have cost \$1,000,000, and certainly the building must have increased the investment very considerably. It was one of the first buildings to be put in habitable shape immediately after the fire, and the financing of the enterprise is regarded by some business men as one of the cleverest pieces of financing known in the city.

With the erection of these excellent civic improvements, attention was attracted to the two brothers who were thus demonstrating their faith in San Francisco, no less than their business acumen, by these very considerable investments from the proceeds of the well-cultivated "idea." They soon became prominently identified with various commercial activities. One of them was urged to become a director or trustee of the Young Men's Christian Association, and did so, retaining that connection, by request of the association, up to the present time. The other brother, we have been informed, has so impressed the financial element of the community with his most remarkable abilities as a financier and his excellent judgment in the selection of investments, that he was offered a large honorarium to give a few hours of his time as adviser to the management of one of the large banking institutions of the city, but could not spare the time from his own affairs.

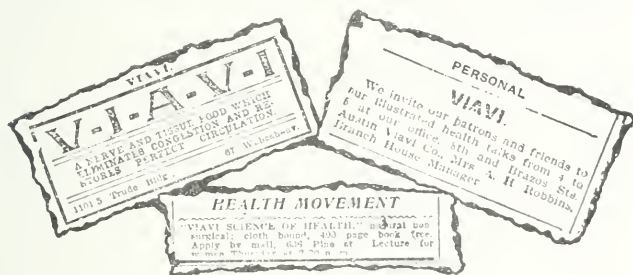
The commercial sagacity which saw the value of the "idea" and its development along original lines, and which intrepidly had its beginning with an extremely small capital, has been justified a thousand fold and has added to the city many large and magnificent buildings.

The real estate and commercial activities of these brothers must have been conducted with scrupulous probity, for they have the confidence of the moneyed interests and none is so keen to detect dishonest practices as the successful business man.

THE VIAVI "IDEA"

Let us see whence came this stream of gold, pouring from the original "idea," broadening and deepening until it has become a river of gold, capable of conversion into palatial buildings and holdings valued at millions.

The "idea" found its material existence in what is known to the promoters as "the Viavi treatment," and in its essence is



The exploiters of Viavi do but little newspaper advertising, although once in awhile some branch agency inserts a small advertisement similar to the ones here reproduced. A noticeable exception to this rule occurred right after this exposure was first printed. Two San Francisco newspapers made some reference to this fraud at that time. Immediately large advertisements appeared in all the San Francisco newspapers. No further newspaper criticism appeared!

so simple as to pass recognition. After reading all the Viavi literature hereafter referred to, and after statements made to us by Dr. Law, in our opinion the merit of the "treatment" consists in the well-known principle of the vaginal douche. To be sure, the real "idea," the douche, is masked about and hidden under "Viavi capsules" and "Viavi cerate," and "Viavi royal," and almost innumerable other "Viavi" stuff with curative powers apparently unlimited, as appears from the statements of the promoters hereafter set forth. Other things were cultivated as the territory enlarged under the brilliant management of the promoters, but the original source of the golden stream seems to be the vaginal douche.

It is a well-known fact that women seem to have the singular and rather unhealthy idea that the sexual organs should be ignored as something "low," "vulgar" or "indecent." Most

of them do not keep these portions of the anatomy, which are peculiar to themselves, clean. Few mothers teach their daughters even the fundamental facts of reproduction or the physiologic data concerning their peculiar sex characteristics; fewer teach their daughters to keep the vagina clean by the use of douches; and fewer ever know, until they learn through experience, generally bitter, the tremendous importance of cleanliness and hygiene in the duties and obligations which are assumed with marriage.

CAPITALIZING CLEANLINESS

Most women suffer more or less from their reproductive organs, and a very considerable amount of this discomfort or suffering is due to lack of common sense cleanliness. And that, as we understand it, is exactly what the agents of the Viavi are eternally preaching; it is almost every other word

PREPARED BY THE VIIVI COMPANY,
FARMINGTON COLORADO, SAN FRANCISCO CALIFORNIA, NEW YORK CITY CAN.

LIQUID

For use in nose, throat and bronchia mix 20 drops in one tablespoonful of cool water, preferably boiled. Spray with straight tube of the atomizer into nostrils, and also in back part of mouth, to hold hanging palate, use curved tube, turning it upward in the nose and downward for the throat, so it can be sniffed up from the palm of the hand. The mixture may be made stronger or weaker as required. In severe cases use every three hours till relieved, afterwards, twice a day. If mouth spray goes use mixture as gargle. Rub Viavi Cerate on nose, forehead and throat. In bronchitis rub on chest; use once or twice daily.

For catarrhal or inflammatory affections of stomach, bowels, bladder and urethra.

DOSE Swallow ten drops in hot water three times daily, before meals. In severe conditions, use every three hours, until relieved, children, five drops, infants, three drops. Rub Viavi Cerate over affected parts.

The preparation contains barely sufficient alcohol to keep it, and must be kept in a cool place and well corked. The alcohol may be evaporated before taking by stirring in boiling hot water a few minutes.

TWELFTH COURSE **PRICE \$3.00**

EASTERN VIIVI CO., INCORPORATED
67 WABASH AVE., CHICAGO, ILL. 912-918 COLORADO BLDG., WASHINGTON, D. C.
Controlling sale in States East of Mississippi River and Minnesota.

Photographic reproduction of the label from a bottle of "Viavi Liquid" for which the outrageous price of \$3 is charged.

in the documents which the concern puts out; keep the vagina clean, by the use of the douche, and use a little common sense. The immediate increase of personal comfort, and many times the quick relief from some annoying minor ailment, which follow on the exercise of cleanliness and common sense, might so hypnotize the average woman who accepts the Viavi preachments and takes the Viavi "treatment," that she would be ready to believe almost anything the promoters care to tell her. But, of course, no large paying business could be built up by simply selling a little good advice and a trifle of common sense. There must be something definite to take, some wonderful, secret and very costly remedy that will work the result, to secure which the douche is but the merest preliminary. Hence the "capsules" and the "cerate" and the "liquid" and the "royal," and the rest of the wonderful remedies which, collectively, leave little un cured or uncurable by Viavi.

Now let us see how these gentlemen, Messrs. H. and H. E. Law, originators of the "idea" and of the "Viavi treatment," as we have seen, well-known citizens of San Francisco and prominently identified with members of its upright and honorable commercial bodies, work the "idea" and conduct its business side so that it earns for them the millions which pour into their coffers. The promoters are the brains and the life of the enterprise and can not be dissociated from it.

SOME QUESTIONS

Do the Viavi "remedies" contain morphin, or opium, or some habit-forming drug?

The very question which we asked was bitterly resented by these gentlemen. They claimed it was a reproach to their self-respect even to intimate that they, who seek to alleviate the pains of suffering humanity in general, could trade on human life and character by selling to innocent people habit-forming "dope." They sent us copies of all sorts of certificates from analysts showing the absence of any harmful drug. And, furthermore, upon reflection, we came to the opinion that from the purely business standpoint, it is unnecessary to put an expensive article like morphin, and one liable to bring about trouble in the future, into their "remedies" when they do not need to. We need no further enlightenment and accept the statement that the preparations are free from morphin, etc.

"Were the Viavi remedies used for the prevention of conception or the procuring of abortion?"

This query was even more horrible to the promoters than was the former question. The very thought that such objects or purposes could be attributed to them was most painfully distressing to the Messrs. Law, and they felt keenly injured in their self-respect. They assured us in every way, by the spoken and the written word, that, so far from their having ever advocated the repulsive measures suggested, their greatest

VIABI CAPSULES
A UTERINE TREATMENT

PREPARED SOLELY BY
THE VIABI COMPANY
FARMINGTON BLDG.
SAN FRANCISCO, CAL. U.S.A.
— AND —
WINDSOR ONT. CAN.

DIRECTIONS
Thoroughly cleanse the vagina with a douche of comfortably hot water. Remove the contents from the capsule by pulling off the cap and pressing it upon the remedy, and withdrawing slowly. If Viavi adheres, the capsule may be split with a small scissors or pen knife or removed with a pin. After removing, place Viavi in the vagina as near the mouth of the womb as possible. It is best to use Viavi upon retiring, as it gradually dissolves and is absorbed by the tissues during the night. The hands and finger nails should be thoroughly cleaned before inserting the remedy. To use without removing from capsule, dip the capsule in warm water and remove the cap before inserting.

CORRESPONDENCE We invite patrons to write us freely and fully concerning Viavi and what may be hoped for from its use.

KEEP IN A COLD PLACE
QUARTER COURSE
CAPSULES 55 PRICE \$8.00

EXPRESSLY FOR
EASTERN VIABI CO.
67 WABASH AVE. CHICAGO, ILL.
912-918 COLORADO BLDG.
WASHINGTON, D. C.
Controlling Sale in the United States East of the Mississippi River and in Minnesota.

Photographic reproduction (reduced) of a label from a box of "Viavi Capsules." Eight dollars was asked for this mixture of golden-seal and cocoa butter.

joy in life is to feel that, through the benevolent action of their remedies, they have aided thousands to become fruitful and have made the barren women conceive and bring forth.

But we have heard that their agents *did* sometimes recommend that Viavi was a means of preventing or aborting conception. Could it be so? Well, while they preached against it in every possible manner, irresponsible agents would occasionally overstep their instructions and suggest the frightful misuse of the Viavi. But the company repudiated all such and, in a letter, offer to aid in the prosecution of any representative suggesting Viavi for this vile purpose, or offering to sell anything with Viavi for the same criminal object. Possibly the agents or representatives who so far transgress their instructions as to suggest the criminal use of what the makers hold to be one of the most valuable blessings ever bestowed on a suffering people, have read and appreciated the import of the following statement (page 178 of a book entitled "Viavi Hygiene," edition of 1906), and another, quoted later:

" * * * but no attempt should be made to force or introduce the capsule into the mouth of the womb, as placing any substance within the cavity of the uterus is directly against the laws of nature, a fact shown by the contractions and labor-like expulsive pains that are induced by the introduction of any foreign substance within the uterine cavity."

WHAT IS IT?

We may safely assume that the Viavi "treatment" is free from opium, morphia, etc., and that the promoters do not encourage the practice of preventing or aborting conception. Such being the case, the question very naturally presents itself: "What is the Viavi treatment; what does it do and what do the promoters say of it; how do they present their claims and what do they claim?"

The original "treatment" was directed wholly to the afflictions of women, if we are not mistaken, and consisted of good advice, cleanliness, the douche and a capsule which was to be placed in the vagina, preferably high up and touching the cervix. Later, a cerate was made, the argument being that the vagina could not absorb enough of the wonderfully curative remedies contained in the capsule, so they were incorporated in the cerate, which was to be rubbed energetically into the back and belly. Still later, a liquid, also possessing the marvelous properties of the capsule and the cerate, was put out. At the present time there seem to be, in addition to the three forms mentioned, Viavi "Royal," Viavi "suppositories," Viavi "tablettes," Viavi "eye treatment," Viavi "ear treatment," Viavi "tonic" and Viavi "laxative."

As to what it is, we confess ourselves a trifle at fault. The manufacturers speak of their various preparations as though "the great Viavi" were an entity, a special and particular substance created for the purpose of being incorporated into all of their various mixtures, of which it becomes

the essential and universally curative base. On the other hand, a firm of analytical chemists reported recently, as follows:

"THE CAPSULES CONTAIN NO MORPHIN, AND, SO FAR AS WE ARE ABLE TO DETERMINE, THEY CONTAIN NOTHING BUT THE EXTRACT OF HYDRASTIS AND COCOA BUTTER."

Here is a difference of opinion. As all of the preparations are said to contain "the great Viavi," and as this one is reported to contain nothing but hydrastis and cocoa butter, we might possibly be excused for holding the belief that hydrastis enters into all of these wonderful compounds, and is the multifarious curative agent; or else, that the identity of "the great Viavi" changes as it enters into the different preparations.

Do the promoters of Viavi place before their patrons truth or fiction? Do the Messrs. Law, in conducting the Viavi business, adhere to those principles of honesty and fair dealing which, as citizens prominently identified with other and very large commercial activities, presumably they must exercise? In the business which has brought to them such enormous returns, have they exercised the common or "garden" variety of honesty, or have they resorted to half-truths and to but thinly veiled appeals to other influences?

VIAMI HYGIENE

Let us see what may be gleaned from the publications which they sent us. These consist of ten leaflets or pamphlets, one entitled "Health Book for Mothers and Daughters," and a volume of 610 pages entitled "Viavi Hygiene." The work of wading through this mass of material has been by no means slight, and we have called on a prominent gynecologist and a distinguished surgeon to aid in our labors by going through the material and making such comments as occur to them. All italics, etc., in quotations are ours.

From the "Health Book" we learn that Viavi "is purely a vegetable compound—more a food than medicine—and is prepared in a predigested manner, so that it can be easily absorbed by the tissues of the body with which it comes in contact. The capsule is applied directly to the uterus through the vagina and is absorbed, giving health, strength and vitality to these parts. The cerate is applied to the skin, over the diseased organs, and here, through the absorbent power of the skin, the patient is able to introduce Viavi into the system directly and in such quantities as may be desired. The membranes lining the cavities of the body, especially those of the mouth and nose, the throat, the bronchial tubes, the stomach, the bowels, the uterus, the vagina, and the bladder, originate from one parent cell early in foetal life and often when a person is predisposed to a weakness in this cell it is noticed in the lining membranes of these organs."

There is a truly beautiful, truthful and scientific statement! But why not include all the other tissues and structures of the body, which, equally with those named, spring from that one parent cell?

As we wend our strenuous way through the "Health Book," and through "Viavi Hygiene," we are ever confronted with references to the joys and pleasures of the "marital obligation" — the terrific result on the affection of the husband which follows on the wife's loss of personal beauty, and we are continually informed that, as "nine women out of ten are lacking

44
LESLIE'S WEEKLY
July 14, 1904



ARE AMERICAN WOMEN BECOMING HEADLIER?

By Elizabeth Stuart Motley

STATISTICS and medical records show that months ago a woman of the United States are suffering from some sort of ailment, while the percentage of sickness or infirmity among men is very much lower. With this astonishing amount of ill health among the mothers, wives, and daughters of the country, the question naturally arises — are American women becoming headlier or otherwise? It has been the fashion recently to proclaim that the tendency toward outdoor life, golf, horseback riding, walking, and that sort of thing — making the women of the United States a stronger, more vigorous, and hardy long than she was a generation ago. But what percentage of the whole number of American women have time or means for golf, horseback riding, and long walks across country? The number who indulge in these good and healthful exercises is so small in comparison with the millions who have no opportunity for such things that it is hardly worthy of consideration in the discussion of the whole subject.

The doctors and the books on hygiene as a rule, three principal causes the inferior health of American women. One of these is their lack of outdoor exercise, the second is their manner of dressing and the third (the most serious) is their lack of rest. American women live. And when we say "manner of dressing" we are referring to the custom of being. A few months ago we were clinging to the belief that the only enemy of woman, the habit of tight lacing, was gradually disappearing, because the "small waist" had ceased to be stylish. The "dressed and proper" lines of the former form were broad shoulders and comparatively narrow hips and to produce this effect the laces at the waist were not drawn so closely. It was a custom of that we had become more sensible, that we were realising at last the error of our ways, that we had at last acknowledged the cause of a great deal of our unhappiness, and had already decided to elect the evil by removing its source.

But now a new condition has arisen. It is apparent that if we are not careful, we will revert to the former uncomfortable and disastrous state of tight lacing. It suddenly became recognized that "waists are to be a little smaller this year." The fashion bills suggest it, the patterns show it, the modistes tell us so, and sure enough we appear in our new gowns with smaller waists. So that whatever benefit may have resulted from the fashion that prevailed larger waists may now be lost by the reversion to the former custom.

Women, I think, have come to accept it as inevitable that they must afford more pain than men. They seem to feel a sort of pride in taking the attitude; they enjoy themselves to it, and then point out the fact that they are making a sacrifice to the race. They maintain a sort of equilibrium until it begins about the pain that makes them pale and languid and un-

happy. How absurd this is and how different from the attitude of man on the same subject! You never see a man who complains of a headache, or a cold, or a normal state, who took a pride in his afflictions. They are scarcely enough for him, and when they occur, during their illness, but they are eager enough to get well when sickness comes, and proud of it when they have recovered. The same should be true of all women.

It is absurd to assume that nature has designed that one sex should be less healthy than the other. As a matter of fact, all diseases are infirmities. — Pain is simply the signal which the body gives to the directing intelligence of the human being that it is being abused. When these warnings are observed and the cause of them removed, suffering ceases, and the woman whose general facts of understanding and honored in the observance by women as well as men, the better it will be for the whole race.

I do not intend to attempt a full explanation here of the fact that women are so much less healthy than men, but what I want to emphasize is that there is absolutely no reason why this should be so, and as further evidence, I am going to describe a new and important movement, which, proceeding on the logical theory that it is wholly unnecessary for women to suffer more pain than men, has made during the last ten years tremendous progress throughout the United States. This movement is known as the Viavi movement, and had its beginning in San Francisco, Cal. The organization has representatives in every city and town of importance throughout the whole United States, and in Europe and other parts of the world. It has been in existence for a campaign of education, endeavoring to dispel the fallacy custom that has unquestioned and been considered ignorance among women of facts that are necessary for their own happiness and all have benefited.

The lack of knowledge among women of simple hygiene has furnished an opportunity for an enormous amount of imposition, an opportunity of which many have with great alacrity availed themselves. The Viavi school holds that women should know more about health. They are opposing the assumptions which many unscrupulous practitioners, claiming to be that which they are not, often upon women, and they are staying a remarkable degree the root of the surgeon's knife.

In the first place, it should be understood that ill health nearly always is the specific result of general conditions. We find a pain in the head, for instance, and we are apt to conclude at once that the cause of that pain is local, that it is the result of something wrong within the skull, when as a matter of fact the pain may be the result of an unhealthy condition of the stomach, the liver, the kidneys, or any other of the organs of the body, brought about by unhealthy habits or mode of life. The pain makes itself manifest in the brain because that is the center of the nervous system.

The next stage in pain in the region of the affected organ itself. Unless the conditions which caused the first signal are removed, the unhealthy state continues, and the pain makes itself manifest in the lungs, producing actual physical changes, which, be-

coming chronic, are called disease. The condition is then more serious, and the pain is removed always by altering the conditions that brought the disease into existence. The unhealthy state is both local and general, and the process of cure this fact should be recognized. The first step is to restore with the right food the weakened condition of the body.

The body absorbs food in two ways, through the mouth and stomach, important parts of the alimentary canal, and through the pores of the skin. The next step is local application of heat and effective material for the local condition, and the result is the restoration of health. In advocating the common-sense method for the restoration of health I am justifying the plan which from my own investigation I have observed has proven successful in thousands and probably thousands of cases by the adoption of the Viavi system for women. I was surprised at first by the failure of the system for the idea, for I see that women who had been afflicted for years, who had suffered oceans of pain, who had paid out thousands of dollars in doctors' bills, who had been deprived of the joys, privileges, and benefits of life, were three women enthusiastic members of the Viavi Association, and as was quite natural under the circumstances, the most earnest advocates of the system. On further investigation and after attending lectures at the New York City, I began to understand the system more thoroughly, and soon became a convert myself.

These lectures, I may say, are open to any woman, and information may be obtained about them by writing to the Viavi office in any of the large cities. The talks are given, of course, by those who have full and complete knowledge of the subject, and they are frank and tremendously instructive. The substance of the lectures will be given to you, on demand, if you request it.

The effects of the Viavi movement are becoming so widespread that I am sure that before long American women as a whole will be largely affected by it, and we will come to be distinguished as a nation of healthy women. For the principles of this new organization are not only effective in curing disease, but contain practical methods by which health is permanently maintained; and these practical methods have much to do with the every-day mode of life.

I am thoroughly enthusiastic in preaching the gospel of health. There are many persons who have suffered so much pain that their virtues of life are warped. There is no better aim for the development of any character than the unhealthy body. We all deserve the happy, happy, healthy men or women. The leaders of the race are the men who are vigorous, normal, and sound, and the mothers of their men.

Note: — This article was written after the subject mentioned, normal maintenance and was previously brought to notice by the general movement, and was previously brought to notice by the general movement, and was previously brought to notice by the general movement. It was made entirely healthy by the restoration of the Viavi

A photographic reproduction (greatly reduced) of a "special article" that appeared in *Leslie's Weekly*. This did not appear as an advertisement, but in the body of the magazine as regular reading matter. Nor is this the only quick concern about which *Leslie* has published a "special article."

in health and strength, if not positively ill," the former pleasures will surely be lost and the affection wane, unless the unfortunate woman uses Viavi, when, of course, the desired result which follows on health, is speedily secured.

Under the caption of "Leucorrhœa," we learn: "This is a complaint from which almost every woman suffers at some period in her life." "It is the very life force chafing away."

Strangely like the phraseology of the "Men's-diseases only" quack in his "literature" relating to spermatorrhea!

"She can not bear healthy children. They will be liable to total weakness of the system," [whatever that awful condition may be.]
 "They may have scrofula or even consumption."

The horrors are piled up, and we learn that:

"There are deep rings under her eyes; her complexion is yellow, she grows irritable and inexplicably melancholy. If she is a wife those duties that were once her pleasure become obnoxious. No matter how much she may love her husband, her *marital obligation becomes distressing.*"

Of course, Viavi dispels this all-embracing gloom, restores her "pleasure," removes the awful sentence from her unborn offspring and renders the "marital obligation" once more delightful.

METHODS

Local offices are provided in all the principal cities and are presided over by "trained specialists in diseases of women" who have a "larger experience with these diseases than any other specialists could possibly have."

Examination of patients is entirely unnecessary, by the Viavi "treatment;" the patient makes her own diagnosis, or "if a blank Health Statement is procured, filled out and returned, competent advice will be given on it."

In one pamphlet we read:

"A distinctive feature of the Viavi treatment is the permanency of the cure."

In another we are told:

"It is one thing to make a cure complete; it is quite another to make it permanent. Of course we can not insure anyone against a recurrence of disease."

The proprietors of the Viavi "treatment" not only maintain that their agents are competent to suggest the proper treatment without examination of the patient, and that the omnipotent wisdom of the officials in the home office (or some other) can give "competent advice" by mail, but they refer in terms of greatest horror to physician, gynecologist and surgeon, intimating that more harm than good always results from obtaining professional advice from licensed physicians. The gynecologist is referred to as the "body carpenter" and his work as "sacrilegious carpentry." We are told by the Messrs. Law in their publications, that operations "for the removal of a diseased breast rarely or never prove entirely successful," and that "extirpation or removal of diseased tissue by surgery is worse than useless."

One must pause to wonder what can be the sensations of the Fellows of the Chemical Society (England) when they think on such utterances from their distinguished life member, H. E. Law, as we have quoted above. It must be gratifying to the fellow-directors of Dr. Hartland Law, in the Young Men's Christian Association, to learn the remarkable degree of

truth and scientific intelligence which he displays in his appeals to suffering women, no less than the respect which he shows toward one of the great liberal professions:

Let us quote a few extracts from the book, "Viavi Hygiene":

"Let a father reflect what it means to a girl to be submitted to an examination, even by a most considerate physician, if she falls ill—and these examinations are almost invariably made, and are rendered wholly unnecessary by the Viavi system of treatment."

"The mutual confidence that grows up between a sufferer and a Viavi representative is beautiful. Out of it arise conditions of the greatest value to the sufferer in her progress toward a cure. The sufferer opens her heart, is enabled by the knowledge that she acquires to explain her condition intelligently."

Of course, the untrained mind of a girl is much more able to explain her condition than could a "most considerate physician."

"Every day thousands of women throughout the civilized world are deprived of their sex by the surgeon's knife, but the emasculation of a man is so rare an occurrence as to be extraordinary."

"Believing, as they do, that a woman's sex is of small or no importance to her economy, it is no wonder that physicians abound who will employ surgery to relieve them from the annoyance of menstruation and the risk of insemination."

"Wherever we look, using our eyes and brains, we see that sexual capacity and sexual appetite go together, and that they are absolutely inseparable; that there can be no sexual desire unless there is sexual capacity."

"A woman with a low estimate of the value of her sex . . . will not understand what her physical perfection means to her husband, nor how closely marital happiness depends upon it."

"A very large proportion of women's diseases were really incurable until the Viavi system of treatment was introduced."

"As for the influence of physicians with regard to the Viavi system of treatment, while many of the broader sort heartily indorse the treatment, some may be found arrayed against it, and ready to condemn it if their opinion of its merits be sought." [It would be interesting to know the names of "many of the broader sort" of physicians who indorse the Viavi "treatment."]

"The number of women whose breasts have been needlessly removed is appalling . . . a woman deprived of one or both of her breasts is hopelessly and lamentably disfigured."

THE MARRIAGE RELATION

There is a long chapter on "Conjugal Relations," which is certainly sufficiently explicit for the average girl whose father is warned against the evil, nay, terrible, results which are entailed by calling in a physician when she is ill. Much might be quoted, but one fragment will suffice:

"The evil effects of unsoundness of the sexual nature are so various and far reaching that even Viavi advocates *who have made so close a study of them*, doubtless fall far short of estimating them at their full value and to their whole extent. Thus, we may find conjugal infelicity between two persons seemingly perfectly healthy, the woman particularly being apparently perfectly sound in her sexual nature. [*sic.*] Yet she very likely inherited from her mother, through the latter's efforts to avoid maternity, a dislike for children and a refusal to bear them, thus incurring her husband's ill feeling; or she may have inherited a dislike for her husband's attentions."

This is most respectfully referred to Havelock Ellis, and doubtless it will be found very edifying by him.

"A wife may have so strong an affection for her husband that, even though she is lacking in desire, she takes a certain pleasure in giving him pleasure; but it is clear that this is a different thing from sexual pleasure, and that unless a woman enjoys this sort of pleasure she is not only losing what Nature intended she should have, but is violating a natural law of her being, and must suffer the penalty in one way or another."

Of course, we find, later on in the same paragraph, that "the effect of the Viavi system of treatment in such cases is remarkable in every way . . . rejuvenates the whole nature [*sic*] of a woman—makes her perfect in all the attributes of wifehood."

"Everything connected with it (Viavi) tends to bring women into a closer relationship with Nature and Nature's God."

"Curetting, the ordinarily prescribed treatment for flooding (metrorrhagia), has been rendered obsolete by the Viavi system of treatment."

"If the disease is in the form of tumors or polypi in the womb, she will be advised, sooner or later, unless she adopts the Viavi system of treatment, to submit to an operation in which her abdomen will be cut open on the median line, and the *symmetry of her figure destroyed*; perhaps she will be advised to submit to the removal of the womb. The Viavi system of treatment renders all these measures wholly unnecessary."

"A woman afflicted with any form of painful menstruation is in positive and imminent danger of a surgical operation, whether minor or capital, unless she adopts the Viavi system of treatment."

"Curetting is resorted to because those who employ it have no better means of treating the conditions that they wish to overcome. . . . The Viavi system of treatment has rendered curetting unnecessary wherever employed."

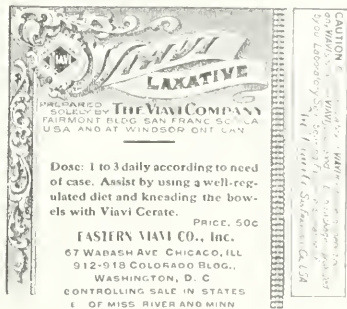
"Leucorrhœa in time entirely destroys the chief function of the vagina. Its walls become loose and flabby. Thus *sexual commerce becomes unsatisfactory and incomplete*."

" . . . the remarkable effectiveness of the Viavi system of treatment . . . places it in the power of healthy wives to LIMIT THE NUMBER of their offspring for proper reasons, and women who are not fit for maternity to AVOID it by natural means."

What was it we asked about Viavi being recommended for the prevention of conception?

VIAVI AND CANCER

When the careful student of the book "Viavi Hygiene" reaches the section devoted to tumors, he first learns the depth of ignorance in which all the scientific world, except



All quacks are alive to the value of laxatives. A purge is a good thing for most ills—real or imaginary. The above is a photographic reproduction (reduced) of a label from a small bottle of "Viavi Laxative."

the brothers Law, is sunk. No longer need the British Medical Association expend money or its savants waste time in trying to find the cause of cancer. Let Harvard University terminate the existence of its Cancer Commission. These are all but foolish children groping in the dark in the effort to find the cause of one of the saddest afflictions; the Law brothers have known it for years. The success with which they have kept their wonderful knowledge from the scientific world is no less than the modesty which they display in setting forth the facts in this greatest of all books. Listen: "If you have tears, prepare to shed them now!"

"The cause of these growths (tumors), which by inspiring terror drive so many women to a premature death by way of the operating table, is so simple a thing as a poor circulation of the blood. Tumors are caused by a stagnation of the venous blood. . . . This important discovery on our part has swept away the mist that has always surrounded this subject and enabled us to accomplish the most remarkable cures. . . ."

"Ovarian tumors, uterine tumors, whether inside the cavity, in the walls, or outside the walls; tumors of the vagina and Fallopian tubes; fatty, cystic or fibroid tumors; in fact, *tumors of all kinds in all parts of the body*, have been treated successfully by the Viavi method."

ORDER BLANK

Always use this form in ordering so that it can be handed to shipper separate from your report or letter. Write quantities and use in your quantity your name, title, street and house. Be sure to insert as few as possible words in the blank spaces. Send money by bank draft, post office order, express order or by registered letter.

EASTERN VIAVI COMPANY, 67 Wabash Avenue, Chicago, Ill.

Enclose please find \$_____ for which

ship to (name) _____

No. _____ Street _____

City _____ State _____

Country _____ Ship by _____ (Name, express or freight)

ARTICLES WANTED		Retail Price	Quantity	Unit Price	Total	Exp.	Package	Contents
Single Strength Viavi Capsules and Cerate	Course 400 00						Exp	Alone
	Quarter = 15 00						12c	Ant
	Twelfth = 6 00						6c	Anti
Single Strength Viavi Capsules	Course 25 00						12c	Diaper
	Quarter = 8 00						4c	Band
Double Strength Viavi Capsules and Cerate	Course 42 50						Exp	Dark
	Quarter = 15 75						15c	Ear
Double Strength Viavi Capsules	Course 37 50						Exp	Grand
	Quarter = 12 00						5c	Beam
Viavi Cerate	Course 25 00						Exp.	Brush
	Quarter = 8 00						10c	Hand
	Twelfth = 3 00						4c	Cable
Viavi Liquid	Course 25 00						Exp.	Cable
	Quarter = 8 00						Exp.	Cable
	Twelfth = 3 00						Exp.	Cart
Viavi Liquid and Cerate	Course 30 00						Exp.	Crack
	Quarter = 10 00						Exp.	Dura
Rectal Suppositories	Course 25 00						10c	Dura
	Quarter = 8 00						5c	Dura
	Twelfth = 3 00						2c	Ear
Rectal Suppositories and Cerate	Course 40 00						Exp.	Ear
	Quarter = 15 00						15c	Fresh
Viavi Tablets and Cerate	Course 30 00						Exp.	Fresh
	Quarter = 10 00						15c	Fresh
Viavi Tablets	Course 25 00						10c	Grand
	Quarter = 8 00						4c	Gargle
	Twelfth = 3 00						2c	Gargle
Viavi Tablets (for Men)	15 00						7c	G. H.
Viavi Eye Treatment	3 00						Exp.	Gize
Viavi Ear Treatment	3 00						Exp.	Gump
Viavi Tonic	Royal 3 00						Exp.	Grand
	Dry 1 00						4c	Hand
Viavi Laxative	50						1c	Humer
Plate Books	1 50						2c	Long
Viavi Charts	7 50						Exp.	Idle
Viavi Chart Case	1 50						Exp.	Idle
Viavi Atomizer	1 00						10c	Jaw
Viavi Hygiene	50						10c	Jaw
Placer for Viavi Suppositories	25						1c	Arg

Amount for postage or prepaid express. . . .

Total amount _____

Rem's Weekly Reports _____ Other Boxes _____ Letters of End. _____
 Try _____ Catalogue _____ Customers a Sent. _____
 What Start Is, etc. _____ Examine _____ No Risk _____

Below state Name and Post Office Address where Mail will reach you.

On, red by (name) _____

No. _____ Street _____

City _____ State _____

Date, _____ 190_____

Much reduced photographic reproduction of an order-blank used by the agents of this humbug in sending for supplies. Notice the outrageous prices asked for the various nostrums.

The Young Men's Christian Association must take great pride to itself when it realizes that one of the gentlemen who voice this statement is on its board of control, for is not his modest plea calculated to draw shakels from the pockets of poor, suffering women in an anxious pursuit of health?

VIIVI FOR MEN

Nor is it only suffering women who may find relief at the hands of these gentlemen, these prominent citizens of our community who have grown from poverty to affluence—by exploiting the Viavi treatment. They do not hesitate to hold out encouragement to man when he contemplates the loss of his proudest possession, his testicles. For a monetary consideration, not stated, the Messrs. Law will give the wonderful Viavi treatment to men afflicted with atrophy of the testicle, and hold out the encouraging intimation of a probable cure.

"We recall particularly the case of a man suffering with wasting of the testicles, who secured perfect recovery from the Viavi cerate applied to the scrotum."

Note the keenness of the wording: the man "secured perfect recovery from the cerate," not from the wasting of the testicles!

Indeed, the keenness of the verbiage is one of the most remarkable things about the Viavi "literature," and is but another of the indications of the commercial acumen of the promoters, the Law brothers: for some years they employed, at no small expense, one of the cleverest writers on the Pacific Coast. Such work as theirs was not to be left to the ordinary "patent medicine" circular writer; their "literature," like their "treatment," must be unique, distinctive.

We are told, with the greatest air of frankness, that appendicitis, paralysis, paresis, locomotor ataxia, asthma, palsy "and many more, proceed from a depletion of nervous force—from *nervous debility*." While we are nowhere told that all of these conditions can be cured by Viavi, we are told that *nervous debility* may be prevented or cured by it, and the natural implication so subtly conveyed by the clever writer, might well produce the result that the poor incurable is parted from his coin; or the person with appendicitis is deluded into giving up, perchance, his life.

VIIVI IN GREAT BRITAIN

The London *Lancet* for March 10, 1900, and Jan. 17, 1903, pays its respects to the Viavi Co. In the first-mentioned issue it commented on certain facts which came out at an inquest held Feb. 25, 1900, by the coroner of East Sussex, on the body of a woman who had died while under treatment by the Viavi system. The jury handed in the following verdict:

"We wish to return a verdict of death from natural causes; we also think that the life of the deceased

might have been prolonged had she been placed under properly qualified medical treatment, and from the evidence brought before us, we consider the Viavi Company a fraud."

In another case heard before Judge Parry, in the Manchester County Court, on May 17, 1901, the same fraudulent parties had to pay £50, with costs, for breach of contract, i. e., for failing to cure.

It seems to us as medical men that nothing need be added to the force and effect of the foregoing excerpts from the literature issued necessarily with the approval of the Messrs. Law. But we trust that our present review of the "Viavi system of treatment," and its promoters, will reach the eyes of many who are not physicians, and hence we must comment somewhat on the general question discussed.

CONCLUSIONS

If the Laws are correct in their views on physiology and pathology, then the whole medical world is all wrong.

If their statements as to the value and effect of operations in cases mentioned in the foregoing quotations are true, then all the surgeons in the world are wrong and are doing infinite harm.

The whole progress of medical thought and advancement during the past hundred years is totally opposed to the remarkable theories of the Law Brothers. What reputable physician, not employed by them, could be found to agree with them?

And what can be said of their printed statement that when a woman has acquired strength through the use of Viavi remedies, she can control and regulate the birth of her children and their number?

We ask all the honorable gentlemen who are business associates of the Laws, the directors of the Young Men's Christian Association, and the rest, what they think of the quotations from the Viavi literature above set forth? Do they agree with the claims of the wealthy brothers? Do they think that with increased health and strength a married woman can by more than one proper means control conception? Do they stand for that statement made by the proprietors of this "discovery"? Is the whole world, medical and lay, wrong, and are the commercially successful Laws alone right? Think it over, gentlemen!

Yet, of such is the business of the "Viavi" constructed; a business which has made two men, starting with practically nothing, affluent. Their patrons consist of confiding sick and suffering women, to whom, not skilled in medicine, their literature appeals.

Do their associates believe that the Viavi treatment can do what the Laws claim for it? Do they believe that it can cure or benefit the diseases enumerated?

If they do not believe it, if they do not approve of the Law "literature," with its suggestions, with its insistence on the importance of the female form, with its intimations that the use of Viavi remedies will increase sexual pleasure, with its hints that wasting testicles can be benefited, and tumors of all kinds cured; with its insinuations, nay, statements, that childbirth can be controlled; that a woman can, through Viavi, become so "healthy" that she may "limit the number of offspring;" with their claims of benefiting suffering humanity and advising women never to have a tumor removed by the knife until, alas, it may be too late for the beneficent surgeon, and the victim of the false advice is claimed by death; if, we say, they do not approve of these things, what must be their thoughts, and the thoughts of the members of the Merchants' Association when they sit at dinner in the Fairmont Hotel on the night of April 18, as we are told they will? Will they think of the matters treated of in this article and of the basis of the fortune of the Laws, or will they say "money talks," and think of what successful business men are the owners of the hotel in which they dine?

Will they care *how* the money has been garnered? Will they question whether the Law brothers are benefactors of humanity, or merely successful in making money out of the sick and suffering.

Arthur McEwen has said that any Front Street merchant would prosecute his chief clerk for embezzlement for the mere crime of emulation! Perhaps, business men of San Francisco, pillars of our municipal society, you do not care how people become rich, so that they *be* rich.

Perhaps so long as a man does nothing actually criminal, nothing for which he could be sent to jail, our "merchant princes" do not care by what means wealth is acquired.

Gentlemen, do you, or do you not, approve of the manner of the money gathering of the Law brothers? (*From the California State Journal of Medicine, April, 1907.*)

MAIL-ORDER MEDICAL CONCERNS

"There is another branch of pretenders to this art (medicine), who, without either horse or pickle-herring lie snug in a garret and send down notice to the world of their extraordinary parts and abilities by printed bills and advertisements."—Addison, in the SPECTATOR.

BRANAMAN REMEDY COMPANY

The Dr. Branaman Remedy Company, of Kansas City, Mo., was a mail order concern, conducted by Dr. G. M. Branamañ, who advertised to "cure" deafness, catarrh, asthma and head noises. Branaman, who called himself "one of the leading ear specialists of the country," offered in his advertisements, to "send two months' medicine free" to prove his ability to "cure" deafness, head noises and catarrh. Those who answered the advertisement, were sent a booklet containing testimonials and an alleged description of Branaman's "treatment," together with a "symptom blank." A letter also was sent urging the prospective patient to fill out the "symptom blank" and return it, when the case would be carefully considered and diagnosed and if it was believed to be curable, two months' medicine would be sent free.

Those who followed instructions were sent either a "catarrh" or "deafness" diagnosis letter (of the imitation typewritten variety) in which they were told that their complaint was either "catarrh" or "deafness," as the case might be. In either case the victim was told that his case was far too serious to be cured by medicine alone and, therefore, it was useless to send the "free treatment." What was needed, he was told, was the "Combination Treatment," which involved the use of Branaman's "electro-magnetic head-cap" and medicine to go with it. The "Combination Treatment," so he was informed, would cure his disease and would be sent for \$8.00. It apparently made no difference how evidently incurable a case might be, Branaman would offer to cure it, providing the amount that he asked for was sent.

Nor were these claims to "cure" incurable cases the only fraudulent element in Branaman's methods. He was shown to have published a testimonial from a Mr. Turner who claimed to have been "cured" of deafness and his hearing made perfect, when, in fact, Turner was so deaf that he was incapacitated for work—and Branaman knew it!

In the Government's case against Branaman, fraud on four different points was proved:

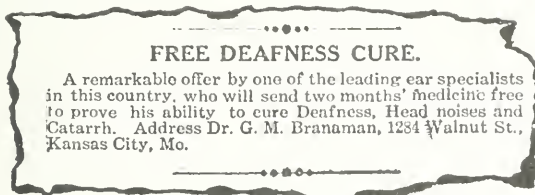
Fraud No. 1.—Five different cases of incurable deafness from various parts of the country were accepted and, as the evidence showed, intentionally accepted—for treatment and a promise of a sure cure made. The number indicated that it was Branaman's practice to accept such cases and to make such promises.

Fraud No. 2.—Branaman's continued publication of Turner's testimonial to the effect that his hearing was perfect and that he had been cured of deafness, when Branaman knew that Turner was so deaf as to be incapacitated for work.

Fraud No. 3.—The inducement held out in the advertisements of a "free two months' treatment" when, in fact, the intent was to obtain \$8 for goods costing Branaman \$1.50.

Fraud No. 4.—The representation that the case of each patient would be considered individually and that "treatment" adapted to the necessities of the specific cases would be used, when the evidence showed that the same "treatment" was sent to practically all persons sending the necessary \$8.

This constitutes, in brief, the Government's case against Branaman. The details of the case as given in the memorandum of the Assistant Attorney General to the Postmaster General, are in part as follows:



Photographic reproduction of a typical Branaman advertisement.

The Assistant Attorney General's Report

"The respondents [Dr. G. M. Branaman and the Branaman Remedy Company] are engaged at Kansas City, Missouri, in carrying on a mail order business for the cure of deafness, and they also treat cases of nasal catarrh, asthma, head noises, etc. About three hundred letters a day are now being delivered to them, and Dr. Branaman, at the hearing, said that the present monthly receipts are about \$5,000 and are heavier during the winter season. These facts indicate the extent of the business.

HOW PATIENTS WERE OBTAINED

"Patients are procured by a system of advertisements in newspapers and magazines, and by correspondence. This system is in substance as follows: The newspaper and magazine advertisements are to the effect that Dr. Branaman is a specialist who can cure deafness by a system of home treat-

ment, and the advertisements offer to send two months' medicine free to any one who will apply. When an observer of the advertisement writes to Dr Branaman, he is mailed a booklet entitled 'The New Treatment That Cures,' which describes generally the treatment of Dr. Branaman and contains testimonials of those who claim to have been cured; and he is also

DOCTOR BRANAMAN REMEDY CO.	
<small>(Incorporated)</small>	
<small>G. M. BRANAMAN, M. D., MEDICAL DIRECTOR</small>	
SPECIALTY	
CATARRH, DEAFNESS, HEAD NOISES AND ASTHMA	
<small>Chapman Building, 12th and Walnut Sts.</small>	<small>BUSINESS REFERENCES Commerce Trust Company Depository Trust Company Shoemaker Drug Co. Sear's Printing Co. W. C. McARDERPH Pharm. J. L. Douglas</small>
KANSAS CITY, MO.	/10
Chicago, Ill.	
Dear Sir:-	
<p>I am glad to acknowledge receipt of your letter concerning my treatment for Catarrh and afflictions resulting from it (Deafness, Head Noises and Asthma). These diseases are usually caused from a diseased condition of the mucous membrane, which affects the entire system. In order to treat you successfully, I must understand your case thoroughly, therefore I am enclosing herewith a symptom blank, which I trust you will kindly fill out, answering every question fully, whether it seems to apply to your case or not, and return to me. If, after a careful examination of your symptom blank, I believe your case to be curable by the use of the medicines which I will prescribe for you, I will send you two full months' medicines free. I make it a rule to accept for treatment only such cases as I believe to be curable, and do not desire to put you to any unnecessary trouble unless I feel that your case is of this class.</p> <p>I have demonstrated to my own satisfaction that a cured patient in every neighborhood is the very best advertisement I can have.</p> <p>I have devoted sixteen years to the treatment of Catarrh, Head Noises, Deafness and Asthma. My treatment is for the purpose of penetrating to the seat of the disease and removing the cause. While it is soothing in its effect, and can be used by a child, yet it should not be compared with some of the "mild medicines" that cannot possibly remove the cause of your affliction.</p> <p>If you have any symptoms not covered in my symptom blank, kindly explain them fully on a separate sheet. I will then be able to understand your case almost as intelligently as though you were in my office, and if, in my judgment as a successful specialist, I believe your case will respond to the action of the proper medicines, I will send you two months' medicines free, as stated above.</p> <p style="text-align: center;">Awaiting the return of this blank, I remain, Very truly yours,</p> <p style="text-align: right;"><i>G. M. Branaman M.D.</i></p>	
Steno. #0.	Medical Director.

Photographic facsimile (reduced) of the form letter, made to represent a personal communication, sent in answer to the Branaman advertisement. The name of the person to whom this was sent and the date on the "letter" have been deleted.

sent a letter enclosing a symptom blank, which the letter asks to be filled out and returned, when, it states, the case will be carefully considered and if believed to be a curable one, he will be furnished two months' medicine free. The letter also states

that Dr. Branaman makes it a rule to accept for treatment only such cases as he believes to be curable. The symptom blank also makes a similar statement

THE FOLLOW-UP SYSTEM

"Should the symptom blank be not promptly filled out and returned, a series of follow-up letters are mailed to him at regular intervals of time, each urging a prompt return of the symptom blank filled out. The letter sent out with the symptom blank and series of follow-up letters are all printed circulars in similitude of typewriting. When the symptom blank is filled out and returned, Dr. Branaman mails the patient what is known as his diagnosis letter. This letter also is a circular printed in similitude of typewriting. The

Doctor Branaman Remedy Co.	
G. M. BRANAMAN, M. D., Medical Director	
Kindly answer as fully and accurately as possible the following questions and return to G. M. BRANAMAN, M. D., Chapman Building, Twelfth and Walnut Streets, Kansas City, Mo.	
Date	_____
Name	_____
Postoffice Address	_____
Express Order	_____
SYMPTOM BLANK	
Age	Married or Single _____
Diagnosed	Sex _____
Caused or lost in weight recently?	Weight _____
How long has your trouble existed?	_____
What is your trouble now or origin?	_____
What treatment have you had for it?	_____
What name was given the disease?	_____
Have you had any other serious illness?	_____
YOUR HEAD—Headache? _____ How often? _____	
Describe it _____	_____
Vertigo or dizzy spells? _____	_____
Head hot or feverish? _____	_____
YOUR EYES—Itch or watering? _____	
Aids? _____	_____
Inflamed? _____	_____
YOUR NOSE—Is it dry? _____	
Snipped up? _____	_____
Crusts form? _____	_____
Setae of nose upward? _____	_____
Any pain in it? _____	_____
YOUR EARS—Discharge and ear trouble other than from Eustachian coming along the Eustachian tube that leads from the throat to the ear	
Is your hearing good? _____	_____
Is your hearing _____	_____

Much-reduced reproduction of part of the "symptom blank" sent with the letter shown on page 254.

evidence shows that Dr. Branaman has but two forms of diagnosis letters, one for those cases which he diagnoses as catarrh and one for those cases which he diagnoses as deafness. So far as the evidence went to show, this has always been true of the business. That used in the case of deafness is marked by him 'No. 2.' and the other is marked 'cat.'

"The 'No. 2.' or deafness diagnosis, advises the patient in part that:

" . . . you are afflicted with a general catarrhal inflammation of the membranes of the nose, throat and middle ear, resulting in a diseased condition of the ear passages. Deafness and head noises are caused by the closing up of the eustachian tubes, and this is due to the catarrhal inflammation in the mucous membrane lining the tubes.

"The 'CAT' or catarrh diagnosis advise him in part that his trouble is:

" . . . a diseased catarrhal condition of the membranes of the nasal passages and throat. This disease is no doubt pouring out a continuous poisonous secretion which is passing downward into the lungs and stomach, poisoning and weakening your general system as indicated on pages from ten to twenty in my book sent you.

THE 'JOKER' IN THE OFFER

"In each letter the patient is also advised that his case is of too serious a nature to be cured by medicine alone, and that, therefore, there is no use in Dr. Branaman sending him the two months' free medicines which is promised by the advertisement, and that on account of the seriousness of the case, it is absolutely essential that he have Dr. Branaman's Combination Treatment, which it is explained, involves the use of an electro-magnetic head-cap in conjunction with the use of the medicines: that this combination treatment will cure his case, and that if he will pay \$8.00 for the head-cap, which can be obtained from Dr. Branaman alone, the treatment to cure his case will be sent to him.

"After this diagnosis letter has been sent out, a series of follow-up letters are mailed at regular intervals until a remittance has been induced or all the letters in the series have been mailed. These letters are also stock circulars printed in similitude of typewriting, and like the others are sent to all alike. They continue to assure the prospective patient of a cure of his case and repeat the urgings for a remittance of \$8.00.

SOME OF THE CLAIMS MADE

"The language used in the correspondence with patients to persuade them to purchase this treatment is such as to make the patient believe that there is no doubt that he will be cured. The treatment is heralded as something new and wonderful and that it is a positive and permanent cure for deafness. All of the claims of this kind made in the advertising and in the correspondence can not be set out in this memorandum without unduly lengthening it, nor is it necessary to do so. Their tenor is fairly represented by the several passages which are quoted below:

"Deafness cured in your own home."

"Stone deaf . . . have heard whispers after my treatment."

"It cures . . . in old age, it acts like magic: I have effected cures pronounced incurable."

"I come to you with a great reputation to cure you, and cure you I will."

"I have been curing patients in this same way for 16 years."

"Almost before you realize it your hearing will be restored."

"I am absolutely confident that I can cure you."

"There is not any question as to your recovery."

"My new Electro-Magnetic Head-Cap is producing splendid results; in fact, judging by what it is doing for others, I do not believe there is a curable disease of deafness, no matter from what cause, that it will not relieve."

"The only question that should interest you is whether or not your hearing is worth \$8 to you."

PROMISES TO CURE INCURABLE DEAFNESS

"Inspector Leonard testified at the hearing that he corresponded with Dr. Branaman as a supposed patient in five different cases, the correspondence from Dr. Branaman to him being as though the cases were real. Under the name of Edward LaBarre, Great Bend, Kan., he filled out the symptom blank so that it represented a case simply of total deafness from an explosion in a stone quarry, of four years previous. Under the name of Austin Leonard, Thomasville, North Carolina, he made up the case to show simply total deafness from



Photographic reproductions from Branaman's booklet, "The New Treatment That Cures," showing the highly imaginative pictures of the "electro-magnetic head-cap" in action.

an attack of spinal meningitis, of four years previous. In three other cases, namely John S. Hampshire, Corwin, Ohio; Joseph Barrett, Marion, Alabama, and G. Washington Brown, Howe, Oklahoma, he represented that the trouble in each instance was total deafness from brain fever, the deafness having existed for eight years, seventeen years and three years, respectively.

"There were no other affirmative symptoms submitted. These were all incurable cases, and are so conceded to be by Branaman's own printed matter. . . . In each and every instance the inspector received the stereotyped request for \$8.00 with a promise of a sure and permanent cure if paid.

In each instance the regular 'No. 2' diagnosis letter was sent him with the regular series of follow-ups, the nature of which have heretofore been briefly explained.

THE 'HEAD-CAP' AND MEDICINES

"The inspector testified that he remitted the \$8.00 in the LeBarre case and that he received the head-cap and medicines shown at the hearing. The head-cap is an arrangement of straps and metal pieces to be worn by the patient on his head, and is supposed and claimed to produce a current of electricity through the ears, which it is alleged will stimulate and revivify the nerves and other structures of the ear. The part of the cap supposed to be the battery is directed to be soaked in vinegar before each use.

"He was also sent some tablets, one to be taken before each meal; also a vial of colorless liquid, three drops on the ear each night, using hot; also a vaporizer or instrument for spraying the nose and throat with a vial of greenish-white liquid to be used in the vaporizer; and also a vial of reddish liquid with directions to 'add one teaspoon to eight table-spoons of hot water. Snuff up nose. Gargle throat night and morning, half each time.'

"The evidence showed that the head-cap, vaporizer and medicines received by Inspector Leonard and for which he paid \$8.00 cost Dr. Branaman approximately between \$1.45 and \$1.65, being about 80 cents for the head-cap, about 25 to 35 cents for the vaporizer and about 40 to 50 cents for the medicines."

The drugs were analyzed by the chemists of the Department of Agriculture, who reported them as having the following composition:

TABLETS

Strychnin sulphate	1/60 gr.
Milk sugar, q. s.	1 gr.

One of these was to be taken before each meal.

EAR DROPS

Carbolic acid	3.12 per cent.
Glycerin	25.00 per cent.
Saturated solution of boric acid.....	71.88 per cent.

The instructions with this bottle were to put three drops of the liquid in the ear each night.

VAPORIZER LIQUID

Menthol crystals	1.18 per cent.
Camphor gum	1.18 per cent.
Thuja oil	0.03 per cent.
Petrolatum	97.61 per cent.

This was to be used as a spray for the nose and throat.

GARGLE

Bicarbonate of soda.....	2.91 per cent.
Powdered borax	2.91 per cent.
Carbolic acid	0.28 per cent.
Glycerin	5.09 per cent.
Burnt sugar, sufficient to color.	
Water	88.81 per cent.

The directions which went with this were: Add 1 teaspoonful to 8 tablespoonfuls of hot water. Snuff up nose. Gargle throat night and morning, half each time.

BRANAMAN'S DEFENSE

"In his defense, Dr. Branaman made no effort to defend the letters mailed in these five cases. He admitted the cases ought not to have been accepted for treatment, and claimed that it was done by mistake and contrary to the general custom of the business. He said he did not personally accept such cases and had directed his assistant, Dr. Perkins, not to do so. He also claimed that he had no recollection of having personally attended to these cases, and said that they must have been attended to by Dr. Perkins in his absence from the office. He stated that he had been away from Kansas City from March 11 to March 15, both dates inclusive, and from March 27 to April 4, both dates inclusive. The dates of the diagnoses letters are as follows: Edward LeBarre, March 10, 1910; Austin Leonard, March 25, 1910; Joseph Barrett, March 26, 1910; G. Washington Brown, March 29, 1910, and John S. Hampshire, April 2, 1910. According to this statement, therefore, he was absent on the dates when the Brown and Hampshire letters were mailed. In response to questions from his counsel, he said that before coming to Washington, he had looked up the Le Barre case because the inspector had spoken to him about that case, and he made positive statement that he had not attended to that case. As to the Leonard and Barrett cases, he believed he had not attended to them.

"Dr. Branaman did not otherwise attempt to explain how these cases had been accepted, nor did he offer to submit the records of his office and show positively whether he or Dr. Perkins had attended to these cases. Even as to the LeBarre case, in which instance he explained that he had examined the records before coming here, he did not say who made the diagnosis.

"On cross-examination, Dr. Branaman retracted his statement that he had been absent from his office on the dates of the Brown and Hampshire letters and admitted that he was at his office on these dates.

INCURABLE CASES 'INTENTIONALLY ACCEPTED'

"I have given very careful thought to the evidence regarding these cases and am convinced and find the fact is that they were intentionally accepted. Furthermore, the number proves that it is the practice of the business to accept such cases. As to the list of rejected cases, the only theory possible, in view of the other evidence, it seems to me, is that Dr. Branaman being conscious of the fraud in this regard, and wishing to be able, should exigency require, to show some instances where cases had been rejected, purposely rejected enough cases with which to make such a showing. It must be remembered that the inspector's evidence is not merely that of one or two isolated instances, but covers five cases, and all within the space of one month.

"Furthermore, Dr. Branaman's interest and his contradictory statements concerning his connection with these cases must be considered, as also must be regarded the fact that, while it was within his power to show the records of his office in these cases and thereby definitely show all the facts, he has failed either to do so or to offer to do so. The only possible conclusion, therefore, that it seems to me can be reached from this evidence is that in all these five cases there was intentional deceit and fraud, and that such is the practice of the business. This conclusion is incompatible with any idea that this business is conducted in good faith and for the purpose of honestly practicing medicine and treating and curing and trying to cure patients. It strongly proves, it seems to me, that on the contrary this business is a general scheme to get money from afflicted persons by deluding them with false hopes of a sure cure.

THE 'SYMPTOM BLANK' A JOKE

"This evidence, it seems to me, plainly proves that it is not the intent of the respondents to advise patients whether the treatment will cure them, as the printed matter promises; and it also proves, I think, that in the actual course and conduct of this business little or no regard is paid to symptom blanks, and that it is not the intent to, as promised, make scientific, correct, honest and conscientious diagnoses of the patients' trouble. The intent is plainly revealed, it seems to me, to get money from any and all persons, irrespective of what is their condition.

FRAUDULENT USE OF A TESTIMONIAL

"Another circumstance which, it seems to me, is plainly suggestive of fraudulent intent is this: On pages 25 and 26 of the booklet called 'The New Treatment that Cures,' is printed a testimonial of John Turner, 2126 East Twenty-Third Street, Kansas City, Mo. The text of this testimonial is as follows:

"I contracted cold during the civil war. It grew worse from year to year. Finally my eyesight began to fail; my eyes became watery; I could not distinguish a man across the street. My ears began to close and my hearing to fail. I had distracted head noises. I was worse in changeable weather. My throat was dry; my ears felt dull; I could hear sounds but could not distinguish words. Finally I got so deaf I could not hear the clock or door-bell. I went to Dr. Branaman a very skeptic man. I had no faith in doctors. I began the treatment with excellent results. My head became clear; the noises began to subside; my eyes gained and soon I was all right, my hearing perfect.

"Inspector Leonard testified at the hearing that in March of this year he talked with the wife of Mr. Turner, Mr. Turner at the time being absent from his home; that the wife told him that her husband had taken the Branaman treatment some years previously; that he had not been bene-

fited; that his hearing was very poor at the time of the interview; that it was so bad he did not dare to go to work at the stockyards for fear of being run over and killed from inability to hear anything; that Mr. Turner received letters from various people who wrote him regarding his testi-

SUCCESSFULLY TREATED.

A typical case of this kind is that of Mr. John Turner, 2126 East 23rd street, Kansas City, Mo., who says: "I contracted cold during the civil war. It



grew worse from year to year. Finally my eyesight began to fail; my eyes became watery; I could not distinguish a man across the street. My ears began to close and my hearing to fail. I had distracting head noises. I was worse in changeable weather.

My throat was dry; my ears felt full; I could hear sounds, but could not distinguish the words. Finally I got so deaf I could not hear the clock or doorbell. I went to Dr. Branaman, a very skeptic man. I had no faith in doctors. I began the treatment, with excellent results. My head became clear; the noises began to subside; my eyes gained and soon I was all right, my hearing perfect."



**My Electro-Magnetic Absorbent System of
Treating Catarrh, Deafness, Head
Noise**

Photographic reproduction of the Turner testimonial that appeared in the booklet "The New Treatment That Cures."

monial; that those letters he took to Dr. Branaman's office and gave to Dr. Branaman; and that Mr. Turner was unable to read or write.

"Dr. Branaman stated that he had talked with Mr. Turner about two or three weeks before the hearing and that at that time Mr. Turner could hear ordinary conversation. The

inspectors at Kansas City were wired to have an inspector talk with Mr. Turner and test his hearing. They replied in effect that an inspector had talked with Mr. Turner; that Turner was unable to hear the inspector when talking in loud tones, and that Turner's wife had difficulty in making him understand even when shouting in his ear!

"From this evidence it is clear, and I find the fact is, that Dr. Branaman's use of the Turner testimonial is fraudulent and is with intent to deceive; that Turner's hearing is not now all right, as pretended, and that Dr. Branaman knows this. Whether Dr. Branaman is imposing on the ignorance of Turner without Turner's really knowing how Dr. Branaman is using this letter, or whether connivance exists between the two, is not clear, but the fraud on Dr. Branaman's part is perfectly clear.

THE 'FREE TREATMENT' BAIT A FRAUD

"A further circumstance which in my judgment proves that this business is conducted with a fraudulent purpose is this: As will probably have been observed, one of the main inducements, if not the chief inducement, of the system of advertising by which patients are procured, is the idea of the advertisement, which is continued up to the stage of the diagnosis letter, that a free treatment will be furnished those who ask for it.

"I find that the promises of free treatment is made fraudulently and that the intent is to require the payment of \$8.00 in each instance, for which is furnished goods costing Dr. Branaman \$1.45 to \$1.65. The inspector testified that he had investigated possibly more than 150 cases of actual patients and had himself submitted over a dozen test cases, and that in every instance no free treatment was furnished, but instead, payment of \$8.00 was required.

'INDIVIDUAL TREATMENT' A FARCE

"Further proof that this is a fraudulent scheme is this: It is represented to prospective patients that the case of each patient will be individually considered; that the treatment will be adapted to the necessities of the specific case; that no "omnibus treatment" is used, and that the patient will get the same care as though he were subject to the physician's personal examination and direction.

"As has been previously said, the inspector purchased a sample of the treatment recommended in the LeBarre case, which was a case of deafness. He testified that he picked indiscriminately out of all the cases in his hands of actual patients, five cases and asked Dr. Branaman to state the treatment which had been sold in these cases. Dr. Branaman replied in a letter dated April 23, 1910, and that letter shows that in each and every instance identically the same treatment has been sold as that sent LeBarre.

"This evidence, I think, shows clearly that the pretense that medicines are varied to suit each individual case is not true. While possibly in some cases there are modifications, treatments like that in the LeBarre case seems to be a general stock treatment sold in practically all instances. Remembering, therefore, the representation of the advertising matter that individual treatment is necessary, the practice of using the same treatment in substantially all cases is a fraud, according to Dr. Branaman himself.

PRACTICALLY ALL CASES DECLARED CURABLE

"Further indication of the fraudulency of this scheme is this: It will have been noticed by the claims quoted previously that Dr. Branaman represents in effect that he can and does cure virtually without exception all cases that he accepts. Each prospective patient is solicited to buy the treatment by the promise of a sure and permanent cure of his case. The language of the printed letters to prospective patients is all of the tenor that Dr. Branaman is absolutely confident 'I can cure you,' that 'there is no question as to your recovery,' and 'the only question that should interest you is whether or not your hearing is worth \$8.00,' etc.

"It is clear from all the evidence that these assurances of a cure which are given every one who answers the advertisements are not made in good faith. It is apparent from the evidence that symptom blanks are not carefully considered and that every one who answers the advertisements is solicited to buy the headcap with the medical treatment and is assured of a cure regardless of the truth as to whether his case is curable or incurable, and that practically the same treatment is supplied in all cases regardless of the cause of the deafness. The fact is, Dr. Branaman sends out these assurances of a cure recklessly, without really knowing or caring whether in any particular case, a cure will result. His purpose is to sell his stock treatment to practically everybody, regardless of the character of the case, and should relief be had in any instance, it is simply a matter of accident.

THE QUESTION STATED

"Is Dr. Branaman honestly practicing his profession and curing and trying to cure patients, or is he simply using that as a guise to perpetrate a deliberate fraud on the public and by false and fraudulent representations, pretenses and promises, get money through the mails? I find, as a matter of fact, that he is not honestly trying to cure those who answer his advertisements and pay him money, and that without belief in the promises and assurance which he gives each of these persons to cure their cases, simply makes these representations to deceive and defraud; that he pays little attention to the symptom blanks, and solicits practically every one who answers his advertisement to buy his head-cap

and medical treatment on positive assurance of a cure regardless of the truth as to whether that case is curable or incurable and that he sends practically the same treatment in all cases regardless of the cause of the deafness, and that, in short, his promises and treatments are issued recklessly and without good faith and for the purpose of defrauding his patients, excepting the small class which accidentally gets benefited from the treatment in that its cases happen to be fitted for such medicines as are used.

"The scheme of promising free treatment, when the fact is as I find it to be that it is not intended to furnish free treatment but is instead intended to require every one who answers the advertisement to pay \$8.00 for a supply of treatments which cost Dr. Branaman approximately \$1.50, in itself is ground for a fraud order.

"I find that the business is being conducted through the postoffice at Kansas City, Mo., under the names of Dr. Branaman Remedy Company and Dr. J. M. Branaman, and is a scheme and device for obtaining money through the mails by means of false and fraudulent pretenses, representations and promises, and I therefore recommend that a fraud order be issued prohibiting the delivery of mail and the payment of money orders to such addresses."

The order was issued.

Fraud Order Sustained

The Dr. Branaman Remedy Company has received a final knockout blow through a recent decision of the United States circuit court for the western district of Missouri. The company had applied for a temporary injunction against the postmaster of Kansas City to restrain the enforcement of the fraud order. This was denied by the court. The court, in reviewing the case on the application for the preliminary injunction, taking into consideration the evidence accumulated by the Post-Office Department and such defensive matter as was submitted by the Branaman Remedy Company, held that the evidence not only warranted the making of the fraud order by the Post-Office Department, but amply sustained it. Where a fraud order is issued, in the opinion of the court, the presumption is in favor of the legality of the action of the Postmaster-General, and a strong showing is necessary to warrant the granting of an injunction. The court further says that the only cases in which courts will disturb a fraud order made by the Postmaster-General are when it is tainted with fraud, absolutely without authority of law, clearly outside of the statute, or, perhaps, clearly, palpably and obviously wrong. In the application for the injunction the complainant in his bill in equity claimed that his business and that of the Branaman Company "is and always had been a lawful one." The court said, "What might otherwise be a legal business or profession

may be so conducted as to render it a vehicle of fraud and deception and bring it within the purview of the statutes authorizing the Postmaster-General to refuse the use of the mails in furtherance of schemes to defraud."

An interesting feature of the complainant's bill of equity asking for the restraining order against the Kansas City postmaster was the allegation that the action of the Postmaster-General was the result of a conspiracy involving the American Medical Association, the Jackson County (Mo.) Medical Association and a number of doctors of Kansas City, as well as the attorneys for the government and the United States post-office inspector. This seems to be becoming the favorite defense of the quack, the faker and the nostrum-vender, when they are brought to book for their fraudulent methods—claiming conspiracy with others on the part of the American Medical Association, the great "medical trust," which seeks to destroy a lot of innocent but enterprising gentlemen who are only seeking to benefit the people and incidentally to earn an honest dollar. It is gratifying to know that through this deep-laid conspiracy the Branaman Remedy Company has been put out of business for a time—at least, until Branaman turns up again with some similar scheme or with the same old fake under a new guise and name—and that the credulous public has thereby been saved probably thousands of dollars, much suffering and permanent injury.—(*From The Journal A. M. A., March 23, 1912.*)

DR. DARWIN MEDICAL COMPANY

The Dr. Darwin Medical Company of Rochester, N. Y., was conducted also under the titles, "Dr. Darwin Company" and "Dr. Darwin Potter Company." The owner and proprietor of the business was one Martha C. Potter. Business was obtained by inserting in various newspapers and other publications the following advertisement:

DR. DARWIN'S COMPOUND
COTTON ROOT TABLETS

Will positively relieve the most obstinate female IRREGULARITIES, any cause, in twelve hours. Price \$1. Guaranteed a powerful, harmless regulator for women. Will not injure the most delicate person. Specialists of 40 years' experience. LADIES' RELIEF. Particulars and testimonials free. LADY ATTENDANT. Office or mail. Hours 12 to 2 p. m. Refuse dangerous substitutes. SOLD ONLY by Dr. Darwin Med. Co., 108 Beckley Bldg., Rochester, N. Y.

To determine whether or not this was an advertisement of an abortifacient, a post-office inspector entered into correspondence with the concern under an assumed name. He received the printed "literature" of the company, which conveyed the idea and impression that the "cotton root tablets" would be

found efficacious in producing abortion. The inspector sent another letter later purporting to come from a woman who was pregnant and who wanted a box of "cotton root tablets" for the purpose of procuring an abortion. The company, at once, mailed a box of tablets, together with printed literature. The tablets were marked, "throat tablets," and actually were worthless for the purpose for which they were supposed to have been sold. As the company very evidently sold these tablets for a supposed unlawful purpose, a fraud was perpetrated and a post-office fraud order was issued against the company, April, 1906. At the same time the matter of criminal prosecution of the parties responsible for this business was taken up by the United States attorney.

THE INTERSTATE REMEDY COMPANY

Readers of the less particular newspapers and magazines are doubtless familiar with an advertisement which is headed in bold type: "\$3.50 Recipe Cures Weak Men—Free." This "free prescription" will be sent, so the advertisement says, by a "Dr." or, as it has sometimes appeared, "Mr." A. E. Robinson, Luck Building, Detroit, Mich. Investigation seems to show that A. E. Robinson is the style adopted by one Andrew Robinson, who some years ago was connected with a fraudulent mail-order "men's specialist" concern in Indiana known as the "State Medical Institute." Afterward he secured a license to practice in Illinois and in 1904 he registered, by reciprocity, in Michigan. Here he has been employed to act as the stool-pigeon for a mail-order medical concern—the Interstate Remedy Company. This company, advertising under Robinson's name, is incorporated and has the following officers and directors:

EDWARD D. HAYES, President.
 WILLIAM H. BOURKE, Vice-President.
 HENRY F. COON, Secretary and Treasurer.

ITS UNSAVORY PAST

The Interstate Remedy Company is a successor to the Dr. Knapp Medical Company and the Dr. Raynor Medical Company. The Knapp and Raynor medical companies of Detroit were two names for the same concern, which was put out of business in 1904 by the government "for operating through the mails a scheme or device for obtaining money or other property by means of false or fraudulent pretenses, representations or promises." Not only did the Dr. Knapp Medical Company operate a fraud, but it published such filthy newspaper advertisements that some of them were declared to violate the obscenity law.

"Dr. A. E. Robinson," then, is the Interstate Remedy Company and the Interstate Remedy Company is Messrs. Hayes, Bourke and Coon. These three men are, we understand, also the officers and stockholders of another "patent medicine" fake,

the Marmola Company. Marmola is an "obesity cure" which has been advertised both by the "fake prescription" method and also direct.

The "\$3.50 recipe," which Robinson advertises that he will send free, is said to be for "nervous debility, lack of vigor, weakened manhood, failing memory and lame back, brought on by excesses, unnatural drains or the follies of youth . . ."



POLICE GAZETTE

MEDICAL

\$3.50 RECIPE CURES

Weak Men - - Free

Send Name and Address To-day—

You Can Have It Free and Be
Strong and Vigorous.

I have in my possession a prescription for nervous debility, lack of vigor, weakened manhood, failing memory and lame back, brought on by excesses, unnatural drains or the follies of youth, that has cured so many more and nervous men right in their own homes—without any additional help or medicine—that I think every man who wishes to regain his manly power and virility, quickly and quietly, should have a copy. So I have determined to send a copy of this prescription, free of charge, in a plain, ordinary sealed envelope, to any man who will write me for it.

This prescription comes from a physician who has made a special study of men, and I am convinced it is the surest acting combination for the cure of deficient manhood and vigor failure ever put together.

I think I owe it to my fellow man to send them a copy in confidence, so that any man, anywhere, who is weak and discouraged with repeated failures may stop drugging himself with harmful patent medicines, secure what I believe is the quickest-acting, restorative, rebuilding, SPOT-TOUCHING remedy ever devised, and so cure himself at home quietly and quickly. Just drop me a line like this: Dr. A. E. Robinson, 372 Luck Bldg., Detroit, Mich., and I will send you a copy of this splendid recipe in a plain, ordinary envelope, free of charge. A great many doctors would charge \$3.00 to \$5.00 for merely writing out a prescription like this—but I send it entirely free.

THE BAPTIST RECORD.

THE GREAT SOUTHERN DISTRICT ASSOCIATION

**\$3.50 Recipe Cures
Weak Men - - - FREE**

Send Name and Address Today
—You Can Have it Free and
Be Strong and Vigorous.

I have in my possession a prescription for nervous debility, lack of vigor, weakened manhood, failing memory and lame back, brought on by excesses, unnatural drains or the follies of youth, that has cured so many more and nervous men right in their own homes—without any additional help or medicine—that I think every man who wishes to regain his manly power and virility, quickly and quietly, should have a copy. So I have determined to send a copy of the prescription, free of charge, in a plain, ordinary sealed envelope, to any man who will write me for it.

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Photographic reproductions (reduced) of the stock advertisement sent out by the Interstate Remedy Company under the name of A. E. Robinson. One of these "lost manhood" advertisements appeared in the *Police Gazette*, the other in the *Baptist Record*. One would expect to find this type of advertising in a sheet like the *Police Gazette*, but in a religious weekly it seems disgustingly incongruous.

The close resemblance of this advertisement to the dirty sheets put out by the "men's specialist" quacks is apparent. Those who answer the advertisement and ask for the free "recipe" are sent a form-letter which is filled in, here and there, to give it the verisimilitude of a personal communication; they are also sent a booklet entitled "Rational Treatment of Kidney and Bladder Diseases."

THE FREE PRESCRIPTION

The form-letter states that the "free prescription" asked for will be found on page 37 of the booklet. On the page mentioned there are to be found not one prescription but three, designated respectively as Formulas Nos. 1, 2 and 3.

A study of these prescriptions reveals at once to the physician, although it is not evident to the public, that Formulas 1 and 2 each contain a "joker" in the form of a "patent medicine."

That is to say, "Urikol" and "Kydnuus" are both secret preparations obtainable only from the Interstate Remedy Company and are not kept in stock by the druggist. This scheme of operating what has been called the "prescription fake" dodge is a comparatively recent innovation on the part of the Interstate Remedy Company. Their older method consisted in sending three bona-fide prescriptions one of which called for a drug (muirapama) which while not proprietary was unofficial. It is perfectly natural, however, that the men who have worked the Marmola "prescription fake" to such great financial advantage should have modified the humbug so as to apply it to another branch of their medical frauds.

THE C. O. D. HUMBUG

To go back to the form-letter: No matter what expense the prospective victim may have given for writing, he is told that his letter "indicates that you need the actual medicines at once, also

15

**WEAK MEN CURED
WITHOUT STOMACH
DRUGGING; FREE**

**Simple Home-Method In Possession
of Detroit Specialist Does Won-
ders For Men—Something
Entirely New.**

SENT FREE TO ALL

There has been discovered by a well-known Detroit specialist a simple, direct and quick home method for the cure of such conditions as sexual weakness or lost manhood, night losses, varicocele, shrunken or gons. bladder trouble, diseases of the kidneys and urinary organs, prematurity, etc., and so effective is it in results on men, even as old as 65, that it should at once recommend itself to every thinking man who suffers in this way. The cure, strange to say, is accomplished without the use of drugs, salves ointments or anything of that kind. And yet it is no mechanical device, but one of the truly great discoveries in materia medica that cures without taking anything into the stomach and arouses a glow of warmth, energy and good feeling almost instantly in the oldest person.

The discovery can be relied upon to cure the worst and most long standing cases, and it is especially urged that men who have been unable to find a cure before as well as those who have not known a happy moment in years, write at once to Dr. H. C. Raynor, 717 Smith Building, Detroit, Michigan, and you will immediately receive a package of the discovery entirely FREE, as well as a scholarly essay on the subject describing all the symptoms in detail, sent plain and securely sealed. Consider that nothing is impossible in this century of marvelous achievements, the century that gave us anti-toxin and X-rays, and that however doubtful you may be because of past failures to find a permanent cure, yet this may prove the very thing you have so long sought. Let your response be prompt. DR. H. C. RAYNOR, 717 Smith Building, Detroit, Mich.

This ELEGANT Watch \$3.75

Photographic reproduction of an advertisement of Dr. H. C. Raynor of the Dr. Raynor Medical Company, which was declared fraudulent by the federal authorities and put out of business. The Raynor Medical Company was owned by the same individuals that now operate the Interstate Remedy Co.

the best medical advice while you are using them." To meet this trumped-up indication, the letter goes on to state:

"For this reason and in order that there may be no loss of time, also that it may be just as handy for you to get the remedies of this big, old-established company as of your druggist, I have shipped you to-day one full and complete treatment as per the prescription enclosed by Pacific Express, C. O. D. \$3.50, which by the time this letter reaches you should be in your express office. I have prepaid the express charges, also the charges for the return of the money to us, so that all you are to pay is \$3.50 only for the package."

In some cases, the Interstate Remedy Company sends its package of pills by mail instead of by express. If, in such instances, the recipient of the pills does not send the \$3.50, he receives a long series of follow-up letters urging him to remit. Each letter is more insistent than its predecessor until at last one arrives that purports to come from the firm's attorneys and threatens legal reprisal. If the money is still not forthcoming, another "lawyer letter" comes offering to take one-half the amount of the bill!

If, on the other hand, the patient is foolish enough to send \$3.50, about a week later he receives another letter—printed so as to imitate a personal type-written communication—telling him that a month's treatment is on the way and will be delivered by the express company on the payment of \$6.00. Of course, "\$6.00 is a special price for a month's treatment, being one dollar less than two fifteen-day treatments would cost if sent separately."

FORMULA A VARIABLE QUANTITY

Like most "patent medicine" fakes, the formula of the preparations put out by the Interstate Remedy Company changes at the whim of the manufacturer. The claims made for, and the virtues assigned to, the wonderful remedies on which the business is supposed to be based remain more or less fixed; but the remedies themselves may never be twice alike. The reasons for this condition of affairs are not hard to seek. The printing of booklets, follow-up letters, testimonials, etc., is by far the heaviest item of expense to which the mail-order medical faker is put. He hires, as a rule, shrewd but unscrupulous lawyers to go over his "copy" so as to be reasonably sure that he has kept just within the pale of the law. This also costs money and it is for these reasons that the most staple things about the quack who reaches his victims through the mails are the false claims, the lying promises and the shrewdly constructed letters by which he persuades gullible ignorance to part with its money.



Take Off the Fat Where it Shows

Most women suffer much humiliation because of great quantities of fat deposited on the face and neck. Everybody says that they are abnormal. Fat women are simply not loved and either in business or social affairs. Women may not know it, but men who they are so far from them in the street, make all manner of sympathetic remarks about her. They do not mean to be unkind or to offend, but it is natural for a man to show the most there is where it must be removed, and as quickly as possible. The fat-reducing dressers seem to be made for the fat woman's misrep and the slender woman's delight. They will get rid of the excess fat and the cellulite as well. Exercise and diet will not remove the fat. The famous Marmola prescription which has met phenomenal success and has so many of our active women as its devotees is now being sold in tablet form to meet the demand of the public for this mode of treatment. These little tablets are ingested after a fast of 24 hours. They stop the stomach and digestive apparatus from producing fat and reduce the fat on the body at the rate of from 12 to 25 ounces a day. Their use is harmless and can be carried in great ease and taken even after you have indulged in a hearty meal away from home. They are sold at all drug stores at 15 cents a day, or if you prefer you may write the Marmola Company, Department 533 Detroit, Mich.

A typical Marmola advertisement.

With the drugs that he uses, it is different. The cheapest and least reliable products are chosen by the mail-order medical faker! When a new order is placed for so many thousand pills, should the market price of one of the ingredients that was previously used have gone up, another cheaper drug is put in its place. Scientific accuracy, therapeutic efficiency, common business honesty—these have no place in the dictionary of the mail-order quack.

Even the published formulas of the concerns presided over by E. D. Hayes have undergone great changes in the last few years. These may best be shown by arranging the ingredients of the various formulas in parallel columns:

1904	1908	1911
Ext. Mulrapuama	Ext. Mulrapuama	Urikol
Ext. Saw Palmetto	Ext. Triticum	Powdered Ext. of Triticum
Ext. Nux Vomica	Ext. Sumbul	Potassium Nitrate
Zinc Phosphate	Ext. Quassia	Juniper Oil
Ext. Damiana	Ext. Damiana	Kydnus
Black Indian Hemp	Ext. Saw Palmetto	Calcium Hypophosphate
Ext. Nux Vomica	Ext. Nux Vomica	Calcium Lactophosphate
Ext. of Buchu	Zinc Phosphid	
Aloin	Aloin	Cascara Sagrada
Sugar	Sugar	Phenolphthalein
Bland's Mass	Bland's Mass	
Licorice	Licorice	
	Podophyllum	

It will thus be seen that no serious attempt has been made to keep even the published formula uniform. If these changes have occurred in the published formula, the changes in the actual composition may be imagined.

BLACKGUARDING THE DRUGGIST

Like most mail-order quacks, the Interstate Remedy Company does not like the druggist any more than it loves the physician. While the Detroit concern states in its booklet that Urikol and Kydnus may be obtained from any druggist on special order, yet it would prefer "that you obtain them from us direct, for several reasons." One of the reasons is that "the medicine should be in tablet form" and, of course, the druggist does not know how to make tablets! Another reason is that "there are a number of ingredients in each of Formulas 1 and 2 and unless they are thoroughly mixed together the synergizing effect is lost." This "synergizing" humbug will sound familiar to physicians who remember the great stress that the purveyors of so-called ethical proprietaries used to lay on this same point a year or two ago in exploiting their wares. "Synergizing" has long been such a favorite piece of clap-trap among the nostrum fraternity that it is entirely fitting that the Interstate Remedy Company should bring it into use.

But the vital reason that you should order Urikol and Kydnus from Messrs. Hayes, Bourke and Coon, *alias* A. E. Robinson, is that "a great many unscrupulous druggists try to de-

ceive their customers into taking something they do not want, and which may be a positive damage to you rather than a benefit." So the patient is warned that if he orders his Interstate Remedy "dope" through his local druggist he should insist on the druggist giving him the empty packages in which Kydnuus and Urikol came!

WHAT ARE URIKOL AND KYDNUUS?

To determine the composition of the prescription fakes in Formulas 1 and 2, that is, Urikol and Kydnuus, it was decided to obtain specimens of these products direct from the Inter-

INTERSTATE REMEDY CO.					
53-55-57 Farmer St., Detroit, Mich.					
DR. A. E. ROBINSON, Physician in Charge.					
Formula No. 1-					
R	Ext. Gentianae	Grss.	$\frac{\cdot\cdot}{\text{VII}}$ ss		
	Ext. Nucis Vomicae	Grss.	$\frac{\cdot}{\text{I}}$ ss		
	Ext. Sabalis	Grss.	$\frac{\cdot\cdot\cdot}{\text{XXX}}$		
	Ext. Damianae	Grss.	$\frac{\cdot\cdot}{\text{XV}}$		
	Zinci Phosphidi	Grss.	$\frac{\cdot}{\text{I}}$ ss		
Misce et Ft. in pulveres, trochisci aut cachetes No. XV.					
Sig: Take one after breakfast daily.					
Formula No. 2-		Formula No. 3-			
Ext. Muirapuamae	Grss.	$\frac{\cdot\cdot}{\text{XV}}$	Aloin	Grss.	$\frac{\cdot\cdot}{\text{II}}$ ss
Ext. Triticoid	Grss.	$\frac{\cdot\cdot}{\text{VII}}$ ss	Sacchari	Grss.	$\frac{\cdot\cdot}{\text{VII}}$ ss
Ext. Sumbulis	Grss.	$\frac{\cdot\cdot}{\text{VII}}$ ss	Mass Bleud	Grss.	$\frac{\cdot\cdot}{\text{IV}}$
Ext. Quassiae	Grss.	$\frac{\cdot\cdot}{\text{VII}}$ ss	Glycyrrhizae	Grss.	$\frac{\cdot\cdot}{\text{VII}}$ ss
			Podophylli	Grss.	$\frac{\cdot\cdot}{\text{II}}$ ss
Misce et Ft. pulveres, trochisci aut cachetes No. XV.		Misce et Ft. in pulveres, trochisci aut cachetes No. XV.			
Sig: Take one after supper daily.		Sig: Take one at bed time.			
INTERSTATE REMEDY CO., 53-55-57 Farmer St., Detroit, Mich.					

The Interstate Remedy Company used to send as its "free recipe" three formulas which could actually be put up by druggists, provided they carried in stock all of the drugs called for—a most unlikely supposition. Of course, the company even at that time sent a package of pills by express C. O. D., simultaneously with the "free prescriptions." Above is a photographic reproduction (reduced) of the older "free prescriptions."

state Remedy Company. Accordingly, a Chicago druggist was asked to write direct to the Interstate Remedy Company for an original package of Urikol and an original package of Kydnuus. This was done, but the Detroit concern, instead of

sending what was ordered, tried to do what it has charged druggists with doing, substitute, and sent one of its packages of pills similar to the regular \$3.50 C. O. D. "treatment." This the druggist returned and insisted that he wanted half-ounce packages of Urikol and Kydms, respectively. These

<small>REPRODUCED UNDER THE LAWS OF THE STATE OF MICHIGAN</small>	<h2>DR. A. E. ROBINSON</h2> <p>PHYSICIAN IN CHARGE</p> <h3>INTERSTATE REMEDY CO.</h3> <p>LUCK BUILDING 53-55-57 FARMER ST.</p>	<small>FINANCIAL REFERENCED BY BUNDS & EMERSONAL BANK ONE DETROIT NATIONAL BANK</small>
<small>CABLE ADDRESS "REMICO" USE LETTERS & DOTS</small>		
<small>DICTATED BY</small> Dr. A. E. ROBINSON	<small>K-8-1. -Ins.</small>	<small>DETROIT, MICH.</small> 2/7/11

Wr A. E. Robinson
 Chicago Ill.

Dear Sir— Your letter has just arrived, and I am sending you without delay the prescription you ask for in a book entitled "Rational Treatment of Kidney and Bladder Diseases" (page 37) published by the Interstate Remedy Co., for whom I act as Consulting Physician. I wish you would read the book carefully, because it is the clearest and most scientific description of kidney, bladder and urinary troubles, their causes and effects, that I have ever seen, and besides it contains some very valuable advice upon the diet and personal habits of sufferers from these afflictions. I am convinced that by following the instructions contained therein you will be able to cure yourself quickly and thoroughly at home. You saw in your letter that you saw my advertisement in Happy Hours and that you want my remedies for the cure of weak kidneys.

This indicates that you need the actual medicines at once, and also the best medical advice while you are using them. I am quite sure you would not have written for the recipe unless you wished to give the remedies an immediate trial. For this reason and in order that there may be no loss of time, also that it may be just as handy for you to get the remedies of this big, old established company as of your druggist, I have shipped you today one full and complete treatment as per the prescription enclosed by Pacific Express C.O.D. \$3.50, which by the time this letter reaches you should be in your express office. I have prepaid the express charges, also the charges for the return of the money to us, so that all you are to pay is \$3.50 only for the package.

The medicine is shipped in a plain sealed parcel, and is billed as merchandise coming from H. F. Coon, who is our Secretary. In case of delay please enquire of your express agent for a package shipped on the above date by H. F. Coon, Detroit, Mich., and billed through the money department (not through the freight department).

I do not want you to feel that I am trying to force this treatment upon you, and acceptance of it is optional with you, for if you do not care to take the package we will have it returned. My reasons for sending you these medicines seem good to me and an advantage to you.

In the first place, you need the advice and attention of a thoroughly experienced physician while taking medicine for any form of kidney, bladder or urinary trouble, and I believe you will agree with me that I, having advised you to use this prescription and having advised this same prescription for hundreds of other cases

Photographic facsimile (reduced) of part of the first of a series of "form letters" sent to individuals who apply for the "free prescription." All of the letter is printed in imitation typewriting except the parts around which lines have been drawn; these are filled in by means of a typewriter so as to give the impression that the letter is a personal communication.

finally came and were turned over to the American Medical Association laboratory for investigation. The Association's chemists reported as follows:

LABORATORY REPORT

Urikol.—The powder in the box labeled "Urikol" is greenish yellow in color and possesses an odor in which, among others,

that of buchu is most prominent. Quantitative analysis yielded the following results:

Water-soluble matter	37.93	per cent.
Alcohol-soluble matter	0.55	per cent.
Chloroform-soluble matter	3.67	per cent.
Insoluble matter	52.96	per cent.
Moisture	5.20	per cent.
Undetermined	0.69	per cent.

100.00

The portion soluble in water contains what appears to be sugar and some drug extracts, the most prominent appearing to be buchu. The alcohol-soluble part has in general the same properties as the water-soluble portion. The substance soluble in chloroform was identified as hexamethylenamin. The por-

RATIONAL TREATMENT

What shall the treatment be?

Here we have a long list of miseries and at the root of them one thing—Poison.

To relieve the patient we must have a remedy that will antidote this poison and then build up the tissues as well.

Such a remedy is the combined Urikol and Kydnus treatment

Its effect on a case is not only to abate the pains and miseries, showing the poison ~~is~~ being removed, but it also helps to restore the muscular strength, bring back a red healthy complexion, reduce the dropsy, regulate the bowels and increase the appetite; proving that the whole system is being favorably affected.

This is a complete treatment then, superior on its face, we think, to any other you ever heard of; superior in another way, too, for it is not harmful. Other advocated remedies are less innocent. They contain caffeine and morphine, and we warn you against them. At least, be careful, not to do more harm by unwise medication. You are safe in choosing the Urikol and Kydnus treatment. It contains no morphine, opium or caffeine. We need not dwell on this, however, for we are going to tell you what it contains and you can see for yourself.

While proving its harmless character we propose to show you also why the Urikol and Kydnus treatment produces such remarkable results

You are now well posted on the science of Kidney trouble and are as well able as a medical student to decide on the merit of the remedy proposed.

It is our aim to have you understand everything about this new method of treatment. Then you will use it with confidence. The day is gone by when mystery had value in medicine.

The full Urikol and Kydnus treatment is as follows: Kydnus and Urikol are not specific drugs but are a combination of our own

Formula No. 1.

URIKOL	—	—	1/2 oz.
Potassi Nitras	—	—	15 gr.
Pulsis Extractum Tritici	—	—	15 gr.
Oleum Juniperi	—	—	2 min.

Formula No. 2.

KYDNUS	—	—	1/2 oz.
Calcii Hypophosphas	—	—	7 1/2 gr.
Calcii Lactophosphas	—	—	7 1/2 gr.

Formula No. 3

P. E. Rhamnus Purshiana	—	—	45 gr.
Phenolphalein	—	—	15 gr.

These ingredients are put up in a small elegant, tasteless tablet, as easy to take as a breath sweetener

Photographic reproduction (reduced) of two pages of the book sent in answer to the request for the free "\$3.50 recipe." The "free recipe" is shown on the right-hand page and consists of three formulas, two of which contain "patent medicines"—Urikol and Kydnus—which can be obtained only from the Interstate Remedy Company. In other words, the offer of a "free recipe" is a mere catch-penny cheat.

tion insoluble in the above solvents consists approximately of equal parts of starch and calcium carbonate. The remainder of the powder is chiefly moisture. The presence of alkaloids, arsenic or metals could not be demonstrated.

From these results it appears that the powder called Urikol is essentially a small quantity of hexamethylenamin and some drug extracts in a mixture of starch, sugar and calcium carbonate.

Kydus.—The powder in the box labeled "Kydus" is light brown in color, possessing a taste and a slight odor of hydrogen sulphid. Quantitative analysis yielded the following:

Water-soluble matter	38.75 per cent.
Dilute acid-soluble matter.....	27.20 per cent.
Concentrated acid-soluble matter.	2.94 per cent.
Insoluble matter	28.08 per cent.
Moisture	2.80 per cent.
Undetermined	0.23 per cent.

100.00

The portion soluble in water consists of about 32 per cent. sugar and the rest potassium and calcium sulphates. The acid-soluble part consists of about 27 per cent. calcium carbonate and about 0.2 per cent. calcium sulphid. The portion soluble in concentrated acid consists of iron equivalent to about 3 per cent. ferric oxid. The residue insoluble in the above solvents is practically entirely starch. The remainder of the powder is chiefly moisture.

From these results it is concluded that Kydus is essentially a mixture of calcium carbonate, starch and sugar containing a small quantity of calcium sulphid and iron.

As usual, of course, it is found that the nostrums used by these quacks are drugs that are in common use by regular physicians. It is the same old story: Well-known drugs enveloped in a cloud of secrecy and mystery, endowed with properties they do not possess and sold at a price enormously in excess of their worth.

"WEAK WOMEN" ALSO

Nor do these quacks confine themselves exclusively to the "recipe for men" fraud. They have, as a side-line, the "Interstate Woman Medicine," by which they are able to humbug suffering women. In their booklet "How Women Cure Themselves at Home" they repeat almost verbatim some of the matter that appears in the other booklet issued to "weak men." To quote:

URIKOL AND KYDUS

"When a man is young he makes body poisons by the philter full, but the vigor of his tissues casts them forth."

"The body suffers in brain and muscle and nerve; to greater extent than the liver; most disastrously of all in the kidney."

WOMAN MEDICINE

"When a woman is young she makes body poisons by the philter full, but the vigor of her tissues casts them forth."

"The body suffers in brain and muscle and nerve; to greater extent in the liver; most disastrously of all in the kidney, bladder and organs of generation."

URIKOL AND KYDNUS

"In short, with advancing age a man must seek kidney help. It must be fortified. Its tasks overmaster its strength. Its outcry is feebleness."

"What even pretty well people should have, we think, is kidney help. The waning power of the body to get rid of its own poisons makes intelligent assistance imperative."

"It is a duty you owe yourself to take heed of your kidney's health. You have no excuse for neglect. There is little chance for escape in our opinion."

"Therefore, use the Urikol and Kydnus treatment—it has every recommendation: simple, safe and quick acting, and consequently inexpensive."

WOMAN MEDICINE

"In short, with advancing age a woman must seek help for the vital organs. These are her weak spots. They must be fortified. Their tasks overmaster their strength. Their outcry is feebleness."

"What even pretty well women should have, we think, is help for weakness. The waning power of the body to get rid of its own poisons makes intelligent assistance imperative."

"It is a duty you owe yourself to take heed of your health. You have no excuse for neglect. There is little chance for escape in our opinion."

"Therefore, use the 'Woman Medicine' treatment—it has every recommendation: simple, safe, quick acting and consequently inexpensive."

All of which means that the Interstate Remedy Company exists not for its pretended purpose of furnishing professional advice and treatment to the ill, but to capitalize sickness and wring dividends from distress.

MAIL-ORDER FAKES

Founded on falsehood, maintained by deceit, dependent on ignorance—mail-order medical fakers are concerned only with the commercializing of suffering. In place of the knowledge of the family physician, they offer only an ignorance that is as dense as it is dangerous; for the kindly personal interest of the home doctor, they substitute a set of "form letters"; instead of the confidential and private consideration of the patient's infirmities, the mail-order quacks give them all the publicity of a large corps of mailing clerks and finally sell the patients' letters to others in the same business; in place of an individualized treatment, they prescribe stock pills and tablets of the cheapest and least reliable kind—instead, in fact, of treating the patient as a suffering, human entity, the victim of sickness is a mere customer in whom the quack is interested only to the extent of the length of his purse or the ease with which he may be swindled.—(*From The Journal A. M. A., Oct. 7, 1911, with additions.*)

NUTRIOLA

The Nutriola Company of Chicago was a Maine corporation organized about 1894, with authorized capital stock of \$150,000, divided into 150,000 shares of the par value of \$1 each. The capital stock was later increased to \$500,000. Edward F. Hanson was the promoter of the company. The

actual business of the concern was that of selling its stock on the instalment plan to small investors throughout the country; its ostensible business was the manufacture and sale of certain medical preparations known as "Nutriola" and "Nutriola Preparations." The mail was the principal instrumentality used in the conduct of the business, and practically all of the stock disposed of was sold through that medium. The sale of stock was accomplished by advertisements and the dissemination of various pamphlets and circulars through the mail.

One of the principal arguments made by the company to induce people to buy its stock was that investors would secure an interest in the concern which would earn tremendous profits because the medicines sold by it were new and wonderful. Hanson claimed that the remedies exploited by him had been discovered only after the expenditure of over \$50,000.



An advertisement of Nu-tri-ola Skin Food that appeared in a Chicago paper. Analysis showed that this nostrum was 90 per cent. vaselin with a small quantity of zinc compounds. Nu-tri-ola remedies were used chiefly as the means of selling stock on the mail-order plan. The concern was declared fraudulent by the government.

As a matter of fact, there was nothing either new or wonderful about these remedies, which were actually made for the Nutriola Company by Parke, Davis & Co., Detroit, Seabury & Johnson, New York, and C. L. Patch Manufacturing Company, Stoneham, Mass. The Nutriola Company's medicines consisted of the following products: "Blood and Nerve," "Skin Food," "Liver and Kidney Treatment," "Vaginola" and "Laxative Granules."

"Blood and Nerve" consisted of three different kinds of tablets: red, white and yellow. The red tablets were nothing more than Bland's mass—that is, simply iron pills; the white tablets were essentially strychnin pills, while the yellow tablets, apparently, consisted of nothing but ginger.

"Skin Food" was an ointment-like substance consisting essentially of over 90 per cent. petrolatum (vaseline) with 7 per cent. of zinc compounds.

"Liver and Kidney Treatment" consisted of brown tablets, containing, as the essential drugs, buchu and potassium nitrate, both of which have a distinct action on the kidneys. Nothing having any selective action on the liver was found by the Government chemists.

"Vaginela" consisted of a greenish-colored, highly aromatic tablets containing large amounts of starch, borax and boric acid with small quantities of salycilic and tannic acids.

"Laxative Granules" consisted of red pills containing cascara, jalap and rhubarb.

The post-office department investigated this concern, examined its advertising claims and the reports of the government's chemists on their analyses of the Nutriola remedies and came to the conclusion that the concern was fraudulent. According to the newspapers, at the time, Hanson was sentenced to one year in the penitentiary at hard labor and fined \$5,000. (*Abstracted from The Journal A. M. A., April 28, 1906.*)

DR. RAINEY MEDICINE COMPANY

The sordidness and general disreputableness of the mail-order medical business again has been brought to public attention by the recent Chicago tragedy in which Dr. James M. Rainey shot and killed his one-time partner, Louen V. Atkins. Rainey, a graduate of the Eclectic Medical Institute of Cincinnati, has for many years operated in Chicago, in partnership with Atkins, a quack medicine concern known as the "Dr. Rainey Medicine Company;" at the same time he has been manager of the American Animal Therapy Co.

The former concern sold a "general debility cure" called "Vitaline"—said, by the way, to be put up by one of the large "ethical" pharmaceutical houses—which was advertised in the cheap-grade magazines and sold on the mail-order plan, no local business being sought. The nostrum was sold at \$1 a bottle or 6 bottles for \$5. It appeared from the testimony given at the inquest that when a "patient" became dissatisfied with the Vitaline "treatment" and threatened to cause trouble for the concern an effort was made to turn him over to what they called the "special treatment" department. A question blank would be sent which when filled out by the victim was supposed to be used as a basis for "diagnosing" the case.

On the other hand the American Animal Therapy Co., with which Rainey was connected, markets a "lymph compound" which is recommended for "locomotor ataxia," "paralysis," "loss of memory" and "epilepsy;" this, of course, claims to be an "ethical" (save the mark!) preparation as it is advertised to physicians; thus Rainey seems to have been working both the medical profession and the public.

Atkins and Rainey had frequently quarreled over the method of conducting the business of the "Dr. Rainey Medicine Company" and at the coroner's inquest the evidence indicated that Atkins, who was not a physician, occasionally sent out "literature" which the more conservative—or shrewd—Rainey declared would bring the concern into trouble with the postal authorities. Things finally got to the pass where Rainey with-

doubtless a poor, humbugged victim—probably a woman—who had at some time written to a conscienceless quack hoping for relief from some imaginary or real ailment; after being “worked” to the extent of her purse and being no longer profitable prey, her letter is sold to the “brokers.”

At the inquest it was shown that Atkins, who was interested in several “Men Specialists” concerns, was of a quarrelsome disposition and had at various times threatened Rainey and others. The jury exonerated Rainey and he was released from custody.

Occurrences like these have an economic and sociologic interest. They turn, for an all-too-brief period, the searchlight of publicity into the dark and noisome pit of quackery and nostrum exploitation and make clear the miserable sordidness and fraud inseparable from it. Did the hapless victims but know the pretense, the sham, the ignorance, the utter disregard for anything connected with the patient save his dollars, that characterize the average individual who conducts a mail-order medical concern, it would be but a short time before an outraged and indignant public would force the whole disreputable business out of existence. (*From The Journal A. M. A., Oct. 1, 1910.*)

SOCIETY OF UNIVERSAL SCIENCE

For the past three years, a concern styled the Society of Universal Science has been doing a mail-order business in selling “courses” that purported to teach the “Laws of Human Electricity and Their Application to Health, Mind Power and Spiritual Growth.” The president of this so-called society was one Andrew McConnell; in fact, McConnell seems to have been the “whole thing.” Offices were maintained in New York and Chicago. Dupes were obtained by means of the usual newspaper advertisements, although this method was supplemented by the “free lecture” scheme. In connection with the lectures, McConnell seems to have succeeded in fooling a number of people, men who should have known better, and the names of these individuals have been used by him for the purpose of lending an air of respectability to his mail-order business.

Those who wrote to the “society” for information were sent a fifty-page booklet entitled “Organic Electricity—the McConnell Researches—Health Booklet,” and a form letter of the style so much used by those engaged in operating mail-order medical businesses. Briefly, McConnell put forward the following proposition:

1. “Life power in the human body is electricity.”
2. “Health is measured by the amount of electricity in each organism.”
3. “The electric energy of life can be increased by following the laws of electricity.”
4. “The electric energy of the human body is the great solvent power of uric acid.”

McConnell claimed to have discovered these "facts" in his attempt to cure himself of "nervous prostration, heart trouble, etc." Like the lady in the "patent medicine" advertisement, he had tried "all the usual systems of healing" without avail. Then he discovered "organic electricity" and all was well. The booklet explains how marvelous cures are brought about by those who are willing to purchase the correspondence course sent out by McConnell.

Have you indigestion?

"We prove digestion to be entirely an electrical process which explains why the science of human electricity is curing all cases of indigestion."

Are you troubled with insomnia?

"We have discovered physical laws . . . by means of which one draws the energy from the brain to the vital organs and sleep is the inevitable result." [Evidently, to those embracing the McConnell system, the brain is not a vital organ.]

Possibly you are troubled with constipation!

"Constipation is primarily caused by insufficient electricity in the intestines . . . Through our method of teaching the student the scientific way of how to generate more vital force in the body, the intestines get the increased supply which increases the muscular activity, which in turn removes the cause of constipation."

Have you paralysis?

"We teach the student how to make the paralyzed part a magnetic center . . . This is the scientific way to cure paralysis. . . . The worst cases have been overcome in a few months."

Are you going blind?

"The eye power is largely regulated by the amount of electricity available in the body . . . Everyone can overcome eye weakness in a short time by learning to produce and direct more power to the eye . . . We have had most remarkable results in all types of eye troubles."

Are you in the last stages of consumption?

"When this dread disease reaches the last stages, its cure is arduous and difficult but still possible."

Do you suffer from uric acid poisoning?

"The electric energy of the human body is the great and only solvent power of uric acid."

In fact, have you any disease?

"Vital increase and control will cure any known malady."

Has one of your lungs been partly destroyed by tuberculosis? Has the structure of your kidneys succumbed to the inroads of nephritis?

"When we increase the vital production it becomes a simple matter to gradually rebuild any diseased part of the body."

All of these wonderful results may be accomplished—according to the McConnell booklet—by taking a mail-order course in "human electricity." Of course there are testimonials most of them from women who, apparently, have been cured of

immateral maladies at the expense of some material cash. Two or three individuals who place "M. D." after their names testify to the wonders of the McConnell system. One is a man whose name recently appeared among the incorporators of a "drugless healing" college that is being founded by the advertising manager of Peruna, C. S. Carr; the other M.D. is on the faculty of an institution that gives mail-order courses in "chiropractic."

Should the first form-letter to the prospective victim fail to bring to the Society of Universal Science the \$25 that is asked for the "course," he is bombarded with the usual follow-up letters, so dear to the heart of the mail-order quack. The price is reduced to \$15.00 and finally the "first and second lectures" are offered for \$1.00. The supply of easy marks for a proposition of this kind is always large and the business has doubtless been a profitable one. As has already been said, McConnell succeeded in getting the endorsement of some men who should have known better.

One of such men was the Rev. Dr. Robert S. MacArthur, who stands high in the religious world. On July 7, 1908, at Carnegie Hall, in New York City, Mr. MacArthur is reported to have introduced Andrew McConnell to an audience of several thousand people in the following terms:

"This is an occasion of remarkable interest. It is the beginning of a world-wide movement . . . The days of medievalism are passed . . . I believe in the 163d psalm, which says that God healeth. How? By law working through human instrumentality. Dr. McConnell has gone through many forms of healing. He has found the force behind them all, has found the law, and when he found the law he found God Almighty himself . . . I believe that He has called Dr. McConnell to interpret God in the human body."

Besides the introducing clergyman there were many well-known citizens of the metropolis, all sympathetically interested in the founder of the "Universal Science," the "curative law."

In such an eminently respectable atmosphere, then, was the McConnell psychotherapeutic boom launched. How has it ended? A week or two ago this wretched man surrendered to the police of New York City. A pathetic figure indeed was taken into custody; his eyes red from weeping, his hair unkempt—McConnell was obviously a nervous wreck. He had, under the alleged impulse of delusions that she was interfering with his great "work," shot at his wife twice, one bullet striking her in the back of her head, as she was fleeing from him. At the time of his arrest his pockets were filled with testimonials praising his "system."

What other than gloomy comment is possible in these circumstances? Shall the Rev. Dr. MacArthur go unscathed? We have got by medievalism, declared he. Was there ever so complete a reversion to medievalism as this clergyman's

exploitation of one who is evidently a paranoiac? Is such the kind of psychologic healing which the clergy would be understood as upholding, the kind they would themselves be considered proficient in? Moreover, the large audiences of McConnell were attended by many educated people. Yet if, among all those people of superior enlightenment, there was a single individual of training in psychology and mental therapeutics sufficient to estimate reasonably the claims put forth by McConnell, his identity has ever since been most sedulously concealed.

Apparently McConnell is an irresponsible paranoiac and, if so, should not be at large. But in these premises should not some responsibility rest on a clergyman who is probably the acknowledged head in these United States of a great division of the Christian church? Were not he, and those other "intellectuals" who listened so gravely to McConnell's idiotic vaporings about "life" and "health" and "electricity" and all the rest, who hailed this poor dement as the discoverer of a new philosophy and of an unprecedented healing art—were not they all together fostering the megalomania which has resulted in a homicidal frenzy of well-nigh fatal consequence?

Briefly, the matter amounts to this: Men and women who should have known better have lent the weight and respectability of their names to a scheme that was as bizarre and unreasonable as its originator was mentally unstable. Scores of ignorant people, and dozens of those not so ignorant, have been humbugged and swindled by the McConnell fake. The desperately ill, the hopelessly invalided, those who through the sickness of themselves or of those dependent on them are ready to grasp at any therapeutic straw, however worthless—those are the ones that are made to suffer mentally, physically, and financially by such schemes as McConnell's Society of Universal Science. Only those who have followed up specific instances of the harm done by pseudomedical cults know the tragedies for which such organizations are responsible. That such tragedies should be possible in this twentieth century is an anomaly and a disgrace.—(*From The Journal A. M. A., Jan. 13, 1912.*)

"PROFESSOR" SAMUELS AND HIS EYE WATER

One of the latest comets to flash across the firmament of quackery is "Professor" H. Samuels, who hails from Wichita, Kansas. Samuels claims that he is "the only living person" who "treats through the eye" the following diseases:

Consumption	Paralysis	Bright's Disease
Fits	Blindness	Morphin Habit
Cataracts	Eczema	Heart Trouble

These are but a tithe of the numerous ailments that this new apostle of quackery offers to "cure." Samuels has been lavishly spending his easily made money in advertising space.

arsenic, copper, lead, iron, etc., present and in neither could any potent alkaloids be detected.

"One of the samples examined was too small to make a quantitative test practicable. Examination of the larger sample showed that the sodium chlorid and sugar were each present in about the same quantity, viz., 7.5 grams in 100 c.c. (about 35 grains to the fluid ounce).

"The following formula gives a solution which is practically identical with the larger sample examined:

Hydrant water	1 gallon
Sugar	10 ounces
Table salt	10 ounces

"Approximate value 6 cents a gallon: alleged selling price \$25.00 an ounce."

The absurdity of attempting to cure consumption, the morphin habit, ovarian tumor and scores of other pathologic conditions, by merely dropping a weak solution of salt and sugar in the eye, would seem sufficiently apparent to render quackery of that sort unprofitable. So it would be, were it not for the credulity and unflinching optimism of the chronically ill toward all new "treatments." Samuels' reasons for wanting to "treat" chronic diseases are evident. The quack who attempted to relieve a man's toothache or headache by dropping a little salt water in his eye and charging \$5.00 for the process, would find few victims. But with sufferers from chronic diseases the case is different. Ninety-nine consumptives out of a hundred will, for the first few weeks, agree that they have been benefited after having experimented with some new "treatment." And the less scientific the treatment and the more wildly improbable the claims made for it, the greater will be the alleged benefit derived from it.

To devote more space to this humbug would be to dignify it. Suffice it to say the whole business is founded on falsehood and fraud. Any man who will take money from a consumptive, an epileptic or a morphin habitué under pretense of curing his disease with such an inert mixture as that just described is an unconscionable scoundrel.

It is a sorry commentary on our civilization that the incurably ill cannot, apparently, be protected against their own credulity and the wiles of those who would fatten on their misfortune and profit by their sufferings. (*From The Journal A. M. A., Dec. 24, 1910.*)

Aftermath

"Professor" Samuels has returned to Wichita, Kansas. Some months ago he left the western city and transferred his mail-order business to Detroit. If he did this in the belief that Michigan was an "easy" state and that he would be free from interference by the authorities, he was disappointed. He had barely settled down in his Detroit offices when the public prose-

cutor, Mr. Hugh Shepard, raided the concern, seized the card index of Samuels' present and prospective victims and, according to the newspapers, carried off a barrel of sugar and a bin of salt. Finding Michigan so unsympathetic, Samuels has returned to Kansas and is now "doing business at the old stand." Detroit is to be felicitated. The business men of Wichita do not seem to be very enthusiastic over Samuels' return. The official organ of the Wichita Business Association in discussing fake concerns in that city makes the following reference to Samuels without mentioning the quack's name:

"Only recently the king of quacks and 'fakers,' run out of a big Eastern city, mercilessly handled without gloves by the American Medical Association, has returned to Wichita. Some people received him actually with open arms. Some seem to think that the boost that postal receipts get from this mail-order business atones for any shortcomings he possesses. Righteous indignation surges up rebelliously at the very idea of 'fake' clothing and shoe concerns doing business here, and legislation gets them; but no one seems to care much at the return of this notorious and unconscionable medical quack."

If Wichita has the right kind of public prosecutor, that city can be made to be just as unhealthy for Samuels as Mr. Shepard made Detroit. But the case would need to be handled without gloves. Samuels' business is a fraudulent one and in spite of his wealth, amassed by selling a worthless mixture as a cure for disease, his activities in this line can be curbed.

Like all mail-order quacks, Samuels' chief stock-in-trade are his testimonials. In his advertising, he makes much of the letters that he claims to have received from his "patients." There is one class of letters that he receives about which nothing is said. We reproduce a few of the letters of this kind. Out of consideration for their writers, we omit the names and addresses of the persons sending them although both are on file in THE JOURNAL office:

TENNESSEE, Feb. 20, 1912.

PROF. H. SAMUELS, Wichita, Kan.

Dear Sir:—I am sending the treatment back that you sent my wife some time ago. She is dead now. The treatment you sent her made her worse and I can prove it. She never used it but six times and she got worse right straight. Now I enclose your treatment back to you and I want my money back. If you don't I am going to pull you for sending something that made my wife worse. There have others told me I could, but I won't bother you if you will send my money back, and if you don't I will see what I can do with you. Awaiting for quick reply, I am,

Yours very truly,

W. F. S.

OHIO, Jan. 21, 1911.

PROFESSOR SAMUELS, Wichita, Kan.

Dear Sir:—I am sorry to tell you my father is dead, and if you have not sent that medicine, please hold same and return our money, as we need it under the present circumstances.

We are greatly in need of money now, and if you will please send our money back, please do so.

If you have a small boy you may put yourself in our condition and think if you were to die and leave a boy and wife to take care of themselves.

You see, my father was a poor working man and put all of his hope in your medicine.

So if you will please send our money back we will be very grateful to you. Yours very truly,

P. S.—We ask your sympathy in our trouble.

U. S. P.

ARKANSAS, May 5, 1911.

PROFESSOR SAMUELS.

Dear Sir:—I will drop you a few lines, as I will send the last treatment of your medicine back. My husband is dead. Just waited too late to cure him, and I am left alone with two little ones to provide for and I can't use your medicine. I will return it, and if you think it right to return the money why do so, for I need it. As that is all, I will close.

E. Y.

IDAHO, May 16, 1911.

PROFESSOR SAMUELS.

Dear Sir:—Received your letter, but Mr. L. was dead at that time. He passed away Saturday, May 6. Kept up with your medicine till the last day; used only half of the one month's treatment. Will you take the medicine back that is left and send me some of the money back, at least \$15 of it, as I am a widow with three children, now can use the money badly. Please let me know about it as soon as possible. Have the medicine in a cool dark place. Yours respectfully,

Mrs. A. L.

NEBRASKA, Feb. 20, 1912.

PROF. H. SAMUELS, Wichita, Kan.

Dear Sir:—Something near two months ago I sent you a bank draft for \$5 for a month's treatment for my little boy's eye who by accident was hit in the eye with a stick and thus cut in the edge of the pupil of the eye. We rec'd the treatment in due time and used it according to directions, but have received no benefit, as the boy is blind in that eye. I sent you the money in good faith and on your own recommendation and also of Mrs. S. of this place, who is taking your treatment. Now, in view of the fact that we have received no benefit from treatment, do you not feel that it would be right that I should receive my \$5 again?

Doc, if I was not a poor man and have four children to look after beside my wife, I would say nothing at all; but in view of the foregoing facts I only ask to be treated by you the same as you would desire to be treated by me were you in my stead. I will close, hoping to hear from you soon. Sincerely yours,

A. F. S.

Can these be read without indignation? Do the tragedies they detail call forth no protest against the heartless cruelty of the mail-order quack? Must we wait for that far-off time when the masses of the people shall have developed that healthy scientific skepticism that will make quackery impossible, before doing something to protect the wives and children who are heartlessly swindled by frauds of this kind? Or shall we not ask our legislators to recognize the patent fact that a large proportion of the public needs protection against its own susceptibility and credulity in matters so closely related to its own health?

The *Detroit News* published an interview that one of its reporters had with Samuels at the time this quack was still living in one of the most expensive hotel suites in Detroit. When seen by the reporter Samuels, with his wife and daughter, was about to start for a ride in his motor car. After the interview was over Samuels and his party rode off—but let the reporter tell it:

"They were laughing as they went out in the sunshine and the well-dressed little party looked prosperous—the 'professor' has cleaned up half a million dollars on his compound. But as they slipped into the traffic of the avenue, another picture seemed to arise and sit beside the 'professor'—a gaunt woman holding in her arms a heavily-breathing child.

In her hand, a bottle and a medicine dropper. She touches the forehead and starts back. The wasted little body is chilling with the chill of death. The professor opens a letter. She asks for the return of the money she sent him. She does not need the rest of the treatment, the child is dead.

"Then there is a man who coughs slowly and terribly. His face is the color of chalk, his throat is sunken, his hands are so slender the bones seem to start through. A wife bends over and drops a colorless liquid into his eye. With the application goes all of her faith, for is not Professor Samuels the 'Modern Moses'—he says so himself in his advertisements—who will lead the people out of the bondage of sickness and suffering? And mingled with these are many, many others."

THE TURNOCK MEDICAL COMPANY

The consideration which has been accorded quacks and nostrum mongers by the daily press—thanks to their extensive advertising patronage—has led to a slight misapprehension in some quarters. Some misguided fakers have at times thought that they owned the press—that all they had to do was to crack the whip and watch the journalistic trick-dog jump through the hoop. In some cases the gentlemen afflicted with this obsession have been severely jarred back into the world of realities.

A recent case of this sort was that of the Turnock Medical Company of Chicago. This concern is one of those which advertise to cure rheumatism and uric acid diseases for \$3—more or less. A patient who had sought a long-distance diagnosis from these "noted specialists" found that he had been forwarded unmasked a bottle of Dr. Turnock's Genuine Discovery, for which he was requested to remit \$3. This he refused to do and his refusal brought from the company one of those strictly private, personal and confidential, heart-to-heart circular letters which play so important a part in the quack's armamentarium. The "letter" was signed by Dr. T. Frank Lynott. As to the company's ability, reliability and responsibility, Dr. Lynott referred the victim to "the editor of any Chicago newspaper." Dr. Lynott pointed out, further, that the cost of the "whole treatment of medicine" was "simply the price of a single visit to any reputable physician" and that "I charge nothing extra for my professional services."


The argument, of course, is not a strong one, as the relation between "any reputable physician" and Dr. Turnock's Genuine Discovery as administered by Dr. Lynott is not clear.

So, evidently, the patient thought, for he wrote to the editor of one of the Chicago newspapers. Unfortunately for the medical company, it was the *Chicago Tribune* that was consulted and this paper responded to the inquiry with a column writeup of the Turnock Medical Company. It showed that some other "references" given by the concern in its advertising matter were equally unauthorized. The names of an alderman, of the director of a conservatory of music, and of

ENTS MAGAZINE

alth. I Will Help You Cure Yourself of Kidney, Bladder or Rheumatic Trouble, FREE.

I will send you free treatment and give you simple instructions how to cure yourself in your home, without cost. Write me today.



DR. F. FRANK LYNOTT

to that all who suffer from kidney trouble, bladder trouble or rheumatism may know your opinion that it is a genuine and reliable remedy for these diseases has been checked, I have read in my opinion, and have found it true. I have read in my opinion, and have found it true. I have read in my opinion, and have found it true. I have read in my opinion, and have found it true.

1. Swelling in any part of the body
2. Irritation in the bladder
3. Pain in the back
4. Pain in the legs
5. Pain in the joints
6. Pain in the head
7. Pain in the neck
8. Pain in the arms
9. Pain in the hands
10. Pain in the feet
11. Pain in the chest
12. Pain in the stomach
13. Pain in the bowels
14. Pain in the throat
15. Pain in the ears
16. Pain in the nose
17. Pain in the mouth
18. Pain in the tongue
19. Pain in the lips
20. Pain in the teeth

You can describe your condition in your own words, and I will send you the treatment free of charge. Write me today.

Photographic reproduction (greatly reduced) of a small portion of a Turnock Medical Co.'s advertisement.

a druggist, all of Chicago, had also been included in the company's mythical list of "references." Each of these persons repudiated the use of his name in this connection and the opinions of the medical concern as expressed by the victims were the reverse of complimentary. Unfortunately for the individuals concerned, there seems to be no legal process which can be invoked against the company. In the future when Dr. Lynott gives Chicago newspapers as references, he would better add parenthetically—except the *Tribune*. And that will be about as complimentary a thing as any newspaper could wish! (From *The Journal A. M. A.*, Jan. 30, 1909.)

THE VAN BYSTERVELD MEDICINE COMPANY

If it were not for the fact that self-drugging is always dangerous and that swindling people is always criminal, the study of the genus *Faker* would often be amusing. Some quacks are so naively dishonest, so frankly fraudulent, so transparently tricky that one can but stand aghast at the stupendous gullibility of the public which makes their trade a thriving one. Some medical frauds show care in conception and expertness in execution; they show, in fact, that skilled lawyers have been consulted to determine just how immoral a concern may be without becoming illegal. On the other hand there are some fakes of a medical nature which in their crudeness of operation excite disgust for their inventors and contempt for their victims.

this chance to win a \$25 Cash Prize if reading is correct. Address: **The Pathfinder, Box 25, Washington, D. C.**

**KNOW THE CAUSE OF
YOU AILMENT
FREE!**

Diagnosing disease by examining the urine has proven a great benefit to suffering humanity as the test of urine reveals the cause of your ailments. When the cause is removed, the road to health is short and quick. A. W. Van Bysterveld, the inspector with this Company, has spent a lifetime in examining human urine and so accurate has he become that the patient tells nothing, simply send in a sample of the urine, stating age and sex, he will locate the cause of your aches and pains, describing them better than you can explain yourself. Mailing cases for sending urine and booklets sent free on request.

Van Bysterveld Medicine Co., Ltd.
 15 Sheldon St., Grand Rapids, Mich.

SIGNED BRACELET AND PIN


Photographic reproduction of a typical Van Bysterveld advertisement.

The Van Bysterveld Medicine Co., Ltd., is a fraudulent concern with headquarters at Grand Rapids, Michigan. It advertises in cheap magazines that it "will locate the cause of your aches and pains" free. All you need do is to send in a sample of your urine "stating age and sex" and they will do the rest. The "expert" who performs these marvels in diagnosis is A. W. Van Bysterveld, who, we are told, "has spent a lifetime in examining human urine."

A LETTER IS WRITTEN

A few inquiries having come in to THE JOURNAL concerning this company, it seemed worth while to make some investiga-

tion of the methods employed by the Van Bysterveld Medicine Company. Accordingly a letter from a supposititious patient was sent last March, asking for "full particulars about your cure for disease." In reply the company sent a mailing case containing a small 2-dram vial (for the urine), a leaflet and a letter. The leaflet had for its front cover a picture of "A. W. Van Bysterveld, Expert Inspector of Urine." Mr. Van B. seems, from his picture to be a man of mediocre intelligence who runs to naturally curly hair and an artificially curled mustache. The analytical methods employed by Mr. Van B. in examining urine are described as follows:

<p>Van Bysterveld Medicine Co., Ltd.</p>  <p>A. W. Van Bysterveld Expert Inspector of URINE 17-19-21 Sheldon Street GRAND RAPIDS, MICHIGAN</p>	<p>It Is All Important</p> <p>YOU SHOULD KNOW</p> <p>The cause of your ailment, without which knowledge you cannot hope to get a permanent and lasting relief. The surest method of locating the primary cause of your trouble is by an inspection of the urine.</p> <p>This is done by a careful and secret process handed down generation after generation and most carefully guarded by the old families of Europe. Its age alone entitles it to the confidence of all. It has stood the test of years upon years, giving at all times substantial proof of its undoubted efficacy.</p> <p>Modern schools agree that disease and cause that cannot be detected in other ways, can be located by a careful examination of the urine, which discloses many secrets of the body. The kidneys acting as the drainage canal of the system carry off the waste substances and decomposed matter. These pass in the usual course through the urine where by careful inspection they are located.</p> <p>A. W. VAN BYSTERVELD, the chief inspector, whose secret methods are not taught in schools, examines upon an average of 25,000 bottles of urine a year. This alone stamps him as an authority and of exceptional qualifications. In conjunction with him are the consulting physicians who prescribe the remedies. This combination assures you of a medicine that goes direct to the root of the evil.</p> <p>A trial will convince the most sceptical of the value of this treatment. Bring or send a sample of urine. Tell the inspector nothing and afterwards you will repeat what is so frequently</p>
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Photographic reproduction (reduced) of the outside cover and the first page of the folder sent out by the Van Bysterveld Medicine Company.

"This is done by a careful and secret process handed down generation after generation, and most carefully guarded by the old families of Europe. Its age alone entitles it to the confidence of all. It has stood the test of years upon years, giving at all time substantial proof of its undoubted efficacy."

The "expert examiner" is characterized thus:

"A. W. Van Bysterveld, the chief inspector, whose secret methods are not taught in schools, examines on an average of 25,000

bottles of urine a year. This alone stamps him as an authority and of exceptional qualifications. In conjunction with him are the consulting physicians who prescribe the remedies. This combination assures you of a medicine that goes direct to the root of the evil."

SEVERAL LETTERS ARE RECEIVED

The letter that came in answer to the inquiry, referred to the mailing case and pamphlet that were being sent and then went on to say:

"Our method of examining the urine and thereby locating the CAUSE of trouble and prescribing medicine to remove the cause, has proved most successful in the past.

"Our fees, when urine is sent by mail, are \$1.25 per week, which includes a careful examination of the urine and medicine enough to last one week."

This letter was signed by the company but the initials of, presumably, the writer were given as "G. R. S." In a clipping which we have on file from a Grand Rapids (Mich.) paper we learn that George R. Stark, M.D., of Grand Rapids, is secretary of the Van Bysterveld Medicine Company. Whether Dr. Stark wrote the letter quoted above can only be surmised.

The company's letter was purposely unanswered for eight months during which time a number of "follow-up" letters were received each urging the prospective victim to send in the sample. The November "follow-up" letter—also bearing the initials G. R. S.—had the following statement:

"Perhaps you have overlooked the fact that we make the first examination free, that you have the benefit of the best expert advice upon your condition without any cost to yourself, and that should you decide to take a course of treatment the cost is only \$1.25 for one week or \$2.25 for two weeks."

SAMPLE ONE

On receipt of the November letter it was decided to test the analytical and diagnostic powers of the Van Bysterveld concern. For this purpose the Association's chemists made up a few ounces of the following mixture and a vial full of it was sent to the company:

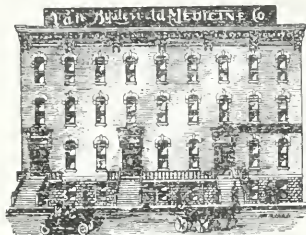
Hydrant water	about 1 dram
Pepsin	trace
Anilin dye	enough to color
Ammonia	trace

This solution was sent to the Van Bysterveld Medicine Company for its "expert inspector" to examine and a letter was written asking the company to diagnose the supposititious patient's case. Here is its diagnosis:

Diagnosis 1.—"Careful examination of the urine shows there is too much acid in the blood, which will cause a rheumatic condition, the back is weak, and you will have a tired nervous feeling most of the time."

SAMPLES TWO AND THREE

In the meantime two persons, one in Iowa and the other in Michigan, had been asked to correspond with the concern,



MAIN OFFICE, 17-19-21 SHELDON ST

Van Bysterveld Medicine Co., Ltd.

Inspectors and Examiners of

URINE

MANUFACTURERS OF
PROPRIETARY MEDICINES

Grand Rapids, Mich., Dec. 26th, 1910.

Mrs. W. S. ~~XXXXXXXXXX~~

~~XXXX~~ E. 4th St., Chicago, Ill.

Dear Madam:--

Careful examination of the Urine shows there is poor circulation of the blood which will cause a general weakness, the liver is not working properly which will cause gas in the stomach and bowels and you will have a weak, tired nervous feeling, also headache and backsache spells.

We can see no reason why a few weeks treatment should not show you very beneficial results and trust that you may see your way clear to favor our method with at least a trial, which we feel confident will convince you of its merits. You can receive treatment either by the week or month at \$1.25 per week or

Thanking you for favors and hoping to be of further service to you, we remain,

Yours respectfully,

VAN BYSTERVELD MEDICINE CO., LTD.

GRS-H.

Photographic facsimile (much reduced) of one of the "diagnostic" letters sent in reply to a supposititious patient who had submitted a mixture of hydrant water and glucose.

so as to obtain the mailing cases and vials. These vials were filled in the Association laboratory but were mailed to the Van Bysterveld Company from the towns in which their respective recipients lived—and *they were filled with a part*

of the same mixture that was sent in the first vial! Back came the following diagnoses:

Diagnosis 2.—"Careful examination of the urine shows the circulation of the blood to be very poor, the liver is not working properly, which will cause gas in the stomach and bowels and will effect [sic] the heart, you have caught a little cold which has settled in the back and stomach and you will have a nervous feeling."

Diagnosis 3.—"Careful examination of the urine shows you are losing too much albumin in the urine, which will cause the back and kidneys to be weak, and there is a catarrhal condition of the stomach and bowels, and you will have a tired nervous feeling most of the time."

It seems, therefore, according to the "careful and secret process" of examining the urine that is so "carefully guarded by the old families of Europe," that a mixture of hydrant water, pepsin, anilin dye and a trace of ammonia indicates many pathologic states. Only one condition seems to be common to the three cases diagnosed and that is the "tired, nervous feeling." According to Van Bysterveld, whatever else may ail a person who is excreting pepsin, anilin dye and hydrant water through his kidneys, he will unquestionably be both "tired" and "nervous."

Seriously, though, the reason for tacking on the "tired, nervous feeling" to every "diagnosis" is perfectly evident. Every individual who is sick and every individual who *thinks* he is sick, to say nothing of a large number of people who belong to neither class, will have a "tired, nervous feeling," at least once in awhile. It will be noticed that whenever the Van Bysterveld "diagnoses" deal with anything but the broadest generalities they describe such indefinite little aches and pains as any person suffering from the slightest indisposition would be likely to have. And naturally, it is the indisposed who, as a rule, write to these fakers.

SAMPLES FOUR AND FIVE

Still further to demonstrate the worthlessness of the alleged analysis two more specimens were sent from two different persons in Chicago. These specimens also were prepared in the Association laboratory and had the following composition:

Hydrant water	95 per cent.
Glucose	5 per cent.

Nothing was added to give either color or odor to this last mixture! Now, as every physician knows, the presence of glucose in urine in such a large proportion as 5 per cent. is not only one of the easiest things to ascertain but any person excreting that amount of sugar would be in a desperate condition. Evidently, therefore, if any examination, worthy the name, of the last two specimens had been made the presence of sugar must have been evident. What did "expert

inspector" Van Bysterveld have to say regarding these two cases?

Diagnosis 4.—"Careful examination of the urine shows there is poor circulation of the blood, which will cause a general weakness, the liver is not working properly, which will cause gas in the stomach and bowels, and you will have a weak, tired nervous feeling, also headache and backache spells." [See page 292 for a photographic facsimile of this diagnosis letter.]

Diagnosis 5.—"Careful examination of the urine shows there is too much uric acid in the blood, which will cause a rheumatic condition, the back and kidneys are weak, and there is a catarrhal condition of the stomach and bowels."

Not a word about the presence of sugar! No mention of the danger that a person excreting 5 per cent. of glucose would be in!

CONCLUSION

The whole thing shows conclusively that the "examination" of the urine is a farce, the diagnosis is a fake and the taking of money from victims for the "treatment" of a purely imaginary disease is a fraud and a swindle. It shows, too, that those publications which accept the advertisements of this concern are, wittingly or unwittingly, participating in the profits of scoundrelism. We sincerely hope that the over-worked fraud-order department of the United States post-office will in the near future get around to this picturesque, but vicious humbug. We trust, also, that if the operators of the Van Bysterveld Medicine Company cannot be given board and lodging at either state or federal expense, they will at least be forced into a more reputable, even if less profitable line of human activity. The swindler who sells stock in bogus companies to presumably intelligent human beings is a gentleman compared with those scoundrels who lie to the sick, humbug the suffering and defraud the incapacitated.

MECHANICAL FAKES

"Old wives and starres are his counsellors; his nightspell is his guard, and charms his physician. He wears Paracelsian character for the toothache; and a little hallowed wax is his antidote for all evils."—Bishop Hall.

THE ELECTROPOISE—OXYDONOR—OXYGENOR— OXYPATHOR—OXYTONOR—OXYBON

It is sometimes hard to decide which is the greater—the impudence of the quack or the credulity of his victims. The comparative ease with which the medical faker is able, by the most preposterous claims, to separate the trusting from their money indicates the enormous potentialities in advertising. It might be supposed that an individual who set out to sell, as a panacea for all the ills of the flesh, a piece of brass pipe with one or two wires attached to it, would, commercially speaking, have a hard and rocky road before him. But such a supposition would be incorrect. Not only would the enterprising faker find customers for his gas-pipe, but there would be such a demand for this most inane of "therapeutic" devices, that two or three imitators would immediately enter the market.

SANCHE AND HIS "INVENTIONS"

The original exploiter of what may be called "gas-pipe therapy," was one Hercules Sanche, who modestly described himself as the "Discoverer of the Laws of Spontaneous Cure of Disease." Of course, Sanche did not "discover" this long-known truth at all, but he must be given credit for appreciating its commercial value. Starting with the premise that a certain proportion of sick people—and of those who think they are sick—will get well without treatment, or in spite of it, he apparently cast about to devise a means of reaping a pecuniary reward from the operation of this natural law. Sanche might, of course, have used some harmless, or even unmedicated, tablets and after describing at great length the marvelous properties inherent in them, have sold them with substantial profit to himself. This method of fleecing the public, however, besides being old and threadbare, was not altogether free from the possibility of legal complications. He might have offered to sell "absent treatment" and have discoursed learnedly on the benefits and virtues of this wonderful therapeutic force. But "absent treatment" does not appeal to the man who wants a tangible "something" in exchange for his dollars. Sanche finally hit on a device that

was negatively harmless—and positively worthless—and yet theatrical enough to make the purchaser feel that he was getting something for his money.


The Electropoise

Sanche's first and simplest gas-pipe cure device he called the Electropoise. Some of the claims made for the Electropoise were:

"The Electropoise supplies the needed amount of electric force to the system, and by its thermal action places the body in condition to absorb oxygen through the lungs and pores."

"It introduces this potent, curative agent, oxygen, into the remotest and most recondite parts."

"The gases from decaying food are positive in their electrical quality and cause disease. With the Electropoise we cause the negative elements so abundant in the atmosphere to be attracted into the body in sufficient quantity to consume the accumulation of combustible matter stored up by the imperfect action of the vital organs."



THE
Electropoise
TRADE MARK

**An OXYGEN
HOME REMEDY
WITHOUT MEDICINE.**

120 FIFTH AVE., N. Y., April 25th, 1895.
".... My confidence in the merits of the Electropoise—simple, convenient, economical and effective as it is—has constantly grown with my increasing observation and experience."
W. H. DEPUY, A. M., D. D., LL. D.,
(Editor Peoples' Cyclopedia.)

Often Cures
Cases
Pronounced
"Incurable."
"HOW?" Write us for booklet that tells all about the Electropoise. Mailed free.

Electrotherion Co., 1122 Broadway, New York
340 Fulton St., Brooklyn, Southern Electrotherion Co., 102 King St., Charleston, S. C., Du Bois & Webb, 59 Fourth Ave., Louisville, Ky.

Photographic reproduction (reduced) of a portion of a two-page advertisement that appeared in the *Cosmopolitan* magazine, October, 1895, of Sanche's original gas-pipe fake—the Electropoise. It sold for from \$10 up.

Apparently, there was no disease, known or unknown, that the Electropoise would not cure—according to its exploiter. All these cures, it appeared, were to be brought about by causing the system to absorb oxygen from air. This—the absorption of oxygen—is the theory which has been invented to explain the therapeutic action of the Electropoise and of all the later humbugs of which it was the prototype.

The Electropoise was a metal cylinder, called the "Polizer," three and one-half inches long and weighing about five ounces. The cylinder was sealed at both ends and to one end there was attached an uninsulated flexible cord. At the free end of this cord there was a small disc, which, by means of an

elastic band and buckle, could be fastened to the wrist or ankle. The Electropoise cylinder, when broken into, was found to be hollow and empty. It sold for from \$10 up.

The Oxydonor

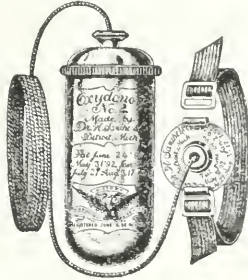
So popular did the electropoise become and so readily did the credulous respond, that Sanche extended his operations by putting on the market a modification of his first fake, which he christened the "Oxydonor Victory," or as it is more commonly known, "Oxydonor." The claims made for the Oxydonor were, if possible, even more false, extravagant and fraudulent than those made for the Electropoise. For instance:

"The new life-giver for self-treatment."

"Cures all fevers, including yellow fever, in a few hours."

"Cures all forms of disease."

According to Sanche, it, too, operated by the "oxygen-absorption" method. In earlier days, the Oxydonor was said to force oxygen into the system. This was such a prepos-



This depicts the piece of metal tubing "invented" by Hercules Sanche and named the "Oxydonor." The claim was made that "it causes the human organism to thirst for and absorb the oxygen of the air." It was advertised to "quickly and infallibly cure" a list of diseases ranging from "headache" to "hydrophobia" and from "twitchings" to "tetanus." This fake sold for from \$10 to \$35.

terously absurd claim that Sanche modified it later and claimed that the Oxydonor put the body in such a condition that more oxygen was absorbed. Thus, to use the deadly parallel:

EARLIER CLAIMS

"The oxydonor victory generates or absorbs oxygen from the water and forces it by the law of induction through the system."

LATER CLAIMS

"Oxydonor causes the body to absorb large quantities of oxygen—the vitalizer of the blood—through the myriad pores of the skin."

The Oxydonor differed slightly from the Electropoise: The cylinder was not quite so long; instead of being empty, it contained a stick of carbon; instead of selling for \$10.00, it sold for \$35.00. Aside from these minor points of difference, it resembled the Electropoise. Its cylinder, also, was hermeti-

cally sealed and had attached to one end a cord with a disc, buckle and strap similar to those of the older instrument.

To "operate" the Oxydonor, it was placed in cold water and the disc was attached to the wrists or the ankle of the person using it. When these conditions were met, the instrument was supposed either to force oxygen into the body, or to cause the body to absorb oxygen—according to whichever falsehood seemed the easier to believe.

THE FORCE OF DIADUCTION

One might imagine that the ease with which the gullible were separated from their money, by means of the Oxydonor, would have satisfied even the get-rich-quick propensities of Hercules Sanche, but this shrewd, old dispenser of modern magic thought he saw still greater possibilities in his nickel-plated piece of gas-pipe. No one, he argued, had ever realized before that by attaching a piece of nickel-plated brass tubing to the body by means of a flexible cord, the system could be made to absorb oxygen. If this could be done—a large "if"—then it seemed reasonable to suppose that a new force had been discovered. Such was Sanche's proposition. *Ergo*, having "discovered" a new "force," why not capitalize it? Sanche, therefore, christened his force "Diaduction."

While discussing the commercial use to which the exploiter of the Oxydonor put his new force, Diaduction, it may be interesting to see what unprejudiced and intelligent men thought of it. Mr. Justice Shiras, who later became a member of the Supreme Court of the United States, said of "diaduction":

"I am entirely certain that I do not understand the working of this so-called force, if any such exists, and I greatly doubt whether Dr. Sanche has any clear conception of the force or principle which he seeks to describe under the name of 'diaduction.'"

Still other judges have had something to say on the matter. Said one:

"From the record evidence we have tried to get some intelligent idea of 'diaduction.' We have failed utterly."

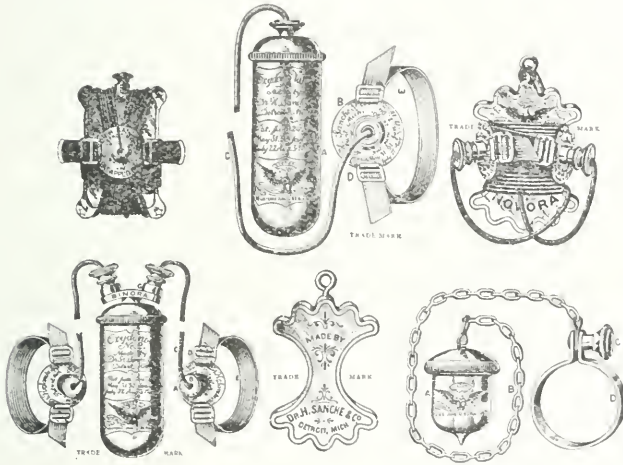
And again:

[The theory] "is a mere pretense, that is to say, a theory not entertained by the inventor in good faith, but put forward as an imaginary hypothesis merely for the purpose of obtaining a patent on a very simple contrivance, which was not patentable unless the claim was reinforced by some such pretended discovery."

It would be interesting to know, but it is impossible to learn from a study of the records, whether Sanche invented the force of diaduction for the purpose of dignifying his gas-pipe fake or "invented" his nickel-plated humbug so as to capitalize his imaginary force. At any rate, both fakes were worked to the limit.

THE FRATERNITY OF DUXANIME

Nor were the "instrument" and the "force" the only things founded by Sanche. *Fraternitas Duxanima*—the Fraternity of Duxanima—was the name of an organization evolved from the fertile brain of this exponent of gas-pipe cure. Naturally, the object of *Fraternitas Duxanima* was the enriching of its founder, both by the sale of Oxydonor and otherwise. An elaborate booklet was issued which purported to set forth the objects of the Fraternity. To discuss the book at length would be tedious and probably the best method of acquainting the reader with its contents will be to quote one sentence—



Photographic reproduction (reduced) of some of the numerous mechanical fakes by which Sanche has separated the simple from their money. The instrument shown on the extreme left of the upper row was known as the "Animator" and was said to be "a powerful diaductive tonic." It sold for from \$5 to \$10. The device on the extreme right of the upper row is the "Novora" with its accompanying cords and discs rolled around it; the center illustration in the lower row is the Novora without cords or discs. The Novora was supposed to be used by any person that had to sleep with a patient who was using an Oxydonor. One of the Novora discs was to be attached to the ankle of the patient while the other disc was to be attached to the ankle of the patient's bedmate. The instrument shown in the lower right hand corner was known as the "Vocorbis," and it also was to be used in connection with the Oxydonor. The "Binora," shown in the lower left-hand corner, was an attachment to be applied to the Oxydonor, by which two persons might derive the same (imaginary) benefit from one instrument. It sold for \$30.

the opening one. It is true this sentence contains 468 words and may seem a trifle tedious and not very lucid, but it so perfectly exemplifies the whole book that, at the risk of being tiresome, it is reprinted verbatim:

SANCHE'S FRATERNITY EXPLAINED IN ONE SENTENCE

"The Fraternity of Duxanimæ is a Cosmopolitan Organization of the beneficiaries of the new Method of curing disease and of bracing life to any reasonable requirement, on strictly natural principles, without medication, or electrical devices, or anything previously employed to treat human ills, and without anything except what I have invented and named, 'Diaductive Connections,' made with certain Diaductive connectors, connecting the human organism, or any other living thing, with suitable inanimate matter in suitable quantity and condition, to form a diamagnetic pair, acting as an artificial Organic Device; and thus converting the organism so connected together with the connector and the inanimate matter connected with, into a new (hybrid) artificial vegetative apparatus, operating spontaneously and irrepressibly, as soon as made, by the spontaneous impulse of natural forces, according to certain Natural Laws and Principles of which I am the Discoverer, functioning as such an apparatus as soon as the necessary pairing arrangement is properly made, and as long as this arrangement remains the same, vegetating on the same natural principles as certain plants, though two-thirds artificial, and composed partly of a living human or animal organism, according to the Diaductive qualities of the connector employed; and vegetating with any required force and intensity, wholly for the benefit of the only natural one-third living part in the pairing arrangement constituting this hybrid apparatus, that is, for the benefits of the living organism attached to one end of the 'Diaductive Connector;' which artificial vegetative process, when properly begotten, by the proper arrangement with the proper means, instantaneously arrests the chemical process of disease, and rekindles the physiological Combustion of Life; and thus rapidly reanimates the failing living organism, causes it to rid itself of noxious matter by its own functions, according to its own inherent laws, through the energetic, unerring operation of its own organic parts, as soon as adequately reanimated; which, as already fully demonstrated in many millions of tests all over the World without a complete failure, cures disease in any form, and revitalizes human beings, or animals, or plants, to any required degree, as quickly as if accomplished by magic, while the patient feels little, or nothing, and sleeps sweetly and naturally to wake in health, strong, vigorous, hungry, and more highly animated than usual, physically and mentally, to the amazement of medicators and orthodox reasoners; though absolutely natural, irresistible, and naturally infallible, and though long since effected at the rate of no less than fifteen thousand times daily, every day in the year, scattering all over the World, from a medical standpoint these Diaductive Cures are too astonishing, to permit medicators to trust their own senses and to believe their own eyes, but in the slowest way, who remain incredulous as long as possible, to finally surrender and admit these diaductive facts."

Thus in a sentence does Dr. Hercules Sanche, the "only absolute master of diseases on earth," introduce the reader to his *Fraternitas Duxanimæ*. As a fraternity, there was, of course, a vow to be taken—"The Vow of Duxanimæ (*Votum Fraternitatis Duxanimæ*)"—and the taking of this vow was "the prime and inflexible condition" to enrolment. While the "vow" is too long and elaborate to reproduce in full, the following quotations make clear its salient points.

THE VOW OF DUXANIMÆ

"To Almighty God, I solemnly promise the following:

"With all peaceful means at my command, I will oppose the sale and use of the Imitations of Diaductive Instruments, Devices and Means [Oxydonors] . . ."

"I will in like manner oppose all existing and proposed legislation everywhere I may be, that gives preference or any kind of advan-

tage to medical or other Practices over the Practice of Scientific or Popular Diaduction"

"I will ever be mindful of the importance of obtaining the enactment of new laws in every way favorable to the spread of both, Popular Diaduction, and Scientific Duxanimæ by Diaduction"

"I will do everything in my power to extend to all accessible human beings the benefits of this Fraternity and of the School and Practice of Duxanimæ by Diaduction."

"I abjure all ceremonial performances, religious, political, social and fraternal"

"I abjure medication and every kind of treatment founded on medical ideas or theories, for the prevention or cure of disease in any form, or of any ill, or ailment."

These few paragraphs, while but a small part of the complete vow which Sanche's dupes were supposed to take, give some indication of the scope of the fraternity. Out of the mass of verbose and inconsequential twaddle that made up the seventy-six-page book devoted to the Fraternity of Duxanimæ, one fact stands out with a fair degree of clearness—the exploitation of the Oxydonor.

DONATIONS TO THE CAUSE

Nor was Sanche satisfied with the iron-bound vow, which he was able to exact. Printed forms were sent out entitled: "Donations to the Cause of Duxanimæ by Diaduction. In Trust with Dr. Hercules Sanche, its Discoverer." The money asked for was to be used in part as follows:

" the undersigned donate to Dr. Hercules Sanche, of 261 Fifth Avenue, New York City, U. S. A., amounts that we write on the same line with, or on the line next to our signatures, *for his own use in paying his personal and other expenses in travel and other incidental costs incurred by his promoting the general cause of duxanimæ by diaduction to be used by him to the best advantage, according to his own best judgment and discretion, upon his honor which we trust implicitly herewith.*" [Italics ours.—Ed.]

In order, apparently, that the individuals making these donations might feel that their money was not altogether thrown away, they were told that the money donated might, at the option of the donors, be "convertible into loans" and would be refunded in the form of "credits for cash payment to the proportion of 50 per cent., or for the full amount *when current expenses are well provided for.*" [Italics again ours.—Ed.] The donors, it seems, were not to receive their donations back in real money, but were merely to be credited, to the amount stated, "on dues for the diaductive treatment of any case of disease or on the regular retail prices of any diaductive instruments [Oxydonors] or devices that, as the head of the firm, I manufacture, or of any books that as such I publish"

A study of this very elaborate and ingenious method of separating the fool from his money indicates that here, in the form of Hercules Sanche, we have the original J. Rufus Wallingford.

Oxygenor

So much for Hereules Sanche, inventor of the Electropoise and Oxydonor, the original gas-pipe fakes. The commercial success attending the exploitation of these frauds was such as to arouse the cupidity of others and numerous imitations have appeared. The "Oxygenor King," while similar to the Oxydonor so far as its worthlessness and fraud in exploitation are concerned, is a slightly more elaborate fake. As may be seen by the illustration, it differs from the Oxydonor in

CONVERTIBLE DONATIONS TO THE FUND OF THE CAUSE OF DUXANIMAE BY DIADUCTION.	
<p>Each of us, the undersigned, in consideration of the benefits that during the last fifteen years we have received in ourselves, in our families and our friends, through "Duxanimae Diaducta," and from the use of Popular Diaduction with Oxydonor, donate to Dr. Hercules Sanche, of 261 Fifth Avenue, New York City, U. S. A., the Discoverer of Duxanimae by Diaduction, and the Inventor and Maker of Oxydonor and of other Diaductive Instruments and Devices and the first President of the Fraternity of Duxanimae, amounts that we write on the same line with or on the line next to our signatures, for his own use in paying his personal and other expenses in travels and other incidental costs incurred by his promoting the General Cause of Duxanimae by Diaduction and also of the Fraternity of Duxanimae, in all parts of the World, to be used by him to the best advantage, according to his own best judgment and discretion, upon his honor which we trust implicitly herewith.</p> <p>We hereby agree to send him the sums that we hereto subscribe at any time that he may request the same, and in the manner requested by him in writing, on the conditions hereinafter mentioned.</p> <p>We also hereby agree that in the event of our death before the year A.D. 1925, with our own death our donations shall become non-convertible and final.</p> <p>Subscriptions Received in the City of..... in the State.....</p> <p>or Province, of..... in the Government of (Name of Country).....</p> <p>..... on the..... day of.....</p> <p>in the year A.D., 19.....</p> <p>Write the sums fully and also put them down in figures in the right hand column</p>	
.....	\$.....
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<p>THE ABOVE DONATIONS TO THE CAUSE AND THE FRATERNITY OF DUXANIMAE ARE CONVERTIBLE INTO LOANS WITHOUT INTEREST, AT THE OPTION OF THE DONORS IN THE FOLLOWING MANNER, NAMELY:</p> <p>With those of the above named Donors who in future may prefer to convert their donations hereto subscribed into loans without interest, for the benefit of themselves, or of any other persons whom they may designate as beneficiaries, I, Hercules Sanche, Physician, resident of the city of New York, U. S. A., hereby obligate myself to make arrangements by which, on special written request from any Donor in the above list, the amount of his or her donation, as above written and as accepted for, on the presentation of the receipt for said donation, shall in part or in whole be refunded to the persons presenting said receipt and named in said written request as beneficiaries, by credits for cash payment to the proportion of fifty per cent., or for the full amount when current expenses are well provided for, on any kind of charges at the</p>	

Photographic reproduction (much reduced) of the first page of the blank form to be filled in by those who wished to donate money to Sanche "for his own use in paying his personal and other expenses in travels," etc.

having two cords to attach to the patient, one from each end of the cylinder. These cords terminate respectively in a copper and zinc disc, the former to be buckled to the wrist, the latter to be attached to the ankle. There is also a third cord, which may be attached to any one of three points on the body of the cylinder by means of a screw cap. This third cord joins the other two cords at a short distance

from the cylinder and is called the "force-controlling cord." The cylinder of the oxygenor is 5½ inches long and weighs about 1½ pounds. A circular describing this fake says:

"The Perfected Oxygen King is a scientifically constructed instrument capable of curing all curable diseases without drugs, employing only the oxygen of the air."

"It consists of a metal cylinder, especially charged with a delicately adjusted but permanent combination of rare and costly metals, chemical agents and conductive elements, and called a generator."

THE CONTENTS OF THE OXYGENOR

The chemists of the American Medical Association recently examined the contents of the Oxygenor cylinder and found that the "rare and costly metals" contained therein were iron, brass and lead, while the "chemical agents and conductive elements" were sulphur, sand and charcoal—the sulphur and sand, together, comprising 97 per cent. of the whole.

The Oxygenor is claimed by its exploiter to "possess complete mastery over all curable diseases." Of course, testimonials are forthcoming to show the value of this piece of brass tubing:

"We can furnish proof that its range of cures is from Headache to Paralysis, from Blood Poison to Change of Life, from Chickenpox to Varicose Veins, from Colic to Bright's Disease, from Malaria to Dyspepsia. In fact, practically the entire list of prevalent ailments is embraced in the record of cures."

In common with the Oxydonor, it is supposed to produce its marvelous effects by its power to "oxygenate" the human body.

"This instrument introduces in a special way the curative agent allotrophic oxygen, or ozone, directly into the circulation through the pores."

NO ELECTRICAL POWER

No claim is made that the Oxygenor will produce a current of electricity or that its alleged effects are in any way due to electricity. The evident reason for this omission is that were such a claim made, it could be proved absolutely false. It is not so easy, from a legal standpoint, to disprove the existence of a "force" that is unknown to everybody except those who "invented" it and who are making money out of its commercial exploitation. It is worth noting, however, that the patent specifications—for this silly fraud has actually been patented—for the original Oxygenor describe it as a "battery case for electro-medical apparatus." Say the specifications:

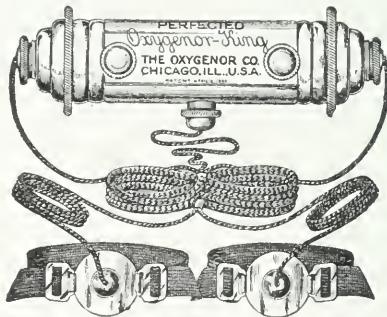
"Our invention relates to improvements in medical instruments such as are used for supplying electric currents to the human body . . ."

NOT DESERVING OF PROTECTION

The Oxygenor is such an evident imitation of Oxydonor that it is not surprising to learn that Sanche attempted to invoke the power of the courts to prevent its sale. The

United States courts, however, decided that Sanche's instrument was not of sufficient value to entitle it to protection in a court of equity. In commenting on this case, THE JOURNAL of the American Medical Association said editorially,¹ in part:

"The court stated that these and similar fakes cannot have the indorsements of the courts when the pretended inventor cannot make, or refuses to make, an explanation. The court admitted that reputable witnesses testified that when sick they used some of these devices, and that they were restored to health; but the court goes on to say that there is nothing to prove that this sequence of events is in the nature of cause and effect. He remarks: 'It would be just as reasonable for an Iowa farmer to say that his barn was not destroyed by the last thunderstorm because there was a lightning rod on Mount Pisgah, as for a man to say that his restoration to health was brought about by the use of an oxydonor or an oxygenor.'"



The "Oxygenor" is an elaboration of the "Oxydonor" fake. It, also, is supposed to "oxygenate" those who use it. Twenty-five dollars (\$25.00) is asked for this piece of metal pipe filled with sand and sulphur.

The Oxygenator or Oxypathor

More recently, still another modification of the gas-pipe cure has been foisted on the public. It is called the Oxygenator, a name sufficiently like Oxygenor that one would imagine the courts could be invoked on the grounds of infringement of title. Possibly the Oxygenor people have thought it safer to keep away from the courts. Within the past few weeks the name of the Oxygenator has been changed to that of "Oxypathor." Whether this change has been made to avoid legal reprisal on the part of the Oxygenor concern or whether the undesirable publicity given to the fraudulent nature of the Oxygenator both by THE JOURNAL of the American Medical Association and by the State authorities in Vermont has put the name "Oxygenator" in ill repute, we do not know, but the change has been made.

1. THE JOURNAL A. M. A., July 30, 1904, p. 336.

Apparently, there is a good deal of money behind the Oxygenator concern. An elaborate booklet is issued and selling depôts have been established in many cities. As "Diadnetion" was imaginary force invented for the purpose of selling Oxydonors, so "Oxyopathy," a word the company claims to have trademarked, is the shibboleth of the Oxygenator fakers.

The Oxygenator (or Oxypathor) in appearance resembles the Oxygenor more than it does the Oxydonor. It consists of a cylinder with two cords and discs: the latter to be attached respectively to the ankle and wrist of the user. It differs



The "Oxygenator" ("Oxypathor") is one of the latest imitations of Sanche's original fakes. It is just as worthless as the others and the claims made for it are even more viciously false. Twenty-five dollars (\$25.00) and thirty-five (\$35.00) are asked for it. It is now being advertised and sold as the "Oxypathor."



An Oxygenator (Oxypathor) dissected. The gas-pipe has been sawn open and the coke dust emptied out.

from the Oxygenor in having no third—"force-controlling"—cord. The Oxygenator (or Oxypathor) comes in different sizes; that referred to as "'00' Duplex Oxygenator" has a cylinder 7 inches long and $1\frac{1}{2}$ inches in diameter and weighs about 3 pounds. It, of course, does its work by "oxygenating" the body.

"The OXYGENATOR renders the body strongly POSITIVE; it is then in a natural condition to ATTRACT the NEGATIVE OXYGEN."

"The OXYGENATOR, pumping in magnificent manner that great God-given purifying element OXYGEN—in vast quantities THROUGH THE PORES OF THE SKIN, attacks with maddened vigor the accumulation within the lungs."

From these quotations, it seems that the user of the Oxygenator may take his choice of two explanations of how the instrument works: either it causes the body to attract the

Burlington Daily Free Press

SATURDAY, NOVEMBER 5, 1910.

OXYGENATOR SALE PROHIBITED HERE

Vermont State Board of Health
Investigates Claims of Manu-
facturers of Instrument.

DEVICE PRONOUNCED A FAKE

Tests Show a Tube Filled with
a Black Powder Which Is a
Crude Mixture of Inert
Substances.

STATE OF VERMONT STATE BOARD OF HEALTH LABORATORY OF HYGIENE

WARNING NOTICE

Violation of Vermont Pure Food
Law

Laboratory No. 86,493

Mr. H. J. Preston, Mgr. Vermont
Oxygenator Co., Burlington, Vt.

You are hereby informed that the
following material "O. O." Duplex
Oxygenator obtained of you Oct.
19th, '10, does not comply with the
Vermont Pure Food Laws. Re-
marks: misbranded; claims on label
are misleading and extravagant.

Your attention is called to Regu-
lations XIII E and sections 5,467-5,
471, Chapter 226 Public statutes. A
violation of the above renders you
liable to prosecution.

Very truly yours,

H. D. HOLTON, M. D.
Secretary

Brattleboro, Oct. 31, 1910.

An alleged swindle, according to an
official report just completed by

Photographic reproduction (reduced) of the first part of a long article appearing in the Burlington (Vermont) *Free Press*, describing the results of an investigation of the Oxygenator (Oxypathor) b, the Vermont State Board of Health.

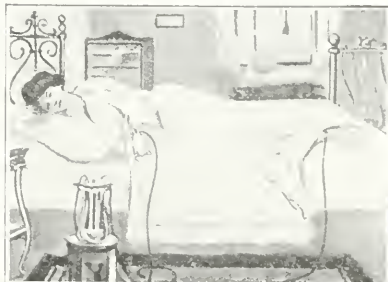
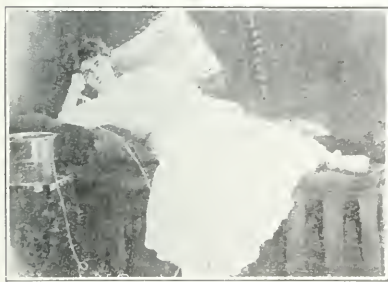
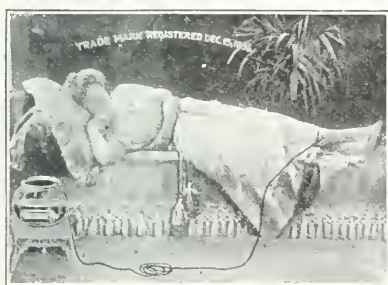
oxygen, or it pumps the oxygen into the body. As both statements are falsehoods, it makes little difference which one the gullible purchaser accepts.

WILL NOT CURE CANCER

A study of the booklet describing Oxypathy indicates that the Oxygenator (or Oxypathor) will cure every disease except cancer and tumor. It is explicitly stated that:

"The Oxygenator will not cure cancer and tumor nor will it restore a lung or other organ of the body that is gone."

Elsewhere in the book, the statement is made that the Oxygenator has cured many advanced cases of Bright's disease, so that, apparently, it does restore some organs, or parts of



These four pictures illustrate the lack of originality shown by the various exploiters of the gas-pipe cures. They are photographic reproductions (much reduced) of illustrations that appear in the advertising matter of the various concerns engaged in this form of fraud and are supposed to represent the methods of applying the various instruments. The upper left-hand picture is from the Oxydonor pamphlet; the upper right, from the Oxygenor; the lower left, from the Oxygenator (or Oxypathor), and the lower right, from the Oxytonor.

organs, of the body that are gone! It is probable that the reason the Oxygenator company so studiously disclaims any ability to cure cancer is that the United States Government has practically put the "cancer cure" fakers out of business.

In many ways this latest type of gas-pipe cure is the worst, inasmuch as claims are made for it that are not only absurd but dangerous. For instance:

"DIPHTHERIA: This overwhelming child's disease finds its supreme master in the *Oxygenator*. No earthly power except the *Oxygenator* can take the slowly choking child, and with speed, simplicity and safety, bring it back to health.

"Don't jeopardize the health and life of your children by allowing to be injected into their veins and blood the often fearfully contaminated and death-dealing serum of an animal, otherwise known as antitoxin."

It is difficult to restrain one's indignation at the thought that such viciously cruel lies as these are permitted to be scattered broadcast. Let the neurotic and neurasthenic adult, if he can convince himself that a nickel-plated piece of gas-pipe possesses curative properties, experiment with it on his own person if he wishes. But that a helpless child in the throes of a fearfully dangerous—and yet, rightly treated, curable—disease, should be allowed to suffer and die because ignorant parents have been persuaded to rely on these mechanical frauds, is no less than criminal. As for the miserable harpies who for a few filthy dollars will write such cold-blooded untruths as those quoted above, the safety of society demands that they be put where they can do no further harm.

THE CONTENTS OF THE OXYGENATOR

The Oxygenator (or Oxypathor) has been examined in the laboratories of the University of Vermont. The chemists of that institution were called on by the State Board of Health of Vermont to determine the composition of the material with which the Oxygenator cylinder was filled. The laboratory report stated, in part:

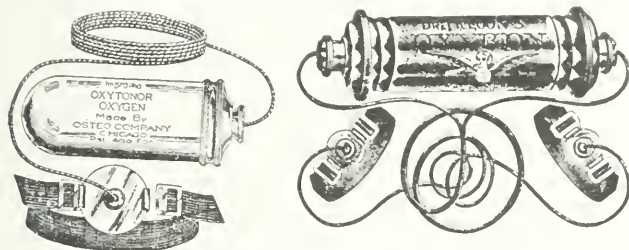
"The hollow interior . . . is filled with a black powder which analysis discloses to be a crude mixture of inert substances, apparently the waste or by-product of a manufacturing plant. . . . The powder is a rough mixture of iron filings, clayey material, and a dark-colored carbonaceous mass. . . . apparently nothing more than coke dust or carbon-black."

It is not surprising that on these findings, the State Board of Health of Vermont declared the Oxygenator to be "physically and therapeutically inert" and prohibited the sale of the fraud. [Since this was written an official proclamation has been issued by the Australian government forbidding the importation of the Oxygenator into that country.]

The Oxytonor

These three, the Oxydonor, the Oxygenor and the Oxygenator, are the most widely advertised products used in this form of fraud. There is one more fake of a similar nature that should be mentioned—the "Oxytonor." As the Oxygenor is

an imitation of the Oxydonor, and the Oxygenator an imitation of the Oxygenor; so the latest form of gas-pipe cure, the Oxytonor, seems to be a combined imitation of all three. The Oxytonor is sold by the Osteo Company of Chicago, a concern which also sells a device called the "Osteopathor," and in exploiting which it has appropriated



The Oxytonor (on the left) and the Oxybon (on the right) are two of the latest exponents of gas-pipe therapy. They are both put on the market by Chicago concerns; the former by the Osteo Company and the latter by the Oxybon Company. Those who buy their gas-pipe labeled Oxytonor, pay \$20 for it; those who prefer it stamped Oxybon pay \$35.

illustrations from Dr. Butler's "Diagnostics of Internal Medicine" without obtaining the permission either of the publishers or the author.

SUMMARY

To sum up: The "Electropoise," the "Oxydonor," the "Oxygenor," the "Oxygenator" (or "Oxypathor") and the "Oxytonor" are utterly worthless except as a means of enriching their exploiters. Their therapeutic value, aside from the element of suggestion that may be induced in those who are willing to pay from ten to thirty dollars for a piece of nickel-plated tubing, is absolutely *nil*. As already said, if adults wish to squander their money on such foolishness and are content to confine the "treatment" to their own persons, well and good. If they have nothing much the matter with them they may believe they have received benefit; if they are dangerously ill, Nature will probably exterminate them as unfit. But let no person try to "enure" the helpless child with such frauds; as soon as that is attempted, such an individual ceases to be a harmless idiot and becomes a dangerous one.

[Since the first edition of this book was issued another piece of gas-pipe has been put on the market—Dr. Filloon's Oxybon. Like the Oxytonor, the Oxybon Company is a Chicago concern. No originality is shown in exploiting this fraud, the advertising matter being similar to that put out by the other "gas-pipe therapy" concerns.

In addition to its "drugless" fraud, the Oxypathor Company is now (October, 1912) exploiting a line of peroxid preparations for "sick feet," "perspiration odors," etc.]

HAWLEY'S DEVICE

Dr. L. B. Hawley of Rochester, New York, made a business of selling, through the mails, a mechanical appliance, which he represented to be a scientific and natural cure for impotency. The price charged for the device was \$10. He, at first, bought from letter-brokers the names of prospective victims to whom he mailed circulars describing the appliance and from whom he solicited orders for it. Later, he advertised in newspapers. It was found, at the time the post-office investigated this fraud, that Hawley was receiving about \$250 a week in money-orders and about \$150 a week, additional, in registered letters. Hawley had previously been connected with the notorious "New York Institute of Physicians and Surgeons"¹ that was operated by Thomas F. Adkin until the post-office put it out of business. The Assistant Attorney-General declared Hawley's business a scheme for obtaining money through the mails by means of false and fraudulent pretenses; on these findings the Postmaster-General denied Hawley the use of the mails, January, 1908.

HELP-TO-HEAR COMPANY

The Help-to-Hear Company at 129 Broadway, New York, was managed by C. A. Tindall and its stock owned by F. C. Waller, Charles Laranz, Edward Gardner and Tindall. The circulars issued by the concern were signed at different times, F. C. Waller, Hiram Higgins and P. A. Turner. The company mailed circular letters to persons whose names and addresses had been obtained, in which it was stated that the company had discovered a device which would assist deaf people to hear and urged the persons addressed to purchase the device. In the circulars it was stated that the device was a discovery of the author, who claimed to have been totally deaf for over twelve years, during which time he had spent a small fortune trying unsuccessfully to find a cure. It was further stated that the author of the circular, being of an inventive turn of mind had, after much study and experimenting, originated a simple device which would enable the deafest to hear ordinary conversation. The price of the instrument was \$2.

The device itself was a small sheet of hard rubber, worth but a few cents at the most. The individual purchasing it was told to hold the device by the small end between the thumb and fingers and lay the edge of the wide end against the front teeth with the flat side of the device toward the sound. Investigation showed that the "Help-to-Hear" was absolutely worthless and that the concern selling it merely rented desk room at the address given by the company. The only party usually found at that address was a young girl employed in addressing envelopes and mailing circulars.

1. See index.

The manager of the company admitted that the "Help-to-Hear" articles cost 7 cents each and he acknowledged that there was no truth in the statement that the inventor was deaf or that he had spent a fortune in treating with physicians etc. The Assistant Attorney-General summed up the case against the concern by stating, "the whole purpose of the scheme is simply to dispose of a piece of worthless rubber at an enormous profit by fraudulently representing the discovery of the device, its properties, etc." A fraud order was issued against the company March, 1906.

J. B. L. CASCADE

Many inquiries have been received relative to the "J. B. L. Cascade Treatment" and its exploiter, Dr. Chas. A. Tyrrell, an

The "J. B. L. CASCADE"

IS THE ONLY PERFECT APPLIANCE FOR ADMINISTERING THE



INTERNAL BATH

CONTINUOUS GOOD HEALTH

without the aid of drugs is a position never easily attained when more than medicine. We want to send the every reader whether sick or well, with our guarantee a copy of a booklet on the treatment and maintenance of the internal organs of the body. This work is a valuable treatise on the treatment of the internal organs of the body and is a most valuable work for every one who is interested in the health of the body and the prevention of disease. It is a most valuable work for every one who is interested in the health of the body and the prevention of disease. It is a most valuable work for every one who is interested in the health of the body and the prevention of disease.

* J. B. L. CASCADE TREATMENT

The following medicine and common sense remedy was used by Dr. Tyrrell in his treatment of the following cases: **STREPTOCOCCUS, TYPHOID, TUBERCULOSIS, DYSPEPSIA, NERVOUS, GOUT, GRAVEL, RHEUMATISM, BRUISES, SWELLINGS, SPRAINS, AND ALL THE AFFECTIONS OF THE INTERNAL ORGANS.** See the full description of the J. B. L. CASCADE TREATMENT in our booklet "The Way to Health."

PREVENTS AND CURES APPENDICITIS

The J. B. L. CASCADE Treatment is used and prescribed by the most eminent physicians in the world. It is a most valuable remedy for the prevention and cure of all the affections of the internal organs of the body. It is a most valuable remedy for the prevention and cure of all the affections of the internal organs of the body. It is a most valuable remedy for the prevention and cure of all the affections of the internal organs of the body.

ADDRESS
TYRRELL'S HYGIENE INSTITUTE, 321 FIFTH AVE., NEW YORK (Telephone 77 81)

Send Postal request for Sample Copy of "HEALTH," America's Leading Magazine, devoted to Health, Physical Culture and Hygiene

A typical J. B. L. Cascade advertisement carrying with it an advertisement of Health.

eclectic physician of New York City. The J. B. L. ("Joy-Beauty-Life") Cascade is a device sold by Tyrrell for the administration of rectal enemas. Tyrrell, it seems, has improved—commercially—on the propaganda started many years ago by Wilford Hall. Hall, it will be remembered, declared that all the ills of the flesh are due to the fact that people do not make a practice of flushing their colons. Tyrrell, however, goes farther than Wilford Hall; instead of merely

selling a book telling of the wonderful results to be obtained from rectal enemas. Tyrrell also sells an appliance for giving the injections. While, in his advertisements, Tyrrell claims to be the "inventor" of the "J. B. L. Cascade," the records of the patent office show that one Henry M. Guild invented the rectal syringe that was assigned to Charles A. Tyrrell!

This appliance is said to be "the only thing of the kind ever specially designed for the purpose." After advancing the proposition that apoplexy, consumption, Bright's disease, syphilis and cancers "all have their origin in the colon," Tyrrell says:

"Typhoid fever and appendicitis may positively be cured and absolutely prevented by the 'J. B. L. Cascade' treatment."

According to Tyrrell, "there is *only one disease*" and more important still "there is *only one cause for disease*, and that is auto-intoxication." Of course, for this "only cause" Tyrrell has a "complete system of rational treatment" which consists of his syringe, a stick of soap and his "celebrated 'J. B. L.



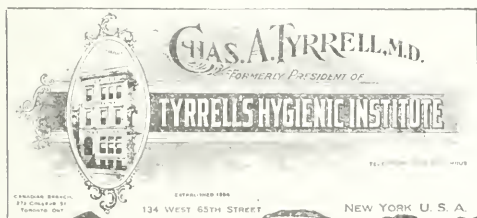
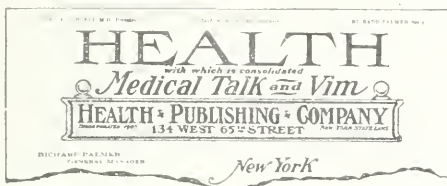
A typical advertisement of the Ideal Sight Restorer, another fraudulently exploited device of Tyrrell's.

Antiseptic Tonic', which is supposed to be put in the water that is to be injected. So "complete" and so "rational" is Tyrrell's "system" that by it "anyone with ordinary intelligence" is able "to treat successfully any form of disease, that is curable, without the expense of calling a physician."

Tyrrell reaches his victims by methods usual to the medical faker—advertising and follow-up letters. With his letter, he sends out a printed leaflet in which he details "Our Phenomenal Triple Offer for This Month Only." Those not familiar with the methods of mail-order fakers might believe that such an offer was only made once. Our files disprove this as we have slips making this "phenomenal offer"—"for this month only"—for May, 1910; September, 1910; December, 1910; March, 1911; September, 1911; October, 1911; December, 1911; January, 1912, and other dates. Tyrrell also sends out the

inevitable diagnosis blank with the offer of free advice to those who will fill it out and return it.

Nor is the J. B. L. Cascade the only piece of pseudomedical claptrap in which Tyrrell is financially interested. He also sells the "Ideal Sight Restorer," a piece of tubing with a bulb attached that is supposed to cure most eye ills. The Ideal Sight Restorer "cures not only the refractive errors of the eye—nearsight, farsight, oldsight and astigmatism—but also such dreaded diseases as cataract, glaucoma, cross-eye and paralytic blindness." The falseness of such claims as these is equaled



Photographic reproductions of the letterheads of three concerns of which Tyrrell is president. *Health* is the name of a fad magazine published by Tyrrell which carries advertisements of various medical fakes including Tyrrell's own devices, the J. B. L. Cascade and the Ideal Sight Restorer.

only by the disaster that may result from the use of an appliance of this sort in certain diseased conditions of the eye.

As in the case of the J. B. L. Cascade—and, for that matter, that of any other medical fraud—plenty of testimonials are forthcoming to prove the efficacy of the thing exploited. On one page of the booklet sent out by the Ideal Company, which is the name under which Tyrrell sells the Ideal Sight Restorer, there appears what the company calls "an unprejudiced journalistic opinion" from the *United States Health Reports*. This

publication was a fraudulent sheet that sold editorial commendation to any quack who would pay the price. Willard H. Morse, M.D., of Westfield, N. J., who calls himself a "consulting chemist" and "Director Iamatological Bureau" is quoted as testifying that the "Ideal Sight Restorer will absolutely restore sight and render spectacles useless." This testimony carries little weight to those who know that Morse is a promiscuous testimonial writer who holds a "fellowship" in that serio-comic fraudulent organization the "Society of Science, Letters and Art." of London. The fellowships cost \$5.00.

Tyrrell is also "editor-in-chief" of a monthly magazine, *Health*. The associate editor of *Health* is C. S. Carr, Peruna's advertising man and member of the advisory board of the "National League for Medical Freedom." The advertising pages of *Health* are devoted largely to the "Ideal Sight Restorer," the "J. B. L. Cascade" and C. S. Carr's "Tissue Tablets;" in addition, we find such frauds as the Thatcher Magnetic Shield, the Magic Foot Drafts, Van Vleck Pile Cure, the Osteopath, etc.

It is unnecessary to tell physicians that the claims made by Tyrrell for his "J. B. L. Cascade" are as silly as they are false; it is equally unnecessary to tell them that the indiscriminate use of rectal enemas is not only harmful but may be dangerous. Unfortunately, the public does not realize the absurdity of Tyrrell's propositions nor does it comprehend the dangers attendant on them. This much is certain: Those individuals who desire to take rectal enemas can do so with less risk, less expense and greater efficiency by assuming the knee-chest position and using the common household fountain syringe!

THE STRENVA VACUUM TREATMENT

The Strenva Company, which was operated by one W. Ottignon, had offices in St. Louis, Detroit and Boston. The business of the concern consisted in selling through the mails a so-called vacuum appliance for the cure of diseases of and the development of the male sexual organs. Purchasers were secured through newspaper advertisements and also by circular letters mailed direct. When this concern was investigated by the post-office authorities, it was shown that the claims made for the device which it sold were false and fraudulent and that the business of the company was a scheme for obtaining money under false pretenses. On these findings, the Postmaster-General issued a fraud order against the company, Dec. 19, 1905. (*Abstracted from The Journal A. M. A., Jan. 6, 1906.*)

MEDICAL INSTITUTES

"Quackery affords large incomes to great numbers of vulgar impostors, and vast wealth to many clever adventurers, and seems to be, therefore, becoming more and more attractive to these classes."
Henry Sewill, in VANITY FAIR.

THE BELLEVUE MEDICAL INSTITUTE AND THE BOSTON MEDICAL INSTITUTE

Edward R. Hibbard of Oak Park, Ill., a suburb of Chicago, was found guilty of obtaining money through the mails by means of fraudulent pretenses. Hibbard conducted a so-called medical institute which had two names because it had two doors, each of which opened on a different street. One door was the entrance to the "Boston Medical Institute," the other the entrance to the "Bellevue Medical Institute," both occupying the same suite of rooms and carrying on the same business under the same set of employes and managers. Their object was advertised as the "medical treatment of the private diseases of men." The methods employed were those of other similar concerns; pamphlets with titles such as "The Army and Navy," "Vim of Life," "Perfect Manhood," etc., were scattered broadcast where they would be most likely to attract the attention of boys and young men. The first of these was the most adroit; it purports to give statistics comparing the army and navy of the United States with those of other powers, but contains articles on "Unnatural Habits," "Lusane Asylums," "Lost Manhood," "Spermatorrhoea," etc., and a lot of "sworn testimonials" (unsigned) from grateful patients of the institute. In his correspondence with patients, Hibbard represented that he had a medical staff of eleven members, "including some of the most eminent physicians of America and Europe," but the testimony revealed a medical staff of two, one of them Dr. Edmondson, "shown by the investigations of the inspectors to be a man of mediocre ability, who is not recognized as a specialist and is without standing in his profession," and the other a Dr. Koehn, who would not allow his name to be publicly used in connection with the business and who gave not over half of each day to analyzing such specimens of urine as might be submitted by the patients. The report of the postmaster shows that the mail received averaged 250 letters a day, and the testimony of the clerks and stenographers shows that the instructions for the answers to those letters, and therefore the treatment of all the patients, were received from Dr. Edmondson. The compounding of the medi-

cines sent out appears to have been largely, if not wholly, entrusted to an ex-sailor, without any special qualifications for the work, but who mixed up the medicines by the numbers or marks on the boxes. The patients were guaranteed a cure or return of their money, and encouraged to keep up the treatment as long as possible, but if they became dissatisfied and demanded their money back they were threatened with prosecution for defamation of character or blackmail. In order to secure the return of compromising correspondence the institute had forms printed on the backs of their letters for the patient to fill out, reporting progress, and to return. When Hibbard was asked to cite instances in which the patient's money was returned, according to the promises, he refused and gave as his reasons that the names of patients were held confidential. The government exhibit of letters threatening patients with public exposure is in startling contrast to this assertion.

This, in brief, explains the *modus operandi* of Hibbard's institutes. The matter which follows is a detailed account of the government's case against this man, as it appeared in THE JOURNAL of the American Medical Association.

THE BOSTON-BELLEVUE MEDICAL INSTITUTE

If the United States Circuit Court of Appeals sustains the findings of the lower court, Edward R. Hibbard of Oak Park, Ill., will spend two years in the Chicago House of Correction, besides paying a fine of \$1,500 and the costs of the prosecution of his case.

Mr. Hibbard is a man who has been a prominent citizen of Oak Park and whom Edward F. Dunne, former mayor of Chicago; William A. Hutchinson, postmaster at Oak Park; Frederick H. Wickett, attorney at law; C. F. Haffner, member of the Cook County Civil Service Commission, and others have regarded as a good citizen and a good neighbor. As to his general reputation for honesty—"It was good; it was very good." In fact, he was a neighbor to be proud of (so these people thought), and yet it is alleged (and the lower court found him guilty) that while Mr. Hibbard was posing as a model citizen and a bright and shining example for the Sunday-school-going youths of Oak Park, he was running a so-called medical institute, which bore two names because it had two doors, each of which opened on a different street.

TWO NAMES—ONE INSTITUTE

One door was the entrance to the "Boston Medical Institute," the other the entrance to the "Bellevue Medical Institute." Both "institutes" occupy the same suite of rooms, both have the same managers, the same physicians and the same object.

That object is advertised as the "medical treatment of the private diseases of men"; but the evidence submitted to the United States attorney at Chicago was such that the grand jury found that the object of said institutes was to obtain money through the mails by means of fraudulent pretenses. Government exhibit 69 is a letter from the Boston Medical Institute guaranteeing the reliability of the Bellevue Medical Institute, and correcting a rumor that the latter institution was poor pay.

The *modus operandi* of this concern was on a par with similar institutes. Pamphlets—a million copies a year—with titles such as "The Army and Navy," "Vim of Life," "Perfect Manhood," etc., have been scattered broadcast, in farmers' wagons, buggies, etc., under the cushions on seats when possible, where they would be most likely to attract the attention of boys and young men. The most adroit one of these was first mentioned, which purports to give statistics comparing the Army and Navy of the United States with those of other great powers, but which contains articles on "Unnatural Habits," "Insane Asylums," "Lost Manhood," "Spermatorrhea," "Impotency," "Varicocele," "Gonorrhoea," "Syphilis," "Specialism in Medicine," a notice about the "Boston Medical Institute," 152 Lake street, Chicago, "the oldest medical institute in the country," and a choice collection of "sworn testimonies" (unsigned) from grateful patients whom this institute had kept from filling untimely graves or from becoming inmates of asylums for the insane.

"The pitcher which goes too often to the well shall at last be broken." Since 1869 the "Boston Medical Institute" had been doing a most successful (financially) mail order business; but finally it undertook to "cure" one Mr. A¹ of Michigan, and did not succeed: whereupon Mr. A claimed the return of his money under the "guarantee" of the institute, and when he found he could not get it he was ready to take action in lieu thereof.

Hence it was that on the nineteenth day of October, 1907, the United States grand jurors, inquiring for the eastern division of the northern district of Illinois, found that Edward R. Hibbard, under the name and style of Boston Medical Institute, "had devised a scheme and artifice to defraud one Mr. A."

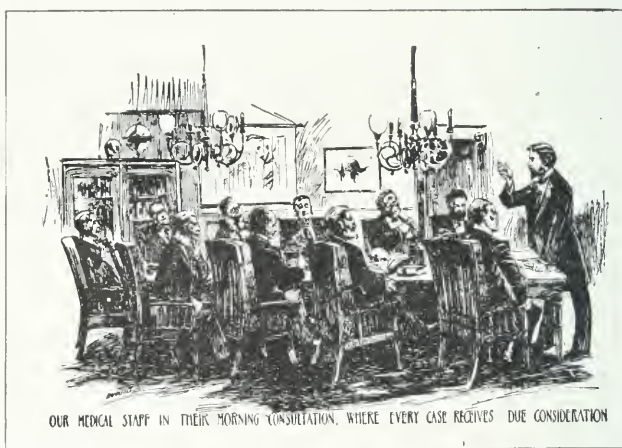
Similar charges were brought against Mr. Hibbard on account of his dealings with Mr. B of Wisconsin and Mr. C of Ohio. Hibbard was admitted to bail in the sum of \$2,000. The recognizance was filed Oct. 22, 1907. On the second of November Edward R. Hibbard filed a demurrer. The case

1. While the actual names of the patients here referred to, were given in the article as it originally appeared in THE JOURNAL, the letters A, B, etc., have been substituted for such names.

came to trial on the twenty-fourth day of March, 1908. On the fourth of April the jury found Edward R. Hibbard guilty as charged in the indictment.

MEDICAL STAFF

Some interesting facts about the "Boston Medical Institute" were brought out at the trial. In correspondence with the "patients" Hibbard represented that he had a medical staff of eleven members, "including some of the most eminent physicians of America and Europe." But the testimony of Dr. S. E. Embry, who was engaged by a Mr. Ward (advertising man for the Boston Medical Institute) to make an investigation and report of said institute, brought out the fact that when Dr. Embry visited the institute there were two doctors there—Dr. Edmondson and Dr. Koehn. Dr. Gil-



Photographic reproduction (reduced) of the reverse side of the stationery sent out by the Boston Medical Institute. This picture of the "consulting staff" was wholly an imaginary one.

bert W. Edmondson testified that he was a graduate of the College of Medicine, Louisville, Ky., had attended the Indiana Medical College, Indianapolis, and that he was employed as medical superintendent by the Boston Medical Institute. In the course of the trial it was brought out that Dr. Edmondson "is shown by the investigations of the inspectors to be a man of mediocre ability, who is not recognized as a specialist and is without standing in his profession." Concerning Dr. Koehn the following statement was made: "The only other physician connected with the institute in any way whatever is a Dr. Koehn, who feels so with reference to the business that he will not permit his name to be in any wise publicly used in connection with it, and who gives not to

exceed half of each day to analyzing such specimens of urine as may be submitted by patients. The value of his services in this regard can be appreciated from the fact that he admits 'analyzing' twenty and more specimens in the half day devoted to the institute."

CORRESPONDENCE

Government exhibit 38 is a picture of the "correspondence department" of the Boston Medical Institute, "nearly 3,000 square feet," and one of the clerks testified that he had seen twenty men at work. The report of the postmaster shows that the mail received by the institute averaged 250 letters a day, and yet the testimony of the clerks and stenographers proves that the instructions for the answers to these letters, and therefore the treatment of all the patients, were received from Dr. Edmondson. The bookkeeper and cashier, Oscar A. Kempe, testified that the receipts of the institute were from \$4,000 to \$5,500 a month. The average fee from each patient was \$7 a month. It is therefore probable that an average of nearly 700 patients a month were treated, and all by Dr. Edmondson.

LABORATORY

One of the most taking catches of the advertisements of the institute, aside from the fictitiously large consulting staff, was that in regard to the laboratory. This was represented as "the most complete and extensive in the country, containing all of the latest discoveries known to science." The indictment sets forth that the laboratory was not the most complete in the country, and that it did not contain all the latest discoveries known to science.

Also the Boston Medical Institute advertised: "Our medicines are prepared to meet the symptoms in each individual case, in our extensive laboratory, by skilful and experienced chemists, thereby avoiding the mistakes so often made in compounding by incompetent druggists or their overworked clerks. The greatest care is exercised in the purchase of pure and unadulterated drugs and chemicals."

HOW THE MEDICINES WERE PREPARED

Charles A. Jessamine, called on behalf of the government, testified that he was a shipping clerk. He had been a sailor. Jessamine entered the employ of the Boston Medical Institute as a shipping clerk. But when Jessamine described the compounding of drugs in the laboratory the following testimony was elicited:

Q. Who selected the medicines and put them in the tub?

A. I did this.

Q. Under whose instructions would you do this?

A. Under the doctor's instructions.

Q. Would you do this when he was not there at any time?

A. He was in the room when he told me, but he would step out and I would do it.

Q. What would you have to guide you in making the proper mixture?

A. The drugs were mixed when we got them.

Q. Now, in making the compound, that is, saturating it with alcohol and water, what directions would you have?

A. That was specified at all times, a certain amount for each particular drug.

Q. What shape were those directions in?

A. They specified to me to use 33 per cent. alcohol for a certain drug, and it was an understood fact that was what I had to use.

Q. Would you go to the bottles and pour out the alcohol, 33 per cent.?

A. Yes, sir.

Q. Would you do that when the doctor was not around?

A. Sometimes he would be in the room, and sometimes he would be just stepping out.

Q. What kind of medicines were those that were used for the tub?

A. Saw-palmetto compound, black willow bark, and trifolium compound.

Q. Did you ever take any drug and put it into the tub and mix it up when the doctor was not there?

A. Yes, sir, I have.

Q. What guide would you have to go by in doing that?

A. All three kinds were marked by different numbers.

Q. How would you know whether you got the right drug or not?

A. It was very hard for me to get the wrong kind.

Q. What enabled you to determine whether it was the right kind?

A. They were marked inside and I could pull the box out and see which mark was on the one wanted, "X," "D," or "M."

Q. You depended entirely on the marks, did you?

A. I could depend on the results and smell.

Q. Have you ever studied pharmacy?

A. No, sir.

Q. Have you ever had any experience in a pharmacist's place?

A. No, sir.

Q. Did you ever take any special instruction under Dr. Edmondson in pharmacy?

A. No, sir.

Q. Were you during the time you worked for the Boston Medical Institute ever a registered pharmacist?

A. No, sir.

Q. During the time that you were working there, nearly four years, was there ever a registered pharmacist in that laboratory?

A. Not to my knowledge.

Q. And you say that you were the chief chemist there?

A. I didn't say that at all. I didn't say there was any chemist at all. The doctor—there was no chemist there.

Q. It says here: "Our prescription department, chief chemist and two assistants. Now, who is the chief chemist?"

A. It must have been the doctor.

Q. Who were the assistants?

A. I was assisting him. I was not the chief chemist.

Q. Who was the other assistant?

A. The boy Swanson. He was not a chemist. There was no one there to my knowledge that was a chemist. I could not swear whether the doctor was a chemist or not.

VALUABLE INVESTIGATION

Judging from the developments at the trial, it was apparently the custom of the managers of the Boston Medical Institute to employ any one available to do whatever was to be done, regardless of the fitness of the person employed. For instance, when it was deemed advisable to have the institute

and its "consulting staff" "examined," the advertising man for the institute secured the services of a Dr. S. E. Embry. The institute treated specially the diseases of men. Dr. Embry testified of himself as follows:

"The nature of my practice has been general practice and surgery. Since I have been in Chicago my practice has been principally corporation surgery."

Nevertheless Dr. Embry went through the Boston Medical Institute and "examined" Dr. Edmondson as to his fitness for his position with the institute.

THE VELVET GLOVE

The institute seemed to have had a regular set method of dealing with the unwary flies which fell into its trap. One of the complainants in the case against E. R. Hibbard, as representing the institute, was Mr. B. of Wisconsin. In Mr. B's complaint it is shown that when he was about 19 or 20 years old he was influenced by the advertising literature of the Boston Medical Institute to seek treatment from it, through the mails for occasional night emissions. Such a condition in a healthy young man of the age of Mr. B at that time is entirely normal. This concern, however, represented to Mr. B that he was in a serious state, suffering from sexual debility and in need of immediate and the most skilled attention. Quoting the language of the concern to Mr. B, he was advised that his case had been carefully considered by the institute staff of specialists, who had decided that he was suffering from "spermatorrhoea, passive congestion of the kidneys, partial impotency and nervous debility," and he was informed that unless he speedily obtained "energetic and well-directed treatment, the inevitable result will be not only a breakdown of the general nervous system, but a complete extinction of the sexual powers themselves." He was further told: "We are pleased, however, to state that, if you at once begin an efficient medical treatment, we do hereby absolutely *guarantee* your ultimate restoration to perfect health or refund every dollar paid to us in fee, and it is our belief that the same can be brought about in from two and one-half to four months."

Services and medicines were offered for \$10 for the first month and \$8 for each of the succeeding months.

Mr. B testifies that he treated with this institute for twenty-three months, and at the end of the time his health was completely wrecked, and he was compelled to go to his physician for attention. Mr. B testified that altogether he paid the institute more than \$150. He finally became convinced that the institute was not curing him and was only injuring his health and securing more money from him without giving him any real benefit. He therefore demanded the return of his money in accordance with the promise and guaranty made to him that, if he was not cured, his money would be refunded. The

letter of the company written him in reply to this demand, refuses him his money under the pretext that he had not been guaranteed a cure in any definite time; and despite the fact that the institute had been handling his case for nearly two years, it had the audacity to suggest that it could ultimately cure him if he would indefinitely continue treatment.

THE HAND OF IRON

When Mr. B attempted to press his claim for the return of his money he was advised that his "scurrilous, defaming and blackmailing letter" would be placed in "the hands of our attorneys to prosecute you to the full extent of the law."

Dr. Robert A. Kitto, Racine, Wis., whom Mr. B consulted after discontinuing treatment from the institute, testified that when Mr. B came to him he was "very nervous and debilitated. He was in what we call a hypochondriac condition. That is, he was largely imaginary, worrying, and very weak, emaciated and pale. My treatment of him was tonic and advice. I advised him not to worry about his condition, that it was not as bad as he supposed it was, and it was a good deal of imagination, and that was working on his mind, and his mind was working on his body, and that made him feel as he did, when in reality he was not diseased, as he imagined he was. I gave him very simple tonics, what we call tissue medicine, or building medicine. I treated him about three or four months, I think, constantly. When I got through I considered him all right. He had been cured at that time."

EFFECT OF SUCH LITERATURE ON THE IGNORANT YOUNG

The case of Mr. B seems to illustrate a point made by Dr. Harold N. Moyer, of Chicago. Dr. Moyer was asked the following question:

Q. I will ask you to state in your opinion, doctor, what the effects the sending of such a pamphlet as "Government Exhibit 16," entitled "Perfect Manhood," to an inexperienced and ignorant boy or to a boy who had not seen a great deal of the world, who had not had much experience, who had had nightly emissions occasionally and had practiced self-abuse somewhat, what effect, in your opinion, would the putting of such a book as that in the hands of such a boy have; or the sending of it to him or the distributing of it to him—I don't mean the giving of it to him by his father—but picking it up on the street, or finding it at a picnic, or having it put in his wagon, a farmer's boy, while he was in town and picking it up secretly—secretly reading it?

A. I think the effect would be to cause a nervous condition in that person, and I think he would have nervous troubles developing from it, because it would create a disease in him or a mental disease in him that did not exist. He would think he had something the matter with him which he did not have. That is what I think would be the effect of such teaching as this book contains.

Q. I will ask you what, in your opinion, would be the effect on such a young man or boy after reading that book to get into correspondence with the Boston Medical Institute, which was dis-

tributing it, and after having corresponded at a distance with the institute for several months, and taking those medicines and writing his symptoms on blanks that were sent to him for that purpose, and keeping that up for several months and paying the money monthly, what would you say would be the effect on a boy of that kind, of that kind of treatment?

A. I would say that would tend to keep up the nervous condition, and that it would impair such a person's health.

A TYPICAL CASE

Mr. A another of the complainants, had an experience similar to that of Mr. B. When Mr. A was "going on 17 years" he lived in Ann Arbor and was an organ maker who was doing a full day's work every day. He testified that "the condition of my health prior to January, 1905, seemed all right except that I had bad habits." It was brought out in the cross-examination that Mr. A had practiced self-abuse for a year and a half. At the time Mr. A began the practice he did not know anything of its effects. When he found out that it was a "bad" habit he "gradually slowed down," and at the end of six months discontinued it.

One day, near the Ann Arbor depot he picked up a Boston Medical Institute pamphlet—"Our Army and Navy." Mr. A testified: "I read every word of this pamphlet through. I commenced to think about it, and I thought I was very sick, and I cut out the question blank and sent it to the Boston Medical Institute." Mr. A had nightly emissions "about once in every two weeks." At this time the practice of self-abuse had been discontinued. The Boston Medical Institute pretended that he was in a most serious state, was suffering from sexual debility, and required immediate and skilled attention. He took the treatment for about seven months in 1905 and for about three months in 1906. He alleges that as a result his digestion was ruined, and that because of the treatment he was compelled to obtain the attention of a local physician.

INDUCED TO PROLONG TREATMENT

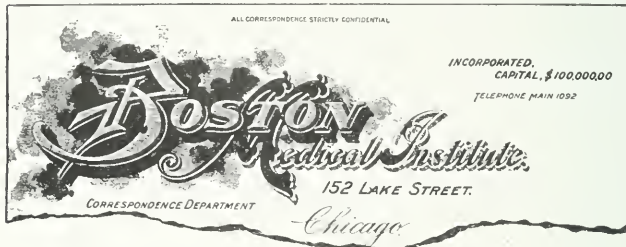
The letters which he received from the institute while under treatment were all of a character to induce him to prolong the treatment. The treatment commenced Jan. 25, 1905. In March he was advised: "Greatly pleased with progress—we are greatly interested in your case." In April: "Trusting that you will continue to manifest a hearty good will in cooperating with us—especially interested in ease—our entire board of physicians following your progress." In June: "Sorry you feel discouraged, and we assure you that there is no reason whatever for you to do so—it would be nothing short of criminal to quit now." In July: "We are pleased with the continued improvement in your condition, and can assure you that you are improving nicely."

About this time Mr. A became discouraged and dropped the treatment, but in December, 1905, was induced to take

it up again by the representations of the institute that "we do absolutely guarantee that our treatment will check all unnatural losses and restore the organs to their natural size, strength and vigor, and as a result of such vigor you will certainly feel like a new man in three months." In January, 1906, he was informed that "we are greatly pleased with the progress made thus far." In March, 1906: "Although your improvement is quite slow, it is steady."

THE INSTITUTE SHOWS THE CLOVEN HOOF

Mr. A finally became convinced that instead of curing him the institute was seriously endangering his health, and ceased the treatment and applied for the return of his money, in accordance with the company's guarantee. He was advised that the company had never guaranteed to cure him in any certain time; also that he had not been promised that all of his money would be returned, but that only the institute fee would be refunded, if he was not cured, and that



Photographic reproduction (reduced) of a letterhead of Hibbard's concern. Notice the statement printed at the top of the letter, "All correspondence strictly confidential;" then note (below) the threat made by these quacks to expose the weakness of a patient who demanded the return of his money.

this fee was only "10 per cent. of all you paid us." The institute refused to return even this, pretending that it had not failed to cure him. He was further advised: "Let us tell you now that if you cause us any trouble about this matter, or try to do so, we will have good grounds against you for slander and defamation of character. We do not wish to get into any trouble with you about the matter, but if you persist in it and bring it on yourself, we are sure that we shall defend ourselves to the limit, and *we will show that at the time you began the treatment you were practicing these secret masturbation habits.* [Italics ours.—Ed.] We will also have something to say along other lines when you are done with all you wish to do—we will show you that this very letter in our possession to-day on this subject is a ground for blackmail on your part against us."

This threat publicly to expose the weaknesses and infirmities of patients, given in professional confidence, is in strange contrast with the assurance printed at the top of each letter: "All correspondence strictly confidential."

ATTEMPTS TO SECURE RETURN OF CORRESPONDENCE

The correspondence between the institute and patients, submitted with the complaints to the Postoffice Department, shows the significant fact that the institute had endeavored to obtain the return to it of all its correspondence to patients by printing on the reverse side of its letters forms for the patients to fill in and return to the institute, reporting the progress of their cases. This practice of the company would seem to indicate that they recognized that the matter desired to be returned was of an incriminating nature. This is plainly shown by the cases discovered by the inspector, in which money was paid by the institute for the return of its correspondence, which it had failed to obtain by the first-mentioned method.

In the case of a Mr. D of Pennsylvania, the Boston Medical Institute wrote him July 3, 1906, in part as follows:

"We wish to settle that trouble and have no more to do with you. Will pay you the \$40 you ask if you will comply with the following conditions, and send us an express C. O. D. for the \$40. In the package we wish you to place *all* the letters, pamphlets, clips, etc., that were ever sent you, including the *two* sheets of the letter of diagnosis and terms first sent you; also sign the enclosed statement with your full name, and date it, and give us the privilege of examination before paying the C. O. D., and we will pay it if all these things are in it."

STOCK DIAGNOSES

For the purpose of testing the skill and honesty of the business as regards the diagnosing and treatment of cases, the inspectors caused three test letters to be sent to the Boston Medical Institute, and the results are given as follows:

1. *T. M. Moran, Canton, Ill.* In this case the inspectors after opening correspondence with the institute as from a regular patient, submitted symptoms of a plain, uncomplicated and patent case of hydrocele. This is a condition recognized by all reputable practitioners of medicine as amenable only to surgical treatment. The institute, recognizing it could give no service of value through the mails for the hydrocele, falsely pretended that the condition was "sexual neurasthenia," a term that covers a great many ailments and diseases; as, for instance, "nervous debility or general weakness of the nervous system, peculiar pains and aches in different parts of the body, tired and exhausted feeling, and so forth." None of these symptoms were given by the patient; but the patient was assured that the institute could cure the condition diagnosed in from two and one-half to four months, and urged the party to take treatment at \$12 for the first month and \$8 for each succeeding month.

2. *John B. Gardner, Brookfield, Mo.* In this test the inspectors submitted symptoms showing a plain, uncomplicated and patent case of varicocele, which is also a condition recognized by all reputable physicians as amenable only to surgical treatment, if any be required. In this instance the institute wrote: "The phy-

sicians connected with our institute have to-day given your case their attention, and, after carefully considering the description of your condition, find you to be suffering from sexual neurasthenia, falsely called spermatorrhea," and urged the patient to take treatment from the institute for \$12 for the first month and \$8 for each month thereafter, under the promise: "We do hereby absolutely guarantee your ultimate cure for the trouble diagnosed or refund to you every dollar you have paid us in fee, and it is our belief that your cure can be accomplished in from two and one-half to four months." This diagnosis is on a printed form, which shows its general use, and also contains the following statements calculated to create a condition of fear in the mind of the patient: "We also desire to add that we do not regard your trouble as especially dangerous to your life at present, or desire to frighten you in any manner or exaggerate your complaints, but at the same time we do regard them as dangerous to your sexual health and happiness, if you allow them to go unchecked, for these troubles are progressive and demand immediate treatment, which we are prepared to give."

3. *E. J. Robb, Aurora, Ill.* A test similar to the Gardner test was conducted under the name of E. J. Robb, the inspectors submitting a plain and uncomplicated case of varicocele, and receiving the same stock diagnosis in answer thereto.

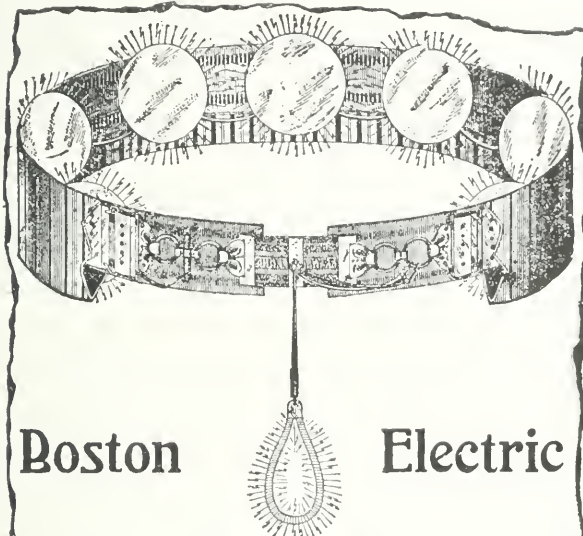
FRAUDULENT PRETENSES OF INSTITUTE

These tests show affirmatively that it was the practice and intent of this institute to endeavor to obtain money from the unfortunate by falsely and fraudulently pretending that it could treat them through the mails successfully and thereby inducing them to purchase treatment, although it knew it could give no treatment of value by mail for the conditions from which they were suffering. The recognition that the institute could give no services of value in the test cases conducted by the inspectors is not only patent from the cases themselves, but was conceded by Mr. Hibbard, the manager and proprietor of the business, in his written answers to questions propounded to him by the inspectors with reference to these cases.

The facts disclosed by Mr. A's, B's, D's and other complaints show that the promises given by this institute to secure patients; that in case of failure to effect a cure all money paid will be refunded, are not made in good faith or honestly, but are held out fraudulently and without any intention on the part of those conducting the business to fulfill them: but rather that the intention was to refuse to return the money, to make such requests matters of controversy, to claim that such requests were blackmail, to threaten public exposure of patients, to claim that no time was absolutely specified and that therefore there could be no claim for a refund, to claim that the promise was not that all the money would be refunded, but only the fee.

Concerning this last point, it is interesting to note that to the inspector's question as to what he meant by the statement in his letters, "We absolutely guarantee to cure or refund every dollar paid to us in fee." Mr. Hibbard answered "We meant all money paid—every cent."

The inspectors asked Mr. Hibbard to cite instances in which the money of uncured patients had been refunded. Mr. Hibbard declined to do so, and gave as his reason that the names of patients were held confidential. The government exhibit of letters threatening patients with public exposure is in startling contrast to this statement.



Boston Electric BELT.

The powerful electric current, fully warranted and guaranteed, the most perfect belt known on account of its wonderful and peculiar electric power. It is not recommended for general use

Boston Medical Institute,
 152 LAKE ST., CHICAGO, ILL.

Photographic reproduction (reduced) of part of the leaflet sent out by the Boston Medical Institute.

An interesting feature of the trial was the fact, which was made evident, that there are physicians, who desire to be known as good and regular practitioners, who for solicitation and hire will defend such an institution as the Boston Medical Institute was proved to be, and, furthermore, one of these men testified that he believed the effects of distribution of such literature as that sent out by the institute was good.

At the end of the trial it was found that the business conducted under the names Boston Medical Institute, F. L. Hibbard, E. R. Hibbard, Bellevue Medical Institute, B. Norton

and B. Newton, was a scheme for obtaining money through the mails by means of false and fraudulent pretenses; and a verdict against Edward R. Hibbard was given as cited in the beginning of this article.—(*Modified from the Journal A. M. A., Oct. 17, 1908.*)

Hibbard Pleads Guilty

The Boston Medical Institute and the Bellevue Medical Institute were two names used on separate entrances to a single quack concern in Chicago. The institute purported to treat the "private diseases of men," but a federal court decided that the business was a scheme for obtaining money through the mails by means of fraudulent pretenses. E. R. Hibbard—who seemed to be the owner—was sentenced to two years' imprisonment and to pay a fine of \$1,500 and costs. He, of course, appealed, and his case was remanded for a new trial. Recent issues of Chicago papers state that, rather than undergo the new trial, Hibbard has pleaded guilty. The government has decided that payment of the fine of \$1,500 and costs would be sufficient punishment.—(*From the Journal A. M. A., Nov. 13, 1909.*)

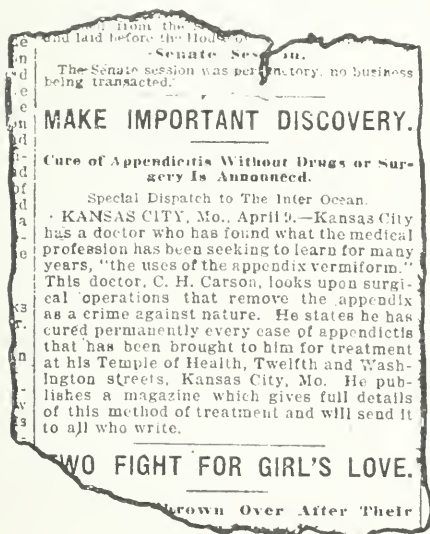
C. H. CARSON AND HIS TEMPLE OF HEALTH

[C. H. Carson is a quack of Kansas City, Missouri, who has grown rich by humbugging and defrauding the sick. The following article appeared in the editorial pages of THE JOURNAL of the American Medical Association, Sept. 30, 1911, commenting on a particularly disgraceful phase of Carson's quackery.]

Religion and Quackery

For years the religious press reeked with unsavory advertisements of nostrums and quacks of varying degrees of fraudulency and indecency. Public opinion finally forced the more influential church papers to throw out this class of advertising and to-day, except for some of the more insignificant publications, the religious journals are practically free from the blight of "patent medicine" advertisements. That quackery still seems to possess a peculiar fascination for the clergy, however, was recently shown in an episode that occurred at Kansas City, Mo. That city is the unfortunate possessor of a quack named Carson—Hiram Carson, or as he calls himself "Dr. C. H. Carson." This charlatan has grown rich, thanks to a venal press and the large supply of gullible sick. He used to "treat" by means of "vital force," developed by rubbing his victims with vaselin mixed with red pepper. The tingling produced by the red pepper was, he assured his dupes, the "vital force." Later he improved on this "treatment"

and had his assistants give out slips of tissue paper that he had "magnetized." These slips the patients were instructed to pin on their nightgowns between the shoulder-blades! Carson is now operating what he calls the "Temple of Health," and advertising heavily. As a means of drumming up trade Carson occasionally gives elaborate "receptions" at his "Temple of Health," to which the curious are invited. A little while ago a meeting of this kind was held at which, as a crowning advertising stroke, Carson got the pastor of one of the leading Congregational churches of the city—the Rev. J. B. Sileox—to give an address! This address and other details of the "reception" occupied nearly two columns



One of Carson's tricks is to have his advertisements published as news items. Here is a photographic reproduction of a "news item" that appeared in a Chicago paper.

in the Kansas City papers of the following day, and although a paid advertisement, the article was set up in news-matter style. Why a reputable minister of the gospel, whose own church membership is strictly high-class and, we are informed, includes some of the best-known medical men of the city, should endorse such a blatant quack as Carson, is a mystery. Every intelligent layman in Kansas City knows that Carson is a humbug and that his system is a fake. Every man in that city also knows, or could know, that Carson's only claim to the title "doctor" lies in his possession of a "diploma" from as wretched a mill as ever ground out parchments—the American Health College of Cincinnati, long since defunct.

thank heaven! If there is one class of men more than another that should stand between suffering ignorance and the machinations of the miserable harpies of the Carson type, it is the ministry. If there is one man more than another who should expose the deception and covetousness of the quack, it is the man who professes to follow the teachings of Him whose voice was always raised against shams and cheats and the cupidity of avarice. Yet we have, in the address of Rev. Mr. Silcox, the unedifying spectacle of a Christian clergyman lending the influence of his cloth and personality to further the cause of one who fattens by deceiving the sick and suffering.

[The foregoing article called forth no comment from Carson for over a month. Then a letter was received by THE JOURNAL demanding an apology and threatening, if it was not forthcoming, to appeal to the courts. THE JOURNAL'S answer to this threat was the following editorial that appeared Dec. 9, 1911. In the same issue there was published a good deal of information obtained under oath from Carson, himself, and from the individual who conducted the "school" in which Carson claimed to have received his medical education. This matter also is reproduced. At the time this book is being prepared—nearly a year after THE JOURNAL had "called" Carson's bluff—nothing further has been heard from him!]

C. H. Carson—Quack

In THE JOURNAL for September 30, reference was made editorially to "Dr." C. H. Carson, the Kansas City gentleman who conducts the "Temple of Health" for the "Treatment of Disease by the Vital Science System." In our editorial we were constrained to refer to Carson as a quack, also as a charlatan and a humbug. We used other adjectives equally uncomplimentary. After waiting a month, "Dr." Carson reached the conclusion that we had both libeled and slandered him and wrote a long letter to THE JOURNAL apprising it of this opinion. In his letter, the high priest of the "Temple of Health" says that he is "very sorry indeed that so high-toned a journal" as THE JOURNAL of the American Medical Association should contain such an article. We acknowledge "Dr." Carson's judgment in estimating the value of THE JOURNAL, and are willing, also, to admit that he doubtless *is* very sorry that the article appeared.

"Dr." Carson says: "I write this letter in the spirit of kindness and hope it will be received by you in the same way." And further he tells us that he has "recently won in a long-drawn-out litigation" in which questions regarding his "credentials" and his "diploma" were discussed. He says that the State Board of Health of Missouri investigated the

matter thoroughly and that "the standing of the school [from which he "graduated"] and its right to issue diplomas were finally established, and no question regarding this has ever arisen since." This is an interesting statement, as our readers will agree after reading the testimony reproduced on another page relative to this "school." "Dr." Carson objects to our calling the "school" from which he "graduated" a defunct institution, and plaintively observes: "A school may pass

Full-page advertisements are expensive, but Carson can easily afford them. They are paid for, of course, by the poor dupes who exchange good money for worthless and fraudulent "treatments." This is a photograph of a page advertisement in a Kansas City paper. It appeared a few days after our first expose of this humbug.

out of existence without there being any reason for calling it defunct." Dictionaries and other sources of real information are doubtless closed books to the "doctor."

Carson says, further, that his standing "as a moral, upright man" has not been questioned "even by the doctors of med-

icine" of Kansas City. This statement, doubtless, is as far from the truth as many other statements emanating from the "Temple of Health." The opinions of the decent medical men of Kansas City as to the "morality" and "uprightness" of a man who will defraud the sick and the suffering by selling them slips of tissue paper as "cures" for disease, can easily be imagined.

With his letter, "Dr." Carson encloses an advertisement from the *Kansas City Weekly Journal*, in which is reproduced a long rambling article written by C. S. Carr, M.D. This article is a write-up of Carson and his "Temple of Health," that appeared in Carr's journal and which has since been used by Carson as an advertising asset. To the uninitiated the advertisement gives the impression that this article appeared in a reputable medical journal and was written by a reputable physician. As a matter of fact, Carr is and has been for years employed by the Peruna concern; he is engaged in a mail-order nostrum business of his own and is running a pseudomedical sheet that he calls the *Columbus Medical Journal*, whose advertising receipts have come from some of the worst fakes in the country. Presumably Carson is too ignorant to understand the status of C. S. Carr. No other supposition would explain his apparent belief that an article such as he sends with his letter would be of value to his cause.

Carson further says that our "most unfortunate article" seems to reflect not only on his "professional ability," but also on his "integrity." We are glad that the four weeks' study that "Dr." Carson gave to our article resulted in his getting our meaning as accurately as he seems to have done. In view of all this, Carson closes his letter by asking us to "kindly publish an editorial . . . apologizing for what has been said . . . and asking the pardon of the ones you have injured."

If we will perform this small service, we have it from "Dr." Carson that he will then "have the spirit of the Master" and say: "Father, forgive them for they know not what they do." But—and here comes the climax—if we feel that we cannot apologize to "Dr." Carson for calling him a quack, a charlatan and a humbug, he "will take the proper steps" to see whether we will be willing so to apologize "after a legal decree has been obtained."

THE JOURNAL has no desire to do any man an injustice; equally foreign to it is any intention to indulge in braggadocio or bluff; nevertheless, after considering the question from all angles and with an eye single to the principles of justice to the individual and the enlightenment of the public, it is constrained to make the following reply to the letter received from the owner of the "Temple of Health": "Dr." Carson is a quack; he is a charlatan and he is a humbug,

and, in the interests of public safety and for the protection of the susceptible sick, THE JOURNAL of the American Medical Association will be pleased, if necessary, to prove its statements in the courts.

Some Sworn Testimony Regarding Carson's Professional and Educational Qualifications

Three or four years ago, George Creel, the editor of the *Independent*, exposed Carson's charlatanism and fakishness. As

**KNIFE NOT NEEDED
IN APPENDICITIS**

Dr. C. H. Carson, the Kansas City Healer, Announces He Has Conquered Dread Ailment Without Terrors of an Operation.

**VIOLENT DISEASE PUZZLES
ABLEST OF THE DOCTORS**

Author of New Treatment Voluntarily Offers to Post a Large Sum of Money in Support of His Contention.

BY G. E. MORAN.

Special Dispatch to The Inter Ocean.

KANSAS CITY, Mo., Oct. 10 — Appendicitis, in this modern day, has come to be a bugbear and an ever present dread. A few years ago it was good humoredly referred to as "the rich man's disease," and it was playfully remarked that you had to have money to get it. The general supposition was that appendicitis was an ailment consequent upon high living—that rich foods and costly wines conduced to this agonizing, frequently fatal trouble, and that the poor man could call his abdominal pain a bad case of stomach ache.

The surgeons said that the vermiform appendix was a curious, chrysalis-formed sac, apparently a bit of the odds and ends of the human system—something that seemed to have been left over, or incompletd. It was a receptacle wherein might lodge small seeds, sharp cornered objects of any variety, or plain inflammation, and a site of disease and pain whence would issue suffering, complete wreckage of abdominal organs, and ultimately death.

The explanation seemed to be the fact that

This advertisement, of which only a small part is shown, appeared in a Chicago paper.

a "come back," Carson published statements to which Mr. Creel took exception and which resulted in Carson being sued for slander. Depositions were taken in this case from which

we are going to quote somewhat extensively. It should be explained that at the same time that the testimony was being collected in this case a criminal prosecution was being brought against Carson by the state of Missouri, charging him with practicing medicine without a license. This will make clear why Carson refused to answer questions to which no reputable practitioner of medicine would have hesitated to reply. In the matter that follows, Mr. Reed, who speaks occasionally for Carson and on whose advice Carson refused to answer questions, was one of the numerous attorneys employed by this quack to defend him. The matter that immediately follows and in which Carson shows an unwillingness to state the business in which he was engaged, was elicited on direct examination by Mr. Frank P. Walsh. Mr. Walsh was the special counsel appointed by the State Board of Health to prosecute Carson for practicing medicine without a license:

CARSON'S TESTIMONY

Question.—What is your name?

Answer.—C. Hiram Carson.

Question.—What does the "C" stand for?

Answer.—Just for an initial.

Question.—No name to it?

Answer.—No, sir.

Question.—C. Hiram Carson.

Answer.—That is the name.

Question.—How old are you, doctor?

Answer.—I have passed the age of sixty-two. I will be sixty-three on the 22nd day of the present month.

Question.—Where do you live?

Answer.—I live in Kansas City.

Question.—At what place?

Answer.—Twelfth and Washington.

Question.—How long have you lived in Kansas City?

Answer.—Since November, '79.

Question.—What is your business?

Mr. Reed: We decline to answer the question because the plaintiff in this case has instigated a criminal prosecution against this defendant in the Criminal Court of Jackson County, Missouri, charging him with practicing medicine without a license, and the answer, if given, might be used against this witness in the criminal prosecution, and might tend to convict him in that case.

Question.—Do you advertise yourself as a divine healer?

Mr. Reed: That is objected to, and the witness declines to answer for the reason that there is a charge now pending against him in the Criminal Court of Jackson County, Missouri, instigated by the plaintiff in this case charging him with practicing the healing art, and the answer, if given, might tend to convict him of the offense charged.

Commissioner: The question was, Do you advertise yourself as a divine healer?

Answer.—For reasons stated by my attorney I refuse to answer.

Question.—Do you refuse to answer as to whether you advertise yourself as a divine healer on the ground that your answer might tend to incriminate you?

Answer.—Yes, sir.

Question.—Are you a divine healer?

Mr. Reed: Objected to for the reason given before and decline to answer it for the same reason given.

Commissioner.—You decline to answer, doctor?

Answer.—Yes, sir.

Question.—Do you decline to answer the last question on the ground that your answer might tend to incriminate you?

Answer.—I do.

[Carson used to call his institution the College of Psychic Sarcology and at the same time he published an advertising sheet called the *Psychic World*. Some of the questions and answers regarding this publication follow:]

Question.—What is the College of Psychic Sarcology?

Answer (after argument).—It is an institution incorporated under the laws of the State of Missouri, as a philanthropic and educational institution.

Question.—Who is president of it?

Answer.—C. H. Carson.

Question.—Is that you?

Answer.—That's me.

Question.—Who is vice-president of it?

Answer.—R. M. Carson.

Question.—Related to you in any way?

Answer.—She is my wife.

Question.—Who is treasurer of it?

Answer.—Same party.

Question.—Your wife?

Answer.—R. M. Carson.

Question.—Who is secretary of it?

Answer.—I have just stated that; Dr. F. M. Planck.

Question (after argument).—I will ask you if Dr. Planck attends to correspondence for you?

Answer.—He does—write and dictate letters.

Question (after argument).—Does Planck write articles for you for the newspapers?

Answer.—He does not.

Question.—Who writes articles for you for the newspapers? Who do you have in your employ for that purpose?

Answer.—C. H. Carson writes most of the articles for the newspapers. I have no one in my employ to write articles for newspapers.

Question.—In this college you have spoken of, Psychic Sarcology, do you issue some kind of a publication in connection therewith?

Answer (after argument).—For the reasons given by my attorney I decline to answer the question because the answer to the question might incriminate me in a suit now pending before the Criminal Court.

Question.—Did the College of Psychic Sarcology during the present year publish a paper or a magazine?

Mr. Reed: Now we object to that as absolutely immaterial in this case.

Commissioner: Objection overruled.

Answer.—It did not. It published a circular or prospectus of the things that we teach one. Only one issue of that is in existence now.

Question.—What is the name of that?

Answer.—It is called a prospectus of the Carson College of Psychic Sarcology.

Question.—Did you employ any person or persons to write articles for that?

Answer (after argument).—Before I answer that I would like to make an answer to the court.—explanation. This prospectus was a single issue. I dictated the character of the contents and gave it to a stenographer who wrote and furnished me the material for publication in this circular and prospectus.

Question.—What was the name of the stenographer?

Answer.—The name of the stenographer that wrote that.—the writer of that was Mrs. Balue.

* * *

Question.—Do you publish a book, magazine or printing and call it the *Psychic World*?

Answer (after argument).—For reasons stated by my attorney, I decline to answer the question because there is a suit pending against me in the Criminal Court, and my answer to this question might incriminate me.

Question.—Did the College of Psychic Sarcology publish or print a pamphlet or magazine known as the *Psychic World*?

Answer (after argument).—On the advice of my attorney I decline to answer the question for the same reason that I declined to answer the preceding question.

Commissioner: If you decline to answer this you must give the reason for declining.

Answer.—It did not.

Question.—Are you acquainted with the publication called the *Psychic World*?

Answer (after argument).—I am.

Question.—Did you employ any person to write articles, including testimonials of persons alleged to have been cured of diseases by your process, and have said articles published in this publication known as the *Psychic World*?

Mr. Reed: Now we decline to answer that question for the reason that the plaintiff in this suit has caused to be instigated a criminal prosecution against the defendant, and the evidence is not intended to be used in this case, and is not being called for in good faith for use in this case,—is simply asked for the purpose of harassing and annoying the defendant and inquiring into, and because the answer, if given, might be used against him in the criminal prosecution instigated by this plaintiff, and might tend to incriminate him.

[We have referred to the "magnetized" slips of paper humbug, before. Here is what Carson himself admitted under oath regarding this picturesque fake:]

Question.—Do you give your patients slips of tissue paper and tell them if they pin them on their garments it will relieve them of disease?

Answer.—I do not.

Question.—Do you give your patients slips of tissue paper and tell them to apply them to the part affected?

Answer.—I sometimes give my patients a tissue that I prepare for the purpose of being placed on the nerve center at the base of the brain or between the shoulders and pinned there to be worn during the night and removed and destroyed in the morning.

Question.—In what way do you prepare this tissue paper?

Answer (after argument).—The tissue paper is placed between my hands. My hands possess a magnetic and electric power that seems to be transmitted to this tissue. It is placed in an envelope securely sealed, and an absolute statement made of how to use it. The statement is made on the envelope.

Question.—What is the statement of how to use it?

Answer.—The statement says; this is what I say to the patient, "Place one of these tissues between your shoulders at night."

Question.—No matter what disease the patient has?

Answer.—In case of extreme suffering place the tissue over the seat of pain. If you wish to have me state what I have been able to accomplish with it I would like to do it.

Question.—Do you place that on the seat of pain no matter where the pain is or what the character of the pain is, or what the disease is?

Answer.—I do not give these in all diseases. (After argument.) I simply state to the patients in my instructions that if they are suffering from any severe pain place the tissue over the seat of pain,—if the pain is relieved—when the pain is relieved return it where it was formerly placed.

Question.—Where do you get this tissue paper?

Answer (after argument).—It is ordered specially from a wholesale house; I don't remember the name.

* * *

Question.—What do you claim that you put into this tissue paper when you pass your hands over it?

Answer.—I have answered that question before, sir.

Question.—Well, answer it again.

Answer.—I have answered that question once or twice. If you will tell me what the fox puts on the ground when he steps on the ground, and the hounds come and follow him I will tell you what I put into the tissue paper.

Question.—What do you claim that power is that you put in that tissue paper?

Answer.—Some call it vital power. Some call it magnetism.

Question.—What do you call it?

Answer.—I only know it gets results. I get the result.

Question.—In every case.

Answer.—In every case, yes, sir. I don't use this in every case, sir.

Question.—If you can get that result, why don't you use it in every case?

Answer.—I use the original hand in the treatment.

[Carson, after telling how he had cured cases of appendicitis by rubbing his hand over the patient's stomach, testified as follows:]

Question.—The real part is rubbing the hands across the stomach?

Answer.—Yes, sir; by using my vital power.

Question.—Do you have to remove their clothing to do that?

Answer.—Sometimes I do, and sometimes I don't.

Question.—Do you put anything on your hands?

Answer.—No, sir.

Question.—Do you ever use vaselin on your hands?

Answer.—Capsicum vaselin.

[The capsicum (red pepper) in the vaselin was responsible, of course, for the tingling sensation which the patient understood was produced by "vital force." The "doctor" also treated eczema.]

Question.—Do you treat eczema?

Answer.—I have treated eczema, but Mr. Creel cannot find, or anybody else, where I claimed that I cure anything. No person has ever been told that I cure anything. I treat successfully all diseases, as to certain diseases the newspapers may make it, but they make it without my permission. I claim to treat successfully. I claim to treat appendicitis. I have treated the disease known as eczema. Some of the most successful are simply by passing my hands liberally over the form of the disease.

Question.—Any other treatment?

Answer.—Sometimes I might use a very simple form of ointment to protect my hands from the injurious effects of the disease.

Question.—What kind of ointment?

Answer.—Might be sweet-oil.

Question.—Where do you get it?

Answer.—I usually bought it at Guernsey & Murray's.

Question.—Did you put anything in the sweet-oil?

Answer.—Sometimes might use something in the sweet-oil.

Question.—What did you put in it?

Answer.—I don't treat all cases exactly alike.

Question.—When you sometimes put something in it, what did you put in it?

Answer.—I didn't put it in the sweet-oil. I sometimes used a plain, simple ointment.

Question.—What did you put in it?

Answer.—Sometimes I used a simple ointment. There is an ointment I use sometimes; it is called cerate.

* * *

Question.—What was this simple ointment that you put on your hands?

Answer.—It is a preparation called cerate.

Question.—What is it made of?

Answer.—It is a proprietary remedy and the contents of it may not be absolutely known.

Question.—Do you know the contents of it?

Answer.—Do I know the contents? I have my opinion in regard to that. My opinion is that it is very simple, harmless and not very efficient, and would not be efficient in the hands of a doctor as a remedial agent. For the purpose I use it for, it seems to produce the result. It is a proprietary remedy.

Question.—What is your opinion of its contents?

Answer.—I said it was a very simple cerate.

Question.—What is that?

Answer.—It is the simplest kind of preparation that is made from oil—from lard—elements of lard from a hog largely, may be composed of that, and may contain the slightest tint of camphor—little odor of camphor. I am only giving an opinion; that is all I can say on the subject.

Question.—All you know, in your opinion, is that there is a little camphor in it—mostly lard?

Answer.—Well, no; not mostly lard.

Question.—Mostly camphor?

Answer.—I don't know.

Question.—What is cerate?

Answer.—It is a simple basic ointment used for various things.

Question.—Do you know of your own knowledge what is in cerate?

Answer.—No.

Question.—Most cerates are then ointments?

Answer.—Yes, sir.

Question.—Who was the manufacturer of this that you used?

Answer.—I think it was manufactured by a man by the name of Weaver.

[Much of Carson's advertising is run in the form of reading matter, being set in the same style of type and having the same general appearance as ordinary news items. The Kansas City *Journal* long shared the illicit profits of quackery with "Dr." Carson, who used that paper extensively to aid him in angling for his dupes. The following is interesting:]

Mr. Reed.—Doctor, did you have any written contract with the *Journal* with regard to you advertising with them, or was it oral?

Answer.—I have no memory of ever having had any written contract with the *Journal* for advertising. I am not able to answer that question directly. I can only say that I paid the *Journal* when they presented their bills to me to pay them.

Question.—Did you make any agreement, or did you during the month, including November 8, have any agreement with them as to the publication of matter for you?

Answer.—I have an agreement with them for publication of matter at any time.

Question.—How much do they charge you?

Answer.—They usually charge me for double ads—charge me ten cents a line—for matter they publish as reading matter they charge fifty cents a line; that is, on inside pages.

Question.—On outside pages what do they charge you?

Answer.—Until last year they charged less—a dollar and a half on the first page.

Question.—And what does the *World* charge you?

Answer.—The *World* charges me seven cents a line, I think, for display or reading. On reading matter I think they charge me inside twenty-five cents for reading matter, what they call reading matter; even common matter repeated they call reading matter.

CARSON'S ALMA MATER—THE AMERICAN HEALTH COLLEGE

[Carson claims his right to the title "Doctor" on the ground that he is a graduate of the American Health College of Cincinnati, O. In his recent letter to THE JOURNAL, he says that "the standing of the school and its right to issue diplomas" have been established. An investigation of this institution was made by the Ohio State Board of Medical Registration and Examination, several years ago. Some of the testimony taken at that investigation makes very clear the utter worthlessness of the American Health College and shows the ignorance of those conducting it. Briefly stated, the American Health College was founded and run by the picturesque old quack, John Bunyan Campbell. Campbell was the whole college and taught the "great Vitapathic system," which he originated and copyrighted! The Ohio State Board

made their investigation in 1896. Campbell organized his college in 1874. It had, therefore, been in existence over twenty years at the time of the investigation. Here is what the Ohio State Board elicited from Campbell under oath:]

JOHN BUNYAN CAMPBELL'S TESTIMONY

Question.—Let me ask you one or two questions about your school, and then you can develop your system. How many teachers have you in your school?

Answer.—Well, I have been the principal teacher myself, but as I say, I am—

Question.—You fill the different chairs yourself?

Answer.—As I say, I am preparing others to take my place, as I am getting old. Then we will have a full school, of course, but I had to start this system in the first place—rather I had to revive it.

Question.—Have you no other lecturers there?

Answer.—No, sir.

Question.—Just yourself?

Answer.—Yes, sir; myself.

Question.—How long had you run this school?

Answer.—Well, that was incorporated, in the first place, in 1874.

Question.—Where was it located?

Answer.—Fairmount. [A suburb of Cincinnati.]

Question.—Have you been issuing certain announcements or circulars?

Answer.—Certainly.

* * *

Question.—Have you been graduating, or do you now graduate students and give them the degree of Doctor of Medicine?

Answer.—No, sir; we are not a medical school at all.

Question.—Not a medical school?

Answer.—No, sir; not at all. You need not examine us any further if you don't want to. We are not a medical school at all. We don't use "M.D."

Question.—Do you issue any certificate or diploma?

Answer.—Certainly we do—our school.

* * *

Question.—You say that you don't conduct a medical school?

Answer.—No, sir.

Question.—Did you publish this paper?

Answer.—Yes, sir.

Question.—If you do not run a medical school, what does this signify: "Closing exercises of the American Health College and Religio-Scientific Medical Institute of the Vitapathic System of Practice"?

Answer.—Yes, sir; "religio-medico"—that is the way we are chartered.

Question.—Do you undertake bringing about cure of disease?

Answer.—No, we don't do that, either.

Question.—In what sense are you a medical college?

Answer.—Not a medical college in any sense—only use remedies.

Question.—Or what do you use instruments for?

Answer.—Simply use electric batteries, that is all; we have a patent bath in the United States for which we have got patent rights.

* * *

Question.—Isn't it the truth that you undertake to treat poisons?

Answer.—We undertake to pull out poisons; that is all we do.

Question.—And treat cancers?

Answer.—We pull out poison and then they get well.

Question.—And snake and rabid bites?

Answer.—Yes, sir; we have the electric treatment process by which we can pull out poisons from a snake bite, mad-dog bite.

Question.—Isn't it the truth that you treat fevers, cholera and mental and nervous complaints?

Answer.—We are now not treating acute disease.

Question.—You practice in obstetrics, don't you?
Answer.—Not as a general thing. We teach our students very thoroughly about obstetrics because they may be taken in a hurry.
Question.—And all diseases of women?
Answer.—All diseases of women. They may be taken in a hurry.
Question.—You hold yourself out in this circular addressed "To all Physicians throughout the World" as teaching these various subjects?
Answer.—Yes; various subjects there on the card. We are not attempting to cure any disease. Our statement there is that poisons is the main cause of disease.

THE AMERICAN HEALTH INSTRUCTOR [NOV., 1895]

at the American Health College, Fairmont, Ohio, and organized the Vitapathic Association, for mutual benefit, and general improvement, by evening meetings, religious exercises, and regulations, and detecting officers, etc.

officers are to perform the duties of their respective offices. A copy of the Constitution of the Association is to be distributed to a quarter of that Board.

Officers are to hold their office until the Annual Convention, to be held on the 1st of September, at the American Health College, Fairmont, Ohio, and until no officers are elected.

The Association to be regulated by the Constitution and By-Laws as attached, if conforming with the original charter of the parent college, or to be modified to suit the same hereafter.

It is the duty of the American Health Institute to be the official organ of the Vitapathic Association.

All public physicians who are not members of the Association, will be invited to send their names to the Secretary, at the American Health College, Fairmont, Ohio.

Complete of Cincinnati, Ohio, has been here for a few days, and on these wanderers in curing many of our citizens of various chronic diseases, and his success in the case is most remarkable. Dr. Flower has been a helpful physician, but more than that, he is a bold and strong man, and he is here to stay. He is here to stay, and he is here to stay. He is here to stay, and he is here to stay.

Dr. Flower is a bold and strong man, and he is here to stay. He is here to stay, and he is here to stay. He is here to stay, and he is here to stay.

Dr. Flower is a bold and strong man, and he is here to stay. He is here to stay, and he is here to stay. He is here to stay, and he is here to stay.

FATHER OF VITAPATHY.



Prof. JOHN BUNYAN CAMPBELL, M. D., V. D.
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Here, in this Health Institution, is employed, with greatest force and highest skill, all the vast Vitalizing Powers of Nature through Vital Air, Water, Food, Electricity, Vital Magnetism, and VITA, the highest power of all, as employed only in the great Vitapathic System.

PROF. J. B. CAMPBELL, M. D., V. D.
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For teaching their Religious System, and leading the way to the power of Vital Spirit by all the new methods of application, as prescribed by the prophets and seers of old, and as Jesus instructed and commanded, and that would body and soul.

Two Four & Medical Terms and does not require any other preparation, only as conductors of healing spirits, and only our fully instructed, ordained, and Ordained Ministers practice it, and they must have Diploma and Certificate to show.

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Every person should possess the Book, and
 and the greatest benefit of that life.
Dollar.

The *American Health Instructor* was an advertising sheet issued by J. B. Campbell in the interest of his fakery, the "American Health College." Here is shown a much-reduced photographic reproduction of part of a page of the *American Health Instructor*. In addition to giving some idea of the fakishness of the whole business, this illustration brings out two other things: (1) the statement that the institution conducted by Campbell was "not a medical system"; (2) the complimentary reference to the notorious quack and swindler, R. C. Flower (a "graduate" of Campbell's "college"), brother to B. O. Flower, president of the National League for Medical Freedom, and ex-president of the R. C. Flower Medicine Company.

Question.—How do you treat and manage the poisons, Dr. Campbell?

Answer.—Well, I will tell you a very good way. Supposing you had taken some calomel and it was in you.

Question.—Now, how do you teach the poisons and the nature of them?

Answer.—Well, we teach them. Let me state and I will tell you. Now, supposing you had taken calomel or some other poison. I don't care if it is vegetable poison. You are full of it, sick and sufferer. I will draw that out at your feet and show you on a copper plate, and you can go to the chemist and show him; that is the way I prove it.

[The laboratory, clinical and teaching facilities of the "school" from which "Dr." Carson "graduated" are described by Campbell—who was the entire "college"—as follows:]

Question.—You don't have a laboratory?

Answer.—No, sir.

Question.—Do you teach histology?

Answer.—Oh, we teach it.

Question.—Do you mean that you have a histological laboratory?

Answer.—No, not particularly.

Question.—You have no laboratory of that kind whatever; nor pathological?

Answer.—Not to any extent.

Question.—How often do you have clinics at your college?

Answer.—Regularly once a week.

Question.—What clinics do you hold or conduct?

Answer.—Well, persons come in for free clinics, of course.

Question.—Yes, generally—

Answer.—And we take them just as they come, of course.

Question.—Do they come very often?

Answer.—Well, we have a number of them; yes.

Question.—Do you do any work in dissection?

Answer.—No; no dissection.

Question.—You have no connection with any anatomical society?

Answer.—No, sir; no society but our own.

Question.—Any instructions in anatomy and physiology in your school?

Answer.—Yes, sir.

Question.—Who gives them?

Answer.—I do myself, sometimes, and the Professor of Hygiene, Dr. Kalb.

Question.—How long since Dr. Kalb has been connected with your institution?

Answer.—Well, he testified, I believe, here he graduated in 1892; no, it was before that he graduated; I think in 1879.

Question.—How long since he has been connected with your institution?

Answer.—Well, he is now not connected with it.

Question.—How long ago did his connection cease?

Answer.—Well, he testified here, I think, in 1863. He was on the stand here and he testified.

Question.—You mean 1893?

Answer.—Eighteen ninety-three.

Question.—Who within the last two years has been filling his place?

Answer.—I have done it myself.

Question.—You have done that?

Answer.—Yes, sir.

Question.—Now, have you had any instructors in obstetrics?

Answer.—Yes, sir.

Question.—Who has given that?

Answer.—I have given it myself.

Question.—Have you had any instructors in the diseases of women and children?

Answer.—Yes, sir.

Question.—Who gives that instruction?

Answer.—I do; I am teaching the whole system myself. But I haven't got up to the point yet, if you will let me talk.

Question.—Just a minute, doctor. We will just ask you a few questions and then you can go on. Who teaches—or did you have any instructors in surgery?

Answer.—None. We don't practice surgery at all. If there is a surgical case, we turn that over to a surgical doctor.

Question.—Do you teach any materia medica?

Answer.—Not medicine; no.

Question.—Are you opposed to the use of medicines?

Answer.—Yes.

Question.—Opposed to the use of all drugs and medicines whatsoever?

Answer.—Opposed to the use of all drugs and medicines whatsoever.

Question.—And you substitute for them baths and water and electricity?

Answer.—No, we don't substitute nothing.

Question.—You use in place of them, then?

Answer.—No, sir; we don't use in place of them. We ain't on that basis. We pull out the poison as I have showed you, and the person gets well himself.

Question.—You pull that out by means of electricity?

Answer.—Yes, sir; our own engine. We have a specially invented engine for this purpose, and have a patent vapor bath that brings it through of the skin.

Question.—As I understand it, you have no instructors in your college except your own?

Answer.—That is all.

Question.—You treat all the branches that may be taught?

Answer.—Yes, sir.

[It is interesting to learn that "Dr." Carson—if his alma mater (or should it be "almus pater"?) is to be believed—obtained his diploma and all the "trimmings" for a mere paltry \$150. Campbell testified:]

Question.—What tuition is required to enter your school?

Answer.—Well, we have a circular that tells it all. We sell our copyrighted system, our books, vitapathic library, our electrical apparatus, our own invented engine we have for extracting these poisons, our patent electrovapor baths and put it all in to the student at one hundred and fifty dollars. That is the price on the proclamation, and that is the maximum. The minimum is way down; less than half of that. Our object is to do good regardless of any money.

[Campbell's practice, at the time that he was conducting his diploma mill, was described by him as follows:]

Question.—Within the last few years of your practice of vitapathy, what class of cases have you treated?

Answer.—Well, mostly been pulling out poisons on our copper plate. We ain't curing disease at all; the person may not have any disease. He is simply full of poison, don't you see?

Question.—What do you consider poisons, doctor?

Answer.—Well, calomel is poison; strychnin is poison; iron is poison.

Question.—Would you consider disease germs poison in the same case?

Answer.—Well, I have a different idea about germs from most everybody else.

Question.—How would you destroy disease germs in the patient?

Answer.—My idea is the germ is not the cause of the disease at all, but the disease is the cause of the germs. You will never get any germs in anybody until there is separation or decomposition there, something. Put that down, you old doctors, as a fact, that germs don't make disease!

Question.—What would cause the disease, doctor?

Answer.—They didn't have the disease; they simply had the poison, and I pulled it out.

Question.—You say the disease was the cause of the germ?

Answer.—Yes, sir.

Question.—What produces the disease?

Answer.—Well, persons are liable off-hand to disease the world over, of course.

[The "vitapathic treatment" of small-pox was described by John Bunyan Campbell thus:]

Question.—What do your people do in case of small-pox?
Answer.—We don't use drugs, sure. Oh, no. No. Small-pox is a poison trying to get out as best it can in pustules. We simply take our patent bath and let it out and the man walks off well. We don't give poison as you fellows do.

[And the "Vitapathic Treatment" of some other conditions:]

Question.—Have you ever treated a case of rabies?
Answer.—Yes, sir.
Question.—You did?
Answer.—Yes, sir.
Question.—Did you ever have a case that was absolutely in the spasms?
Answer.—Yes, sir; had spasms.

sickness that were supposed incurable before. J. HOLTON, M. D.

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...INNATI, O.

...ing medicine in any

...very opposite. The

...is does not claim to cure

...s was poison by this new

...the invalid to get well

...employ an M. D., as he

...sells.

There never was a quack but would advertise to cure the incurable! J. B. Campbell was no exception. Here is an advertisement published by Campbell in his *American Health Instructor*. "Cancer Cure! Found at Last!!" This, nearly twenty years ago! Like thousands of others, it has passed into the limbo of forgotten frauds.

Question.—And you cured the rabies?
Answer.—Yes, sir. Yes, sir; had spasms.
Question.—Ever treat lockjaw?
Answer.—Yes, a number of cases. That's blood poison, too.
Question.—Never had a case die?
Answer.—Never had a case die.
Question.—From lockjaw?
Answer.—No, sir.
Question.—Is that a fact?
Answer.—That is a fact.
Question.—How many cases have you treated?
Answer.—Well, at least twenty in my life.
Question.—You are sure they were real cases of lockjaw?
Answer.—Sure. Certain cases of lockjaw.
Question.—How did they get to your house?
Answer.—Didn't get there at all.
Question.—You went to them?
Answer.—Yes; the surgeons that had them in charge sent for me, and I pulled out the poison.
Question.—And you never lost a case?
Answer.—I never lost a case; no, sir.
Question.—Do you treat cancer?
Answer.—Yes, sir.
Question.—Did you ever cure a cancer?
Answer.—Yes, sir. I pulled out the poison and the parties would get well.

Question.—Supposing the cancer were very extensive, then what?
Answer.—I don't care how extensive it is. We remove the poison and they are certain to get well. Nature does the rest.

Question.—Can you name a doctor here who has ever sent you a real cancer in an advanced stage?

Answer.—No, sir.

Question.—Is there any doctor here who knows of a case you have cured?

Answer.—I don't know whether they do or not.

[As to the reputation of the American Health College of Cincinnati, the following portions of testimony given by a Cincinnati attorney—Mr. E. P. Dustin—before the Ohio State Board at the time of its investigation will be enlightening:]

ATTORNEY DUSTIN'S TESTIMONY

Question.—You are an attorney in this city and have been for some years?

Answer.—Twenty-five years; yes, sir.

Question.—Are you acquainted with the gentleman who just left the stand—Dr. Campbell?

Answer.—I am.

Question.—Are you familiar with his institution out in Fairmount?

Answer.—Somewhat.

Question.—Just state to the court what you know about this college, will you?

Answer.—Well, I know that it has had the reputation of being a fraudulent medical concern for years.

* * *

Question.—Do you know anything further about the institution?

Answer.—Nothing, except the general reputation, it has been bad for years. It has been a fraudulent concern for years.

Question.—Do you know whether or not any of the persons claimed to have graduated from that institution have practiced medicine?

Answer.—Yes, sir. Young Campbell practiced and claimed to have the right to practice under the diploma attached to that record.

Question.—In that case did other cases develop?

Answer.—There were other witnesses; persons who had a knowledge of the fraudulency of this so-called medical institution.

Question.—Were there other instances of persons practicing medicine under those diplomas?

Answer.—I am not positive that there were, but I know personally of several who have pretended to be graduates of this college, very ordinary looking and appearing and dressed people, who have pretended to be able to practice from these diplomas.

[As has been shown the "vitapathic system" consists essentially, in standing the patient on a copper plate, making some mesmeric passes with the hands and thus "drawing the poison out." Dr. J. W. Prendergast, a reputable physician of Cincinnati, was at the time of the investigation of Campbell's quackery, requested by the State Board to visit the American Health College and report his findings. Here they are:]

DR. PRENDERGAST'S TESTIMONY

Question.—State whether you visited this school of Dr. Campbell's at the request of the board and what you found.

Answer.—On May 26, accompanied by Dr. Haerr, at the request of the State Board, I visited the "vitapathic school" at Fairmount, and was received very cordially by Dr. Campbell, who told us just what he has told you gentlemen here on the stand. I don't know

anything that I can add, other than that in the doctor's little office in one window was a pane of red glass and a pane of blue glass. I was curious to know what that was for, and the doctor explained it by saying they would vitalize the remedy they were to give the patient, or sometimes food, depending entirely on the nature of the disease: it would be placed beneath the red glass or blue glass. The doctor took us in the little lecture room and pointed out some of his charts, and showed me a copper plate he had some patient standing on, and there was a deposit on the plate that the doctor said was strychnin or calomel. I have been very much discouraged, however, since my visit there, at the school of medicine I have been practicing in. The doctor has a much more simple process of curing disease. As he says, he simply pulls it out!

Question.—Was there any other equipment for a medical college?

Answer.—No, sir.

It surely is not necessary to quote more to show the utter worthlessness and downright fraudulency of the American Health College of Cincinnati. So far as we know C. H. Carson bases his claim to the right to treat disease on the diploma that he received from this notorious parchment factory. A faker graduated by a faker; a quack instructed in quackery. Such is Carson, who for years past has deceived the sick, humbugged the suffering and capitalized the credulity of ignorance.

DE BARTHE TREATMENT

We have received a number of inquiries about a Chicago concern known as the "DeBarthe Treatment for Rheumatism." The so-called treatment is "administered" at the Chicago Hospital, which was purchased from reputable physicians some time ago by the persons who, under the name of the Neal Institute, are exploiting a "three-day liquor cure."

Of the "treatment" employed by the Neal Institute in the "cure" of the liquor habit, we have nothing to say at present. We believe that physicians are not informed as to the details of this "cure," although physicians are offered a 20 per cent. commission on all patients sent to the institute! In passing, it may be said that B. E. Neal, the "founder" of the Neal Institute, is reported to have been sued by the Gatlin Institute, another concern in the "three-day liquor cure" business. The Gatlin Institute is said to have declared that Neal, who was in its employ for about six years, used the secrets learned when in its employ and that, too, in spite of the fact that Neal is alleged to have made an oral contract not to divulge what he learned as an employee and not to employ the methods that he learned in a similar business if ever he severed his connection with the Gatlin Institute.

The president of the Neal Institute is one James E. Bruce, also president of the "DeBarthe Treatment for Rheumatism." The DeBarthe treatment is advertised by methods common to quackery. For example, in a Chicago paper a few months ago, an advertisement appeared headed in large black letters:

"Chicago Physician has Positive Cure for Rheumatism. Dr. DeBarthe's Treatment a Universal Success."

Some of the claims made for the DeBarthe Treatment are:

"A cure is within the reach of all."

"We cure all forms of rheumatism that are curable."

"An absolute cure for rheumatism in all its various forms."

"An internal Turkish bath that cures rheumatism, liver, stomach and nervous diseases."

"All forms of rheumatism are amenable to its administration."

"There is no recurrence of the trouble."

"Consists of purely vegetable and perfectly harmless medicines taken internally." [Reminds one of Lydia Pinkham.]

On the stationery of the DeBarthe concern, in addition to the president's name, two other names appear—"John Alexander Ross, Physician in Charge," and "Dr. Jos. DeBarthe, Director Medical Dep't." What the DeBarthe treatment is, we do not know. A letter from a physician, regarding this concern, says, in part:

"The agent representing the DeBarthe Co. gives the Chicago Hospital, Chicago, Ill., as their address. They seek to sell their treatment, consisting of medicine of secret formula, at \$25 a treatment to physicians or institutions and require an initial payment of \$1,000 on account."

So far as we can learn, DeBarthe is not a physician. Certainly he is not licensed in Illinois. In fact, the secretary of the Illinois State Board of Health states that he has authorized the state's attorney in Cook County to prosecute DeBarthe if at any time he is found to be practicing medicine in Illinois. We understand that DeBarthe used to live at Sheridan, Wyo., where he was a lawyer and a newspaper man. He left there some time ago and coming to Chicago he was connected with the Metropolitan Medical College, a notorious diploma mill, that was put out of business by the government. DeBarthe's name appeared in the list of the faculty of the "institution" with the letters "M.D. LL.D." after it and the titles "Professor of Medical Jurisprudence" and "Lecturer on Electrology and Electrotherapeutics." Whether DeBarthe got his M.D. degree from the school in which he was a "professor," we do not know.

In this connection, the following sidelight on DeBarthe and his methods will be of interest. In November, 1910, THE JOURNAL received a letter from a Mr. L. of M., Ohio. Mr. L.'s story was briefly as follows: For twelve years his wife had been affected with rheumatism and was unable to walk more than a few steps. DeBarthe, who had been treating patients in X—, O., heard of the case and came over to Mr. L.'s house. He told L. that he could put Mrs. L. "on her feet in one year," but he required \$250 in advance before he would take the case. Mr. L. sent DeBarthe the \$250 and received some medicine, which, he claims, DeBarthe valued at \$50. Treatment was commenced October 18, 1910, at which time Mrs. L. was in her usual state of health. She died eleven days later—October 29, 1910. When Mr. L. saw that his wife was becoming seriously ill under the treatment, he both

telegraphed and telephoned DeBarthe to come immediately. This DeBarthe refused to do and told L. over the telephone, that he was unduly alarmed, that his wife would not die and that he did not think it necessary to call in a local physician. After his wife's death, Mr. L. sent the death certificate to Chicago where it was signed by DeBarthe and returned to him.



Photographic reproduction of one of the diplomas issued by the fraudulent Metropolitan Medical College. Notice DeBarthe's signature just under that of Armstrong, who was sentenced to one year in jail and a fine of \$500 for conducting the fraud.

Such briefly is the story told by Mr. L. Investigation proved that DeBarthe was not licensed to practice in Illinois nor in Ohio. We have, therefore, the spectacle of a man living in Illinois, practicing in Ohio and signing death certificates although he has no legal right to practice in either state. In fact, so far as we know, DeBarthe has no legal right to practice in any state.

From what has been said, the medical profession will have little difficulty in assigning the DeBarthe Institute to its proper niche in the hall of fakes and humbugs.

THE EPILEPTIC INSTITUTE COMPANY AND THE
HAMILTON DISPENSARY

The Epileptic Institute Company was a pseudo-medical institution operated by one Otto Kalmus of Cincinnati. An investigation of this concern by the postoffice authorities resulted in the government issuing the fraud order against it. In the report by the assistant attorney-general for the postmaster-general it was shown that it snared its customers by advertisements and by circulars containing extravagant representations of the success of the methods employed. These circulars were addressed to persons named on mailing lists purchased from, in the words of the inspector, "other concerns that have obtained all of the money possible from such unfortunates without effecting a cure." If replies were received, often after more or less persistent sending, a stock diagnosis, varying only in the name of the patient, the alleged variety of epilepsy, and the price of the medicine, was usually sent together with a package of medicine, to be paid for on delivery. If the medicine was not at once accepted and paid for, a series of letters were sent urging its acceptance and the importance of not missing the opportunity offered to secure this valuable treatment. The patients were urged to continue the treatment for from a year to a year and a half or longer; the charge varying from about \$3 to \$9 a month, according to the patient's willingness and ability to pay. The so-called "Schönka" treatment advertised by this concern, is based on the bromids, special virtues being claimed for their combination with the drug *adonis vernalis* in the medicines used.

The inspector's report gives testimonials from authorities as to the effects of the drugs; he was unable to learn of any cures that had been effected. The testimonials published by the concern appear to have been obtained after direct or indirect solicitation from patients while under treatment. In one instance the patient was given free treatment for his testimonial, and in another the present of a silver watch was used as an inducement. The alleged "skilled specialists" employed by the concern seem to have been three men of very questionable or no standing in the profession. Other misrepresentations exposed in the inspector's report are those made as to the harmlessness of the drugs as used, their costliness, etc. The institute, as the inspector was informed, had treated about 6,000 persons before it was deprived of the use of the mails.

After the fraud order had been issued against this concern, its promoter, Otto Kalmus, at once attempted to evade the effects of the order by starting the same scheme under another name—the Hamilton Dispensary. The postoffice authorities again took up the matter and not only was a fraud order against the Epileptic Institute Company extended to cover

the mail addressed to the Hamilton Company, but criminal proceedings were instituted against Kalmus.

The following is an abstract of the report on this concern by R. P. Goodwin, assistant attorney-general to the postmaster-general. It is based on an investigation conducted by Inspector George W. Sorenson and others:

THE EPILEPTIC INSTITUTE

This business consists of a medical treatment by mail of the disease of epilepsy. One Otto Kalmus, a resident of Cincinnati, commenced the business in the spring of 1903, under the name of the Epileptic Institute, and so it continued until July, 1907, when he incorporated it under the name of the Epileptic Institute Company, he continuing as president and general manager and principal owner. As a private address for patients who, it was explained, might not care to have it known that they were corresponding with an epileptic institute, use has been made of the name of Dr. H. J. Luecke, a physician connected until recently with the institute. While not with the institute since last November, Mr. Pyle and Dr. Schoenling explained at the hearing that by agreement with Dr. Luecke his name has continued to be used, and that the institute still receives that mail addressed to him which is also directed to Box 99 in the Cincinnati postoffice.

Until lately, communication with epileptics was obtained through advertisements in newspapers, chiefly those circulating among Germans and other foreigners. One of these advertisements, taken from the Dec. 13, 1905, issue of the *Home and Farmers' Companion*, a German agricultural paper published at Milwaukee, Wis., was furnished the inspector by Mr. John Edel, father of a former patient of this concern, and when translated reads as follows:

A BOOK IN REGARD TO FITS SENT FREE

The Epileptic Institute in Cincinnati will send perfectly free of all cost to every reader who writes for it a valuable German Doctor book, containing many pictures, treating of the causes and cure of fits. It sets forth how and in what manner this terrible disease can be cured with safety, lastingly and for one's whole life, through a treatment altogether new. It is worth its weight in gold. It costs nothing and is securely packed, and will be sent gratis and post free. Order at once. Address Epileptic Institute, Box 99, Cincinnati, Ohio.

HOW PATIENTS ARE SNARED

More recently the practice has obtained of purchasing the names and addresses of epileptics from, as the inspector says, "Other concerns that have obtained all of the money

possible from such unfortunates without effecting a cure," and then mailing circulars to such persons, urging them to take treatment from the institute. Names have been so purchased, the inspector reports Mr. Kalmus and Dr. Schoeling informed him, from one Dr. Town of Fond du Lac, Wis., and from the firm The Guild Company of New York, N. Y. Mr. Kalmus identified for the inspector the circulars so sent by him to such persons soliciting the addressees to become patients of his institute. Samples of these circulars are among the papers. They are filled with extravagant and highly colored representations with reference to the unprecedented success of the institute's treatment, which it denominates the "Schönka" treatment, as a cure for epilepsy; and among other things it is represented that this treatment is original with the institute, and by its means the institute can successfully treat the heretofore-considered incurable disease, epilepsy, and in many cases effect a cure; that the treatment is something not known to medical science and is different from anything used by the profession in such cases; that the physicians of the institute are skilled and experienced specialists, and include "one of the foremost examining specialists in America," and that the case of each patient will be carefully considered, and in instances where a cure is not believed to be probable the patient will be so informed frankly, and also that the treatment is perfectly harmless.

The first circular sent to prospective patients is accompanied by a booklet entitled "Causes and Cure of Epilepsy, by Otto Kalmus, Epileptic Institute, Cincinnati, Ohio, U. S. A.," and also by a symptom blank on which the prospective patient is requested to outline his condition and return it to the institute. This symptom blank, when so returned, is the basis of the institute's diagnosis of the case. Quoting from this circular booklet and symptom blank, such statements as the following are held forth as inducements for those afflicted with epilepsy to commence treatment with this institute:

It gives us pleasure to acquaint you with the efficacy of our treatment for Epilepsy and its related afflictions. We are specialists confining our practice to the treatment of these derangements; ordinary physicians cannot cure these diseases and frankly admit it when honest with their patients.

Years of untiring research and investigation of a great number of epileptic cases have at last resulted in an eminently successful method, originated by us and known as the SCHONKA TREATMENT.

This treatment is not a general thing; it cannot be administered to all patients alike; the best results are obtained only when it is graduated to meet the special requirements of each case and directed at the predisposing cause.

No matter how hopeless the case may seem, no matter how many doctors and remedies have been tried in vain, do not hesitate to consult us. If we regard the case beyond our power we shall not hesitate to tell you so. Awaiting return of the symptom blank filled out and assuring you prompt and careful attention.

Specialists in the treatment of Epilepsy, Neurasthenia and disorders of the nervous system.

Our treatment will be directed at the cause of the derangement. It is a mild and safe, yet radically effective method of treatment, and by adapting it to the individuality of the case we can offer the strongest possible encouragement.

The Schönka Treatment.

This treatment, known as the Schönka Treatment, is not the discovery of a day. It is founded upon the study, discovery and scientific research that have come down through centuries of medical investigation and learning.

While this treatment will perform its part in assisting nature to effect a cure better than any other treatment, it must be admitted that not every case is curable. It is safe to state, however, that no other method has been more successful in the treatment of this terrible disease than the Schönka Treatment.

No epileptic, no matter how severe his trouble, should hesitate in taking the Schönka Treatment, for if his case is curable this treatment is the one he can depend on.

It is safe to say that no other method of treatment of Epilepsy has a greater number of cures to its record. There is no reason why anyone should continue to suffer from epilepsy or permit a dear friend or relative to suffer from this most annoying disease, when the means of relief are so near at hand.

Considerable of the booklet is also given up to distressing accounts of epileptic seizures in public; the obvious object being thereby to frighten the epileptic into exaggerating the consequences of his own affliction and purchasing the treatment.

The questions asked by the symptom blank are quoted below in full, to show the meagerness of the information asked for and the basis for the evidence, hereafter referred to, that it is insufficient to enable a doctor to make an accurate and scientific diagnosis of the condition of the patient:

Name of patient.		
Give full address.		
Express office.		
Age.	Weight.	Complexion.
Married.	Any children?	
Occupation.		
How long have you had epilepsy?		
Original cause?		
Have you any other disease?		
Ever masturbated?		
Any of your relatives afflicted with epilepsy?		
Have parents been subject to alcoholism?		
How often do attacks occur?		
Day or night?		
How long do they last?		
Do you lose consciousness completely?		
Do you lose control of the bladder or bowels?		
What symptoms do you notice before attacks?		
And afterwards?		
Is your memory impaired?		
Do you have headache?		
Any heart trouble?		
How is your appetite?		
Is your digestion good?		
Bowels regular or constipated?		
How many pints of urine do you pass in 24 hours		
Is it light or dark in color?		
Do you suffer from incontinence of urine?		
Sleep well?	Are you nervous?	Anemic?
Any difficulty in breathing?		
Have you ever had an operation?		
Do you use tobacco or strong drink?		
<i>For Females Only.</i>		
At what age did your menstruation appear?		
Is it regular	scanty	profuse
		painful?
Have your monthly changes any influence on the attacks?		
Any ovarian trouble?	Displacement of the uterus?	
Or other female complaint?		

Should the person to whom this first letter is sent fail to return the symptom blank, the practice is to send him or her a second circular, further urging the epileptic to return the symptom blank, and impressing on him or her the unparalleled success that the institute is having in treating this disease.

Should the epileptic still fail to reply, a further circular is of the institute to send him a third circular of much the same nature as the second. In this circular occurs this statement:

You secure without cost the opinion on your case of one of the foremost examining specialists in America.

Should the epileptic still fail to reply, a further circular is sent him of much the same nature as the preceding, in which is the following statement:

It is a common enough thing to hear of those who are called incurable among sufferers from epilepsy; in fact, if we believe what the ordinary doctor says, most epileptics, if not all, are hopeless and beyond human help. This is an error. Medical science has long been powerless, but we have progressed and modern science has found a way by which some cases of epilepsy can really be cured.

HOW PATIENTS ARE TREATED

If in consequence of any of these circulars the epileptic should return the symptom blank, it is the practice to mail him a circular, reading as follows:

My Dear ——

Your letter with description of your —— case arrived with this morning's mail.

This case appears to be serious and somewhat complicated and demands most careful attention. Before giving you a definite opinion I desire more time in order to give the case the very best personal attention possible. I shall make an accurate diagnosis and notify you whether a cure can be effected.

I greatly regret this delay but if you desire an exhaustive examination, it is absolutely necessary. You will realize that it is for your own interest and I believe I owe my success to the careful attention I give to each patient.

Remember that I am considering the case and that you will hear from me in about two days, as soon as I have thoroughly investigated every symptom of the complaint.

Faithfully yours,

THE EPILEPTIC INSTITUTE CO.,

Per Medical Director.

P. S.—If you have not received our booklet explaining CAUSES and CURE of EPILEPSY, please notify me so that I may send you a second copy free.

Two days after the above circular is mailed, the practice, as Mr. Kalmus explained to the inspector, is to mail the epileptic the following circular as a diagnosis:

My Dear ———

Since writing you a few days ago I have given your case earnest, careful and conscientious study.

I find that your spells and seizures are of Reflex Origin; you are suffering from what is called in medical language "Reflex Epilepsy," which is a deviation from the more common form of the disease and with which it is so easily confounded. Although there has been no perceptible change in your condition for some time, the chances are that unless prompt and energetic treatment is begun, the trouble will become further complicated and may result in the gradual loss of the more important functions of your brain and spinal cord.

Whatever your experience has been in the past, I believe I am justified in saying that medicines have done more harm than good, for the reason that they were intended to smother and suppress rather than help *cure* the disease.

It is a well-known fact that many brother physicians find it difficult to relieve Epilepsy when confronted with a stubborn case, and it is a constant source of astonishment to them, that I am treating some of the severest cases with great success. You see there are no less than forty-eight different types of Epilepsy; in each of these forms the attacks originate differently, consequently every type requires a modified system of treatment, which again must be varied according to the existing complications, and you will easily understand why a regular physician who in his entire professional career encounters at most not more than a dozen cases, can not possibly be qualified to treat such cases like a specialist, who comes in contact with almost every type daily.

I have studied your symptoms carefully, studying out each separately and collectively, with regard to the progress of your disease and relation of your future health and I have also compared them with those of a number of similar cases of Epilepsy to see what results have been accomplished, so that I am able to tell you whether or not I can conscientiously offer you any encouragement.

After this thorough investigation and diagnosis, I can now honestly say that your case should readily yield to my treatment, if commenced at an early date and my advice closely followed. In a case so deep seated and complicated, ordinary treatment would be of no avail; it would be useless to merely try to suppress and diminish your attacks; the special features must be considered and treatment skillfully directed at the *cause of the disease* if it can be reached.

It is therefore my intention to treat not your symptoms alone, but I shall endeavor to eradicate every trace, manifestation and effect of the disease entirely from your system, thus preventing a return of the attacks. My long experience in cases of this character has proven this the only successful way.

Because of the complicated nature of your trouble, some special remedies have been required in order to bring about quick relief, and the treatment which I have formulated for you is composed of different remedies, each having its own object to accomplish in restoring you to health. The medicines I prescribe for my patients are in my opinion, positively the best that medical science has garnered from the wisdom of ages and are perfectly harmless; they are mild, soothing and healing, contain nothing injurious and leave no unpleasant after effects. They are made with the greatest care and with strictest attention to such details as accuracy, purity and reliability. I do not use opium, Hemlock or other dangerous drugs that merely smother the symptoms and for a time ward off the attacks. That is one way of treating epilepsy, but it is not my way.

In view of the fact that in your case there exists a marked tendency for the worst and inasmuch as I presume you desire relief, I have personally prepared this treatment for you, which is absolutely accurate and perfectly adapted in every particular to the requirements of your case.

I do not desire to appear as unduly urgent in the matter, nor do I approve of sending medicine C. O. D., yet knowing what your trouble can lead to if neglected, I thought it best to put this treatment within your reach at once, and I have lost no time and

shipped this complete course of treatment to your express office, where the agent will deliver it to you on receipt of \$.... and express charges.

This may at first seem high to you, but when you stop to consider that the treatment consists of the very purest and highest grade of ingredients that can be procured in any part of the world, also the time and painstaking care which I have given to their exact preparation for your special case, then I feel confident that you will come to the conclusion that it is just as cheap as I could make it consistently with my high reputation, which I could not afford to jeopardize with a cheap grade of remedies that would not produce the desired results. I trust you will appreciate this conscientious work and the deep personal interest which moves me to do the very best that lies within my power for you and that I have in preparing this treatment taken the same care that I would were you my nearest kin.

Everything is securely packed and free from observation. Full, simple and explicit directions, regulations for your diet, mode of living, etc., are enclosed in the package. Read them carefully, pay attention to the treatment and I assure you that in a short time the unmistakable signs of a marked change for the better should become manifest. With proper care and attention, good results are generally accomplished, where the treatment is promptly taken. I shall want you to write me freely, that I may know how you are progressing and counsel you until no longer in need of medical advice.

I have tried to point out to you as clearly as possible, the wise course to take and I can urge you with good conscience to take this important step and begin your treatment as soon as you can, for should you let this opportunity go by, it might be a source of regret as long as you live. Above all things, let me appeal to that strongest of human instincts, nature's first law—self-preservation. Do your duty by yourself.

On the other hand, I want your case for treatment, knowing as I do what a splendid thing it would be for you to be rid of that demon epilepsy—how much better, livelier and brighter you would feel and how much more life would be worth living.

I do not accept any case unless I have the necessary time to devote to any one so afflicted, and for this reason there has been a little delay in fully replying to your letters, but in future your letters will be answered on the same day that I receive them.

As soon as the medicines are received, will you kindly date and return the enclosed post-card, that I may make a note of the time the treatment began, on my books?

With best wishes, I remain,

Sincerely your physician,

THE EPILEPTIC INSTITUTE Co., Inc.,

per Medical Director.

(A copy of the Booklet, "GUIDE FOR EPILEPTICS," is enclosed in package.)

P. S.—The package is shipped as coming from my Secretary, O. Kalms. No one through whose hands it may pass will know what it contains, or that it comes from a doctor. I do this to protect you from annoyance, as I find that many of my patients wish to avoid publicity.

This diagnosis letter is a stock circular printed in similitude of typewriting, and when sent out as a diagnosis to patients is the same in all instances, with the exception of the name of the prospective patient, the particular variety of epilepsy from which he is diagnosed to be suffering, and the price of the medicine. So far as the inspector could find, the practice has been to send out this stock diagnosis letter in all instances. At the hearing, however, it was elaimed, that in some instances, which it was admitted were few, a special

letter was prepared, and that sometimes cases were rejected, in which event, of course, the diagnosis letter would not be sent. When the inspector called on the institute to furnish him with the names of rejected cases, Mr. Kalmus produced the names and addresses of five persons. As to the four who resided in the United States, the inspector addressed inquiries to their postmasters. In three cases the postmasters knew nothing about the parties, and in the one case where the postmaster could locate the patient he discovered the case had not been rejected, but had in fact been accepted and medicines been sent to the patient C.O.D. and the price later reduced to induce acceptance of the package. The inspector also had a practicing physician of Cincinnati make up a fictitious case of an incurable case of hereditary epilepsy, which he then mailed to the institute. In return he received in due course the regular stock diagnosis. The institute's failure to furnish any real cases of rejected patients and its acceptance of the inspector's test of an incurable case indicate that the occasion must be quite rare when the stock diagnosis letter quoted above is not used urging the epileptic to apply to the institution for treatment and holding before him strong encouragement for a cure.

At the same time that the above diagnosis is mailed there is sent to the epileptic by express a package of medicine, with the charges to be collected on delivery.

Should the prospective patient decline to immediately accept and pay for the C.O.D. package, the institute mails him or her a regular series of letters to induce the acceptance of the package. In one letter it is said that "these remedies are not cheap compounds, but a scientific treatment skillfully prepared at a great expenditure of time and trouble from rare and costly medicines, and under my personal supervision solely for this case"; that "what you want is a cure, and my experience tells, that a system like my own, aiming at permanency of results is really the one worthy of your attention. These so much-needed medicines are now within your reach and it rests entirely with you to decide. If you wait it may be forever too late; but if you do your part promptly, I do not hesitate to predict a grand success"; that "you know the sad consequences of delay and I honestly believe there is no such thing as fail in this case." In another of this series of letters the epileptic is told that the institute's previous experience in curing just such cases convinces it that its treatment faithfully used will prove for him, as it has for so many others, "a genuine success." Reduction of the price of the C.O.D. charge is also resorted to to induce the acceptance and commencement of the treatment. Likewise, after the treatment has once been commenced the institute has a regular series of letters to mail the patient to induce him to continue

with the treatment. One of the statements made in this series of letters is:

"I am entirely satisfied that the treatment which I have shipped will prove its worth and merit, and just now is the very best opportunity to take it, for if there is no further complication, a cure should certainly be effected within a reasonable length of time."

The time that this institute urges its patients to continue with the treatment is from a year to a year and a half, and longer, varying, of course, in different cases. Its charge for medicine ranges from about \$3 to \$9 a month, the variance depending, it seems, on the amount which the patient can be induced to pay.

WHAT THE SCHÖNKA TREATMENT IS

The medical treatment, so glowingly advertised by this institute as a "cure" for epilepsy, is based on the bromids. It is what is generally known as the bromid treatment except—and this is where the institute rests its claims for unusual and peculiar efficacy—that the drug *adonis vernalis* is used in conjunction with the bromids. In connection with the medical treatment, the usual and ordinary rules regarding diet, hygiene, etc., are also given.

Dr. Kebler informs me that what is in general known as the bromid treatment is in common use by the profession in treating epilepsy; that its physiologic action has been quite well defined; that it is not a "cure" for the disease, but acts simply as a sedative, and in this way tends to suppress the attacks; that medical science to-day has no drug treatment that will cure this disease; that this disease is among the most difficult and intractable of all diseases to treat, and that small per cent. of the more favorable cases only have been successfully treated, and that the success in these instances has been due most probably to the condition of the patient himself rather than to the medication.

[The report then goes on to quote from the text-book or other writings of a number of recognized medical authorities, statements showing the evil results that may follow the long-continued use of the bromids. For instance, H. A. Hare ("Text-Book of Practical Therapeutics," 8th ed., Phila., 1900, p. 110) says:

In other cases evidence of mental aberration develops, the patient becoming irritable, morose and even homicidal. Sometimes, however, we find melancholia and hallucinations, and, rarely, exalted ideas. In still others a dangerous suffocative bronchitis develops, the patient may become profoundly cachectic, or the condition may resemble typhoid fever.

Testimony to the same effect is quoted from the works of Drs. Roberts, Bartholow, S. O. L. Potter, Sir T. L. Brunton, H. C. Wood, Sr. and Jr., Edward N. Clarke, G. F. Butler, J. B. Yeo and R. W. Wilcox. Dr. W. T. Spratling, an authority on epilepsy and for many years superintendent of the Craig Colony for Epileptics, at Sonyea, N. Y., a state institution of

recognized merit, is also quoted at great length. From his remarks the following are selected:

The colony has ascertained through the analysis of nearly thirty of the more widely advertised patent nostrums for the "sure cure" of epilepsy that the bromid is the base of them all.

Many of these quack remedies so glowingly set forth in the public prints, possess the power of suppressing the attack for a time, but it is suppression only, not cure, and the patients are always worse afterward.

If pushed too far, death may intervene from acute bromid poisoning. This happened in the case of a boy of 12 years, whom I knew, whose parents gave him too frequent doses of a patent nostrum, the essential ingredient of which, as with the bulk of patent epileptic cures, was bromid of potassium.

It is a frequent experience to see patients brutalized by bromid, go months without fits, but with a loss of mental and physical activity.

The report further publishes the replies to a series of questions, made by several of the more prominent practicing physicians in response to a request by Dr. Kebler at the instigation of the assistant attorney-general. On all points the replies are practically unanimous, and are to the effect that symptom blanks sent through the mail can alone not afford data for a reliable diagnosis of epilepsy; that the indiscriminate use of bromids is dangerous; that the bromid treatment is not a cure, but only a palliative, for epilepsy; that the respondents have no personal experience of a single case in which a cure of epilepsy could be attributed to the use of the bromids alone; that *adonis vernalis* can be beneficial at best in selected cases of certain types only; that its use is liable to be attended with danger; and that they know of no instance in which a cure of epilepsy could be attributed to its use.]

ADONIS VERNALIS: HOW IT CAME TO BE USED

As regards the drug, *adonis vernalis*, which the institute claims is what gives its treatment the peculiar and unusual merit that is claimed for it, and makes it a "cure" where science has been unable to discover any curative medication for this disease, in addition to the statements of the physicians quoted above, Dr. Kebler advises me that this drug has been known to and used by the medical profession for some years as a heart stimulant; and was for a while experimented with somewhat in connection with bromids for the treatment of epilepsy, but was found to be without value, except possibly in a few cases where there is an affliction of the heart which might be contributory to the case. He states, however, that such cases could only be recognized by careful personal examination. Dr. Schoenling told me that the use of this drug was suggested by Mr. Kalmus when it was proposed to undertake this scheme: that he advised Mr. Kalmus that he did not believe it was of value; but that Mr. Kalmus insisted, and they therefore experimented with it and found it to be of value, and so made it a part of the treatment. He did not tell me what experiments were made or on whom, nor was anything given me on this point except Dr. Schoen-

ling's general statement. Mr. Kalmus is not a physician, nor has he a medical education; and Dr. Schoenling could not advise me how it was that Mr. Kalmus got the idea of using this drug in connection. I am unable to understand how it was that this drug was made a part of this treatment, except that it was to provide a point for argument in the event, which may have been foreseen, that the unusual claims of the institute for the new and wonderful cure for epilepsy, when in fact the bromids were to be the base of the treatment, should be challenged.

INADEQUACY OF THE SYMPTOM BLANK

The blank used by the institute to secure the patient's symptoms for diagnosing his condition and preparing his treatment has been set forth above. In addition to the statements of the physicians quoted above, Dr. Kebler advises me that he does not consider it practicable by such a means and such information for a physician to make an accurate and scientific diagnosis; and Dr. Schoenling also was forced to admit that such was not practicable in all cases, although he claimed that such instances would be few. The meagerness of this blank, as a basis for an accurate and scientific diagnosis, is quite marked when it is compared with that used by the Craig Colony above referred to in considering applications for admission to that colony (see "Bulletin" of April 1, 1906). As the institute's treatment is supposed to be predicated on the information so obtained, if it is insufficient for a proper conception of the patient's condition, the good faith with which such cases are undertaken to be "cured" must certainly be questionable.

With the papers in this case is correspondence had by the inspector with a number of persons who were patients of this institute. The inspector says he procured their names and addresses in 1905, and that after allowing the 12 to 18 months to elapse in which the company claims its treatment will effect a cure, he inquired of them the results of the treatment. Not one of the answers received says that a cure was effected. A number state they obtained while taking the treatment more or less relief in the suppression of the attacks or the reduction of their severity or frequency. In some instances the patient became so bad from the effects of the bromid that the treatment had to be discontinued and the patient confined in a state institution. The suppression of attacks or the reduction of their severity or frequency, which this correspondence indicates is a result of this treatment, is, I am informed by Dr. Kebler, the ordinary effect of bromids. This result, however, does not mean that the patient has been cured of the disease.

HOW TESTIMONIALS ARE OBTAINED AND THEIR VALUE

As part of the advertising literature of the institute to secure patients, use has been made of what seemed to be reprints of letters written by patients to the institute speaking favorably of the results obtained in the cases of the writers. The inspector wrote to the postmasters of all of the persons whose testimonials were so used. The correspondence, which is among the papers in the case, disclose that practically all the testimonials, some twenty in number, were directly or indirectly solicited, probably while the patient was still taking the treatment and was under the favorable influence of the bromids. In one instance the patient was given free treatment for his testimonial, and in another instance a present of a silver watch was used as an inducement for the giving of the testimonial. The correspondence developed that the persons giving these testimonials had not been permanently cured of epilepsy, though in most instances the attacks were suppressed or their frequency or severity reduced while taking the treatment by the effect of the bromids. The postmasters also indicate in several instances that it is not certain whether the patient was actually afflicted with epilepsy or was suffering merely from hysteria. This institute, it would seem, although knowing that these testimonials were the product merely of the ordinary effect of the bromids, nevertheless circulated them for the purpose of misleading and deceiving the class of persons from whom it solicited business into believing them actual cases of cures effected by some new and wonderful treatment. As heretofore stated, this institute appeals for business principally among foreigners, and the letters of patients that have been submitted on the hearing indicate that as a rule the writers are persons of small education and experience and are of a class that probably could be easily deceived.

WHO AND WHAT THE "SKILLED SPECIALISTS" ARE

One of the strong reasons urged for taking treatment by this institute on those persons whom it solicits to become its patients, is the representation that its patients have the benefit and advantage of having their cases handled by trained and skilled specialists, including one of the foremost examining specialists in America. As I am advised, there have been connected with this institute, since it commenced business in the spring of 1903, three physicians, namely, Dr. E. H. Schoenling, Dr. H. J. Leuke and Dr. A. L. Guertin. Dr. Schoenling stated at the hearing that for about the first six months, being half owner for the first three months, he attended to the medical end of the business for Mr. Kalmus, examining the symptom blank and diagnosing the case, prescribing the treatment and compounding it as well; that

after he then left, Dr. Leucke did this work until December, 1907; and that since then he has again done the diagnosing and prescribing and Dr. Guertin has done the compounding. Dr. Schoenling graduated in 1900, when about 22 years of age, has made no special study of epilepsy, except in connection with this mail-order business, is not a member of any medical society, is not regarded in the profession as a specialist, and has most of the time since his graduation worked for \$25 a week for a Dr. Charles Shafer of Cincinnati, who advertises in the public prints soliciting kidney and urinary and sexual cases. The salary paid him for his work at the institute, he says, has been less than \$100 a month; and stated that he spent but a few hours each day at the institute and regarded it as a sort of a side line to his regular work with Dr. Shafer. Dr. Leucke graduated in 1901, went to this institute in 1903, has had no special preparation in epilepsy, does not consider himself a specialist, and was paid by the institute, the inspector says, only \$15 a month. He is not a member of any medical society, his professional standing is doubtful, his regular practice is sexual and urinary diseases, and in December last his advertisements were excluded from the Cincinnati papers on the ground that they related to the sale of abortifacients and the performing of criminal operation in violation of the statutes of the United States. Dr. Guertin receives \$35 a month for his services from the institute, works there but a few hours each day, is not a member of any medical society, his standing in the profession is questionable, he has little or no practice in Cincinnati, and was investigated by this department in 1905 for giving to a concern against which was pending a charge of fraud under these statutes, and against which a fraud order was later issued, a testimonial as to its medicine, which he later admitted to the department was done for a valuable consideration, and without reading the statement which he was paid to sign, and which he repudiated as untrue. He admits he is not a specialist. These are the self-styled specialists and "foremost examining specialists of America" of this institute. No comment is needed on these facts to show the utter falsity and fraudulency of the representations in question.

A "FRANK" OPINION

Another representation used to secure patients is that in those instances where a cure is not believed to be probable, the party will be so informed frankly. The evidence heretofore referred to as regards the inability of the institute to sustain its claims as to the rejection of incurable cases, and the test case of the inspector in which the institute solicited with its regular stock diagnosis circular, holding forth strong encouragement for a complete cure, what Dr. Lewis of Cincinnati referred to above, and Dr. Kebler states, represents

an incurable case of hereditary epilepsy, prove, it seems to me, that this promise is not made in good faith or with the intention of observing it.

On the hearing it was ingeniously urged for the institute, in excuse of this course of action, that it could not be told with certainty in advance of treatment what would be the result in any specific case. The natural question, then, is, Why is such a promise made? And the argument also obviously involves an impeachment by the institute itself of the good faith of the assurances of an almost certain "cure" with which it induces patients to undertake the treatment.

DANGEROUS MEDICINES

Another of the representations is that the medicines used are "perfectly harmless" and "contain nothing injurious and leave no unpleasant after-effects." The dangerous nature of the medicines that are used has been previously shown; and it is to be remembered that this danger is increased by the fact that the treatment is administered without the personal examination or supervision of a physician. The jeopardy to the health, and even reason and life themselves, of the patients that is involved in the methods used by this institute renders this business, it seems to me, one of the more pernicious and reprehensible of the schemes to make money by fraud which infests the mails and against which the statutes here in question are directed.

Another representation is that the medicines used are costly and rare. Dr. Kebler advises me that none of the drugs which the institute states it uses can be said to be costly or rare.

Another statement is that the treatment is "directed at the predisposing cause," that "it would be useless to merely try to suppress and diminish the attacks; the special features must be considered and treatment skillfully directed at the cause of the disease," etc. In fact, as shown by the treatment actually administered, the very thing is done that it is claimed will not be done, and the thing which it is claimed will be done is not done.

The institute has submitted on this hearing as proof that it uses a treatment that is effective and of benefit to its patients, a considerable number of letters and affidavits of persons who state they took treatment from this institute and were benefited to a greater or less extent by the suppression of the attacks or the reduction of their frequency or severity, and a few even think they have been cured. In some instances it is stated that the patients realize that a cure is uncertain, but that they are satisfied with what results they are experiencing and are willing to continue longer with the treatment. These statements are to be taken in connection

with all the other circumstances of the case, especially the facts as to the treatment which is administered, the mode in which it is done, and the qualifications and experience of the physicians handling the cases. When it is known what is the medication that has been given these people, namely, the bromid treatment, the physiologic effect of which is well known to medical science, the significance of these statements is easily appreciated. Nothing is disclosed except the well-known effects of the bromids, namely, that as a sedative they tend to suppress the attacks. One fact to be borne in mind concerning these statements is that they were prepared by the institute and its attorney to meet the charges here presented, and then sent to the patients to subscribe to what was written if they would; also that the statements seem to be principally from patients who commenced more or less recently taking the treatment and were still taking it.

The institute has treated in all, I am informed, about 6,000 persons. The probability is that it has carefully scanned its records and with the 100 or so cases which it has submitted to me to consider has put forward its better foot. The institute has given these people certain drugs with certain known qualities, and it would be strange indeed if some of them did not experience the ordinary effect of such treatment and feel satisfied therewith. But it must be remembered that each of these persons whose statements are presented, as well as the other patients of the institute the results of the treatment in whose cases are not disclosed, were all solicited and urged to pay their money and take this treatment with strong encouragement for a complete and permanent cure, and with the assurance that they would be treated with a new treatment originated by this institute and unknown to the medical profession generally, and which had the power to work cures in cases where the profession was helpless, and with the further assurance that they would not be drugged "merely to smother symptoms and for a time ward off the attacks—that is one way of treating epilepsy, but it is not my way"; also that their cases would not be accepted unless it was felt they would be cured; also, that the physicians of the institute were specialists and included the foremost examining specialists of America; also, that the treatment was entirely harmless, as well as many other statements to which attention has been called. In fact, the institute had no warrant for its strong encouragement to the prospective patient, to expect a complete and permanent cure, and could not have offered such hopes in good faith; it did not have any new treatment, but simply proposed to use a treatment based on the bromids, which are not a "cure" for the disease: it was intended simply to smother the symptoms, and was not intended to use some other way so fondly distinguished from the "smothering" process; it was not pro-

posed to frankly so advise those persons who it was not believed could be cured, but it was intended to urge the treatment on practically every one without discrimination; and the physicians of the institute were not specialists as pretended, nor did the staff of the institute include the foremost examining specialists of America; but, in truth, the physicians of the institute were young graduates and men without standing in their profession and following questionable lines of practice, and were men employed at what would seem to be about as small salaries as any at which the required service could be obtained; and the treatment intended to be administered was not entirely harmless, but was of a nature that might wreck the health and even reason and life themselves of the patient. Therefore, while in what may be said to be a comparatively few instances, as the institute has not disclosed its records in the great number of its cases, patients have experienced from the treatment what is the ordinary effect of the bromids and may feel satisfied with so much, yet I feel it is not true that the other and the greater share of the patrons of the institute have not been deliberately deluded with false hopes and representations, and defrauded of their money which they probably would not have paid if aware of the facts, in addition to having their health, reason and life endangered. The answer to the claim that certain of the patrons are satisfied with what benefit they do get from the treatment, is that in that event were the business conducted with an honest purpose there should be no occasion for promising anything more. The satisfaction of the few is not justification for the defrauding of the many. Furthermore, this scarcely is the case in which the patients are sufficiently familiar with the facts to be able to determine whether they should be satisfied or not, and this is especially so of the patient who has commenced the treatment but comparatively recently, and particularly among the class of people among whom it appears the most of the business of the institute is solicited.

CRIMINAL PROSECUTION INSTITUTED

After the fraud order had been issued against this concern, its promoter, Otto Kahmus, at once attempted to evade the effects of the order by starting the same scheme under another name—the Hamilton Dispensary. That his operations under the new title were extensive is evident from the fact that we received letters and “diagnosis blanks” sent out by this rechristened fraud from even as far away as the Philippine Islands.

The postoffice authorities again took up the matter and not only was a fraud order against the Epileptic Institute Company extended to cover the mail addressed to the Hamilton Company, but criminal proceedings were instituted against

Kalmus. We learn from S. T. McPherson of Cincinnati, United States district attorney, that Kalmus was convicted October 22 of using the mails in furtherance of a scheme to defraud. A motion for a new trial was made, which the court has under advisement. Meantime the defendant is out on \$1,500 bail.

It is earnestly to be desired that the outcome of the case will be such that Mr. Kalmus, after enjoying a well-deserved rest at the expense of the United States, will go into a more honorable business than that of preying on epileptics.—(*Modified from The Journal A. M. A., Nov. 28, 1908.*)

THE "WISCONSIN MEDICAL INSTITUTE" AND "THE MASTER SPECIALIST"

This case is really the history of a fight of the Wisconsin State Board of Medical Examiners against the notorious Reinhardt brothers, who for a number of years have carried on business in Milwaukee under the name of the "Wisconsin Medical Institute" and "The Master Specialist." The account is furnished by A. C. Umbreit, attorney for the board. The three brothers Reinhardt, with various members of their families, etc., conducted, also, other similar concerns, the "Heidelberg Institute," at St. Paul, Minn., the "Vienna Medical Institute," Chicago, and the "Copenhagen Institute" at Davenport, Iowa. Their methods were those of advertising quacks, roping in their victims by decoy letters, giving out terrifying diagnoses of sexual diseases, taking iron-clad judgment notes, when the victims' ready-money payments failed, etc. Their profits were enormous, netting several thousand dollars a month, and they dipped also into politics, employing attorneys and an active legislative and advertising agent in Chicago, who worked the legislature and the country press and who had to be included with them in the prosecution started by the state board. The board has finally succeeded in driving them out of Wisconsin, but there is nothing to prevent this delectable family group from carrying on their frauds in other states where the laws may be less rigid or the authorities less active. It is to be hoped that other state boards will be alive to the situation and prevent them repeating or continuing their depredations elsewhere.

The history of the case is most interesting and the summary which follows is taken from the report to the governor of Wisconsin, by Mr. A. C. Umbreit, attorney for the Wisconsin State Board of Medical Examiners.

THE WISCONSIN MEDICAL INSTITUTE

The Reinhardts are brothers, two of them twins. The two twin brothers claim to have studied medicine and to have received diplomas from medical colleges. The third brother, F. A. H. Reinhardt, never studied medicine, but is a blacksmith

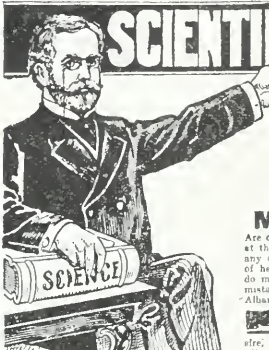
by trade and claims to be an expert electrical mechanic. The home of these Reinhardts and their relatives is now at St. Paul, Minn. So far as is known, Minnesota is their native state. These Reinhardts and their relatives have been conducting medical institutes in Milwaukee under one name or another for the past seven years and have made tens of thousands of dollars out of their fraudulent business.

Willis F. and Wallace A. Reinhardt are twin brothers. F. A. H. Reinhardt is an older brother. Mary Reinhardt is their mother. Della Hageman is their sister. William Hageman and J. M. Ruffner are their brothers-in-law, and M. C. Wolf was a former employé of theirs. In 1902 The Wisconsin Medical Institute was incorporated by Willis F. Reinhardt, Della R. Hageman and Mary Reinhardt. In 1904 The Master Specialist was incorporated by William Hageman, J. M. Ruffner and M. C. Wolf. These two alleged corporations conducted by them advertised under their corporate name and held themselves out as specialists in so-called private and secret diseases peculiar to men. The president of both corporations was L. J. Reinhardt, the wife of Wallace A. Reinhardt. The secretary of one corporation was Wallace A. Reinhardt, and of the other F. A. H. Reinhardt. The manager of the local office of both corporations was Willis F. Reinhardt. Although these two concerns were incorporated for the apparent purpose of conducting a medical institute, yet all its business, as far as business matters thereof was concerned, was conducted in the name of F. A. H. Reinhardt. Thus the lease of the premises occupied by them ran in his name, the bank deposits were made in his name, all the checks were signed in his name, and all judgment notes were made payable to him.

These same people conducted three other alleged medical institutes, one at St. Paul, known as the Heidelberg Institute; another one at Chicago, known as the Vienna Medical Institute, and the third one at Davenport, Iowa, known as the Copenhagen Institute. All these three other alleged medical institutes were conducted in the same way as the one at Milwaukee, namely, all formal business matters were conducted in the name of F. A. H. Reinhardt.

Advertising most extensively in the local and state newspapers under the names of these two corporations, and professing to be specialists in the particular diseases referred to, these Reinhardts have reaped a rich harvest by the way of returns from the fraudulent business during the past six years. Previous to coming to Milwaukee, the twin brothers Reinhardt conducted a fraudulent medical institute at Minneapolis, and when their fraud became so notorious that the grand jury began investigating their methods, an alleged sale of their institute to F. A. H. Reinhardt was made, and the twins disappeared, ostensibly going to Europe, but in fact making such trip to Europe via San Francisco, Hawaii and Australia.

By reason of their fraudulent acts just referred to, the license to practice medicine of Wallace A. Reinhardt was revoked by the State Board of Medical Examiners of Minnesota July 12, 1900. Willis F. Reinhardt never had a license in Minnesota, nor has had one in Wisconsin, and, so far as is known, the only state that has given him a license to practice is Illinois,



SCIENTIFIC TREATMENT

FOR DISEASED MEN

I MAKE NO CHARGE FOR PRIVATE COUNSEL, CALL!

Our first thought is to ascertain the real cause of your ailment; our second thought is to ascertain if a cure is possible; our third thought to produce speedy and lasting results. Our next thought is the quickest method by which this can be done and then to figure the lowest price for you.

MEN IN THE COUNTRY

Are coming to Milwaukee to be cured by the great Men's Specialists at the Wisconsin Medical Institute. All sensible men afflicted with any disease, weakness, varicocele, or rupture, realize the necessity of having a specialist cure them. Many times a poor doctor will do more injury than good. Be careful, be sensible—don't make a mistake—go to the Wisconsin Medical Institute, Milwaukee, in the Alhambra Bldg., corner 4th Street and Grand Avenue.

One Week Free If you call now we will give you one week free trial treatment, if you desire, to prove that we can cure you. Did you ever receive a fairer offer?

VARICOSE OR KNOTTY VEINS

We Cure Without Cutting. Come for One Visit.

WHAT IT DOES TO MEN So much has been said about Varicoceles in medical advertisements that every man ought to know if he has it or not. It is a well known fact, however, that we cure more men every day that are complaining of weakness and have been as negligent as to not even examine themselves and discover their trouble until it has run them down and weakened them mentally and physically.

WHAT IT IS "Varicocele" is a prevalent disease of man, is a dilation or enlargement of the veins which from various causes become knotted and knobby, frequently a bundle of earthworms when taken in the hand. It usually occurs on the left side and produces disagreeable sensations in the groin and back. It often impairs the general health and often causes much worry and you may grow drop-sick.

DO NOT WAIT No sensible man should wait. He should realize that the longer he delays the more the pain "suffered" will become severe. Don't let life and finger tip lead to the jaws of death, when we have a good cure for your varicocele and weakness and can make you a happy, healthy man with mental and physical power restored. Come for one visit. We cordially invite consultation. We cure after others fail.

Chronic Diseases

And skin diseases, eczema, discharges, ulcers, painful swellings, piles, constipation, itching heart, kidneys, liver, stomach, catarrh, rheumatism, etc. Consultation free, at office or by letter.

WRITE

Many cases can be treated at home. One personal visit is necessary, but if it is impossible or inconvenient for you to call, write to us. We make no charge for private consultation by letter or at office. Our price for treatment is always the lowest in the city, and our vast experience enables us to cure quicker than other doctors. Every train brings people to the city to get cured by us.

"Our Wonderful Electro-Medical Treatment is Saving Thousands and Will Save You."

BLOOD DISEASES

Ulcers in mouth, sore gums, falling hair, eczema, copper-colored spots, eruptions, boils. Our treatment is better than Hot Springs. Call and investigate, free.

Marriage Laws

Some states have suggested making laws to require men to be examined before given a marriage license. Many men are afflicted with disease and determined "kiss-of-death" knowing it, others know they are not right. Regardless of any law, every man should, for his own benefit, be as nearly perfect, physically, as possible before entering marriage. We invite men contemplating marriage to consult us free. We will tell you, for free. If you have any ailment, call at once in time to get cured before marriage.

RUPTURE

We can cure almost any case without cutting operation. You need not lay off from work. Many cases are cured in our visit so they never need to wear a truss again. Call and let us explain. Consultation Free.

Bladder Trouble and Urinary Obstruction

Many men suffer much from urinary obstruction. Irritating the bladder is a serious and painful thing. It is a great dread. The trouble is due to closure on the urethral canal, and often, by the water being held back, inflammation sets in and then, matter and blood come with the discharge.

YOUNG MAN

If by your own acts through intemperance, you have violated a single law of nature, against body or mind, by omission or commission especially by any habit, then there is no escaping the punishment made and provided for every transgression, which is Sickness, Decay or Death. The immutable laws of nature, governing and regulating the universe, are so nicely adjusted, both in the human and vegetable kingdoms, that for each violation of any law there is a fixed penalty of Sickness, Decay or Death. This is as certain as night follows day. And you, young man may pay the penalty right here on this earth, in this life, sooner or later. Take advantage and go to The Wisconsin Medical Institute at Milwaukee and let us show you.

Middle-Aged Men

The symptoms of health you have record. Life is a sober reality. You see, feel and understand differently now, you know more. Looking back over your life you can point out the mistakes you have made. For some of the violations of nature's laws in your youth you have to doubt paid the penalty, for punishment in these transgressions is swift. But written upon nature's calendar there are milder and graver charges for which you are now probably suffering. Nature will make no compromise in your case; you must suffer the penalty of punishment or Death in this life and not in the life hereafter. Now is the time to act. Be a man and ask for help. Go to the Wisconsin Medical Institute. They will lend you a helping hand and make you well and happy.

WISCONSIN MEDICAL INSTITUTE

Alhambra Theater Building, Milwaukee, Wis.

Permanently located—Room 203, Second floor Alhambra Theater Building, northeast corner Fourth street and Grand avenue. Office hours: Every day from 9 a. m. to 5 p. m.; Sundays, 9 a. m. to 1 p. m. This is the largest and richest institute in the state, therefore we can cure you the cheapest.

Photographic reproduction (reduced) of a typical "Wisconsin Medical Institute" advertisement. It will be seen in the latter part of this article how the Reinhardts, through their advertising campaign, enlisted the help of the newspapers in the protection of quackery.

and that fact is in doubt. After their rather unpleasant experience in Minneapolis, these twin brothers came to Milwaukee and conducted a so-called medical institute in their own names and later in the names of the Leipsic Doctors and the German-American Doctors, but finally formed the corporations already described.

THEIR METHODS TO ENTICE AND FLEECE THE UNWARY

In conducting their alleged medical institute in Milwaukee the Reinhardtts generally employed physicians just out of college and anxious to get any kind of practice, or those who had made a failure of life as well as of their practice and were willing to do any kind of work for the sake of eking out a precarious existence. A brief description of the way they conducted their fraudulent business will at once show the enormity of the frauds committed by these Reinhardtts and the extent of their imposition on the people of the State of Wisconsin.

By far the largest number of their customers came from places outside of Milwaukee, and the victim generally began his experience of being fleeced by these men by sending a letter of inquiry to the institute by reason of having been attracted by the flaming advertisements. In response to this letter of inquiry there was sent a decoy letter written by the stenographer employed at the institute, urging the expected victim to call because a personal examination was necessary. Herewith are given verbatim copies of actual letters received at the institute:

Wisconsin Medical Institute:

Gentlemen:—I wish to consult you in regard to my case. Will describe the best I can. Have a pain in back of head and in temples, have heart trouble, pain in small of back, and lower part of abdomen, and an itching, a fulness of bowels. Am nervous, and 73 years old. Good appetite. What is the trouble, what can you do for me, what will be the expense? Can you guarantee anything? If so, if I can stand the fees, should like to come and see you.

Respectfully yours,

Another form of letter which was frequently received is herewith reproduced:

The Master Specialist,

Milwaukee, Wis.:

Dear Sir:—To-day as I was looking over some old books I found one called Private Medical Adviser, by the Master Specialist. As I could find no date in the book, haven't any idea whether you are in business yet or not, but decided to write and find out, as I am sick. The home Dr. calls the trouble Typhoid Malaria. Have felt it coming on several years, was down last summer with it six weeks, took down 1906. 1 Aug. down three months, have been up sometime, am unable to work, am constipated. Liver and Spleen bothers me, take a sick spell every few days. I have good reasons to believe it is not caused all together from malaria. Please send me charges for home treatment, etc.

Yours truly,

In response to letters like these the decoy letter was sent, of which we herewith reproduce an exact copy:

WISCONSIN MEDICAL INSTITUTE

MILWAUKEE, Wis., Jan. 8, 1907.

Mr. Blank, Spring Lake, Wis.

Dear Sir: Your favor received, and we have carefully read all you say. You will have to come to our offices for a careful personal examination. We will examine you carefully, free, and advise you what can be done for you in order to obtain a cure. Try to come at once and be carefully examined and, if you are satisfied, you can take the treatment and go back home cured.

Yours very truly,

WISCONSIN MEDICAL INSTITUTE.

Usually in response to such suggestion the victim was induced to call at their institute and at the door was asked to give his name and address, which was then apparently sent in to the doctor who was always busy; but the reason this suggestion was made was to give the alleged doctor time to investigate the standing and financial ability of the person whose name had just been sent in. Then the person was led into the office of the alleged doctor, who generally was Willis F. Reinhardt and who had absolutely no right to practice medicine in Wisconsin and whose claim of having graduated from any medical college whatever is most seriously disputed by the people who know him best. The person thus calling was thoroughly examined by Reinhardt as to his residence, business or vocation, income and financial ability to pay, and was finally asked what he thought was the matter with him. No matter what ailment the victim thought he had or was suffering from, and no matter whether he was suffering from no ailment whatever, the disease or alleged disease was diagnosed by this man Reinhardt as due to some private or sexual ailment.

Then one of the doctors employed by these people was called in and told that this man was suffering from varicocele, and this employé of theirs then made another diagnosis of the case and, of course, found the cause to be the same as that named by his employer. The witness was then scared into the belief that his affliction was most serious and that immediate treatment was absolutely necessary, and various other means and devices were employed to place the alleged patient in such a frame of mind that he was willing to do almost anything for the sake of being cured. If the alleged patient demanded a guarantee, these men did not stop at that, but would give a written guarantee to cure the most incurable disease known to the medical profession. Then the victim was told that the treatment would be all the way from \$50 to \$500, depending on what the Reinhardts had

concluded they could extort from the victim now entirely within their power. If the alleged patient had any money with him it was taken away from him at once. If he did not have sufficient funds in his possession, all that could be secured from him was taken and he was induced to sign a judgment note for the balance. Then began the "stringing" of this alleged patient, and after they had sent him such medicine as they thought sufficient to keep him on their list of patients, and the patient became dissatisfied because of having received no benefit from their treatment, he was induced to come in again for another examination, and if he was foolish and credulous enough to be imposed on he was told that another disease had been discovered and that treatment for that disease was necessary and that an additional sum of money would have to be paid to cure their ailment. In this way they secured large sums of money from a great number of persons and induced some of them to take treatment from them for one alleged disease or another for years, and when finally the victim could not be fleeced any more he was told that he was cured, even though he was not, and if he came again the door was closed on him and he was told to remain away. If the victim insisted on a settlement and a return of the money for which no services had been rendered and was shrewd enough to get an attorney to enforce his claim, in some few cases, where suits were threatened and exposure in open court stared them in the face, settlements were made and part of the money extorted was returned.

EXACT A JUDGMENT NOTE

The judgment note hereinbefore referred to was of the most steel-bound and rock-ribbed kind. Its wording is reproduced below. Many thousands of victims signed these notes:

I hereby agree to begin a course of treatment for my case and promise to follow directions carefully and continue treatment faithfully for the full course prescribed, and will report at the office as often as the Doctor may deem necessary.

For value received, I promise to pay19—
 or order Dollars from date, to be paid as follows:

\$.....190	\$.....190	\$.....190
\$.....190	\$.....190	\$.....190
\$.....190	\$.....190	\$.....190

In case this note or any installment is not paid at maturity, I hereby agree to pay ten dollars as liquidated damages to cover charge of collecting same. To secure the payment of said amount I hereby authorize irrevocably any attorney of any court of record to appear for me in such court, in term time or vacation, or any time hereafter, and confess a judgment without process in favor of the holders of this note for such amount as may appear unpaid thereon, together with costs and twenty-five dollars attorney's fees, and to waive and release all errors which may intervene in such proceedings, and consent to immediate execution on such judgment, hereby ratifying and confirming all that my said attorney may do by virtue thereof, and if

default be made in any of the foregoing installments it shall be lawful for the holder of this note to declare the whole sum above specified to be due and payable.

Signed.....
Address.....

If the victim was not satisfied with mere verbal promises of cures the Reinhardts did not hesitate to give a written guarantee. Herewith is reproduced such guarantee actually written by one of the Reinhardts.

It is hereby agreed between the Wisconsin Medical Institute and John Blank: The Wisconsin Medical Institute guarantees to cure permanently for life Mr. John Blank of varicocele, sexual weakness, lost manhood, and ailments resulting from self-abuse for \$150.00. The Wisconsin Medical Institute agrees to furnish all medicines until a complete cure is effected, and Mr. John Blank agrees to use same faithfully according to directions.

WISCONSIN MEDICAL INSTITUTE.

This is but an outline of the methods employed generally by these people who reaped large returns through frauds, extortions and false pretenses.

CONCRETE EXAMPLES OF FRAUD SUCCESSFULLY PRACTICED

In January, 1906, a coachman called at their offices and complained of having rheumatism. Willis F. Reinhardt examined him and told him that his ailment was hydrocele, and, although the alleged patient told him that he never had that disease yet he was induced to believe that he had and was also induced on the same date to pay Reinhardt \$310.00 under the guarantee of a cure. He was induced to continue this treatment for five months, calling at the office of the institute frequently, but received no benefit whatever. When this man insisted on being cured or that his money be returned, the door was shut in his face and he was told to remain away from the office. He still had his rheumatic pains. This man went to an attorney, presented his claim, and the attorney compelled these Reinhardts to return \$200.00 of this man's money.

Another man from the interior of the state was induced by the advertisements of these people to come to Milwaukee and visit their offices for the purpose of an examination. He had been suffering from heart disease and he was told by the man who conducted the alleged examination that his heart trouble was due to sexual weakness, and that his disease would be cured by them for the sum of \$250.00. But he was told it was necessary also to wear an electric belt, and in addition to this \$250.00 he was induced to pay \$10.00 for this appliance; after taking treatments for some time and having received no benefit, he was induced again to call at their office and was then told that his disease was due to organic stricture, although he had never been subject to that disease, and was induced to pay another sum of \$265.00 for treatments to cure this imaginary disease: still receiving no benefit from their treatment, he was again induced to call at their office

and then was told it was necessary for him to take treatment for the spine and also to purchase a brace, for which he paid the sum of \$35.00, and finally when he insisted that something be done to relieve him from this ailment he was told that it was necessary to pay them \$100.00 before he could be cured; he told them he had paid them sufficient money to be cured and was then being treated for all diseases that human flesh is heir to, and these people locked the door on this man and told him that they would not let him go until he paid the sum; he then gave them all the money he had, \$80.00, and discontinued any further treatment. He had given them the sum of \$640.00 and in return received no benefit.

Another man from the interior of the state attracted by the flaming advertisements of these people came to the city and called at their office, and after he had been thoroughly examined as to his financial condition, his income and his business affairs he was told that his disease was varicocele and that he was in a very serious condition and immediate treatment was necessary. This man was, in fact, suffering from a slight attack of paralysis, but he was induced to believe that said paralysis was due to varicocele and was also induced to pay the sum of \$150.00 for an alleged treatment of this alleged disease. After he had received treatments for some time and had received no benefit and had so informed these people, he was induced to call again at their office and was then informed that he was suffering from piles, and this fact was interfering with the effectiveness of their treatment. He was then asked to pay the further sum of \$100.00 in order to be cured of this ailment. This man refusing to pay \$100.00, they accepted \$50.00 and he was induced to receive treatment for the piles. Of course, he received no more benefit from the second treatment than he received from the first, and after they had secured \$200.00 from him he discontinued any further treatment. In fact, this man had never been suffering from varicocele and was not afflicted with piles.


Another man, living in Milwaukee, 68 years old, was attracted by the advertisements and called at the institution. He had some slight ailment, he thought, by reason of his advanced years and was examined by Willis F. Reinhardt. He was told by this man that he was suffering from syphilis, in face of the fact that he had never been afflicted with that disease, and was induced to contract for a course of treatment, executing a judgment note for \$300.00. He took treatment for a year, paid the note and received no benefit. Then he was again examined by the same man and told he was suffering from varicocele and induced to part with \$80.00. The second treatment conferred no benefit and thereon he was informed that he had kidney troubles and induced to pay another \$40.00 for this treatment. His health in no wise being benefited, he was then told he had piles and induced to be

treated for this affliction and to part with \$125.00. These alleged treatments began in September, 1903, and continued until November, 1906, and his health in no wise improved. On this last date he was coaxed into being circumcised under the pretense that such operation would complete a cure. For this he paid \$35.00. The operation was so unskilfully performed that he had to give up his work and such serious complications arose that he died in April, 1907.

Men, Come to Us

AND AVOID DANGEROUS OR UNCERTAIN TREATMENT

RELIABLE TREATMENT **Private** consultation for all diseases—skin and blood diseases, with weak backs, kidney weakness, rupture, varicose veins, catarrh, nervousness, stomach and liver diseases.



Men Young men and middle-aged men who have injured themselves, with weak backs, sunken cheeks, hollow eyes. We cure cheaply.

Blood Diseases Ulcers in mouth, sore gums, falling hair, swelling, copper-colored spots, eruptions, boils. Our treatment is better than Hot Springs. Call and investigate, free.

Enlarged Veins Produce heavy sensations in the groin and back. They often impair the general health and often cause much worry.

Are You Nervous and dependent, debilitated, tired mornings, no ambition, irritable, easily fatigued, excitable and restless, eyes sunken, red and blurred, pimples, restless, bone pains, sore throat.

You Run No Risk—We Will Treat You Free

If you call now, before March 1st, we will give you one week of treatment free. If you desire to prove that we can cure you. Did you ever receive or hear of a fairer offer? If you cannot call, write for 24-space medical adviser, sent FREE.

OUT-OF-TOWN MEN VISITING THE CITY

Consult us at once upon arrival and maybe you can be cured before returning home. Many cases can be cured in one or two or more visits, continuing treatment when home. Consultations and advice free.

Heidelberg Medical Institute,

CORNER FIFTH AND JACKSON STREETS ST. PAUL, MINN.
Entrance 131 E. Fifth St. Opp. Times Block from Union Depot.
Largest Medical Institute in the Northwest. \$100,000 Capital.
Incorporated Under the State Laws of Minnesota. Old and Reliable.
Hours 8 a. m. to 8 p. m. Sundays and Holidays—8 a. m. to 1 p. m.

Photographic reproduction (reduced) of one of the Reinhardt's Minnesota advertisements—the Heidelberg Medical Institute. This appeared after these quacks had been driven out of Wisconsin.

Another resident of Milwaukee, a machinist, was relieved of \$320.00 in the following manner: He was actually afflicted with a private disease and called on Willis F. Reinhardt, who examined him and fixed the terms for a cure at \$150.00, which was paid. After five weeks' treatment, no benefit resulting, he was induced to purchase a mechanical appliance and use it, and pay \$50.00 therefor. This made a bad matter worse. Then he was advised and induced to violate the moral law, became very sick, was treated for this ailment for six weeks and paid \$70.00 for the same. After several months of treatment he was in a very bad physical condition and then told to take some pills, very expensive, imported from Germany.

He was induced to purchase them for \$50.00, but, of course, no benefit resulted from taking them. He stopped taking treatment, demanded the return of his money, brought suit and the matter was compromised by the return of \$200.00

ALSO MAIL ORDER SPECIALISTS

These Reinhardts were also doing an extensive mail order business. Finally complaint was made against them to the U. S. postal authorities and an investigation made by a government postal inspector. He sent a letter of inquiry under an assumed name from an interior town and he received the usual decoy letter enclosing a symptom blank with the request that this blank be filled out and returned to the institution. The inspector took this blank to a physician and the two inserted answers indicating a condition of perfect health on the part of the supposed patient. Nevertheless the inspector received a long letter informing him that he was suffering from sexual weakness, with threatening dire complication, and advising immediate treatment, which the institution was willing to furnish him for \$30.00. Later the inspector had an interview with Willis F. Reinhardt, in which the latter was asked about these letters and blanks and obscene books, and why in response to the symptom blank indicating perfect health they had urged treatment for the supposed patient, and Reinhardt answered that any one who wrote them was supposed to need treatment, no matter what the answers on the symptom blank were. When asked why persons writing for electric belts which were advertised as being distributed free were sent medicines with the belts C. O. D., Reinhardt answered that others were doing the same thing and they had not stopped to consider whether it was right or wrong. He also admitted that they had published and distributed the obscene medical adviser and sold certain mechanical appliances. Of course, he promised they would not do these things in the future. The interview took place in April, 1906, and the letters were written in the fall of 1905.

The concrete examples here given are very brief extracts of the testimony given by a few of the witnesses called by the state in the criminal action against F. A. H. Reinhardt on the charge of conspiracy to defraud. In addition to these herein referred to, two physicians, one formerly employed by them and the other in their employment at the time of the trial, were called and testified, though exceedingly unwilling, to the colossal frauds committed by these people, the fake x-ray treatments, the instructions to get all the money possible out of dupes who call, and gave the names of many persons who, from their own knowledge, were defrauded out of large sums of money under the pretense of medical treatment for ailments they did not have.

This colossal fraud was exceedingly profitable for the Reinhardts.

The money gathered in from the dupes was simply enormous. The year 1906 was an "exceedingly lean" year, according to their own statement. Yet on Jan. 4, 1907, a report was prepared showing that during 1906 the institute had treated 485 "patients" who were still on the books as customers, from whom had been collected, in hard cash, \$28,243.90. In addition to this money already paid in, these dupes had delivered judgment notes for amounts still due aggregating \$6,113.50. Hence the total business for the year was \$34,357.40.

The profits for one month were as follows:

Judgment notes secured during Dec., 1906, 'last	
month	\$2,778.00
Cash deposits, net, after all expenses, same time.	1,140.50
Total.....	\$3,918.50

THE POLITICAL ACTIVITY OF THE REINHARDTS

These Reinhardts did not confine their activity to exploiting the practice of medicine in Wisconsin, but in order to protect their fraudulent institution, took a very active interest and part in the political affairs of the state.

In the session of 1905 of the Wisconsin legislature a bill was introduced to give the State Board of Medical Examiners the power to revoke licenses of doctors for unprofessional conduct, including indecent advertising. Violent opposition developed at once, led by a so-called Wisconsin Newspaper Association. Attorneys, hired apparently by this association, appeared to argue against the bill. But the sentiment was so strong that it could have passed as drawn if it had been pressed. As first drawn the power of revocation was in the medical board, the same as in most other states having medical laws, with the exception of Rhode Island. The move was then made to give the power of revocation to the courts instead of to the board, and this won out and the law was passed as amended, thus making the overtaking of the quacks slow and somewhat difficult. It now appears that this so-called Wisconsin Newspaper Association was a creation of the fertile and mischievous brain of A. J. Wilson, legislative and advertising agent of the Wisconsin Medical Institute. The medical institute financed the whole affair and paid the attorneys that did the lobbying against the medical bill.

CHICAGO, Jan. 26, 1906.

Dr. W. F. Reinhardt, Milwaukee.

Dear Will: You will see from the enclosed that the Heidelberg Medical Institute is going to take care of the paper printed in Speaker Lenroot's town which backed him.

Had we not better send some copy to the two Janesville papers and to Assemblyman LeRoy's paper right away before the meeting of the State Press Association, which meets on Wednesday, the 31st?

If you think well of it, I would like to have you send me some copy to-morrow without fail, so that I will get it Monday morning and send it to them Monday, so they will have it Tuesday and come down to the state convention with it fresh in their minds that we have made good and are giving them business.

I think this might help some to shape up the action of that body. I could make small contracts that would not amount to much in the way of money.

A. J. WILSON.

The Reinhardts took a deep interest in politics in Wisconsin. They took an active part in the effort to defeat District Attorney McGovern for re-election. An idea of how far their tentacles reached may be had from the fact that we have seen a letter written by him to Aylward, while the democratic candidate for governor, in which they say that, although he can not, of course, be elected, his running will tend to make him leader of the democratic minority in the present legislature where he can do good work in blocking medical legislation. The following letters are sufficiently tell-tale to need no comment:

CHICAGO, Sept. 6, 1906.

Wisconsin Medical Institute, Milwaukee, Wis.

Dear Will: I have yours of yesterday. I am delighted to hear that McGovern was defeated for district attorney. I have not been able to learn this from the papers. Now, this should lend courage and energy to our efforts to get Flint a license, and, if we can get that, at once force through a license for yourself. While McGovern and their friends are discouraged is the time for us to push the thing along.

A. J. WILSON.

THANKING THE NEWSPAPERS

Sept. 6, 1906.

*M. C. Douglass, Managing Editor, Sentinel,
Milwaukee, Wis.*

Dear Sir: My hearty congratulations on the glorious victory of Tuesday (primary election). Kindly express my feelings to Foley as well. It was a glorious victory, and certainly the *Sentinel* did its full share. Now I trust we shall see decency, justice and peace obtain in Milwaukee and throughout the state.

A. J. WILSON.

Sept. 6, 1906.

M. A. Hoyt, Editor, Milwaukee Daily News.

Dear Sir: Accept my heartiest congratulations on the results of the primary election. I have just read your stinging editorial in Wednesday's *News* on LaFollette, and your no less vigorous editorial on McGovern in the same issue. God rest their political souls, and may they continue to be dead for a long, long time. I am anxious to hear whether Assemblyman Dr. Powell is also among the slain. I hope to-day's Milwaukee papers will show the details all over the state, and I shall keep my eye on them, and especially on the *News*.

A. J. WILSON.

Of course they had the greatest interest in the composition of the legislature, and to show how vigilant they were as far as their own particular interests are concerned a portion of a letter by Wilson to the Reinhardts, dated Aug. 24, 1906, is herewith given;

Now I want to dwell a little on how you could proceed to get pledges from candidates for the state legislatures of the various states where we are interested.

In Minnesota the *Dispatch* could send a circular letter to every editor in the state. In Wisconsin the Milwaukee papers might unite in a joint letter, or one or more of them might unite together or act through their Daily Newspaper Association. In Illinois, I think, it might be managed out of Chicago through the Chicago papers and in Iowa you would have to have it done through one or more of the Des Moines papers.

Each of these newspaper centers could appeal to each editor in the state to call for a signed pledge if possible and in any event a verbal pledge right now, or at any rate during September to the following effect:

"If elected to the legislature, I pledge myself to oppose and work against and vote against any laws intended to abridge the freedom of the press in either editorial or advertising column.

("Signed) JOHN JONES,
"Candidate."

The signing of this pledge all over the states by candidates now when they need the editors' help would put the editors in position to demand and command the services of these legislators in opposing any effort to pass the Michigan law in the other states.

A further insight into this activity as to the legislature in Wisconsin is obtained from the following quotation taken from a letter by Wilson to Dr. Flint and dated Oct. 2, 1906:

So far as the legislative situation is concerned, referring more especially to candidates for the legislature to be elected next month, I found that our friends, the newspapers, had pretty thoroughly reorganized the state and have left out, by retiring them in the primary canvass so that they are no longer candidates for the legislature, nearly all of our known enemies in the last legislature, in the assembly or lower house, like Dr. Dinsdale, Dr. Powell, and one or two others; and so far as Speaker Lenroot is concerned, who is decidedly unfriendly to us, he bowled himself out by running for the gubernatorial nomination and getting left.

It is more than likely that the speaker of the next house will be one of the men who was our champion on the floor of the assembly. Your experience in politics has long ago informed you how very difficult it is for proposed legislation to get by a speaker unfriendly to it. I should add that this speaker, whom we hope to secure, is known to be in sympathy with the newspaper side of our controversy. I met him again and again when at Madison on the basis of friendly confidence and good-will.

So much for the general political situation.

Determined efforts were also made by them not only to interfere with the action of the Wisconsin Board of Medical Examiners, but also to dictate its composition. This was due to the fact that the board had refused to license a Dr. Flint from Chicago. This Dr. Flint is a rupture specialist and a man who conducts the medical institute of the Reinhardtts in Chicago. Every effort was made to secure a license for this man, and in order to influence certain members of the board an attempt was made to enlist the help of a judge

of one of the circuit courts of Wisconsin, whose brother is a member of the board, in favor of Dr. Flint. Of course, this effort utterly failed, but merely shows how extensively these Reinhardts interested themselves in all public affairs which could in any way affect their business.

THE PROCEEDINGS SO FAR

When the facts with reference to this alleged medical institute, a brief outline of which has been given, were discovered after a long and arduous investigation, they were laid before the attorney general of the state, and, after a careful investigation of the law on the subject, this officer began an action in the circuit court, restraining the corporation known as The Master Specialist and the officers, stockholders and managers of such corporation from continuing their unlawful business. This action was brought under the provisions of Section 3236 of the statutes, which provides that the attorney general may bring an action restraining a corporation from assuming or exercising any franchise, liberty or privilege or transacting any business not authorized by its charter, and restraining any individual from exercising any franchise, liberty or privilege not granted a corporation by any law of the state. A temporary restraining order was secured on the complaint forbidding the corporation in question and its officers and agents from continuing its business in any way. This order was signed by the court Dec. 28, 1906, but it appears that the Reinhardts had been kept well advised of every move made by the authorities to restrain and prevent their unlawful business. After all of the relatives of the Reinhardts, who resided in Milwaukee, had been induced to leave the state, and all of the persons who it was supposed by them might furnish evidence against them had likewise been removed from the state, then F. A. H. Reinhardt appeared in Milwaukee and process was served on him in the civil action just mentioned, and he was also arrested for a conspiracy with his brothers and one A. J. Wilson to defraud the public generally.

It is needless to state that the twin brothers had left the state immediately on learning of the injunction issued by the circuit court, and have remained outside of the jurisdiction of our courts ever since. Shrewd and skilful attorneys were retained to defend the Reinhardt who had submitted to the processes of our court, and a determined fight was made in the circuit court to vacate the temporary restraining order, and after a large number of hearings and considerable argument the temporary restraining order was modified in some particulars, but the substance thereof was continued in force.

EVADING THE LAW

Notwithstanding the comprehensiveness and positiveness of the original temporary restraining order, F. A. H. Reinhardt attempted to carry on and continue the business of the institute in a roundabout way. For this conduct he was brought before the court for contempt, and after an extensive hearing and the taking of oral testimony the court found him guilty of such contempt and fined him \$150.00 and costs. After an amended complaint had been prepared and served on him, on which another temporary restraining order was issued, and before the matter thus raised could be heard before the court, the alleged stockholders of the corporation known as The Master Specialist apparently passed a resolution dissolving said corporation and filed such dissolution with the secretary of state and recorded it with the register of deeds for Milwaukee County. The corporation known as the Wisconsin Medical Institute had gone through the same process of apparent dissolution before the action herein referred to could be begun by the service of the papers on the defendants. It seems that there was another corporation in existence known as the State Medical Institute, but this corporation had never been thoroughly and fully organized, and a resolution of dissolution of this corporation was also filed and recorded.

By these moves it was expected that all the actions against these corporations by the state would have to be dropped, and the Reinhardts, in some way, might again take up their alleged medical business and continue conducting a so-called medical institute. The court, after examining the law on the subject, decided that the civil actions would have to be dismissed, and they were dismissed with costs against the defendants. The state, however, gained this advantage in these injunctive proceedings, namely, that it made it impossible for the Reinhardts to conduct an alleged medical institute under the guise of a corporation with its officers and directors non-resident, and thus leave no responsible party within the jurisdiction of the state who could be held liable for any unlawful acts done by them in connection with their institute. They were now compelled to conduct an alleged medical institute under the management of some person whose name was known or could be easily learned and who could, in case of unlawful acts on their part, be brought before the courts and held responsible therefor.

Criminal proceedings were also instituted as the result of this investigation. The investigation herein referred to was instituted by the Wisconsin Board of Medical Examiners and conducted by its attorney. After a consultation with the district attorney of Milwaukee County a complaint for conspiracy to defraud was issued against Willis F., Wallace A., and F. A. H. Reinhardt and A. J. Wilson. It appears that the officer employed by the Wisconsin Board of Medical Examin-

ernor of Wisconsin to the governor of Minnesota, and after a long contest before the latter he ordered the surrender of the two Reinhardts. These two then instituted habeas corpus proceedings before a court in St. Paul, and, although the office of the attorney general of Minnesota did all that could be done there to defeat these habeas corpus proceedings, they were nevertheless discharged, and hence could not be brought to Wisconsin.

At the time these proceedings were pending in St. Paul a request was made to have the attorney for the board come to St. Paul and assist in securing the return of these two Reinhardts. But because the board had absolutely no funds at its disposal to pay for the necessary expenses to send its attorney to St. Paul the request could not be complied with.

After the circuit court had dismissed the civil proceedings the Reinhardt's immediately opened their alleged medical institute again at the old place under the name of "The Wisconsin Medical Institute (not inc.)." This, of course, is a gross and very apparent deception and circumvention of the law, and under our law as it now stands the state is helpless to prevent such deception and circumvention. F. A. H. Reinhardt inserted an advertisement signed by "The Wisconsin Medical Institute (not inc.)." For this advertisement he was arrested on the charge of holding himself out as a physician without having a license to do so. On this charge he was tried in the district court of Milwaukee and convicted and fined \$50.00 and costs. He had likewise appealed from this conviction to the municipal court.

Since the date of this last conviction advertisements for a time appeared in several of the daily papers of Milwaukee under the name of the Wisconsin Medical Institute (not inc.). In these advertisements it was stated that the institution was under the management of Dr. Emmons, one of their employes, a broken-down physician, much inclined to intoxication. The advertisements were exceedingly mild when compared with those that formerly appeared, but apparently remained within the letter of our present law as to obscene medical advertising.

The appeal of Frank A. H. Reinhardt from the conviction in the district court came on for trial in the municipal court during February, 1908, before a jury. After a long and bitter trial lasting ten days, the jury promptly convicted him and he was again fined \$500.00 and the costs of the prosecution. This fine and costs amounted to \$2,271.95. From this judgment he appealed to the supreme court of the state. At about this time a second criminal action for gross fraud and common law cheat was instituted against these Reinhardts and another attempt was made to extradite the twin brothers from St. Paul. On account of the continued absence from

the state of Governor Johnson, this application was delayed several months.

The criminal proceedings that issued in the conviction of Frank A. H. Reinhardt were based on the provisions of Section 4568, which provides a punishment for a common law conspiracy. This punishment, however, is merely a fine of \$500.00 or imprisonment in the county jail for one year. These people do not care for fines as long as they are not imprisoned and their business is not exterminated.

The second prosecution on which it was attempted to extradite the twin brothers from St. Paul a second time is based on the provisions of Section 4430. The punishment provided by this section is very severe, comparatively, the maximum being a four years' imprisonment in the state prison.

Before the civil and criminal proceedings were instituted a considerable amount of documentary and other evidence came into the hands of the attorneys for the state through the police department and an old employé of the Reinhardts. In order to destroy the effect of this evidence, or, perchance, compel its return, in July, 1907, an action was brought by Wallace A. Reinhardt as plaintiff, against District Attorney McGovern, his assistant, Mr. Backus, one Jacob Schultz, Drs. P. H. and J. J. McGovern and the attorney for the board, for the conversion of this evidence claimed by them as property and judgment was demanded for \$6,879.15, the alleged value of this property. In the fall of 1907 this action was dismissed by the plaintiff, and immediately thereafter another action for the same cause and for the same amount was brought against Mr. Umbreit alone in the U. S. Court for the Eastern District of Wisconsin. Practically all of this evidence was in the manual possession of the attorney for the board, and the most determined efforts were made to force a successful issue for the plaintiff in this case and thus intimidate the agents for the state and possibly prevent any further proceedings against the Reinhardts.

In addition to the witnesses called at the first trial of Frank A. H. Reinhardt, a number of new witnesses were found who testified at the second trial. Since said second trial a number of other witnesses have volunteered to tell their tales of woe.

THE PROFITS OF SCOUNDRELISTM

These people have unlimited means at their disposal. During the years when they were running at full speed, and their advertisements were accepted and published, no matter how obscene, and their manner of business had not been interfered with by the government authorities, these Reinhardts received at least \$100,000 yearly in net returns from their medical institute business. It was for this reason that such

a determined fight was made by them to prevent a conviction for any serious offense and an extermination of their business.

An attempt has been herein made merely to give the briefest abstract of the frauds committed by these Reinhardts, of the injury done to the people of this state and of the methods used by them to fleece our people and fill their coffers. The question presented to the authorities was whether such flagrant methods could or could not be reached by our laws and whether these people could openly defy not only the whole of the honorable profession of the practice of medicine in Wisconsin, but also the laws of the state and the authori-

Cured in 5 Days, \$5

Go to the Specialists of the Copenhagen Medical Institute, 4th and Brady Sts.

MEN We use the quickest cure in the world for certain newly contracted diseases, which we will cure for \$5. Make no mistake. Come to us first, and avoid wasting your hard-earned cash on worthless medicines or treatments, and pay nothing. Call today. Ever's thing secret. We furnish medicine free to our patients.


"Old Chronic Cases"

If you have an old case that has been hanging on for months, and which medicines from doctors and druggists can't seem to cure up right, there is some reason. We have a Scientific Cure for these cases and will cure you right, quickly and cheaply. Don't let disease drag you down in health and weaken you.

BLOOD DISEASES Sores in the mouth, falling hair, eruptions, pimples, swellings, rheumatism, uric acid, skin diseases, eczema. Don't go to Hot Springs; we can cure you cheaper and better. Under our scientific treatment all these terrible symptoms quickly disappear and robust health returns. If others have failed to cure, or are not benefiting you, come to us. We cure permanently, secretly and cheaply.

We have the best methods known for the successful treatment of Varicocela, Hydrocele, Nervous Debility, Sores, Discharges, Painful Swellings, Stricture, Blood Poison, Eczema, Pimples, Skin Diseases, Piles, Rupture, Stomach, Kidney and Bladder Diseases, and all special diseases of men.

YOU CAN'T GET ANY BETTER TREATMENT ANYWHERE AT ANY PRICE.



Copenhagen Medical Institute

Over Driscoll's Drug Store, Fourth and Brady Sts., Davenport, Ia.

Office Hours—Every day from 9 a. m. to 6 p. m. Evenings—Tuesday and Saturday till 9 o'clock for the benefit of those who work during the day. Sunday—9 a. m. to 12 m.

Photographic reproduction (reduced) of a typical advertisement of the Copenhagen Medical Institute, another of the numerous names under which the Reinhardts operated.

ties who are charged with the duty of enforcing these laws simply because they have unlimited means, while the means at the disposal of the authorities especially charged with the execution of the laws are exhausted.

The final settlement of the case was consummated on July 13, 1908, when Mr. Killilea, attorney for the Reinhardts, signed the stipulation and agreement formulated by the attorney for the state board and district attorney for Milwaukee County. This stipulation provides:

1. That Frank A. H. Reinhardt pay the judgment entered in the municipal court of Milwaukee County to the amount of \$500 and costs, and that the writ of error sued out by him and pending in the Supreme Court of the state of Wisconsin be dismissed.

2. That the district attorney for Milwaukee County dismiss the criminal action pending in the District Court of the county against A. J. Wilson, Willis F. and Wallace A. Reinhardt.

3. That the request for the extradition of Wallace A. and Willis F. Reinhardt be recalled.

4. That the complaint against Frank A. H. Reinhardt on charge of unlawfully practicing medicine be dismissed.

5. That the civil action against A. C. Umbreit, attorney for the state board, be dismissed.

6. That Wallace A. Reinhardt, Willis F. and Frank A. H. Reinhardt do not engage in the state of Wisconsin in any medical practice or medical business whatever, directly or indirectly, either individually or jointly under the names or designation of any medical institute or corporation, except that Wallace A. is not prevented from practicing individually in Wisconsin under his existing license.

The termination of this interesting and hard fought case is satisfactory so far as the Wisconsin State Board of Medical Examiners is concerned in that this board has done its duty in protecting the people of Wisconsin against rank imposition and quackery. There is nothing, however, to prevent this delectable family group from going into other states in which the laws, perhaps, are less rigid or the board is less energetic and again engaging in their contemptible work. The testimony in the case shows that persons attracted by the deceptive and misleading advertisements of these men, who placed themselves in their hands in the hope of regaining their health, were deceived, lied to and fleeced of all the money which could be obtained from them and were finally cast aside when wrung dry. Such a history and such possibilities of deceptions are a disgrace to the civilization and the legal system of any state. The green-goodsman and the confidence man, if detected in a single fraudulent transaction, are sent to the penitentiary. The thief who takes a few dollars worth of property is sent to the jail or the workhouse, but the fraud and the faker who, masquerading under the name of "doctor," not only fleeces his victim of his money but often robs him of health in return, enjoys his filthy gains without hindrance and, if prosecuted by the proper authorities, is regarded by the public as the victim of persecution and in the end is able to compromise on the sole condition that he leave the state and agree not to defraud the people of that state any longer. An exactly similar arrangement would be one in which a crowd of safe-blowers, after publicly carrying on their depredations for years, would finally agree with the state authorities, if all

prosecution was abandoned and if they were allowed to enjoy unmolested the profits of their thievings, to steal no more from the people of that state.

The Wisconsin Board of Medical Examiners is to be commended for the persistency with which it has followed up this case. It is hoped that all the state boards will take cognizance of the details so that a repetition of the career of the Reinhardts in any other state may be impossible.—(*From The Journal A. M. A., Oct. 3, 1908.*)

OBESITY CURES

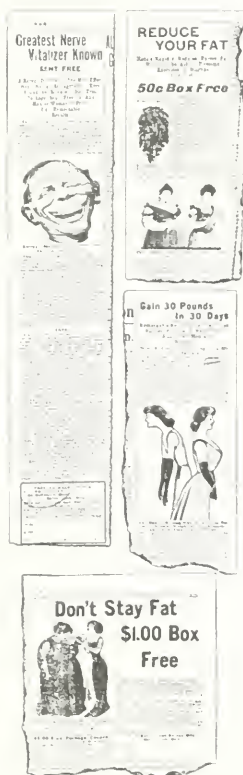
"Ignorance and credulous hope make the market for most proprietary remedies"—Samuel Hopkins Adams.

KELLOGG'S OBESITY CURES AND OTHER FRAUDS

Frank J. Kellogg of Battle Creek, Mich., finds quackery profitable. Starting, it is said, with practically nothing, Kellogg is now rated in the millionaire class and is said to be a director of one of the Battle Creek banks. Kellogg has made his thousands selling anti-fat and anti-lean preparations. He has headquarters both at Battle Creek and at Detroit, Mich. From Battle Creek, he sells "Kellogg's Safe Fat Reducer," and "Sanitone Wafers;" from Detroit, he conducts the Rengo Company and the Protone Company. Rengo is sold as an obesity cure; Protone is advertised as a flesh builder. As a sideline, the Protone and Rengo Companies both sell "Multo Fruto," a constipation cure. All of the Kellogg products are dispensed on the medical mail-order plan by methods that are typical of that class of fakes. Advertisements in newspapers and magazines bring to Kellogg the necessary mailing list; follow up letters and advertising circulars do the rest.

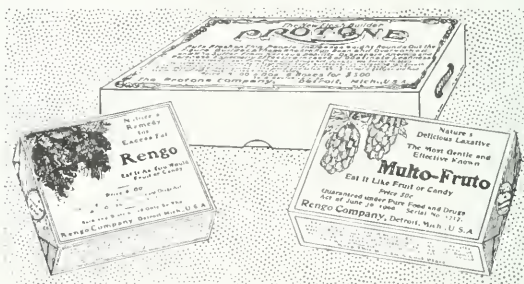
Sanitone Wafers

Sanitone Wafers are advertised as the "greatest Nerve Vitalizer known" and the reader is advised that a "fifty cent trial package" will be sent free to anyone who applies for it. Those who write for the free sample receive a small box in which are a few orange-colored tablets, and by the same mail, a



Some typical Kellogg advertisements.

larger box containing a "complete thirty days' treatment" for which \$5 is asked. If no further notice is taken of the Kellogg concern, the unwilling recipient of the \$5 "treatment" is bombarded with a series of follow-up letters each succeeding letter being more insistent than its predecessor in urging that the money be sent for the treatment. Like all mail-order medical fakers, Kellogg has a sliding scale of prices. The first two letters ask \$5 for the "treatment" that was sent unasked; the third and fourth letters offer to accept \$3.50 while the fifth and sixth letters inform the prospective victim that a mere \$2.50 will square the account. The sixth letter ends with the statement "This is final," and, apparently it is, for no further reduction in the price of the treatment is made and neither is the postage sent for the return of the \$5 treatment. As it only takes four cents to send the \$5 treatment by mail, and as, apparently, the Kellogg company would lose money by



Rengo, Protone and Mukto-Fruto come in packages as shown in this picture. Protone is supposed to put on flesh; Rengo is supposed to remove it. Mukto-Fruto is a laxative.

sending that four cents for the return of the treatment that was sent unasked the evident value of this \$5 package of pills is less than four cents.

Kellogg's Safe Fat Reducer

Kellogg's Safe Fat Reducer used to be known as Kellogg's Obesity Food. It is not a food and never was, hence when the Food and Drugs Act went into effect and falsifying became illegal as well as immoral, the name was changed. The preparation has been analyzed at various times and its ingredients, as reported by Dr. Kebler, Chief of the Division of Drugs of the Bureau of Chemistry, at Washington, were:

Thyroid gland. Poke root. Toasted bread.

Before the Food and Drugs Act became operative, Kellogg's Fat Reducer was sold under the claim that "these tablets are not a drug but a food" and further that the preparation "turns fat into muscle." Both statements were unequivocal falsehoods.

Protone

The Protone Company and the Rengo Company are essentially identical concerns. They are both practically owned by Frank J. Kellogg and both managed by Charles H. Shaw. There is nothing in the advertisements to give any hint as to the connection between the two; in fact, the Protone Company advertises its address as the "Protone Building, Detroit." There is no such building. Both concerns occupy rooms on the third floor of a building at 58 Lafayette Avenue. Protone is advertised as the "best flesh restorer in the world" and is said to be "a new triumph in medical science." Like the Sani-tone Wafers, a "free fifty cent package" will be sent to all applicants. With the "free" treatment comes the first of the follow-up letters, which explains that the sample box could not be expected to have any special effect as it invariably takes six weeks' treatment to produce the necessary amount of flesh. The "six weeks' treatment"—six boxes—will be sent for \$5. The second follow-up letter is a reiteration of the first and still holds to the price of \$5 for six boxes; the third letter cuts the price nearly in half, six boxes for \$3; the fourth letter urges you to send in \$1.66 for the three boxes; the fifth—and last—letter contains an offer to send twelve boxes for \$2.50.

It is hardly necessary to say that the business of the Protone Company is a fraudulent one and the product itself is a humbug.

Rengo

Rengo used to be known as "Rengo Fruit" and the claim was made that its active constituents were derived from a luscious tropical fruit which grows in clusters similar to grapes. These statements are no longer made specifically although the deceit is still carried out inferentially. The same "free trial treatment" method is used with Rengo as with the other Kellogg products; in fact, the method of exploiting Rengo is practically identical with that used in selling Protone. The prospective purchaser is urged to get six weeks' treatment for \$5.

As time goes by the price is reduced from six packages for \$5 to six packages for \$3 and finally an offer is made to send



Greatly reduced reproduction of one of the Rengo circulars. (By courtesy of the Committee on Interstate and Foreign Commerce.)

three packages for \$1.66. Rengo has been analysed and, according to Dr. Kebler's analysis, contains:

Thyroid gland.
Poke root.

Cascara.
Cassia fistula.


That the prolonged administration of thyroid gland will sometimes bring about a marked reduction in weight is true but its use even under skilled medical supervision is fraught with danger. It is little less than criminal that ignorant quacks of Kellogg's type should be permitted to distribute indiscriminately drugs that have the potency for harm that is possessed by the thyroid preparations.

MARMOLA

Marmola belongs to a class of nostrums that has become very common since the passage of the national Food and Drugs Act and which descriptively may be called "prescription fakes" (see index). By this we mean that the "patent medicine" is advertised, not as such, but as an apparently innocent ingredient in a "pre-scription" which the reader is urged to have "filled" at the nearest drug store. Many of these advertisements are published in the form of reading matter, giving no indication of their real character. For example: we read in the *New York World* a short article by "Footlights," a supposititious theatrical press agent, who describes how a certain theatrical manager was able to reduce his "over-weight chorus." He did not "starve them into line, nor worry them verbally into shadows.

. . . He simply hung up a new rule in the dressing-rooms, to the effect that every lady less than five feet seven who weighed in excess of 150 pounds must take a spoonful after each meal and at bedtime, of the following: One-half ounce Marmola, one-half ounce fluidextract Cascara Aromatic, and three and one-half ounces of Peppermint Water."

The Marmola Company, Detroit, Mich., is said to be conducted by E. D. Hayes, W. H. Bourke and H. F. Coon who also are the officers and directors of the Interstate Remedy Company of the same city. The latter concern advertises, under the name "Dr. A. E. Robinson," a "\$3.50 Recipe Cures Weak Men—



**Take Off the Fat
Where It Shows**

Most women suffer much discomfort from a lack of regular exercise, and the no longer they exercise the more they gain weight. This is the way of the world, and the fat shows in the face, neck, and throat, and in the arms, and in the legs. Women who are thin and who wish to stay that way should take Marmola. It is a safe and reliable remedy for the removal of fat from the body. It is a safe and reliable remedy for the removal of fat from the body. It is a safe and reliable remedy for the removal of fat from the body.

The Marmola Company, Detroit, Mich., is said to be conducted by E. D. Hayes, W. H. Bourke and H. F. Coon who also are the officers and directors of the Interstate Remedy Company of the same city. The latter concern advertises, under the name "Dr. A. E. Robinson," a "\$3.50 Recipe Cures Weak Men—

Photographic reproduction of a typical Marmola illustration. Marmola was first exploited by the "prescription fake" method. More recently it has been advertised more directly.

Free." A few years ago this "weak men cure" business was conducted as the "Dr. Knapp Medical Co." and the "Dr. Raynor Medical Co."—two names for the same concern. This double-named institution published advertisements that were so filthy as to violate the Federal law against obscenity. It was put out of business by the Government for being a fraud.

The composition of Marmola was discussed in an article on "Commercial Thyroid Preparations" by Drs. Hunt and Seidell in *THE JOURNAL*, Oct. 24, 1908. It was there shown that the nostrum depended for its action on thyroid extract. Since that time the *British Medical Journal* has also analyzed the product. The results of this examination "showed the presence of (1) a large proportion of a powdered seaweed agreeing well in characters with the powder of *Fucus vesiculosus*, its identity being further indicated by the composition of the ash; (2) a substance of proteid nature, agreeing well in characters with the powder of dried thyroid gland, its identity being further indicated by the presence of iodine in organic combination; (3) phenolphthalein; (4) sodium chlorid (common salt); and (5) extractive." These ingredients, so far as could be determined, were present approximately in the following quantities to each dose:

Dried thyroid gland.....	1.1 gr.
Phenolphthalein	0.1 gr.
Sodium chlorid	0.7 gr.
Powdered <i>Fucus vesiculosus</i> (bladderwrack).....	5.9 gr.
Extractive	2.5 gr.
Oil of peppermint.....	trace

The danger of the indiscriminate use by the laity of such potent drugs as thyroid extract is evident, and yet we read: "A safer way of reducing fat cannot be imagined than by the use of this pure Marmola prescription." (*From The Journal A. M. A., Oct. 16, 1909, with modifications.*)

[Since this article appeared, the composition of Marmola seems to have changed—though, of course, the public has not been apprised of the fact. An analysis made of the nostrum in the latter part of 1911 indicated that thyroid extract was no longer an ingredient of Marmola but that the wafers consist principally of phenolphthalein and cascara. In other words, it is nothing more than a simple laxative preparation. To sell this under the claim that it will "take off a pound a day in some cases" is a sheer fraud.]

ment." Further, she says: "I began the study of every scientific volume I could lay my hands on regarding the cause of superfluous flesh." "At last with patient effort," she found what she sought, a "cure" for fatness, and she is willing to share her secret with others that are afflicted—price \$15.00.

As a result of her scientific study, Marjorie Hamilton discovered the following basic fact:

"Fat, therefore, is simply thickened nutrition."

But the "Quadruple Combination System of Fat Reduction" has its limits; even its originator admits this: "Do not send for my treatment, if you wish to reduce more than seventy pounds." It is true that elsewhere in her advertising, Marjorie Hamilton offers to reduce your weight 150 pounds; but consistency is not to be expected in a mail-order faker.

As is usual in such cases, sales are stimulated by scare methods. That is to say, the fears of the obese are played on. The following silly falsehood, as an example:

"Any moment, without warning, the tight bands of fat around a fat person's heart are liable to clutch the heart, stop it from beating, and thus instantly end life. Fat people are continually dropping dead from heart strokes caused by fatty degeneration of the heart."

THE PERSONNEL

And here it is worth while, for the purpose of showing the ramifications of quackery, briefly to refer to the individuals that are conducting this fake. Marjorie Hamilton's name is Mrs. Walter C. Cuningham. In 1909, Cuningham with his previous wife, Evelyn, was conducting a mail-order bust-developer and wrinkle-eradicator concern in Chicago under the name of Evelyn Cuningham. At that time Marjorie Hamilton was the wife of the employee of a board-of-trade broker. In the latter part of 1910, W. C. Cuningham sold his interest in the Evelyn Cuningham Company and incorporated another bust-developing, wrinkle-eradicating and fat-reducing mail-order concern, the Della Carson Company, also of Chicago. Later, he disposed of this company also and, having obtained a divorce from Evelyn, married Marjorie Hamilton, who had in the meantime got a divorce from her husband. The two went to Denver where they organized Marjorie Hamilton, Inc. While Marjorie advertises that she is "at the head of this great business" and further brags that "no man bosses me," it is, of course, Cuningham who dominates the disreputable enterprise. So much for the personal elements of the story.

A FAMILY LIKENESS

In going over the advertising matter of the three companies—Evelyn Cuningham Co., Della Carson Co. and Marjorie Hamilton Co.—one finds some internal evidence of the connection between the three. For instance, this from one of Eve-

lyn Cumingham's heart-to-heart letters (printed by the thousand) to a woman in need of a wrinkle eradicator:

"I do wish that I was master enough with the pen to bare my very soul to you so that you could see in all its nude horror the anguish women feel when unattractive."

And this from Marjorie Hamilton's booklet bewailing the lot of the fat woman:

"I do so wish that I was master enough with the pen to bare my very soul to you so that you might see in all its nude horror the anguish I felt when I was once fat and unattractive."

THE FABLE OF THE TWO FRIENDS

And again! Della Carson—who sold mail-order treatments for developing the bust—had, so she tells us, "a girlhood friend" who married. After a while the girl began to lose the freshness of her beauty. But let her tell it:

"The petals were falling from the flower of girlhood—and the evening of beauty had arrived. Little by little the husband paid less attention to his helpmeet . . . he was spending his evenings and his money on actresses [Presumably plump ones!—Ed.]; he was haunting stage doors and the gaily-lighted cafés. He was drinking with women of the half-world—was throwing himself away in the revelry of dissipation."

This, if we are to believe Della, was the horrible position in which her "girlhood friend" found herself. The presumption is, of course, that had she sent for Della's bust-developing "treatment" home would have been happy once more.

Now, mark the coincidence! Marjorie Hamilton also had "a beautiful girl friend"—so she says. She, too, married but, unlike Della's friend, instead of losing in weight, she gained. "After two years of married life, she grew stout." The husband of Marjorie's friend, while evidently having a different standard of beauty from that held by the husband of Della's friend, was affected in a similar way. Thus, according to the booklet issued by Marjorie Hamilton:

"The petals began falling from this flower of girlhood and the evening of beauty had arrived. Little by little the husband paid less and less attention to her . . . He was spending his evenings and money on actresses [Presumably thin ones!—Ed.]. He was haunting stage doors and gayly-lighted cafés, drinking with women of the half-world; was throwing himself away in the revelry of dissipation."

Here, of course, the presumption is, that, all that was needed to win back the erring husband was for the neglected wife to send in \$15 for Marjorie Hamilton's "Famous Quadruple Combination System of Fat Reduction."

The fitting climax to these two sad stories is thus portrayed—the wording is practically identical—both by Della Carson of Chicago in her booklet that was issued before Cumingham left Chicago and by Marjorie Hamilton of Denver in her latest pamphlet dealing with the suffering obese. The family likeness is strong:

THE PATHETIC CLIMAXES

WHAT DELLA SAID :

"It has been man's domain to abide by the law of selection—and he worships what he can see and what pleases him most. In the reaches of that Sargasso Sea of Wasted Life—the tenement sections of a city—we find no girlish beauty. The hovels are filled with the starving women who didn't care or couldn't understand—who believed that men love for the sake of the woman herself—and that the outward appearances mean but little. And over there in that grim building we call the morgue—solemn and shrunken and still on the marble slabs—are the bodies of women who didn't believe—but who found that it is but a short step from twilight to night—and that the rose that bloomed in the Garden of Yesterday met only yesterday's needs."

WHAT MARJORIE SAID :

"It has been man's domain to abide by the law of selection—and he worships what he can see and what pleases him most. In the reaches of that Saragossa (*sic*) Sea of Wasted Life—the tenement sections of a city—we find no girlish beauty. The hovels are filled with the starving women who didn't care or couldn't understand *what it meant to them to grow fat and lose their attractiveness* [Italics ours.—Ed.]—who believed that men loved them for the sake of the woman herself and that the outward appearances mean but little. And over there, in that grim building we call the morgue, solemn and shrunken and still on the marble slabs, are the bodies of women who didn't believe—but who found that it is but a short step from twilight to night—and that the rose that bloomed in the Garden of Yesterday met only yesterday's needs."

HOW MARJORIE HAMILTON LOST HER FAT

At the time that Della Carson was selling bust-developers, wrinkle-radiators and what not, she also had, as a side-line, a "fat-reducing treatment"—thus being able to play both ends against the middle. At that time, it seems, Marjorie Hamilton was afflicted with obesity so, it is alleged, she took the Della Carson treatment; what more natural? And here is the testimonial that Della Carson publishes as having come from Marjorie Hamilton in consideration of the marvelous results she was able to obtain:

"My Dear Miss Carson:—I now write to congratulate you on the wondrous merit of your beauty treatments. They are indeed remarkably quick in action. I have never before known of an external fat reducing treatment to work so rapidly. It beats all the poison pills so many fat people use. With your fat treatment it is simply necessary to sponge the fat parts of the body with your delightful preparation. It seems to fairly eat up the superfluous flesh. I shall gladly recommend your splendid treatments to my friends. You may use this letter with my picture if you wish.

Sincerely yours,

MARJORIE HAMILTON.

ANSWERING THE ADVERTISEMENTS

The full inwardness of this testimonial will be appreciated better after the Marjorie Hamilton treatment for obesity has been described. But to return to the subject: Being desirous

of reducing your weight, you write to "Marjorie Hamilton, Inc.," for particulars regarding her "Quadruple Combination System." The first of the inevitable form-letters comes, in which the marvels of the "system" are dwelt on in detail. At the end of the letter is the postscript, so dear to the hearts of the mail-order faker, in which a "special offer" is made:

Leading Authority of the World
An Expert of the Highest Character in His Profession
Founder and Editor of Denver Medical Times

DENVER MEDICAL TIMES
FOUNDED 1888
 EDWARD C HILL, M. S., M. D., EDITOR
 639 METROPOLITAN BLDG.

October 11, 1911

Miss Marjorie Hamilton
 Central Savings Bank Building,
 Denver, Colorado.

Dear Madam

I have examined with close attention your drugless treatment for obesity. In my opinion it would be considered by physicians generally as a most modern and excellent method of reducing excessive fat. Your treatment seems to be entirely safe and harmless.

I know of no better or safer treatment. It seems to me to be a most logical and common sense method of treating obesity. Your treatment will, no doubt, be efficient with the majority of patients suffering with undue corpulence.

The family physician is usually quite competent to handle successfully all cases of over fatness and skin blemishes, but frequently he hasn't the time nor the inclination to devote his care to the minute details requisite for the desired successful outcome. Marked obesity favors the occurrence of disease and hinders convalescence.

(Signed) EDWARD C HILL, M. D.

Of course Marjorie Hamilton has testimonials! Here is one that she sends out to prospective victims. It is from a physician who is said by Marjorie Hamilton to be the "leading authority of the world," the editor of the *Denver Medical Times*! The *Denver Medical Times* derives no small part of its receipts from the advertisements of proprietary humbugs.

"As you are one of the first in your vicinity" Marjorie Hamilton will reduce her regular price of \$15 to \$10. As a matter of fact, it seems to make no difference how many persons have written from one locality, each individual is "one of the first in your vicinity" and gets the benefit of the "special offer."

THE FORM-LETTER SERIES

Accompanying the first letter, which is in imitation type-writing, is a "reduced offer coupon," also in facsimile of type-writing, which is supposed to be sent in with the \$10, if you are foolish enough to part with that amount of money. As a matter of fact, you can count on your \$10 being taken whether you send the coupon or not. Should you wait a



PLEASED WITH FAT REDUCING TREATMENT.

Della Carson, Chicago, Ill.

My Dear Miss Carson:—I now write to congratulate you on the wondrous merit of your beauty treatment. They are indeed remarkably quick in action. I have never before known of an external fat reducing treatment to work so rapidly. It beats all the poison pills so many fat-people use. With your fat treatment it is simply necessary to sponge the fat parts of the body with your beautiful preparation. It causes the fat to melt away by the thousands. I shall gladly recommend your splendid treatments to my friends. You may use this letter with my picture if you wish.

Sincerely yours,

Marjorie Hamilton.

Fat Reduction Without Drugs

BELIEVE I HAVE THE SIMPLEST, MOST RAPID AND ONLY ABSOLUTELY HARMLESS METHOD KNOWN FOR THE REMOVAL OF SUPERFLUOUS FLESH AND DOUBLE CHIN.

I Am At The Head of This Great Business, Which is the Largest of Its Kind in the World. No Man Bosses Me.

WEIGHT REDUCTION WITHOUT DRUGS

COPYRIGHTED BY MARJORIE HAMILTON

Here I Am, Double Chin and All Superfluous Fat Gone Forever! See Page 5

HOW I REDUCED MY WEIGHT THIRTY SEVEN POUNDS IN FIVE WEEKS AND REMOVED MY DOUBLE CHIN BY MY HARMLESS COMBINATION TREATMENT AND WITHOUT DRUGS, MEDICINE, SWEATING, TURKISH BATHS, MASSAGE OR SWEAT BELTS, OR APPLIANCES, OR NERVE-RACKING EXERCISES, OR STARVATION DIET.

FAITHFULLY YOURS,
MARJORIE HAMILTON.

(Copyrighted by Marjorie Hamilton, 1911)

According to Marjorie Hamilton's advertisements, she discovered her "obesity cure" after long study and much research. According to the testimonial here reproduced (on the left), Marjorie Hamilton had successfully used Della Carson's Obesity Cure some time before the Marjorie Hamilton concern was in existence. The picture on the right is a photographic reproduction (reduced) of the cover of a booklet sent out by the Marjorie Hamilton concern. Compare the two pictures.

month, form-letter number two arrives in which you are offered the "treatment" for \$5. Should you still remain obdurate, form-letter number three comes in which you are given the opportunity of getting the "system" for \$3 cash, "and the names of one or more fat people in any locality."

You are still not convinced and wait twenty days more, at which time you receive a letter offering to "send you my large complete combination \$15 treatment" for \$5. This rise in price is only temporary, however, and four weeks later form-letter number five comes, in which the cost of the "treatment" has been reduced again to \$3. You still are unconvinced and wait another month. Form letter number six arrives and opens with the following paragraph:

"I intend to send you free and deliver to your very door, all charges prepaid, my complete \$15 combination treatment for the reduction of fat. You needn't send me even a dollar for the treatment; you may have it with my compliments."

There is only one requirement: you must send in the complete "names and addresses of five fat people." Before you get through this letter, however, you find that there is a "string" tied to the offer, for the postscript reads:

"P. S.—In reading this letter I notice my stenographer made a mistake about sending no money, but of course you must send \$1 only, and agree to recommend my treatment for one year after your fat is gone."

Marjorie Hamilton having, apparently, reached rock-bottom, a money order for \$1 is sent for the "Famous Quadruple Combination System of Fat Reduction." In due time, the "system" arrives. It consists of forty pages of reading matter indifferently printed in imitation typewriting on poor quality paper, foolscap-size, and stapled in manuscript form. The paper is folded on itself twice and is tied with a piece of red tape.

WHAT THE ADVERTISEMENTS SAY

Before describing the essential elements of the Marjorie Hamilton so-called treatment, it is worth while summing up what, according to the advertising matter that is sent out in order to sell the treatment, it is claimed *not* to be. The following quotations will help to make this clear:

"With My Method of Treatment You May Remove Double Chin or Excess Fat Without Medicines. There Are No Drugs to Ruin the Stomach, No Horrible Dieting, No Ridiculous Fasting, No Nerve-Racking or Harmful Physical Culture Exercises, No Poison Internal Remedy, No Harmful External Preparation of Any Kind to Rub on the Skin or Body, No Turkish Baths, No Sweating, No Apparatus on the Body, No Weakening Methods."

"By my system of treatment you may eat all you desire."

"Every part of my treatment is pleasant."

"You are shown how to reduce as much as a pound a day . . . without taking into your system any drug, without starving yourself and without taking up terrible gymnasium work."

"I do not purge you nor give you any drugs whatever to take."

"You eat all you want."


"No drug store prescription to have filled."


"No harmful drugs or terrible massaging; no sweating; no painful physical culture exercises; no starvation diet; nothing to take internally; no poison stuff to rub on the body, and none of the old, ridiculous, harmful drug methods are used."

"I do not use medicine of any kind or worthless stuff to rub on the body."

These quotations indicate to a certain degree the tone of all the letters and other advertising matter put out by Marjorie Hamilton, Inc. The average reader, the uncritical reader, of such matter—and it is the average, uncritical reader whose money goes to swell the coffers of Marjorie Hamilton, Inc.—

The
Marjorie Hamilton
 Combination
 Quadruple System
of
 Drugless
 Fat Reduction


Copyright 1911 by
 Marjorie Hamilton Company



This treatment is sold to you for your use only and not
 to be resold, loaned, or copied by you or any other person.

A photographic reproduction of the printed part of the outside sheet of Marjorie Hamilton's "Combination Quadruple System of Drugless Fat Reduction." At first \$15 is asked for it, but if you are in no haste to part with your money you will finally have a chance to get it for \$1.

gets an impression of the "Famous Quadruple Combination System of Fat Reduction" something like this:

First, that the "system" does not call for any dieting.

Second, that no purging is necessary.

Third, that there are no drugs to apply to the surface of the body.

Fourth, that no special exercises are needed.

Fifth, that no drugs need be taken internally.

THE FAMOUS QUADRUPLE SYSTEM

Now, what are the facts? Summed up, the "Famous Quadruple System of Fat Reduction" comprises essentially the following:

- First*, rectal enemas of warm water and glycerin to be taken twice a week.
- Second*, white bread, potatoes and pastries must be given up.
- Third*, the "Healthtone-Obesity Bath Powder" must be applied to "the fat parts or whole body twice daily."
- Fourth*, the patient must take "a good long walk each day."
- Fifth*, she must "give up the drinking of any liquids at meal time.
- Sixth*, the juice of half a lemon must be taken in water four times a day.
- Seventh*, exercises, of which several are described, are to be taken and a certain amount of work each day done with Indian clubs and dumb-bells.
- Eighth*, "those desiring a more rapid reduction of weight" should purchase Kissingen or Vichy tablets and drink water in which they have been dissolved.

Such then, in brief, is the "Famous Quadruple Combination System of Fat Reduction." It is for this that \$15 is asked—and, if you wait long enough, \$1 accepted. That it contains nothing new is evident. That purging, whether by means of enemas or salines, will reduce weight in some cases, everyone knows. That by restricting the intake of carbohydrates—starches and sugars—the likelihood of increasing in weight is diminished, everyone also knows. That by certain exercises, adipose tissue may be removed, no one need be told.

THE REPEAT ORDERS

The joker in the whole treatment, however, lies in the "Marjorie Hamilton Healthtone-Obesity Bath Powder." A package of this comes with the "Combination System." It is a gift! It is sent with Marjorie Hamilton's compliments! Yet undoubtedly it is the one thing on which the Hamilton concern depends for "repeat" orders. In fact, the first letter that the victim gets after having purchased the "Quadruple Combination System" is one devoted to the praise of the Healthtone-Obesity Bath Powder. This powder is supposed to dissolve the fat with which the victim is afflicted. Evidently this powder is not so strong or efficacious as the one sold by Della Carson and alleged to have been used by Marjorie Hamilton in reducing her fat. While Della's powder is said to have reduced fat without the aid of purging, dieting or exercising, Marjorie's powder is but a part of a complicated "system" to effect the same result.

The following highly imaginative description of how the Healthtone-Obesity Bath Powder works appears in the letter just referred to:

"A pleased user writes and says: 'My bathroom is on the west side of my house. I have been taking my baths with Healthtone Obesity Bath Powder in accordance with your instructions. I select the afternoon as the most appropriate time for my own needs. I have noticed that the sunlight falling aslant the water, has shown a peculiarly oily surface—as though some sort of grease had been thrown on the water. It came from my pores. It was the oil

FAT VANISHES
ONE POUND A DAY
NO ONE NEED REMAIN FAT NOW—DOUBLE COIN GOES QUICK

Wonderful Fat Reducing Treatment Offered by Famous Beauty, Who Removed from Her Own Body Thirty-Six Lbs. of Fendrous, Weight in Five Weeks. Fat Goes Forever by this New Treatment

\$1,000 IN CASH IF SHE FAILS

FREE TO ALL OUR READERS



THIS REPRESENTS MISS MARJORIE HAMILTON WHO BY THE USE OF HEALTHTONE OBEISITY BATH POWDER GAINED THE 36 POUNDS WHICH SHE HAD LOST IN FIVE WEEKS

MISS MARJORIE HAMILTON HAS BY THE USE OF HEALTHTONE OBEISITY BATH POWDER GAINED THE 36 POUNDS WHICH SHE HAD LOST IN FIVE WEEKS

FREE BOOK
 "Weight Reducing Without Drugs"

Name _____
 Address _____
 City _____ State _____

Another greatly reduced photographic reproduction of a typical Marjorie Hamilton advertisement.

resulting from the destroyed fat globules. I wondered what it amounted to in weight—and took some olive oil as an experiment. I measured it out carefully, pouring it onto the surface of the same amount of clean water. Fully two ounces were required to produce the same glazed effect on the water. I figure, therefore, that your Healthtone Obesity Bath Powder actually withdraws two ounces of fatty accumulations from my pores at each daily bath!"

Is it any wonder that the seeker after slimness desires more of this wonderful fat dissolving powder? To such as want it, Marjorie Hamilton will send a half-pound package for only \$1. This mixture was submitted to a cursory examination in the Association's laboratory and here is the chemist's report:

HEALTHITONE OBESITY BATH POWDER

A specimen of the Marjorie Hamilton Healthitone Obesity Bath Powder examined in the Association's laboratory was found to be a reddish-brown perfumed powder. It is soluble in water with which it forms a slightly turbid reddish-brown alkaline solution. The microscope showed the powder to consist of several distinct substances. Chemical tests indicated that the powder consists chiefly of sodium carbonate with smaller amounts of magnesium sulphate, potassium nitrate and possibly sodium sulphate. Or to tabulate:

Sodium carbonate (washing soda).
 Magnesium sulphate (Epsom salts).
 Potassium nitrate (saltpeter).
 Sodium sulphate (Glauber salts).

Not that the bath powder is the only side-line carried by Marjorie Hamilton, Inc. The company also has for sale a rubber fountain syringe "at the price of \$2."

A SUMMARY

To recapitulate: here we have a concern advertising, as something new to the United States, a "system" of flesh reduction that is older than the oldest inhabitant. On the specious plea that every part of the treatment is pleasant, the victim is persuaded to part with her money only to find that she must purge, diet, and carry out a system of exercises. This, too, in spite of the fact that, either inferentially or directly, she has been led to believe that none of these methods forms part of the "treatment." She is told—*before* she sends her money—that neither the internal nor external use of drugs is part of the "treatment"; she finds—*after* she has sent her money—that the use of saline purgatives internally and of a strongly alkaline powder externally, are part of the "system." She is told—also before she sends her money—that she may eat all she desires; she finds—after she sends her money—that she must give up, among other things, "white bread, potatoes and pastries." She is told—once more, before sending her money—that it is unnecessary to take up "terrible gymnasium work"; she finds—of course, after sending her money—that exercises with and without dumb-bells and Indian clubs are part of the "system."

Will the "Famous Quadruple Combination System of Fat Reduction" reduce weight? The question can be answered Yankee fashion: Mr. Sharp, a man familiar with the late Mr. Barnum's aphorism, advertised a "sure method of exterminating roaches." He would sell his secret with such apparatus as was necessary, to all who would remit \$1. Those who "bit" received two small blocks of wood with the following instructions: "Place the roach on the lower block, superimpose the upper block and apply pressure."

Will Marjorie Hamilton's "Famous Quadruple Combination System of Fat Reduction" reduce weight? In reply we ask: Will Mr. Sharp's device exterminate roaches? (*From The Journal A. M. A., March 16, 1912*).

Aftermath

After THE JOURNAL article appeared, the United States postal authorities took a hand and on June 7, 1912, W. C. Cuningham and his wife, Marjorie Hamilton Cuningham, were indicted by the federal grand jury and placed under arrest. The indictment charged them, first, with devising a scheme to defraud and, second, with the fraudulent use of the mails to further that scheme. The Denver papers at the time of the arrest stated that the court records and papers in the hands of the federal authorities showed that Cuningham had, in 1906, served a term of eight months in jail in Minneapolis for fraudulently listing fees when he was the "president and manager" of a real estate business in that city conducted under the names, North American Land Co., the Security Land Co., the Cooperative Land Co. and the Commercial Land Co. In addition to his "listing fee" scheme he also is reported to have advertised and sold a book on "Real Estate Instructions and Scientific Salesmanship."

Further, the records are said to show that after completing his jail sentence, Cuningham went to Rochester, N. Y., where he became associated with C. F. Clark and T. F. Adkin, who with E. Virgil Neal (X. LaMotte Sage), have been engaged in exploiting various mail-order medical fakes. Our readers will remember references to this trio in connection with the Turner Obesity Cure and the thought arises that Cuningham probably got his idea for the Marjorie Hamilton Obesity Cure from the Turner concern, operated by Adkin and Clark. The family resemblance between these fakes is a strong one. From Rochester, Cuningham went to Buffalo, N. Y., where he started a mail-order business of his own, selling "beauty treatments." From Buffalo, he came to Chicago where he conducted the various enterprises that were described in the article on the Marjorie Hamilton Obesity Cure.

PRINCESS TOKIO

Since our previous article appeared Cuningham has branched out in the mail-order fake line. The "Princess Tokio Beauty Company" is the name of his new venture. "Princess Tokio" is said to be "introducing to America for the first time, the new quick wrinkle remover." The methods are what would be expected of Cuningham: Follow-up letters of the same picturesque class as those sent out by his obesity cure concern; a sliding scale of prices starting with \$5 in the April letter, dropping to \$3 in May, offering it for

\$2 in June and finally reaching \$1 in July. Some of the Princess Tokio letters are perfect gems of advertising. For instance:

"We wish to warn our customers not to use the treatment more than once daily, so that we remove their wrinkles gradually INSTEAD OF INSTANTLY. We warn you of this, not because it is in any way injurious to the skin, but because it achieves such surprising results in so short a time that it often causes embarrassment if you remove all your wrinkles in one day."

But Princess Tokio and Marjorie Hamilton will soon be no more known—to their native land at least. The Denver papers for July 24 state that Cuningham will retire from business in the United States and will confine his activities entirely to the European field. Willard B. Cook, formerly connected with the Van Camp Packing Company, and Charles E. Hayes, an advertising man, are said to have purchased an interest in Cuningham's foreign rights and to have sailed for London to take preliminary steps for the opening up of the European fields. Their previous experience in the bean canning and advertising industries naturally qualifies them to act as experts in the cure of obesity!

With the ruling passion for the almighty dollar strong, even on the eve of dissolution, the concern makes a final attempt to separate the credulous from their cash. Those unfortunates who are on Marjorie Hamilton's mailing list have received, within the past few days, another heart-to-heart circular letter which commences:

"I have decided to retire from business. The clamor, strain, worry and work to which I have been subjected in the transaction of my enormous business have been more than I have bargained for when I first undertook to give the fat people of the world the benefit of my great treatment for fat reduction."

Then she continues pathetically:

"But the strain has been too great and I must reluctantly admit that I must hereafter forego the good work and retire to rest and recuperate. That I have had a success beyond my fondest expectations has been the encouraging and hopeful reward of my efforts to benefit suffering humanity and I shall go back to the obscurity of private life with the consciousness of having done a great good to a veritable army of people who needed my aid and whose letters of gratitude are my most precious belonging. I feel there are other avenues where I can devote my life to relieving the sufferings of the poor, the helpless and hopeless where my love for humanity will have a more limited but a more tranquil and less strenuous opportunity, so I am writing to thank you for your interest in me and my treatment and to bid you goodbye."

All of which leads up to the marvelous reduction to "\$1 only" for her Great Quadruple Combination Treatment for Fat Reduction. As a parting shot, she says:

"Whether you buy my treatment or not, let me urge on you not to let so-called doctors induce you to poison your system with drugs."

Thanks to the publicity first given this fraud by THE JOURNAL and copied largely by the more independent newspapers, then admirably followed up with an investigation by the post-office authorities, the American public has received protection from at least one fraud. Great Britain has no fraud order system connected with its postoffice department and the British Isles are becoming the dumping grounds for the faker whose native land has grown too hot for him. With the closing of the Marjorie Hamilton fakery there passes into the limbo of forgotten frauds one of the most picturesque and impudent humbugs of the pseudo-medical type.

SOCIETY OF ASSOCIATED PHYSICIANS

This concern, which had its headquarters at 114 W. Thirty-Second Street, New York City, was owned and



There are many "patent medicines" sold for the cure of obesity. Here are a few from Dr. Kebler's collection. (By courtesy of the Committee on Interstate and Foreign Commerce.)

conducted by one J. A. Knox. Through the newspapers and by the means of circulars Knox advertised that there was a society of associated physicians, having for its board of managers: Dr. C. H. Barbour, Prof. R. T. Stradus, LL.D.; Z. T. Baker, chemist, and Mrs. M. Wood secretary. The advertisements further stated that this institution had

its own laboratories on Long Island and that it was formed for the purpose of selling certain remedies (pills) to cure obesity. These pills were sold at \$2 per 100. They were represented to be far superior in cheapness and efficacy to all old remedies to require no dieting and were guaranteed to reduce superfluous fat at a rate of from 8 ounces to 1 pound a day. It was claimed that the pills were made from a certain plant which was discovered by a British surgeon in Africa during the Boer war, and that this plant had proved to be the most wonderful thing the world has ever known for the cure of superfluous fat.

When the post-office inspectors looked into this concern, it was found that there was no such society as that of the "associated physicians," and that there was no such manufacturing plant on Long Island as that represented, and that the pills were not made from a wonderful plant found in Africa, but were bought in million lots from a manufacturing house. The inspectors found further that the concern, instead of being composed of doctors and other individuals as claimed, was run and owned by Knox alone, who had no medical qualifications whatever. It was further shown that the testimonials which Knox published were fraudulent. Knox, in his advertising literature, published an alleged certificate from Jared A. Timpson, Commissioner of Deeds, New York City, to the effect that he (Timpson) had investigated this business for the mayor of New York, and had found it to be a reputable concern, the pills to be efficacious, etc. As a matter of fact, the certificate was nothing but a paid advertisement. In view of all these findings, the Postmaster-General, in October, 1906, issued a fraud order against the concern.

TURNER OBESITY CURE

A few weeks ago we devoted some space to an "obesity cure" fraud of Denver conducted under the name Marjorie Hamilton. As was explained at the time, there are on the market several fake so-called drugless treatments for fat reduction. They are the natural outgrowth of the versatility of quackery. The public has been warned of the dangers of taking thyroid extract, the basis of most of the "obesity cures" of four or five years ago, until it has become unprofitable to market these preparations. Medical fakers, ever ready to take advantage of popular prejudice or fear, have turned their energies to the exploitation of the so-called drugless treatments. We say "so-called" because, as a matter of fact, they are in no sense of the word, drugless.

The Dr. Turner Company of Syracuse, N. Y., sells the "Dr. Turner Triplex System of Flesh Reducing," or, as the later letter-heads have it, the "Dr. Turner Triplex System of Weight Reduction." Its letters are signed—by rubber stamp—F. Turner, M.D. "Dr." F. Turner tells the public through the newspapers that he is a "physician, scientist and traveler who has won fame and world-wide renown through his writings and scientific researches." He further states that he "was one of the fattest men" in Philadelphia. He was so fat, that:

§ "With practically a death sentence staring him in the face and a wife and family to support, Dr. Turner thought hard."

As a result of his hard thinking he "finally made a most wonderful scientific discovery" by which he was able to make his fat disappear "at the rate of a pound a day, sometimes more."

"His method is simple, yet thoroughly scientific. There are no medicines or drugs to be taken, nothing to wear, no physical culture or violent exercises, no Turkish baths, sweating, purging, starving diets or weakening methods of any kind."

Before discussing "Dr." Turner's "cure," it may be worth while to refer briefly to "Dr." Turner himself. While the obesity cure concern at Syracuse, N. Y., is sending out what purport to be personal letters signed, F. Turner, M.D., Turner is really living at Pittsburgh, Pa., where he is employed as general manager of a company that sells proprietary medicines to physicians.

As a matter of fact, the Dr. Turner Company of Syracuse is but one of a group of enterprises that are said to be the offsprings of the fertile brain of an individual known as E. Virgil Neal, in collaboration with one Thomas F. Adkin. Here are a few of the names under which the Neal-Adkin mail-order concerns advertise:

- To-Kalon Manufacturing Company*, makes you beautiful.
- Cartilage Company* (K. Leo Minges), makes you tall.
- Harriett Meta*, eradicates your wrinkles.
- Everett Wood*, grows hair on bald heads.
- Roman Solvenc Laboratory*, removes superfluous hair.
- Mac Edna Wilder*, removes double chins.
- Okola Laboratory*, cures sore eyes.
- Corsetiere*, makes corsets.
- Paris Academy of Beauty Arts*, mail-order course in bust developing.
- Dr. Turner Company*, makes fat people thin.
- New York Institute of Science*, mail-order course in hypnotism and magnetic healing.

A PRINCE OF QUACKERY

E. Virgil Neal is a picturesque figure in the world of quackery. He came into the limelight in 1905 as president of the "Force of Life Chemical Company." This fraudulent concern was investigated by the federal authorities from whom it received a heavy coat of whitewash when it was found that an influential New York politician—Gen. James R. O'Beirne—was connected with it. The publicity given, however, proved its undoing. During the same period, Neal, also conducted a bank which is said to have furnished capital for small publishing houses, the loans mostly being paid by advertising space in the publications. Previous to his connection with the Force of Life Company, Neal conducted the "New York Institute of Physicians and Surgeons," which the government declared fraudulent. He was also connected with the "Columbia Scientific Academy" which purported to be a "school" of palmistry. Earlier still, Neal is said to have traveled over the country under the alias, X. LaMotte Sage, giving exhibitions of hypnotism to ten-cent audiences. After the Force of Life concern went out of existence, Neal organized the Neal



Photographic reproduction (greatly reduced) of the letter-heads of some of the concerns with which E. Virgil Neal (X. LaMotte Sage) and Thomas F. Adkin are said to be connected.

Biscuit Company which later changed its name to the American Health Products Company. At present, we find X. LaMotte Sage, president of a fake concern, the "New York Institute of Science," which gives correspondence courses in hypnotism and magnetic healing. From what has been said, it is evident that "Dr." F. Turner is but a figurehead in the obesity company that bears his name.

ASK \$25; TAKE \$2

Those who write to the Dr. Turner Company regarding his Triplex System of Weight Reduction receive a letter printed in imitation typewriting and so designed as to give the impression that it is a personal communication. After detailing the dangers and terrors of obesity, Turner offers to send his treatment for \$25 or, if the purchaser will sign a "contract of secrecy," he will send it for \$10. In a postscript to this first letter, he says:

"\$10 is positively the lowest price for which I shall ever sell this treatment."

Ten days later the second form-letter comes, which contains no reduction in the price of the treatment. A month later the third form-letter offers the treatment for \$5. While three weeks later, form-letter number four brings the price down to \$4. In another month the fifth form-letter arrives making a price of \$3. Another four weeks elapses and form-letter number six offers to send "the entire treatment, nothing omitted, on receipt of only \$2." A money order for two dollars was sent and by return mail there was received "Dr. Turner's Triplex System of Weight Reduction." The "system" consisted of twenty-six sheets of imitation typewriting and a box of tablets.

The first two pages of the "manuscript" explain why the "Dr. Turner's Triplex System of Scientific Weight Reduction" is the only safe and rational treatment and why all other "treatments" are either dangerous or worthless. Turner would impress you with the vast gulf that exists between obesity cures exploited by non-medical men and that offered by F. Turner, M.D.:

"A reputable and thoroughly responsible physician—unlike some obscure and unscrupulous individual who can hide behind a fictitious name and easily disappear over night, if necessary—has his reputation, his license, his practice and everything dear to him and worth living for, to lose beyond recall should he deal otherwise than honestly and honorably with his patients."

Of course the purchasers of the Turner obesity cure outfit may be expected to be duly impressed with the fact that the concern is operated by a "reputable and thoroughly responsible physician." They have no means of knowing that "Dr." Turner whose signature appears on all the letters they receive from the obesity cure of Syracuse, N. Y., is "Dr." Francis M. Turner, of Pittsburgh, Pa. Neither have they any means of knowing that F. Turner, M.D., runs little risk of losing "his reputation, his license, his practice."

The following letter from the Bureau of Medical Education and Licensure of Pennsylvania was received in answer to an inquiry as to whether "Dr." Francis M. Turner was licensed to practice in Pennsylvania:

COMMONWEALTH OF PENNSYLVANIA

MAY 8, 1912.

*Journal American Medical Association,**Chicago, Ill*

Dear Sirs:—Upon careful examination of our medical records, we find that Francis M. Turner has never received a license which would entitle him to practice medicine in this state. Yours truly,

MARY Y. McREYNOLDS,

Clerk for Bureau of Medical Education and Licensure.

And this from the New York authorities:

STATE OF NEW YORK, EDUCATION DEPARTMENT

ALBANY, June 7, 1912.

*Journal American Medical Association,**55 Dearborn Avenue, Chicago, Ill.*

Gentlemen:—In reply to your letter of the 4th, I beg to say that neither the name Dr. Francis M. Turner nor Dr. F. Turner appears on our list as a physician in New York State. Yours truly,

AUGUSTUS S. DOWNING,

First Assistant Commissioner of Education.

The states of New York and Pennsylvania are the only ones, apparently, from which Turner does business. If he is licensed in neither one of them, it is fair to assume that he has no license to lose; without a license, he cannot legally practice and therefore has no practice to lose; and if, without license or practice, he so advertises as to convey the idea that he has both, he cannot have very much reputation to lose.

Pages three, four and five of the "Triplex System" give in detail what purports to be Turner's personal experience with obesity. Briefly, his story is that at the age of 27 he began to gain weight and by the time he was 43 and weighed 254 pounds he "awoke at last to a thorough realization" of the fact that he was becoming obese. Dr. Turner's awakening produced effects that closely resembled a similar awakening in Marjorie Hamilton's case, whose cure for fatness has been referred to before. When Marjorie realized that she had become fat, she says that she studied "into the long weary hours of night and tried experiment after experiment." When "Dr." Turner discovered his obesity, he—but let him speak for himself:

"I studied and experimented, often working blindly day and night, as I never had worked before."

Like Marjorie he was successful in perfecting "the most wonderful treatment for obesity ever discovered." Like Marjorie's, too, Turner's "treatment" is radically different from all accepted theories.

WHAT THE TREATMENT IS SAID TO BE

The Turner "treatment" should be considered not only in the light of what it is but rather by comparison between what it is and what those who purchase it are led to believe it is. Some quotations from advertisements will make plain what those who send in the \$25—or less—for the Triplex System may expect to get for their money:

"You eat what you want whenever you want it."

"I do not purge you nor give you any drugs whatever."

"No drugs, medicines, starvation diet, exercising or apparatus used."

"There are no medicines or drugs to be taken, nothing to wear, no physical culture or violent exercises, no Turkish baths, sweating, purging, starvation diet or weakening methods of any kind."

WHAT THE TREATMENT REALLY IS

Such are the claims under which the Turner "obesity cure" is sold. Both by inference and by direct statement they justify the prospective purchaser in believing that the use of purgatives, the following of any special diet or the carrying out of any set exercises do not form any part of the Turner treatment. After he has parted with his money, however, he finds, as in the case of the Marjorie Hamilton "treatment" that he is to do all of the things which he has been led to believe were neither necessary nor part of the "cure." Briefly the Turner System requires:

Dicting.—Potatoes and a large list of other commonly eaten vegetables are interdicted. Nothing containing ordinary wheat flour such as bread, bisenits, cake, etc., nor any cereal or cereal products may be taken. Sugar in any form must not be taken but Dr. Turner's saccharin tablets at fifty cents a bottle may be used instead. Various kinds of fish, fried, hard boiled, or omeletted eggs, fried meat of any kind, veal, pork, ham, bacon and various other meats, pies, pastries, prunes, bananas, any kind of sweets and a score of other things—all are prohibited by the Dr. Turner treatment which is sold under the specific claim: "You eat what you want whenever you want it."

Purging.—The user of the Turner treatment is recommended to take artificial Carlsbad, Vichy or Kissingen Salts. The Marjorie Hamilton treatment recommended the same thing, with this difference: that while the Hamilton concern suggested that the patient buy the salts at the drug-store, Turner sells the product himself. For those who prefer their cathartic in tablet form, he has "prepared in the form of a small and extremely palatable chocolate-flavored tablet" which he is willing to sell "at the special low price of \$1" for 100. That the patient may be more likely to purchase these tablets, he sends a few along with his "treatment." A cursory examination of the tablets in the Association's laboratory indicated that the essential drug they contain is phenolphthalein. In addition to the phenolphthalein tablets and saline purgatives,

Turner recommends enemas. All this the purchaser learns after having spent money for the "treatment" sold under the claim "I do not purge you nor give you any drugs whatever."

Exercising: The purchaser of the "Triplex System" is also instructed to stand before an open window both on rising in the morning and on retiring at night and take one hundred deep breaths. He must, in addition, go through a series of exercises with the arms and trunk and in addition "take a long brisk walk" morning and evening. But he bought the "treatment" under the claim that "no exercising" was necessary!

THE FOOD TABLET HUMBUG

So much for the discrepancy between what is offered and what is furnished. In the Marjorie Hamilton fake the part

DR. TURNER'S

Complete Home Courses of Treatment

For the Prompt Relief of All Sufferers from

DYSPEPSIA—CONSTIPATION—PILES.

These treatments are warranted to contain no dangerous or habit-forming drugs.

ABSOLUTE GUARANTEE—Each Turner Treatment may be depended upon to afford immediate relief, and by correcting cause of the diseased condition for which it is recommended, the remedies ultimately effect a complete cure.
Carefully select treatment that you require, consulting the Doctor when necessary, and if after using the remedies for ten days you are not perfectly satisfied and convinced that they are adapted to your case, write Dr. Turner, and your money will be refunded completely.

The "obesity cure" is not the only fake sold under Turner's name from Syracuse. There are also "complete home courses of treatment" for various conditions—"dyspepsia, constipation, piles," etc.

of the treatment that was relied on by the manufacturers to be a good "repeater" was the "Healthtone-Obesity Powder" which was claimed to "dissolve fat"; in the Turner humbug the tablets which come with the printed instructions are the means whereby the Dr. Turner Company expects to squeeze additional dollars from those who are foolish enough to purchase the "Triplex System." Two lots of tablets accompany each treatment, one labeled "Concentrated Food Tablets" and the other labeled "Special Food Tablets." The two kinds differ only in color, each being about the diameter of a silver dime. The "concentrated food tablets" are a dirty white color, while the "special food tablets" are a mottled gray. Both lots of tablets were submitted to examination in the Association's laboratory and the chemists submitted the following report:

LABORATORY REPORT

Dr. Turner's Concentrated Food Tablets: The tablets weigh about 1.18 gm., each or approximately 18 grains. They are

grayish-white in color with a faintly, sweetish, ginger-like taste. Qualitative tests demonstrated the presence of milk sugar, casein, calcium salts, starch, ginger, fats and powdered talc. Quantitative examination indicated the presence of the following substances in the amounts given:

Starch and ginger (mostly starch).....	1.51 per cent.
Talc	1.83 per cent.
Ash (exclusive of talc).....	6.09 per cent.
Water (loss at 100 C.).....	5.59 per cent.
Fat (ether extract).....	0.60 per cent.
Milk sugar.....	47.00 per cent.
Casein and other proteins (N \times 6.38).....	32.67 per cent.

The chief constituents of the tablets, therefore, are milk sugar and casein. A product of similar composition would result from the evaporation of "skimmed milk." Hence, it is possible that Turner's concentrated food tablets are nothing more than milk from which the most of the fat has been removed, the resultant whey subsequently evaporated, the residue powdered and made up into tablets by means of a little talc, starch, and a trace of ginger.

Dr. Turner's Special Food Tablets: The tablets weigh about 1.25 gm. each or about 19 grains. Their color is somewhat darker than the "Concentrated Food Tablets" but their taste is similar. Qualitative tests indicated the presence of the same constituents as were found in the "Concentrated Food Tablets." The quantitative examination indicated the presence of the following substances in the quantities given:

Starch and ginger (mostly starch)...	0.84 per cent.
Talc	0.99 per cent.
Ash (exclusive of talc).....	6.33 per cent.
Water (loss at 100 C.).....	5.08 per cent.
Fat (ether extract).....	0.60 per cent.
Milk sugar.....	49.65 per cent.
Casein and other proteins (N \times 6.38).....	31.00 per cent.

Examination shows that there is practically no difference in composition between the "Concentrated Food Tablets" and the "Special Food Tablets."

What then is the value of these tablets of dried whey? The answer is forthcoming in the follow-up letters that came subsequent to the purchase of the original "treatment." The first letter of this kind comes the day after the "system" itself has been delivered, and bears the following warning:

"Be careful not to underestimate the importance of the concentrated food tablets I have sent you. I do not guarantee the success of my treatment unless these are taken."

A little more than two weeks later another letter comes urging that an additional \$8 be sent for which the Dr. Turner Company will furnish "two full months' treatment or just twice the quantity of treatment you received at first." This can only mean, of course, that the eight dollars is for a double supply of "Concentrated Food Tablets." If this offer is not taken, another letter comes three weeks later recommending "an additional course of treatment." Turner's price for this

additional course of treatment is \$25, but he is "so anxious to have you continue this treatment until your weight is fully and completely reduced to its normal standard" that he will send it to you "for the exceptionally low price of \$5." Should you still be obdurate, another letter comes about a month later offering the same thing for \$3. The value of the "concentrated food tablets"—to the concern selling them—is thus evident. They form the "repeaters" which every successful patent medicine faker finds so necessary as a dividend producer.

To revert again to the "Triplex System": In addition to limiting the diet, going through a series of exercises, using saline purgatives and enemas, the Turner system describes what it calls "other aids to reduction." The "other aids" are the "To Kalon Keapshape Reducing Corset" which Dr. Turner is willing to arrange to have you purchase "direct from the manufacturers at a much lower price than it could be bought for at a retail store." The special reduced price is \$12.00. The reader will recognize in the name To-Kalon one of the many companies which E. Virgil Neal is said to control. The other "aid to reduction" recommended by Dr. Turner is the "Neal Reducing Belt" of which he says he "cannot speak too highly." The belts contain "medicated obesity pads." "In many cases fat begins to soften perceptibly and fairly seems to melt away when the belt and pad have been worn only a few days." He advises the purchase of two belts. "This plan is recommended for many reasons," not the least of which, we opine, is the fact that the Dr. Turner Co. participates in the profits of their sale—regular price \$15.

SUMMARY

Such is Dr. Turner's Triplex System of Weight Reduction. The various deceptions practiced by the concern may be summarized:

1. The public is told that "Dr." Turner is a Philadelphia physician and a "scientist and traveller who has won fame and world-wide renown through his writings and scientific researches." The Pennsylvania authorities deny that Turner is, or ever was, licensed to practice medicine in that state and the New York authorities declare that he has no license there. Turner is unknown as a scientist and his claim to being a "traveller" apparently rests on no more substantial evidence than the fact that he used to be a travelling salesman. He has won neither fame nor renown, either through his writings or researches and the only "writings" bearing his name, so far as we can discover, are his "obesity cure" letters and "treatment" and an advertising leaflet that was issued by the proprietary medicine company of which he is general manager.

2. The purchaser is given the impression that he will receive treatment and advice from a reputable licensed physician; instead he receives a set of printed instructions and worthless tablets from a business concern organized by men who are engaged in various other fraudulent mail-order enterprises.

3. The victim is led to infer that dieting is unnecessary and not a part of the treatment: "You eat all you want whenever you want it." He finds, after parting with his money, that to follow the "treatment" he must cease eating many commonly-used articles of food.

4. He pays his money on the understanding that purging is unnecessary and is foreign to the "treatment"; he discovers—after payment—that various saline purgatives are recommended which the concern itself offers to furnish—for an additional cash consideration.

5. He buys the system under the belief that no "physical culture" exercises need be indulged in, only to find that a system of calisthenics and a "long brisk walk" morning and evening besides "breathing exercises" are actually part of the "treatment."

6. The purchaser is deceived into believing that the dried whey tablets furnished by the company have a definite value in bringing about the desired reduction; he is further cajoled into buying additional supplies of these utterly worthless products.

7. He may be further wheedled into buying a "To-Kalon Keapshape Corset" or a "Neal Reducing Belt."

Founded on deception, maintained by falsehood and perpetuated by fraud the Dr. Turner Obesity Cure belongs in the same category as the Marjorie Hamilton "cure." In fact, there is but little difference between the two. From the standpoint of the medical profession, the Turner concern is the more contemptible because of the attempt to use the title M.D. as a means of lending an air of respectability to an altogether disreputable business. From the standpoint of the public there is nothing to choose between them; they are both humbugs and in either case the public's money is obtained under false and fraudulent pretenses.—(*With modifications, from The Journal A. M. A., June 22, 1912.*)

[After THE JOURNAL began to investigate this fraud pressure was brought to bear, apparently, on the Dr. Turner Company and the concern no longer advertises—in the United States. The same old lying claims continue to appear in Great Britain.]

RUPTURE CURES

THE RICE RUPTURE CURE

This concern is run by one W. S. Rice, Adams, N. Y. The claim is made that Rice is "not trying to sell you a truss," but he offers you "a cure that stays cured." He obtains his customers by means of advertisements not only in the United States and Great Britain but on Continental Europe also. When an advertisement is answered, a letter is sent with a booklet describing Rice's "method." The method consists of wearing a truss—called by Rice, an "appliance"—and the application of a fluid called "Developing Lymphol." The truss comprises an elastic band with a pad and understrap. Lymphol, when analyzed by the chemists of the British Medical Association, was reported to be "an alcoholic solution containing essential oils, capsicum resin and a trace of red coloring matter." The chemists claimed that careful comparisons indicated that Lymphol had the following formula:

Tincture of capsicum (red pepper).....	60 parts
Oil of origanum.....	6 parts
Oil of peppermint.....	1 part
Oil of spearmint.....	0.3 parts
Red dye.....	q.s.
Alcohol to make.....	100 parts

The cost of Rice's treatment varies from \$9 to \$16. The chemists of the British Medical Association estimated the cost of the ingredients for 4 ounces of Lymphol—sold at \$4— at 18 cents.

STUART'S PLAS-TR-PADS

F. J. Stuart of St. Louis sells what he used to call "Adhesive Hernial Plaster Pads" but which he now calls "Adhesive Plas-tr-Pads." When sold under the earlier name, Stuart did business as "The Stuart Plaster Pad Company." His more recent trade name is the "Plapao Laboratories, Inc." The reason for this change of name is not known, but it occurred after some unenviable publicity had been given to the concern, due to a prosecution under the Food and Drugs Act. The government's case against Stuart was dismissed in the lower court on a demurrer filed by the defendant. Stuart's contention seems to have been that his plaster pad was not misbranded, as the government charged, because he had not lied *on a label* but had confined his mendacity to a *circular* that was enclosed with the pad—and apparently the law does not prohibit falsehoods published elsewhere than on the label.

CLAIMS—OLD AND NEW

Before discussing the device itself it will be interesting to compare the claims made for it before the government commenced suit, with those made after suit had been brought. The arrangement in parallel columns of the assertions made before and after prosecution illustrates what a power for comparative righteousness is wielded by the Food and Drugs Act. The words and phrases that have been modified are put in italics:

OLD	NEW
"Stuart's Adhesive Plaster-Pads <i>Cure Rupture.</i> "	"Stuart's Plas-tr-Pads <i>Give Quick and Permanent Relief.</i> "
" . . . the Plaster-Pads will <i>cure almost every case.</i> . . ."	"The Plas-tr-Pads will <i>do all we claim for them</i> . . ."
"Stuart's Adhesive Hernial Plaster-Pads <i>cure</i> while you work and while you sleep."	"Stuart's Adhesif Plas-tr-Pads <i>work</i> while you work and while you sleep."
"They are made to <i>cure</i> rupture . . . and that is what every ruptured sufferer wants—a <i>cure</i> and not a mechanical support."	[Omitted entirely in new-booklet.—Ed.]
"This is the reason why the Plaster-Pads <i>effect a cure</i> so quickly."	"This is the reason why Stuart's Plas-tr-Pads <i>produce results</i> so quickly."
"They are as <i>far ahead</i> of the truss as the great ocean steamships of to-day are <i>ahcad</i> of the old-time sailing vessels."	"They are as <i>different</i> from the truss as the great ocean steamships of to-day are <i>different</i> from the old-time sailing vessels . . ."
"Within this pad is a reservoir or container, which is filled with <i>the essential curing medicine</i> . . ."	"Within this pad is a reservoir or medicine container which is filled with an <i>absorbent astringent medication.</i> "
" . . . they <i>hold and cure</i> rupture . . ."	" . . . they <i>relieve ruptured sufferers from the dangerous misconstructured truss.</i> "
"The question that I am discussing is <i>'How to Get Cured.'</i> "	"The question that I am discussing is <i>'How to Get Rid of the Truss'</i> . . ."
"I had the opportunity to be <i>cured</i> offered me . . ."	"I had the opportunity to be <i>rid of the truss</i> offered me . . ."
"If you want to be <i>cured</i> , do your part and order Stuart's Adhesive Hernial Plaster-Pads."	"If you want <i>relief</i> , do your part and order Stuart's Adhesif Plas-tr-Pads."

A study of the foregoing demonstrates once more that the Food and Drugs Act has been responsible for the passing of the "lie direct" which has given place to the lie by inference. The methods of bringing the "plaster pads" to the notice of the public are those common to medical fakers in general. That is to say, Stuart uses such newspapers and magazines as will accept his advertisements and he also uses those medical journals that are not above taking money for this sort

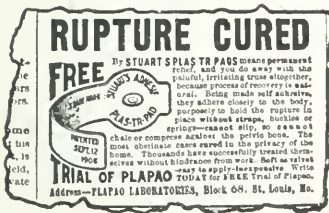
of thing. The wording of the advertisements in the newspapers differs but little from that which appears in medical journals.

ADVERTISING IN MEDICAL JOURNALS

The difference lies chiefly in the style of type and general appearance of the "copy." In the *Police Gazette*, for instance, we find the advertisement headed in large type "RUPTURE CURED"; in the medical journals, the heading runs "DOCTOR! DON'T FIT A TRUSS." The medical journal advertisements, however, are not distinguished by any particular conservatism, for we find such statements as this:

"Have CURED the most OBSTINATE cases in a few days."

Apparently there are publishers of medical journals who see no outrageous exaggeration in the statement just given and who really believe that the "most obstinate" cases of hernia can be "cured in a few days" by means of a piece of



Photographic reproductions of advertisements of Stuart's Plas-tr-Pads. The one on the left is from the *Police Gazette*; that on the right, from a medical journal. [Since this exposé appeared in THE JOURNAL of the American Medical Association and the fraudulence of the Plas-tr-Pads was made clear, the *Therapeutic Record* seems to be the only medical journal that has not dropped the advertisement.]

adhesive plaster. At any rate, four or five medical journals of more or less prominence are, or have been, carrying the Stuart Plaster Pad advertisements. Believing that when the publishers have had their attention called to the viciousness of this device, they will delete these advertisements from their pages, we shall not publish, at this time, a list of those journals that carry the Plas-tr-Pad advertisements. [Since this exposé appeared practically all medical journals have ceased to advertise the fraud.]

BUYING A MAILING LIST

Apparently, Stuart does not expect the physicians to whom he appeals through these medical journals to fit these pieces of adhesive plaster to patients, although in a letter that is sent to those who answer such advertisements a discount of twenty-five cents on the dollar is offered. The real reason, however, for getting in touch with a certain class of physicians appears in the circular that the doctor receives telling

him about "Our Plan for a Free Fever Thermometer." The physician is asked to send in the names and "complete and correct addresses" of ten people "positively known to be ruptured." For the mailing list thus furnished (and twelve cents in cash), the doctor receives a free thermometer. A thermometer seems rather a cheap bribe to offer a professional man for furnishing confidential information regarding the physical disability of people who have presumably entrusted him with their secrets. But the birthright of professional decency would doubtless not be highly valued by those who would thus become accessories before the fact in the furtherance of quackery.

THE PADS THEMSELVES

What a. Stuart's Adhesive Plaster Pads? What is this wonderful device that, according to its exploiters, does in a few days what some of the most skilful physicians and surgeons are unable to accomplish in weeks or even months? It is, to all intents and purposes, a strip of adhesive plaster with a small pad containing a simple ointment. The padded portion of the plaster is placed over the hernial opening and the plaster itself applied to the skin. Then, if we are to believe the Plapao Laboratories, Inc.—which we are not—the medicine will "contract, strengthen and restore" the "stretched out and weakened muscles" and the hernia is cured! It is not necessary to tell physicians that this "medicine" will do nothing of the sort.


It would probably have been difficult to sell, even to the most gullible, a strip of adhesive plaster at \$2 and more a strip. By using a simple ointment of secret composition and "playing it up" as the essential element in the "cure," it is not so difficult to humbug the public; for the mysterious always appeals to the uninformed. The government, in its report on this fake, had the following to say about the ointment—which is sold under the proprietary name "Plapao"—to which such marvelous properties are ascribed:

"Said plaster pad and the compound drug contained in the cone thereon, were misbranded within the meaning of the act in that the label on the pad in question stated that said compound drug possessed qualities which would cure or tend to cure the disease of hernia or rupture, when as a matter of fact said compound drug did not possess such qualities, the statements on said label being thus false and misleading."

While the government lost its case in the lower court on a technicality, the assertions in the government chemists' report that the thing was a fraud are as true to-day as they were when they were written. A sample of this ointment was examined in the Association's laboratory and the chemists reported as follows:

LABORATORY REPORT

"A specimen of Stuart's Plapao for Rupture consisting of a dark brown ointment, was found to be essentially a lanolin ointment containing tannic acid and perfumed with oil of pine needles, or some oil with a similar odor





Dr. A. B. GRIFFITHS,
Ph. D. Hon. D. Sc.

Member of the Chemical Societies of Paris, Berlin and Milan, Principal of the Brixton School of Chemistry and Pharmacy; Analytical Chemist, Assayer and Chemical Engineer, Consulting Chemist and Expert Adviser to Foreign Governments, Corporations, Colleges, Companies, Pharmaceutical and Chemical Manufacturers, Hon. Member of the Pharmaceutical Societies of Paris, Brussels, Athens and Toulouse; Bacteriological and Agricultural Expert, etc.

Author of: "A Manual of Bacteriology," "Researches on Micro-Organisms," "The Physiology of the Invertebrates," "A Treatise on Mammals," "The Diseases of Crops," "Mammals and Bird-Lives," "Special Mammals for Garden Crops," "Respiratory Protists," "A Manual of Assaying," "The Chemistry of the Hair, Furs and Textiles," "Dental Metallurgy," "Manuals for Firms and other Texts, etc.

Chemical, Bacteriological and Assay Laboratories.

LONDON, S. W. December 29th 19 09

I hereby certify that Stuart's Adhesive PLASTER-PADS for the cure of rupture have been practically tested by me, the data obtained being of a most satisfactory character, and indicating them to be a valuable and skilful invention that are well suited for the purpose for which they are designed. They are unique medicinal applicators, and most effective. Their therapeutic action proves them to be the very best remedy for hernia, and renders them perfectly safe and reliable. I can strongly recommend Stuart's Adhesive Hernial PLASTER-PADS.

A. B. Griffiths

... for a home for a baby boy at £200 a year in order to extract fees of 20s. from applicants.

GRIFFITHS, DR. A. B., 171, Brixton-road, London.—Gives analyst's certificates to quack remedies for a fee of a guinea. Has a long string of foreign "honours" and American "degrees" attached to his name, and was at one time "President" of the egregiously Society of Science, Letters and Art.

Has I. I. The alias of one Frederick Roberts, a swindler, who

The upper picture is a photographic reproduction of Dr. A. B. Griffith's "analysis"; the lower picture is reproduced from part of a page in *Truth's* "Cautionary List." Evidently, he is an analyst without honor in his own country!

and colored dark brown. Neither potent alkaloids nor compounds of metals such as arsenic, mercury, aluminum or zinc could be detected."

The whole tenor of the Plapao concern's advertising matter is to the effect that the plaster pads will cure rupture—even the “most obstinate cases”—and make a truss entirely unnecessary; yet when Stuart applied for a patent on his device, he described it, not as a cure, but as a “hernia support” that was to be used alone “*or in combination with a truss.*” In fact, in some of his advertising matter the following statement appears:

“If so desired they can be worn in combination with any truss, and in severe cases this combination is especially adaptable.” [Italics ours.—Ed.]

Nor is this all. That the poor victim of hernia may be caught both “coming and going” the Plapao concern, after exhausting every effort to sell its strips of adhesive plaster, finally sends the prospective patient a price list of trusses, suspensories, “uterine supporters,” etc., which it has for sale. In other words, while Stuart can find no language strong enough to condemn trusses, he is perfectly willing to sell trusses if by no other means can he separate the sufferer from his money. The truss price list accompanies the last of a long series of follow-up letters.

ANALYSES AND TESTIMONIALS

Of course, the Plapao concern has testimonials. More than this, it has what purport to be chemical analyses of the ointment used in the pads. The “analyses” give no indication of the composition of the stuff—the point on which a chemist is competent to give an opinion—but do discuss its therapeutic value, a question altogether out of the province of chemical analysis. One of these analyses is from Delta E. Combs, who calls himself a “consulting and analytical” chemist. We understand that Mr. Combs is also president, treasurer and manager of the Combs Chemical Company of St. Louis, a concern that sells “ethical proprietaries” for the cure of alcoholism, the drug habit, the tobacco habit, sexual neurasthenia, etc., and which manufactured Habitina (see index).

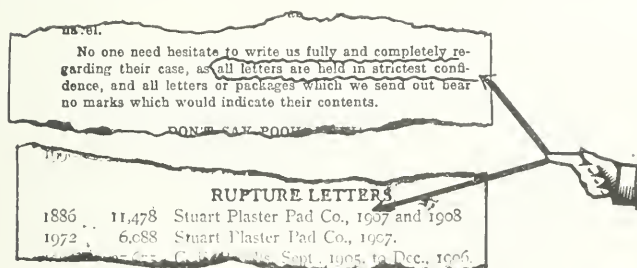
Another “chemist,” whose analysis is published, is “Dr.” A. B. Griffiths, London, England. The Plapao people call particular attention to “Dr.” Griffiths’ analysis which they reproduce in facsimile. Griffiths’ letterhead has pictures of a number of “medals” which, according to the Plapao Laboratories, indicates “that his reputation is world-wide.” Some of our readers will remember that we have called attention to “Dr.” Griffiths before. He is a gentleman who furnishes “analyses” for various classes of medical fakers, the charge being \$5 for each “analysis.”

His name very properly appears in the “Cautionary List” put out by London *Truth*.

A widely advertised obesity cure, a cure for baldness and a fake cure for alcoholism, all American humbugs, also publish “analyses” from Griffiths.

A few of the testimonials reported to come from individuals who had been cured by Stuart's Plaster Pads, were investigated. Letters were written to physicians in the towns in which such individuals lived. The following is the result of the investigation, the initials being those of the persons who had testified to their "cure":

- G. W. : Rupture now "as bad as it ever was."
 L. C. J. : Claims to be cured; could not be verified, as no examination was made.
 W. M. : Not cured; umbilical rupture; imperfectly closed.
 M. W. H. : Not cured; still wears a support.
 W. E. B. : No information obtainable.
 J. H. W. : No information obtainable.
 J. M. : Claims to be cured; could not be verified, as no examination was made.
 J. S. S. : Still ruptured.
 A. J. M. : No information obtainable.



Photographic reproduction (1) of Stuart's advertising matter, where the assertion is made that "all letters are held in strictest confidence"; (2) of a portion of a pricelist issued by a firm that makes a business of buying and selling letters that have been sent in to mail-order medical fakes. It will be noticed that this firm has more than 17,000 Stuart Plaster Pad Co.'s letters for sale. Confidential, indeed!

This represents names taken at random from a list published by the "plaster pad" concern. If this is the best showing that can be made for the "adhesive plaster treatment" of hernia coming from individuals whose names are published as striking examples of the success of the treatment, what would be the result if it were possible to write to the hundreds of victims whose names will never be made public but who have parted with their money for this worthless device?

"SCARE" METHODS

Like all medical fakes, the sale for this is stimulated by attempts to frighten the susceptible. The dangers and frequency of strangulation in hernia are harped on throughout the advertising matter and hair-raising pictures of people in deadly peril are used to play still more on the fears of those suffering from rupture. In one of the circulars there is a

"faked" reproduction of an envelope sent out by the Stuart concern and returned to it with the inscription "Returned to writer: Dead" stamped on it.

PRIVATE AND CONFIDENTIAL

One more point connected with this concern and we are through. The following statements appear in the advertising matter sent out by the plaster pad company:

"The utmost privacy is always maintained in all our correspondence and business relations"

"No one need hesitate to write us fully and completely regarding their case, as all letters are held in strictest confidence."

In spite of this statement, we find advertised for sale by one of the largest letter brokers in the country, listed under "Rupture Letters" no fewer than 17,566 letters of the Stuart Plaster Pad Company. Privacy indeed!



STUART PLASTER-PAD CO.
 ORIGINATORS AND SOLE MANUFACTURERS OF THE CELEBRATED
**STUART'S ADHESIVE
 PLASTER-PADS
 FOR RUPTURE**
 OFFICES
 505 NORTH SEVENTH ST.
 ST. LOUIS, MO. 19

REFERENCES
 DRUGGISTS AND FARMERS
 CAPPELL'S DRUGGIST
 GOLDEN'S DRUGGISTS
 ST. LOUIS
 E. P. FEECHER
 THE PRECINCT AND CORNER
 BROADWAY AND 14TH ST.
 EAST SIDE, N. Y.



PLAPAO LABORATORIES, INC.
 ORIGINATORS AND SOLE MANUFACTURERS OF THE CELEBRATED
**STUART'S ADHESIVE
 PLASTER-PADS
 FOR RUPTURE**
 ADVISORY
 DEPARTMENT
 505 N. SEVENTH ST.
 St. Louis, Mo.

FOREIGN BRANCH
 STUART PLASTER PAD CO.,
 107 ADELPHI GATE ST.,
 LONDON, E. C.

CABLE ADDRESS
 "PLASTERPAD"

Here are shown photographic reproductions of the old and new letterheads used by Stuart in selling his strips of adhesive plaster. The change of name occurred after some unenviable publicity had been given the concern through a federal prosecution.

To sum up, we have in the Plapao Laboratories, Inc., a concern that promises to cure rupture by means of a piece of adhesive plaster and a little ointment. The device is exploited both directly to the public by newspapers and indirectly to the public through the instrumentality of medical journals and of physicians who will sell the names of sufferers of hernia for the price of a cheap thermometer. [Since this exposé appeared practically all medical journals have dropped

the advertisements of this fraud. Purchasers are obtained through fake analyses and misleading testimonials. Finally, individuals who have been unwise enough to answer Stuart's advertisements or who have been unfortunate enough to have their names sent in by a local physician, have had their names sold to letter brokers to be bought by any person, anywhere, who is willing to pay the few cents necessary to obtain them. (*From The Journal A. M. A., Feb. 10, 1912.*)

PART II.

NOSTRUMS

"Their medicines are infallible and never fail of success—that is, of enriching" the doctor, and setting the patient effectually at rest."—Addison, in the SPECTATOR.

ASTHMA CURES

ASCATCO

Ascatco is sold as an asthma cure. The company selling it used to go under the name of the Austrian Laboratory, New York City, and the stuff itself was sold as an Austrian product. It is not an Austrian product. It used to be advertised by means of advertisements that were made to imitate cable news and telegraphic reports. The cablegrams were, of course, sheer fakes. The company now is known as the Ascatco Laboratory and the advertising matter carefully omits the previous claims of Ascatco being an Austrian product. Its composition seems to be changing. When analyzed by the chemists employed by *Collier's* it was found to be "a strong solution of arsenious oxid." An analysis by the Kansas state chemists practically confirmed the earlier findings. In a bulletin issued by the United States Department of Agriculture entitled "Habit-Forming Agents," Ascatco is described as an "opium-arsenic preparation." A cursory examination made in the Association's laboratory, disclosed the fact that the stuff contained benzoic acid apparently in combination with potassium; this, of course, in addition to the opium it contained. Ascatco also contains 13 per cent. of alcohol. The amount of opium in this "Austrian prescription" is gradually diminishing. Two or three years ago the labels declared the presence of 3.42 grains of opium to the ounce, later the presence of but two grains to the ounce



One of the later labels around a package of Ascatco.

was admitted while some of the specimens recently purchased give a still smaller opium content. The claims made for Ascatco that it "is non-injurious to the system," that it "leaves no after ill-effects," and further, that it "acts only on the respiratory organs," are three clear cut and unequivocal falsehoods. In fact, Ascatco is one of the most impudent frauds of its class. (From *The Journal A. M. A.*, June 8, 1912.)

HAYES ASTHMA CURE

The Hayes asthma remedies, exploited by P. Harold Hayes, Buffalo, N. Y., were analyzed in the pharmaceutical institute of the University of Berlin by J. Kochs, and, according to the *Arbeiten aus dem Pharmaceutischen Institut der Universität, Berlin*, vol. iv, p. 122, with the following results. Six of the seven remedies were examined:

1 (Labeled No. 781).—A cough medicine for use in colds, catarrhs, bronchitis and for the relief of asthma. Dose 20 to 30 drops. This is said by the analyst to contain about 6.5 per cent. of oils, consisting chiefly of oils of turpentine and peppermint, emulsified and sweetened with syrup.

2 (Labeled T. I. Q.).—A remedy that is to be taken in doses of 15 minims three times a day before meals. According to the report, it contained 13.7 per cent. of iodine in the form of potassium iodid, to which had been added a little wine and a small percentage (0.1) of hydrochloric acid.

3 (Labeled No. 769 A.-C.).—A remedy to be given in doses of 30 minims at bedtime, to be repeated two or three times in several hours. This, says Kochs, was a slightly reddish syrup containing 6.7 per cent. of iodine combined as potassium, sodium and ammonium iodids.

4 (Labeled T. II Q.).—A preparation to be taken in doses of 15 minims three times a day immediately after meals. The analytical report shows it to contain 1.08 per cent. of iron in the form of an iron peptonate.

5 (Labeled No. 808).—These were small capsules filled with 0.1 gm. (1.5 grs.) of a loose white powder. It is said "to strengthen the lungs and reduce the tendency to taking cold." Analysis is said to have disclosed that it consisted of quinin sulphate.

6 (Labeled No. 763).—Small white sugar-coated pills. These are said to act mildly on the liver and regulate the digestion. The active principle of these pills as shown by the analysis was resin of jalap. (From *The Journal A. M. A.*, Oct. 2, 1909.)

PLANTOXINE

Some "patent medicines" are viciously fraudulent; others are simply fraudulent. Some contain habit-forming and dangerous drugs; others contain no drugs at all. Plantoxine is a

nostrum marketed by the Plantoxine Company and we understand that the Plantoxine Company is really Edward W. Crittenden, a lawyer, who runs this business as a side line. The mere study of the advertising matter that accompanies Plantoxine would be sufficient to convince one that a lawyer had either written it or had very carefully "edited" it. Plantoxine is said to be:

"A Preparation of Constitutional Medicines formulated as a Corrective in Abnormal Conditions of the System which create Undue Susceptibility to Miasmatic Diseases, Plant Pollen, La Grippe, etc.; Chronic Malarial Diseases; Hay Fever, Hay Asthma, Rose Cold, etc.; Influenza and La Grippe."

In a descriptive booklet on the nostrum, the theory is advanced that "hay fever and malaria are regional associates," and that both of these pathologic states "viciate [*sic*] the blood." We are further told that "hay fever and la grippe are recognized as different forms of influenza." Having evolved these theories, the "inventor" of Plantoxine set about to discover a cure—or, as it is cautiously designated, "a successful treatment"—for these related diseases.

"After five years of diligent and painstaking effort along these lines such a remedy has been evolved."

The remedy, of course, is Plantoxine. Says the exploiter:

"In Plantoxine we now have a simple preparation of the classical constitutional medicines, delicately proportioned and adapted to the general pathology of these cases. It is guaranteed under the Pure Food and Drugs Act of June 30, 1906, and therefore may be considered perfectly safe, while its effectiveness in individual cases may be left to be decided by practical tests."

Naturally, a preparation possessing the properties claimed for Plantoxine would be brought to the attention of physicians by their patients. It is not surprising, then, that the Association's laboratory has been asked to examine this preparation to determine whether or not it contained cocain or any other dangerous or habit-forming drugs. The report of the Association's chemists follows:

LABORATORY REPORT

"The specimen received was a white, odorless powder having the physical properties of milk sugar. Qualitative tests demonstrated the absence of cocain and other alkaloids and indicated that the substance was probably milk sugar. Some time later, the correspondent, who had first written to the laboratory, sent an original package of Plantoxine for examination.

"Plantoxine is sold in packages each containing 40 powders, each powder containing about 2 grams (30 grains) of the preparation. The package, which retails for \$1.00, contains about 2¾ ounces of the preparation.

"Quantitative examination indicated that Plantoxine consists entirely of milk sugar. The presence of medicinal substances could not be determined. If present their quantities must be small.

"In this connection it should be pointed out that the effect of cocain or its substitutes on the tongue furnishes a very sensitive and fairly distinctive test which may be used by physicians with advantage. If a trace of a powder, such as this, produces no numbing effect when placed on the tongue the practical absence of cocain or its substitutes may be assured."

The story is told by Mr. Adams in "The Great American Fraud," that a general agent for a jobbing house once declared that he could put an article on the market, possessing neither remedial nor stimulant properties, and by skillful advertising persuade people that it had great therapeutic virtues. Challenged to a bet, he put out his "remedy," and within a year had won the wager. His preparation was nothing but sugar! In the light of the analysis just given, one wonders whether Mr. Crittenden—The Plantoxine Co.—also, is trying to win a bet. As this business has been conducted now about four years, it has ceased to be an experiment and is, presumably, on a paying basis.

The original boxes in which Plantoxine comes, give the price as 75 cents. These words have been obliterated and the preparation is now sold for \$1. Doubtless, the advance is due to the increased cost of living—sugar probably costs more now than it did four years ago.

We must give Mr. Crittenden credit for at least a certain degree of modesty in the claims made for his discovery:

"Plantoxine must not be expected to cure everything. Laxatives, lithia salts, calomel or other special treatment temporarily may be required, but it should be remembered that such measures are to be employed only when specially indicated and that they are not to be considered as being regularly associated with plantoxine treatment."

Truly Mr. Adams was right when he said that "our national quality of commercial shrewdness fails us when we go into the open market to purchase relief from suffering." While, probably, it would be difficult to get the average, wide-awake American to purchase wooden nutmegs it seems to be an easy matter to sell milk sugar worth 10 cents a pound, wholesale, at \$5.82 a pound, retail—providing it is sold as a "cure" for hay fever and "related diseases"! (*From The Journal A. M. A., March 4, 1911.*)

TUCKER'S ASTHMA SPECIFIC

This nostrum is sold by a Dr. Nathan Tucker of Mount Gilead, O., and is applied locally by means of an atomizer. When written to, Dr. Tucker sends a form letter with circulars describing his "system" for the cure of "asthma, hay fever and nasal catarrh." The "treatment," for which \$12.50 is asked, consists of an atomizer and 4 ounces of the "cure." This nostrum has been analyzed repeatedly and in almost every case, so far as we know, cocain has been found in it.

In 1903, Aufrecht examined the stuff and assigned to it the following composition:

Cocain hydrochlorid	1 per cent.
Potassium nitrate	5 per cent.
Glycerin	35 per cent.
Bitter almond water.....	35 per cent.
Water	25 per cent.
Vegetable extractives (probably from stramonium).....	4 per cent.

In common with nostrums of all kinds, its composition seems to change with the whim of the manufacturer, for when Bertram analyzed the preparation in 1905, he reported finding:

Atropin sulphate	1 per cent.
Sodium nitrate	4 per cent.
Vegetable extractives, dissolved in water with some glycerin.....	0.52 per cent.

Still later O. Anselmino (*Pharmaceutische Centralhalle*, Dec. 6, 1906) reported that one of his analyses disclosed the presence of hydrocyanic (prussic) acid, but that the analyses of another sample did not show the presence of this drug. He also reported finding a nitrite in the first sample examined but no potassium nitrate. The amount of alkaloid found by Anselmino was 1 per cent., the greater part of which was cocain.

In *THE JOURNAL*, August 4, 1906, Dr. Herman Vickery of Boston, reported that he had had analyses made of this preparation and that 7 grains of cocain hydrochlorid had been found in each ounce of the remedy. In *THE JOURNAL*, August 28, 1906, Dr. N. P. McGay of Shiloh, O., reported a case of cocain poisoning in a 5-year old child from the use of Tucker's preparation.

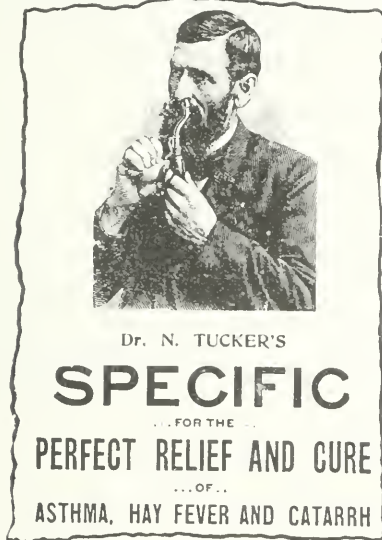
The Massachusetts State Board of Health, in its official bulletin for January, 1907, listed Tucker's Asthma Specific among other cocain-containing preparations which are unsalable in that state.

The London *Lancet*, Feb. 29, 1908, reported a case of poisoning following the use of this preparation. The victim was a married woman, age 36, who had been suffering for some time from asthma. The physician who was called just before her death discovered symptoms of cocain poisoning and refused to give a certificate of death. At the inquest it was shown that she had been taking the Tucker preparation for about two years. In the same issue, the *Lancet* stated that the British agent for this nostrum had been prosecuted under the Pharmacy Act for selling a product containing certain poisons (cocain and atropin) without labeling the preparation "poison." Analysis of the asthma cure at that time was said to have shown the presence of 3.6 grains of cocain and 0.91 grain of atropin to the ounce.

In 1910, the United States Department of Agriculture issued "Farmers' Bulletin 393," a twenty-page pamphlet entitled, "Habit-Forming Agents," by Dr. L. F. Kebler, Chief of the Division of Drugs of the Bureau of Chemistry. In this pamphlet the public was warned against using the various nos-

trums containing habit-forming drugs. Under "Asthma Remedies" the following statement appears regarding Tucker's "cure":

"An example of the cocain type is 'Tucker's Asthma Specific,' which consists of a solution of cocain and is sold throughout the United States as a result of extensive advertising and personal recommendation. The 'Asthma Specific' consists of a bottle of medicine containing cocain to be used as a spray with an atomizer. The price of the latter is \$12.50. Recent investigations showed that the amount of cocain purchased by the promoter of this remedy from a single manufacturing house during four months varied between 256 and 384 ounces a month."



Photographic reproduction (reduced) of the front cover of a booklet issued by Tucker in exploiting his "Asthma Specific."

In March, 1911, a physician sent to the Association's laboratory a sample of this nostrum. Analysis indicated once more that cocain was present.

When one considers the prevalence of the cocain habit and the demoralizing and brutalizing effect that this habit has on its victims, the viciousness of the indiscriminate sale of a preparation of this sort becomes evident. While the excuse is made by the exploiter of this dangerous nostrum that the amount of cocain that it contains is very small, every physician knows that the application of drugs to the nasal mucous membrane will produce constitutional effects in quan-

tities that would be considered negligible if administered by mouth. It is only necessary to call attention to those cocain habitués, known as "coke-sniffers," to realize the enormous harm that can be done by the taking of cocain in this way. Under the existing federal law, it is impossible to reach the men who engage in this cocain dispensing traffic, unless they make misstatements on the label. It is high time, then, that



Reduced photograph of the letter-head used by Tucker.

the various states enact such laws as will make the promiscuous distribution of cocain a penal offense. When this has been done, Nathan Tucker may perforce engage in a business that will be more respectable, if less profitable, than his present occupation. (*From The Journal A. M. A., May 20, 1911.*)

"BABY KILLERS"

KOPP'S BABY'S FRIEND

In response to a request for information from a physician who had a case of poisoning from the preparation, we had Kopp's Baby's Friend analyzed. According to this analysis, published in *THE JOURNAL*, Nov. 25, 1905, p. 1678. Kopp's Baby's Friend contains in 100 c.c. 0.0719 gm. morphin sulphate; approximately $\frac{1}{3}$ of a grain in one fluid ounce.



A group of widely advertised soothing syrups. From Dr. Kobler's collection. (By courtesy of Committee on Interstate and Foreign Commerce.)

The following deaths and poisonings have been reported from this preparation:

C. F. Jones, coroner, Baltimore, reported the death of a child, aged 3 months.—*THE JOURNAL*, Jan. 6, 1906, p. 55.

Dr. R. E. Eskildson, Omaha, reports two cases of poisoning occurring in infants.—*THE JOURNAL*, Nov. 25, 1905 p. 1678, and Feb. 10, 1906, p. 447.

R. Dodd, coroner of Oneida county (N. Y.), reported the deaths of twin children, aged 1 month, in Utica, N. Y.—*THE JOURNAL*, March 3, 1906, p. 666.

Dr. J. J. Deshler, Gliddon, Iowa, reported the case of a child, aged 14 months, who suffered from chronic opium poisoning from the habitual administration of Kopp's Baby's Friend.—*THE JOURNAL*, May 19, 1906, p. 1541.

Dr. L. E. Siegelstein, Cleveland, coroner of Cuyahoga county, reports the death of one infant, aged 2 months, and of another aged 5 weeks.—*THE JOURNAL*, July 14, 1906, p. 127.

Dr. A. J. Braden, Duluth, Minn., reports the death of a child, aged 6 months.—THE JOURNAL, Oct. 27, 1906, p. 1393.

Dr. Jesse Cooper, Newcastle, Pa., reports the deaths of twin children, aged 6 weeks.—THE JOURNAL, Feb. 9, 1907, p. 535.

Dr. Siegelstein, of Cleveland, in addition to taking testimony and investigating the cases, did some private experimental work with "Kopp's Baby's Friend." First, he gave a 6-days-old puppy 30 drops of the preparation. The pup never wakened from the deep sleep that overcame him at once. He gave a 2-weeks-old kitten 20 drops. She promptly went to sleep and slept four hours. The next day he gave her 30 drops, which put her to sleep forever. He also tried the preparation on two kittens 6 weeks old. Each slept for from four to eight hours after doses of from 15 to 20 drops.—THE JOURNAL, July 14, 1906, p. 127.

MONELL'S TEETHING SYRUP

Dr. J. E. Dorn, Brooklyn, N. Y., reported the death of an infant from the effects of Monell's teething syrup.—THE JOURNAL, Feb. 9, 1907, p. 535.



Some more specimens from Dr. Kebler's collection of nostrums of the "baby killer" class. (By courtesy of the Committee on Interstate and Foreign Commerce.)

WINSLOW'S SOOTHING SYRUP

Winslow's Soothing Syrup, as every physician knows, is one of the morphin-containing "baby-killers." Before the federal Food and Drugs Act went into effect, a pint of the presence of this dangerous drug was given to the purchaser. Since, however, the alcohol and morphin content has, per force, been declared on the label.

Unfortunately, a large proportion of the people who use this preparation are not of the most intelligent kind and do not realize the menace that the word "morphin" conveys to those whose knowledge is greater. The British Pharmacy

Act recognizes the lack of technical knowledge in those persons who purchase "patent medicines" and requires all preparations of this kind that contain any drugs scheduled in the act as poisons to be labeled "POISON." Winslow's Soothing Syrup, as sold in Great Britain, had to have the following statement printed on the label:

"This preparation, containing, among other valuable ingredients a small amount of morphin is in accordance with the Pharmacy Act herewith labeled POISON."

Even the most ignorant know the meaning of the word "poison." It carries with it a warning that is understood and that holds attention. The poison label has doubtless been the means of saving the lives of many infants and, as a natural corollary, has been responsible for a much smaller sale of the nostrum than it would otherwise have enjoyed. Doubtless, the Anglo-American Drug Company, which sells Winslow's Soothing Syrup, has been forced to recognize the fact that a



Some people are afraid of preparations sold as "soothing syrups," but imagine that the old-fashioned paregoric can do no harm. Here are some of the government's exhibits of dangerous paregoric preparations, designated by Dr. Kessler, "Polite Soothing Syrups." (By courtesy of the Committee on Interstate and Foreign Commerce.)

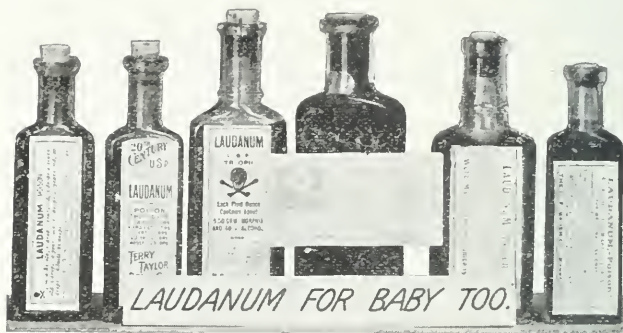
nostrum cannot have a large sale so long as it has to carry the word "poison" on its label. At any rate, Winslow's Soothing Syrup, as now sold in Great Britain, contains no morphin, potassium bromid having been substituted for the opiate. Recently analyzed by the chemist of the British Medical Association, the product on the British market was reported to have the following composition:

Potassium bromid	2.0 per cent.
Alcohol	4.3 per cent. by measure
Essential oil (anise).....	about 0.1 per cent.
Sugar	56.5 per cent.

In spite of this radical and essential change in the formula, the manufacturers still publish the statement that appeared on the label before the change was made:

"This valuable preparation is the prescription of one of the most experienced and skilful nurses in America."

To the babies of the United States Winslow's Soothing Syrup still goes with its deadly morphin. A bottle of the stuff purchased in Chicago, May 9, 1912, brought out one fact that makes for encouragement and optimism. In none of half-a-dozen of the large drug stores on State Street was it possible to purchase this vicious mixture. The druggists did not handle it. It was readily obtained, however, in the drug section of one of the department stores.



Laudanum is no more dangerous than many of the preparations sold as soothing syrups; it has the saving grace of the "poison" label. (*By courtesy of the Committee on Interstate and Foreign Commerce.*)

We have once more, then, a verification of the oft-declared fact that the "patent medicine" business is inherently fraudulent and dangerous and will remain just as fraudulent and just as dangerous as the public will permit. An amendment to the Food and Drugs Act, extending the list of drugs whose presence must be declared on the label and requiring further, that "patent medicines" containing such drugs shall be labeled "poison," would materially strengthen the pure food law and would do much to protect the public. Incidentally it would do much to decrease the sale of dangerous and habit-forming "patent medicines." (*From The Journal A. M. A., May 18, 1912.*)

How Winslow's Soothes!

Dr. G. M. Cummins, Hamilton, Ohio, reported a case of poisoning from Mrs. Winslow's Soothing Syrup in a child, aged 3½ months.—THE JOURNAL, March 3, 1906, p. 666.

Dr. J. E. Campbell, South St. Paul, Minn., reported the death of a child, aged 10 months, from Mrs. Winslow's Soothing Syrup.—THE JOURNAL, Feb. 9, 1907, p. 535.

Dr. J. M. Edwards, Commissioner of Health, Mankato, Minn., reported the death of a child, aged 18 months, from an overdose of Mrs. Winslow's Soothing Syrup.—THE JOURNAL, March 30, 1907, p. 1123.

Dr. C. Y. Beard, Cheyenne, Wyo., reported the death of a child, 10 months old, from "the designated dose" of Mrs. Winslow's Soothing Syrup, administered by the child's mother.—THE JOURNAL, April 23, 1910.

Winslow's Soothing Syrup Barred in Australia

The board of health of New South Wales has prohibited the advertising and sale in that commonwealth of Mrs. Winslow's Soothing Syrup, as being injurious to life. The decision has been advertised in the Sydney papers so that the public, the newspapers, the druggists and the manufacturers may know what has been done. We are optimistic enough to believe that the time will come, in a not far distant future, when a similar prohibition for this and similar dangerous nostrums will be operative in this country. The indiscriminate sale of such opium-laden products is a disgrace to the community that permits it. (*From The Journal A. M. A., March 30, 1912.*)

CURE-ALLS

A few years ago many nostrums were exploited, not as cures for some one or two specific diseases, but as panaceas for all the ills of the flesh. They constituted the "cure-alls." To-day, there are not so many nostrums of this type but a few are here given:

BIOPLASM

The accompanying advertisement has been appearing in the newspapers for some time, and its resemblance to the old advertisement of the "Rev. Joseph T. Inman" of lost-manhood fame, aroused the curiosity of a member of THE JOURNAL force—or it may have been an innate desire to keep in touch with things. In any event, he, as a layman, answered the advertisement, and, in due time, an imitation typewritten

LOCOMOTOR ATAXIA CURED!

After suffering for ten years the tortures that only an ataxic can know, Mr. E. P. Burnham of Delmar, N. Y., has been relieved of all pain and restored to health and strength and the ability to resume his usual pursuits by an easily obtained and inexpensive treatment, which any druggist can furnish. To any fellow-sufferer who mails him a self-addressed envelope, Mr. Burnham sends free the prescription which cured him.—[Adv.]

Enjoins Prison Goods in Schools.

[SPECIAL TO THE RECORD-HERALD]
ELGIN, ILL.
COURT

letter was received. In it was rehearsed the old, old story of how the writer had for years suffered the tortures, etc., how he had tried all kinds of physicians, all kinds of patent medicines, serums, various climates, etc., until he heard of the virtues of the medicines which finally cured him. Accompanying the circular letter was a sheet containing the prescription, with full directions. But it was not the "Rev. Joseph T. Inman" trick in all its apparent simplicity; it was Inman improved. Here is the first prescription: "Bioplasm (Bower) series No. 235a, No. 212, in sealed bottles; 2½ oz., containing about 175 tablets, cost \$1.50." Then followed the directions. Farther down the sheet is the second preparation, which is: "Sal Lithin. Take a heaping teaspoonful," etc. Bioplasm! Sal Lithin!! Certainly we have seen these names before.

"These prescriptions may be had of almost any druggist. If not, send to the manufacturers, Bioplasm Company, 100 William Street, New York."

Of course! We pick up certain medical journals and find that "Bioplasm" and "Sal Lithin" are "ethical proprietary" preparations, put up for physicians' use, for are they not advertised in medical journals? We wondered whether or not the Bioplasm Company was aware of the generous work that E. P. Burnham is doing, but this wonder only lasted ten days, for then came a letter from the company itself, with circulars, testimonials and other literature, all appealing directly to the credulous laymen, and especially to those suffering from that terrible affliction, locomotor ataxia. Of course, the literature said that bioplasm is endorsed by physicians, and, in fact, testimonials from medical men were among the literature sent to this layman by the company.

ITS COMPOSITION

The circulars sent out by these people bear evidence of having been written by persons who are either densely ignorant of the subject on which they write or decidedly unscrupulous. A glance at the following quotations taken from these circulars shows very clearly of what a mass of absurdity and contradiction they are composed:

After a careful extraction under aseptic methods the enzymes are treated by a process which unites them, creating a new product or ferment which resembles closely the bioplasm of Dr. Lionel S. Beals. . . . There is no bioplasm the several enzymes (ferments) of digestion which include nuclein, lecthir, trypsin, etc.

In another circular we are told:

Bioplasm is produced from digestive and ductless glandular organs of young herbivorous animals, but it essentially differs from the glandular extracts and nuclein preparations. . . . The defibrinated products after cultivation are desiccated and finally triturated with chemically pure sugar of milk. The exceptional therapeutic virtue of bioplasm is chiefly attributed to the compound element acquired by the process of cultivation described. It positively contains nothing besides the organic products stated, the vegetable ferments being no longer used.

Of course, intelligent physicians know that there is no process by which digestive enzymes may be united, creating a new product of a ferment nature.

ITS THERAPEUTIC CLAIMS

The therapeutic claims made for this cure-all are as grotesque and as absurd as are those which are made regarding its composition. It would be wearisome to enumerate all the diseases which it is claimed to cure, but a few taken at random will not be out of place:

Equally efficient in morbid obesity and emaciation. . . . A fatal epidemic of diphtheritic toxemia in West Virginia was checked only when Bioplasm was used.

Here is what appears on the label as it is sold in the drug stores:

Indications: All neuroses or other disorders in which assimilation and metabolism are faulty. Most prompt and powerful restorer of leucocytes and phagocytes, immunizing by strengthening bactericidal properties of blood. Unique as neuro-nutrient and blood builder, invaluable in Tuberculosis, Typhoid, Scarlet and Malarial Fevers; in Diphtheria, Pneumonia, La Grippe, Dysentery, etc.; Locomotor Ataxia, in Pelvic diseases of women and convalescence.

A WONDERFUL CURE

Among the diseases in which Bioplasm seems to get in its work most effectively is tuberculosis, and if one-tenth of what the literature claims for it were true, consumption would soon be a thing of the past. Here is one instance worth recording: A certain physician reported one of the most rapid cures ever effected. His patient had night sweats that were very bad, had been to Colorado, "has taken all the patent medicines on the market," his previous physician gave him up and said he could not live through the winter; nine physicians had treated him and given him up, assuring him that his days on earth were few.

This is enough to show that the poor patient was in the very last stage, and yet a miracle was performed, for after giving the Bioplasm for a week the testimonial says:

"The change in my patient during the seven days of treatment is most remarkable. The night sweats have ceased. The appetite has improved, and the condition of the lungs has improved to such an extent as to make me sanguine where I have been utterly hopeless. . . . Doctor, I feel like a new man. My strength is rapidly returning, and all I want now is a little more time and Bioplasm, and Bio will put me on a sound basis for the enjoyment of life, and a happy old age—a living chagrin to the many physicians who have been pointing me to the grave."

But there is another side to this bright picture. Before us is correspondence to the effect that the patient died soon after this testimonial was written. The doctor who reported the remarkable cure had been in practice but a little while. He evidently imposed on himself, and in a recent letter he expresses regret that he wrote as he did. It is for this reason that we omit his name. In a letter recently received he says:

"Yes, I have used Bioplasm a number of times since with absolutely no results. . . . I was very enthusiastic at that time and it is certain that I would not attach such value to the treatment as at that time mentioned. When I wrote to the Bioplasm people, it was simply with the hope that their product might be of value to those afflicted with tuberculosis."

LOCOMOTOR ATAXICS CURED

The following letter from one whom we will call X, as we do not care, under the circumstances, to publish his name, is one of the bits of literature that is doing good work for Bioplasm:

— June 9, 1905.

Bioplasm Company, 100 William Street, New York City:

Gentlemen:—Your inquiry about Mr. R—, the tabetic patient from Mexico, who has been taking Bioplasm for some seven or eight months, I want to answer briefly, so as to cover the ground.

Mr. R— is about 45 years old, rather frail all his life. . . . Something less than a year ago he began to experience trouble with his legs and general health . . . and on consultation with doctors was promptly pronounced a tabetic, having almost all the classical symptoms. His people here came to me, asking what to do. I could only advise Bioplasm. This was begun as soon as he could get a supply from you, in the meantime being treated with strychnin, massage, and so forth. . . . No improvement. Soon after beginning Bio, felt better. Five or six months ago he came here. When he arrived he could not get on a street car. To see him walk was agony. Soon he was taken to the cars with an attendant. Shortly after he was going around alone. Took long walks. Got better every day. He called on me yesterday, and upon inquiry said: "The padded sensation of soles still present to some degree, and knee-jerk absent. Aside from these, I consider myself a well man." He looks well, feels well, walks well, and as far as can be told is well.

Could all ataxics see this case as I have seen it, they would send in such a blast for Bio that you would flee from it. Doubtless, "things seen are mightier than things heard" (of), and there are so many "cures" reported that, like miracles, dwindle at short range, that one more or less will not count for much—in print. But I have seen this, and I believe.

Since coming here Mr. R— has taken Bio constantly, and also has had massage twice a week. No other treatment, except that he has been going through some of the kicking for "re-education."

Yours very truly,

—, M.D.

A physician in Kansas wrote to the Bioplasm people, asking them to give him the names of some reputable and well-known physicians who had used Bioplasm with the success that was claimed for it. In reply the Bioplasm people said:

We take pleasure in referring you to Dr. X, whose letter we enclose herewith [see above], and who is well known and highly esteemed in ———.

We had already written for information in regard to Dr. X and received a reply to the effect that no such physician was practicing in ———. On receiving the communication from our Kansas correspondent we again tried to get information in regard to Dr. X, which resulted in the following letter just received from our investigator:

In regard to Dr. X, of whom you wrote me a few days since: He graduated from ——— years ago; he suffers from locomotor ataxia, and can only get around in a wheel chair; he is a deaf-mute, and has been in that condition for ten years; he has not practiced any for twelve years; he has no license in this state or county. He uses Bioplasm himself, and thinks he derives benefit from it. He says that he only recommends it from his personal experience. Dr. C. is his attending physician and has charge of him in a general way. Dr. C. says that he is a perfectly innocent, well-meaning, broken-down man.

We have followed up several other testimonials and it would make interesting reading if we had space to devote to a record of the results of the investigation.

One physician from Pennsylvania writes:

"I am glad that Bioplasm is finally being exposed. About two years ago the Bioplasm people imposed on we younger physicians by giving us testimonials and ending with selling us five bottles of their dollar size for \$2.50. I dispensed an entire bottle with no effect whatever in any of its so-called usages. The other four I have still as a reminder of my folly. A few days ago a 'locomotor ataxie' told me of his wonderful new cure or 'sure cure' and behold it was Bioplasm, which he got direct from the firm with their wonderful 'epitome.' He had just run out of his '175 tablets for \$1.50,' and wanted to get some more."

When some great disaster overtakes a community and the dead and dying lie scattered about, fiendish ghouls steal forth to despoil the dead and helpless. By common consent such loathsome creatures are usually ordered shot when found at such work; but with what words can we characterize those still more loathsome creatures who scent quarry in that vast army of the sick and miserable, who, loath to acknowledge the presence or approach of the king of terrors, turn to those who speak them fair with bright promises of succor while they rob them of a few dollars and, far worse, oftentimes of the one chance of help which medical science affords? And what shall be said of physicians who, consciously or unconsciously, aid in such a despicable business?

Bioplasm's Originator

An instructive and yet pathetic incident relative to this nostrum was revealed in the death of Dr. Peter Manuel Wise, which occurred Sept. 22, 1907. Dr. Wise, it is understood, was the originator, and for some years the most important factor in pushing the sale of, Bioplasm. In one of the numerous form letters sent out by him, he said: "You can depend on it, Doctor, that if Bioplasm is taken properly by a tabetic, for not less than four months, his disease is permanently checked." Dr. Wise died a tabetic. Surely Fate in her unkindest moods never perpetrated a more ghastly irony. (*From The Journal A. M. A., various dates.*)

BLENZ'S REMEDY

Reaching the "patent-medicine"-taking public via the family physician has long been a classic procedure on the part of the nostrum manufacturer; reaching the laity through the officially appointed officers of health is the latest modification or extension of the older dodge. In a "form" letter addressed "To County Physicians," Blenz & Co., of Decatur, Illinois, "take the liberty to address you in reference to our Remedy," which "checks all diseases and all tendency to disease and returns the person to perfect health."

Here are a few of the pathologic conditions in which Blenz's Remedy is declared to be indicated:

Blood Poison.	Syphills.	Cancer.
Asthma.	Gonorrhoea.	Piles.
Fevers, all kinds.	Coughs, Colds.	Pneumonia.
Dyspepsia.	Kidney Disorders.	Tuberculosis.
Catarrh.	Rheumatism.	Smallpox.
Neuralgia.	Women's Diseases.	Malaria.

To head off any purchaser, however, who might feel that he was not getting his money's worth, we are told that "Blenz's Remedy not only moves (sic) the diseases mentioned in this circular, but all others incidentally thereto." Surely a valuable preparation to keep around the house. Should you be suffering from palpitation, paralysis or piles "take 5 or 10 grains after each meal" of Blenz's Remedy. "After the relief is obtained continue using for ten days so as to move every germ from the system." When the last germ has regretfully taken its departure, you may feel safe—but not before, because "the germs entering the system through the stomach are the shifters of life," and no one is desirous of having such an essential thing as life shifted. In fact, as Blenz tells us, "every person desires to look as well as they can"—a sentiment whose principle is as sound as its expression is grammatically unstable.

Without having given the "remedy" a clinical trial, but basing our conclusions purely on the description and claims so picturesquely set forth in the advertising, we may concede its potency in at least one condition. At \$10.00 a pound—the price asked—it seems beyond dispute that in the administration of this remedy the congested condition of a plethoric pocket-book would find immediate relief.

In a burst of rhetorical imagery and mixed metaphor, we are told that "the Body is the Theater of Disease where the drama of Life is actually played." From the pamphlet furnished, we gather that this theater is under the exclusive management of Blenz & Co., who furnish the interior decoration—for a consideration. Whether or not life is a drama is open to question; when we think of the business which this firm is engaged in, we incline to the belief that existence approaches farce-comedy, in which the physician plays the part of the unsophisticated ruralite and the nostrum exploiters assume the rôle of the "green-goods" man. (*From The Journal A. M. A., Oct. 31, 1908.*)

LIQUID LIFE

A physician wrote to THE JOURNAL that for six years one of his patients had been taking about fifty bottles annually of a preparation called "Liquid Life;" he requested informa-

tion concerning the composition of the remedy. The inquiry was referred to the Association's laboratory.

The price of the preparation being 75 cents for each bottle it seemed a pity that patients like this one should continue to be separated from their money by a nostrum which, from its name and descriptive circulars, appeared to be a sham. Hence it was explained to the correspondent that if he would send an original package of the preparation to the Association's laboratory a cursory examination would be made—sufficient in all probability to show his patient the folly of her faith in the nostrum.

An original package of "Liquid Life" having been received a cursory examination of it was made, which showed that the preparation is essentially an aqueous solution of Epsom salt, containing some Glauber's salt, the mixture being sweetened with saccharin. The facts brought out by the cursory examination having shown that the preparation is an outrageous imposition on the public, it was decided to make a more complete investigation with the view of publishing the results.

Here is part of the label of "Liquid Life," the spelling and diction being exactly transcribed:

"LIQUID LIFE
A
TRUE ANTITOXINE

"This antitoxine is non-poisonous and non-alcoholic. It will expel all alcohol from the system at once, and so requires a great deal more antitoxine and time to effect a cure if any alcohol is used while taking it, but you can use whatever tobacco you have been accustomed to."

ARRESTS DISEASES AND PREVENTS THE DEVELOPMENT OF
GERMS

"All contagious diseases are germ diseases, and manifest themselves first as headache, pain in the back, lassitude and rise of temperature, at this stage a few doses of the antitoxine will arrest them at once and prevent any further development of the germs, no matter what their nature may be."

THE PATIENT SHOULDN'T MEDDLE WITH THE LEUCOCYTES!

"It is important that there should be no interference with the action of the leucocytes or white corpuscles by using purgatives or drugs of any kind while taking the antitoxine. If the bowels move very freely at first they will check them later, and if they do not move, wait till they do."

A paragraph taken from the circular describing "Liquid Life" is given herewith. Considering its length, it is submitted as probably being the most faulty in diction, the most replete in false statements and the most barren of truthful suggestions of any paragraph in "patent medicine" literature.

THE HOME PHYSICIAN
WHY LIQUID LIFE MAKES ONE

First it is antitoxine to all contagious diseases and so removes the fear of infection from the family. If given early, acts as a preventive, given later subdues the disease; is non-poisonous and non-alcoholic; there are no reactions or bad effects from it no matter how long it is taken. It contains in itself everything with the exception of food that should be taken into the stomach to keep the family in perfect health. Children born under the influence of the antitoxine, are just splendid and remain so after birth and grow up symmetrical with a healthy body and a clear brain, for when a dose of the antitoxine is given you call into action not only one physician but millions (the Leucocytes) and every one of them is a supernal surgeon and their power to restore the body to health is supreme, even in those diseases that have been found difficult to cure before, such as Pneumonia, Catarrh, Appendicitis, Blood Poison from any cause, Syphilis, Cancer, Malignant Diphtheria, Erysipelas, Scrofula, Tetanus or Lockjaw, Consumption, all Fevers, Rheumatism, Womb diseases, Bright's Disease, Diabetes and other diseases called incurable. Ladies will find the antitoxine is all they require to keep themselves in perfect health, and if taken for a short time before confinement will relieve them of half the pain and danger. It can also be used externally with marvelous effect in all cases requiring outside applications, or injected into all the orifices of the body where there is disease, in fact, being a true antitoxine, it solves the problem of Health and Disease.

To those conversant with the principles of medicine the reading of the label and circulars would alone be sufficient to condemn the nostrum as a humbug. Others might, however, be impressed as strongly by this jumble of meaningless phrases and vicious misrepresentations as by a logical and truthful statement of facts.

The labels indicate that "Liquid Life" is manufactured by the T. B. Chemical Co., Newark, N. J. The preparation is a pale yellow, faintly fluorescent liquid, having a faint, peppermint-like odor and a harsh, disagreeable taste. The presence of magnesium, sodium, a sulphate and small amounts each of saccharin, zinc and quinin was demonstrated by the usual tests. Ammonium salts were absent. The absence of cocaine, morphin and their derivatives and substitutes was shown.

Quantitative determinations indicated that the composition of "Liquid Life" is essentially as follows:

Crystallized quinin sulphate.....	0.0566 gm.	in 100 c.c.
" zinc sulphate	0.2416 gm.	in 100 c.c.
" magnesium sulphate (Epsom salt)	13.34 gm.	in 100 c.c.
" sodium sulphate (Glauber's salt) (Calculated from sodium determination)	6.17 gm.	in 100 c.c.
Saccharin		a trace.
Water (by difference) to make.....		100 c.c.

Secret nostrums—the so-called “patent medicines” sold to the public—are of two classes: One is harmless in itself, in that it contains but little or none of any medicinal substances and is potent for harm only in so far that it restrains the user from seeking competent treatment; the other not only keeps the sick person from receiving the treatment which is indicated but contains ingredients which, when used indiscriminately, are potent for harm. Both classes are humbugs, especially because a large price is charged for what is usually worth but a few cents. In both classes there are all degrees of humbugs. “Liquid Life” easily belongs to the second class and is an example of the worst in this class. Besides containing the poisonous ingredient, zinc sulphate, its chief ingredient is Epsom salt, the long continued use of which always does harm. When it is considered that during six years one patient consumed between \$200 and \$300 worth of the stuff (as sold at retail) the “degree” of the humbug may be appreciated.

In connection with the claim of the manufacturer that “Liquid Life” is “a true antitoxine” the following definitions for an antitoxin are given:

“A substance formed in the body, which neutralizes the poisonous products of a micro-organism; a defensive proteid.” (Standard Dictionary).

“Any defensive proteid developed in the body as a result of the implantation of a poison, and acting as a neutralizer of the poison.” (Dorland’s Medical Dictionary).

In view of these definitions and of the findings of the analysis the absurdity of the claim that “Liquid Life” is “a true antitoxine” is patent.

Inasmuch as the courts have recently ruled that under the present Food and Drugs Act it is permissible to lie as to the curative properties of a preparation so long as no false statements concerning its composition are made, it would be interesting to know whether the assertion that the remedy contains “a true antitoxine” would be considered as a violation of the law; also whether the name “Liquid Life” would be held to be a false statement as to composition, or whether the learned justices would consider the name (although a deliberate lie) a permissible claim for the virtues of the remedy.—(From *The Journal A. M. A.*, Aug. 5, 1911.)

OXY-TONIC

The matter that follows is taken verbatim from the August, 1909, bulletin of the Agricultural Experiment Station of North Dakota. Mr. E. F. Ladd, food commissioner of that state, has done splendid work in exposing fraudulency in “patent medicines” as well as in food-stuffs.

Oxy-Tonic—What Is It?

What is it? It looks like, smells like, tastes like, and analyzes much like Liquozone.* Oxy-Tonic is produced and sold by the Oxy-Tonic Company, 200 Illinois street, Chicago. It is advertised as a tonic germicide, free from spirits or drugs of any description whatsoever. A sample, Lab. No. 1837, examined by this department by Mr. Zieffle, was labeled: "Oxy-Tonic, or Antiseptic, 'Pick-me-up,' for Internal and External Use." They say in their literature:

"There are no drugs whatever in this remedy. Oxy-Tonic, preferably so named because of its oxygen properties and tonic in its wonderful invigorating effects, is an oxidizing fluid of concentrated gaseous elements of an ozonous nature. Whether used as a medicine internally or as an antiseptic externally, proves not only harmless to the system but absolutely revitalizes all weakened cells and tissues, and is the only method by which complete purification of the blood may be accomplished."

An analysis of the sample gave the following results:

Reaction	Acid	
Specific gravity	1.0436	
Total solids351	per cent.
Volatile solids541	per cent.
Fixed solids (ash).....	.0191	per cent.
Total acidity (calculated as H ₂ SO ₄).....	.51007	per cent.
Sulphurous acid1377	per cent.
Sulphuric acid1633	per cent.

The sample also contained a trace of hydrochloric acid.

The blackening of the total solids was characteristic of the action of sulphuric acid on organic matter. When the solids were heated, copious fumes of sulphur trioxid were evolved. It is clearly evident, therefore, that Oxy-Tonic is not what its manufacturers would have the public believe; and that it is not possessed of oxygen properties, but rather of acid properties due to the presence of sulphurous acid and sulphuric acids; that sulphurous and sulphuric acid are recognized as drugs; and that it is not, as they say, of gaseous, oxidizing elements. They further say:

"This remedy is guaranteed as a positive specific in diphtheria cases."

Also:

"You may place your trust in Oxy-Tonic as a true kidney remedy; stimulates the nervous system, aids nutritive changes, reduces congestion, and is a sedative very soothing in its action, etc."

To quote further:

"All organic weaknesses, nervous debility, premature declining power, drains and kindred affections yield speedily to Oxy-Tonic. This is accomplished by the direct effects that Oxy-Tonic has on the blood through its vitalizing and oxygenating effects and the bringing about of a healthful, forceful, good, yet normal, circulation."

They also say:

"Oxy-Tonic of special interest to ladies. The benefits to be derived are marvelous. You can treat yourself at home, etc."

[* Liquozone is one of the many fakes exposed by Mr. Adams in the "Great American Fraud" series. It was shown that the nostrum was boomed by means of faked testimonials and when analyzed was found to be ninety-nine per cent. water with small quantities of sulphuric and sulphurous acids.—Ed.]

If we compare those statements and the analysis with the analysis and literature which was sent out by the Liquozone people, we shall recognize that the product is of the same class. They describe it as being produced from the same products and "the virtues of Oxy-Tonic are derived solely from oxygen and other gases." Then they say: "The process of blending these gases together under pressure, confined in water and gas-tight tanks, wherein the requisite amount of water has first been placed causing the same to absorb these gases, produces the germicidal qualities."

Our state [North Dakota] drug law says that a product is adulterated if it be an imitation of, or offered for sale under the name of, another article or if it be falsely labeled in any respect, with regard to its composition, properties, uses or place of manufacture, or if it bear any design which shall deceive or tend to deceive. And further: "It is adulterated if its strength, quality or purity falls below the professed standard under which it is sold."

They say:

"How can one medicine cure so many diseases? Only one conclusion can be drawn from this fact, viz., that there is one common cause for the different diseases, and that cause is the deadly MICROBE."

They further say:

"It matters not what may be the name of the disease, it has its origin in the microbe and can be cured by Oxy-Tonic which attacks and destroys not the name but the root of the cause."

They claim, therefore, repeatedly that their product is a cure, and that all diseases, whether blood poisoning, dyspepsia, heart trouble, liver complaint, neuralgia, lumbago, nervous prostration, insomnia, etc., all have one common cause, the microbe. It is ridiculous to consider such claims as these. They go farther and say with reference to their product that it contains "nothing but pure water impregnated with oxygen and other germicidal gases, and contains no alcohol, opiates, or drugs of any description."

Now, as a matter of fact, Oxy-Tonic contains no more oxygen than is natural to common water, and it contains no other germicidal gases, so far as we have been able to detect. It does contain sulphuric acid, and it is significant that at the close of their pamphlet they give a table of poisons and their antidotes. The first poison mentioned by them is the class of acids of which sulphuric is one of those named—the product which is present in Oxy-Tonic in larger proportion than any other ingredient besides water; and yet they say that the product is perfectly harmless.

In one place they name not less than forty-eight distinct diseases or ailments for which Oxy-tonic is prescribed. In

other words, it seems to be another "cure-all," good for consumption, scrofula, dyspepsia, liver and heart trouble, dysentery, Bright's disease, dropsy, neuralgia, sciatica and gout, hay fever and la grippe, salt rheum, tumors, sprains, bronchitis and tonsillitis, diphtheria, nerve weakness and insomnia, besides many others which are described throughout their pamphlet. Yet it is a drug, or at least contains drugs as defined by the U. S. P., but, nevertheless, it is described as being "as safe to drink as it is to drink pure water." Further on they add that in many cases patients appear to be worse after using the medicine. The cause is reaction; the medicine grappling the disease. Such is Oxy-Tonic, the World's Greatest "Pick-Me-Up." Wondrous advertising; it leads one to feel that Barnum's claim that the American people like to be humbugged contains much of truth; at least they are not always able to discern the real truth in much cunningly worded advertising literature. (*From The Journal A. M. A., Jan. 1, 1910.*)

RADAM'S MICROBE KILLER

A correspondent asks for information concerning "Radam's Microbe Killer," as he has a patient with cancer whose family are strongly urging the use of this nostrum.

"Radam's Microbe Killer" was shown up by Mr. Adams in his "Great American Fraud" series and also in the report of the Australia Royal Commission. This nostrum had a great vogue some years ago and then seemed to drop out of notice; apparently, however, it has been revived recently and is being pushed vigorously, especially in New York City and on the Pacific coast. A few months ago the federal government seized a consignment of this preparation (see index) and served notice on the firm in whose possession it was found. The court decided that the product should be destroyed and that the firm in question shall pay all the costs of the proceedings. The "Notice of Judgment" published by the government did not give in detail the results of the government analysis, but application to the Department of Agriculture regarding the composition of this nostrum brought the following letter:

"The acting secretary has officially authorized giving you the information relative to the composition of 'Radam's Microbe Killer.' The results are as follows:

"Sulphuric acid	0.59 per cent.
"Sulphurous acid	0.016 per cent.
"Inorganic matter (ash).....	0.013 per cent.
"Water by difference	99.381 per cent.

"The above clearly shows that 'Radam's Microbe Killer' is a mixture of sulphuric acid and sulphurous acid dissolved in ordinary hydrant water. It is quite possible that the sulphuric acid may have been present in part as sulphurous acid." (*From The Journal A. M. A., July 16, 1910.*)

SULPHUME

Many medicinal fakes apparently lead a charmed life. They may be exposed, ridiculed and seemingly annihilated, but in due time they are bound to renew their existence. As a type of such fakes we may take any of the various aliases under which the venerable Vlemineckx' solution, after falling into disuse, has been again and again revived and rechristened. Vlemineckx' solution was introduced years ago as an external application for skin diseases, and in recent years has been exploited in slightly varying compounds and under various names: sulphume, sulphurine, golden lotion, yellow lotion, liquid sulphur and soluble sulphur. This solution is essentially an aqueous solution of calcium polysulphid and thio-sulphid, such as is obtained when a mixture of lime and sulphur is boiled in water. A solution of this kind is described in the National Formulary under the title of "Liquor Calcis Sulphurate." According to the National Formulary, 5 ounces of slaked lime and 8 ounces of sulphur are made to yield 32 ounces of the solution, the material costing about 8 cents.

We had hoped that the "liquid sulphur" fake was at last dead, but this hope has been dispelled by recent inquiries for "the formula of sulphume," and for information in regard to "soluble sulphur." etc.

As the number of inquiries indicated a rather general interest in Sulphume, the Association laboratory was requested to make an analysis of the preparation as exploited to-day. It reported as follows:

"A package of Sulphume recently purchased bears the following legend:

'Sulphume for the skin and blood. The contents of this bottle makes 10 strong sulphur baths. Dose—Internally: Four to six drops of Sulphume in one-half tumbler of water 3 times daily, one-half hour after meals. Price \$1.00. Sulphume Company, Boston, U. S. A.'

"Accompanying the bottle is a booklet entitled 'Sulphur and Its Benefits to Health,' in which Sulphume is lauded for its value in treating all sorts of skin diseases, catarrh, corns, bunions, diabetes, diphtheria, female weakness, fevers, hemorrhoids, rheumatism, prostatitis, rickets, etc.

"The preparation as received in the laboratory is an orange-colored clear liquid, which on the addition of acid yields a precipitate of sulphur, accompanied by evolution of hydrogen sulphid. The liquid is alkaline toward litmus. Qualitative tests showed the presence of polysulphid, thiosulphate and calcium, but the absence of sulphate or sulphite.

"Quantitative determination showed the presence of about 1 gm. sulphur, per 100 c.c. of Sulphume, in the form of thiosulphate, and about 4 gm., per 100 c.c., in the form of polysulphid, making a total of about 5 gm. sulphur per 100 c.c. of the preparation. The calcium content was found to be equal to 2.55 gm. calcium oxid (CaO) per 100 c.c. of Sulphume."

Such a solution of calcium sulphid would doubtless be valuable for removing hair from hide as the first stage of its conversion to leather. While a few physicians still believe sulphids to be alteratives and general antiseptics and to possess some special value in the treatment of skin eruptions and recurring boils and even in acute and general sepsis, this foul-smelling remedy is now pretty generally ignored. While we are afraid its disgusting odor will continue to be a strong "talking point" for the stuff, let us hope that in due course of time the public will learn the fallacy of the old idea that anything that is nasty in taste or odor must be "powerfully good medicine." (*From The Journal A. M. A., Dec. 2, 1911.*)

SULPHURRO

Sulphurro is the name of a cure-all sold by the C. M. C. Stewart Sulphur Company, Inc., Seattle, Wash. It is a brownish-yellow liquid having the odor of rotten eggs and decayed cabbage. It is to be used, so the manufacturer says, in such conditions as rheumatism, asthma, goiter, eczema, dyspepsia and all diseases of the stomach, bowels, kidneys, skin and blood. It may also be used as a rectal enema, a vaginal douche or as an eye wash. A specimen of this nostrum was sent by Dr. A. E. Hillis, LaMoure, N. D., and a cursory examination of the stuff was made by the Association's chemists. They reported as follows:

"Chemical examination shows that Sulphurro is essentially similar to Sulphume. That is to say, it is a solution of calcium sulphid and responds to tests for calcium, sulphid, polysulphid and hydroxid. Like Sulphume then, it is evidently a solution such as is obtained when lime, sulphur and water are boiled together."

Our readers will remember that Sulphume was dealt with in THE JOURNAL, Dec. 2, 1911. Sulphurro is not worth a more extended notice. Of course, it will not cure rheumatism, asthma, eczema or any of the other hundred-and-one diseases for which it is recommended. There is little doubt, however, that it will find a ready sale among those who believe that the therapeutic value of a remedy is in direct ratio to the vileness of its odor.

VITÆ-ORE

HISTORICAL

Vita-Ore is a typical "cure-all." It has been exploited for the past fifteen years by its owner and "discoverer" (?) Theophilus Noel. This gentleman was formerly engaged in the newspaper business and later in mining and is said to lay

KEEP YOUR WALLET CLOSED

Just Say the Word

Don't spend a cent, but ask us to send it. Don't need any money for it - and a penny. Send us your address for 30 days, or prompt in sending the bill, in trying it - we show to justify it. We will send you a trial bottle, and you will pay for the rest.

We give you thirty days to try it, to use it, to test it, to make sure, to use it year-round.

Don't you see - keep your wallet closed until you know, if you are not sure, you do not pay as any time - and a cent, for there is nothing to pay for. You pay for the benefit - and the medicine. You pay for the medicine - and the benefit. It is closed for the matter of a cent. You have nothing to return, so you will not send your money back. We have nothing to lose, and you will not send your money back. We have nothing to lose, and you will not send your money back.

Don't Send a Penny

Let our judgment, you or Mr. Noel, the deal. We take all the risk, you have nothing to lose, and you will not send your money back. We have nothing to lose, and you will not send your money back.

If You Don't Feel Right

If there is something wrong in the workings of your system, something wrong with your blood, your digestion, your blood, your nerves and your circulation, you will find it in our medicine. It is the only medicine that will restore you to health. It is the only medicine that will restore you to health. It is the only medicine that will restore you to health.

Our Trial Offer

If you are sick, we will send you a trial bottle of our medicine. It is the only medicine that will restore you to health. It is the only medicine that will restore you to health. It is the only medicine that will restore you to health.

A WONDERFUL RESTORATION

Doctor Exhausted Medical Skill.

My name is Dr. Noel, and I have been a doctor for many years. I have seen many cases of disease, and I have found that the only way to restore a patient to health is by using our medicine. It is the only medicine that will restore a patient to health. It is the only medicine that will restore a patient to health.

Our Trial Offer

If you are sick, we will send you a trial bottle of our medicine. It is the only medicine that will restore you to health. It is the only medicine that will restore you to health. It is the only medicine that will restore you to health.

Out of the Jaws of Death

Permanently Cured In One Month's Time of a Serious Kidney and Rheumatoid Trouble - Was Broken Down, Deafened and Almost Helpless.

My name is Dr. Noel, and I have been a doctor for many years. I have seen many cases of disease, and I have found that the only way to restore a patient to health is by using our medicine. It is the only medicine that will restore a patient to health. It is the only medicine that will restore a patient to health.



WHAT VITÆ-ORE IS.

It is a mineral water, and it is the only mineral water that will restore you to health. It is the only mineral water that will restore you to health. It is the only mineral water that will restore you to health.

Thousands of People

Have been cured by our medicine. It is the only medicine that will restore you to health. It is the only medicine that will restore you to health. It is the only medicine that will restore you to health.

A TRIAL OF VITÆ-ORE WILL TELL YOU ITS OWN PLAIN STORY, A STORY THAT HAS MEANT COMFORT, PEACE, AND HAPPINESS TO THOUSANDS.

READ THE TESTIMONY.

Send it again and again. It is the only medicine that will restore you to health. It is the only medicine that will restore you to health. It is the only medicine that will restore you to health.

THEO. NOEL COMPANY CUMBERLAND DEPARTMENT **CHICAGO, ILL.**

A typical Vita-Ore advertisement. It appeared in one of the cheaper religious weeklies.

claims to special knowledge as a geologist and mineralogist. We are informed that he came to Chicago in 1891 and engaged in the "patent medicine" business, advertising and selling Vitæ-Ore, which he claimed to be a mineral which he had discovered somewhere in Florida or Mexico. This preparation

is sold in the form of a powder put up in envelopes which retail at \$1.00 each. It is supposed to be dissolved in water and taken internally. The advertisements, which appear mainly in religious papers, state:

"It is a mineral remedy, a combination of substances from which many of the world's noted curative springs derive medicinal power and healing virtue. These properties of the springs come from the natural deposits of mineral in the earth through which water forces its way, only a very small proportion of the medicinal substance being taken up by the liquid."

An analysis published in Bulletin No. 69 of the North Dakota Agricultural College Experiment Station states that Vitæ-Ore is simply ferric subsulphate (Monsel's salt), to which a little magnesium sulphate (Epsom salt), has been added. Our readers can readily choose the more reliable of these two statements. One can also readily understand how exceedingly beneficial Monsel's salts and Epsom salts would be in cases of rheumatism, diabetes, Bright's disease, gout, "stomach trouble," diphtheria and the other diseases for which Vitæ-Ore is recommended.

This nostrum is also interesting as showing the profits to be derived from such a business. In 1891 Mr. Noel is said to have been compelled to peddle his nostrum in person in order to obtain sufficient means to start his business. Two years later—1893—he is reported to have had in his employ two girls and three men. The extent of the establishment was three or four rooms and a basement. The business now occupies a three story building covering three building lots. The owner has a summer home in Michigan, a winter home in California, a permanent residence in Chicago and spends most of his time in travel. It is alleged that one of his recent trips to Germany was for the purpose of being treated for chronic rheumatism, which evidently Vitæ-Ore had failed to relieve. It is claimed that the present assets of the company amount to over \$200,000.

As has been said, most of the advertising of this firm has been carried on in the religious papers. Here we have further evidence that piety, properly exploited, is a valuable asset in the "patent medicine" business.

However, the founder of this edifying mixture of faith and works is no longer the dominant factor in the business. One is led to wonder whether rheumatism has had anything to do with his retirement. Surely not, since the advertisement states that "Thousands of people testify to the efficacy of Vitæ-Ore in relieving and curing rheumatism," and that "This medicine cures, whether the sufferer believes it or not." The principal factor in the business is now Dr. Joseph R. Noel, who was graduated in 1894 from Jefferson Medical College, practiced three years at Ogden and Harrison streets, Chicago, and taught therapeutics for a time at one of the night medical schools of Chicago. Did he advise his students, we wonder, to prescribe Vitæ-Ore for rheumatism? Did he learn his

present therapy at Jefferson? He has recently opened a bank, possibly as an outlet for the money sent him by readers of religious papers. It is possible that he foresees the coming end of the nostrum business, and wishes to "make to himself friends of the mammon of unrighteousness." (*From The Journal A. M. A., Feb. 16, 1907, with modifications.*)

ZYMOTOID

Dr. Arnold's Zymotoid, a nostrum manufactured by Arnold's Zymotoid Company, Rockford, Ill., is claimed to be an "antiseptic, germicide and antiphlogistic" which "has absolutely no peer in medicine." According to the statements of the manufacturer, Zymotoid is "successfully employed not only as an external dressing on all wounded and diseased surfaces, but in all zymotic conditions wherein a reliable antiseptic and germicide is needed internally." And in telling physicians of the great value of Zymotoid the company says:

"We assured them that if they would simply place Zymotoid 'next' to any wounded surface—and nothing else—they would have no inflammation, no suppuration, no infection or blood poison. Its prompt use in all cases where such trouble arises gives immediate and certain relief."

This is a large contract to be undertaken by Zymotoid—or any other preparation—which, as will be shown, consists principally of boric acid and water. The company also appends to its announcement concerning Zymotoid a number of the usual testimonials and a lot of alleged "case reports."

Zymotoid seems to be exploited principally by circulars addressed to physicians and by agents who attempt to sell it to physicians. They also try to work factories and other large employers of labor. In their circular to physicians they claim that "Zymotoid is strictly ethical." And "we publish its composition." The composition given is: "sulphur, niter, cinnamon and boric acid in gaseous solution." It is also claimed to be "a chemical compound—not a mixture—which is wholly non-toxic and can be used as freely as desired internally absolutely without harm to the smallest child." On the label of the Zymotoid package is the following:

"Zymotoid is a concentrated chemical compound consisting of the solids and gases of sulphur, potassium nitrate, cinnamon and carbon held in a solution of boric acid."

A specimen of Zymotoid was examined by our chemists and their report follows. As will be seen, it is simply another fraud of the Liquozone-Oxytonic-Septicide type.

LABORATORY REPORT ON ZYMOTOID

Zymotoid is a pale yellow liquid having a strong odor like sulphur dioxide. No odor suggestive of cinnamon was observed even after the sulphur dioxide had been fixed by the addition

of an alkali. Qualitative tests indicated the presence of boric acid, sulphuric acid, sulphur dioxide and traces each, of a nitrate, potassium and some unidentified organic matter. Alkaloids, cinnamic acid, glycerin and soaps were absent. From the results of the quantitative examination it is concluded that the composition of Zymotoid is essentially as follows:

Boric acid (H_3BO_3).....	0.637 gm.
Sulphur dioxide (SO_2).....	0.129 gm.
Sulphuric acid (H_2SO_4).....	0.048 gm.
Potassium nitrate	trace
Unidentified organic matter.....	trace
Water (by difference) to make.....	100 c.c.

The analysis shows that but for the presence of boric acid the composition of Zymotoid is similar to other fraudulent "microbe killers" which have been exploited in recent years and of which some have been declared misbranded by the federal government. For example, "Radam's Microbe Killer" was found by the federal chemists to be composed of water, containing small quantities of sulphur dioxide and sulphuric acid. "Liquozone," another nostrum which was widely exploited a few years ago, is said to have a similar composition. According to an analysis made at the North Dakota Agricultural Experiment Station, "Oxytonic" has a similar composition. The nostrum "Septicide," was found by the federal chemists to be composed of water with small quantities of sulphur dioxide, sulphuric acid and a trace of a nitrate. (*From The Journal A. M. A., April 6, 1912.*)

COUGH MEDICINES

SOME BRITISH ANALYSES

Under the title "Secret Remedies," the *British Medical Journal* gives the results of analyses made of a few of the most widely advertised cough medicines. The analysis of cough mixtures is not easy, as many of the ingredients used are devoid of definite active principles that can be identified. The formulas, even if they are given, do not necessarily represent the actual ingredients. The discovery of potent remedies, such as preparations of opium, ipecacuanha, etc., is more important and more likely to be successful.

Kay's Linseed Compound

According to the analyses, this preparation is fairly represented by ipecacuanha wine, 42 minims; morphin 1/7 grain; chloroform 5 minims in each fluid ounce.

Owbridge's Lung Tonic

This much-advertised "patent medicine" is a similar preparation to Kay's Linseed Compound.

Powell's Balsam of Aniseed

This has been reputed to contain morphin and evidence has been brought to that effect in legal proceedings, but the analyses showed 0.012 per cent. of an alkaloid which was not morphin, although it may have been one of the derivatives of that alkaloid. It is evident that the composition of the remedy has been changed.

Dr. Kilmer's Indian Cough Cure

Analysis of this nostrum, which is manufactured in the United States, showed that 100 parts contained 63 parts of solids, of which practically the whole was sugar; there was also present about 2 per cent. of alcohol and about 0.5 per cent. of oil of pine, with rather less than 0.1 per cent. of a resinous substance agreeing well with the resins from compound tincture of benzoin; a small resinous deposit also remained adhering to the inside of the bottle. A trace of a bitter yellowish substance was present, which may have been the aloes contained in the compound tincture, but did not agree perfectly with it in character; the quantity was too minute for exact identification. No alkaloid was present.

Crosby's Balsamic Cough Elixir

Analysis showed the presence of sugar, a trace of chloroform, sulphuric acid, acetic acid; a trace of an aromatic

substance probably derived from tolu, and a minute trace of alkaloid. The sulphuric acid corresponded to 10 minims of the official dilute sulphuric acid in one fluidounce.

Veno's Lightning Cough Cure

This "patent medicine" contained glycerin, alcohol and a small amount of resin and no alkaloid was present. There is some reason to believe that the resin is derived from "*Grindelia robusta*"; but positive proof of the presence of this drug could not be obtained.

Keating's Cough Lozenges

These were found to correspond approximately to the following formula: Morphine, 0.007 grain; ipecacuanha, 0.07 grain; extract of licorice, 2.1 grains; sugar, 13 grains in one lozenge.

Beecham's Cough Pills

The composition of these pills is expressed as follows: Morphine, 0.0035 grain; powdered squill, 0.1 grain; powdered aniseed, 0.3 grain; ammoniacum, 0.3 grain; extract of licorice, 0.4 grain in one pill. (*From The Journal A. M. A., Feb. 13, 1909.*)

DANGERS OF COUGH MEDICINES

Jane's Expectorant

Newspapers recently chronicled the death of a child in Cincinnati from an overdose of a "patent medicine." We communicated with the coroner, who kindly sent us a copy of the verdict. After recounting in the usual fashion the name, age, etc., of the deceased, the verdict goes on to state:

"The testimony shows that this child had been troubled with a cough for the past five years; that he had always been quite pale and had slept a great deal. The statement is also made that in this family Jayne's Expectorant had been used for all the children.

"This proprietary remedy has on its label the statement that each fluid ounce contains 15 per cent. of alcohol and one and one-fifth grains of opium. The single dose of this remedy given in this case could not have caused the child's death, but there is no doubt that the continued use of the remedy containing opium, even in a comparatively small dose, is harmful, and especially so to infants and children.

"The pale color and the drowsiness can be accounted for by the prolonged use of opium, and the attention of parents can not be too strongly called to the danger of the use of such remedies for children as those that owe their efficacy to this drug." (*From The Journal A. M. A., March 17, 1908.*)

Bull's Cough Syrup

Dr. J. W. Shafer, Morocco, Ind., reported the death of a child, aged 23 months, who had drunk about an ounce of "Dr. Bull's Cough Syrup." A bottle of this preparation was analyzed, and, according to the analysis, Bull's Cough Syrup contains in 100 c.c. 0.0534 gm. of morphin sulphate; approximately $\frac{1}{4}$ of a grain in one fluid ounce.

Rex Cough Syrup

Dr. T. C. Buxton, Decatur, Ill., reported the death of a child from Rex Cough Syrup.—THE JOURNAL, Feb. 9, 1907, p. 535.

GOWAN'S PNEUMONIA CURE

This preparation, which was examined in the laboratory of the American Medical Association, was not considered of sufficient importance to warrant an exhaustive chemical analysis, as its general character, sufficient for all practical purposes, can be determined by a cursory examination. The "pneumonia cure" as found on the market is a brownish ointment, having an odor of camphor. When applied to the skin, or subjected to a temperature approximately that of the body, it becomes liquid. It is almost completely soluble in chloroform, indicating the absence of any applicable quantity of water or inorganic constituents. Tests indicate that the base of the ointment is a fat. From these facts we conclude that "Gowan's Pneumonia Cure" is an ointment composed of some fat having a low melting point and containing camphor, and, if the statements on the label are to be given credence, a small quantity of opium.

This nostrum is recommended by the purveyors as a valuable remedy for local application and it is said to be "antiseptic, nutrient, antipyretic and diaphoretic." It is claimed that it will determine blood to the surface and relieve congestion. The base is said to be emulsified fats which are readily absorbed and the implication is made that the other constituents, also, are absorbed. It probably equals in therapeutic value the old fashioned camphorated oil application. In common with other so-called "cures" sold to the public, its viciousness lies in the false sense of security its use engenders.

A sample of "Gowan's Pneumonia Cure" has also been analyzed at the government laboratory (see index) and the product was found to consist of:

Lard	Opium
Camphor	Stearin
Turpentine	Quinin
Carbolic acid	Quinin sulphate

The proprietors of this nostrum were convicted and fined under the Food and Drugs Act for misbranding their product. (From *The Journal A. M. A.*, May 9, 1908, with additions.)

ROCHE'S EMBROCATION

Roche's Embrocation is a nostrum and its exact composition is not known. From published formulas it appears that it is prepared by digesting a fatty oil with asafetida. The following formula for a similar preparation has been published: Coarsely powdered asafetida and alkanet, each 5.0 gm. (75 grains), are digested, with olive oil, 180 gms. (6 fluidounces), during eight days and then filtered. To the clear filtrate are added oil of caraway, oil of turpentine, each 9.0 gm. (2.25 fluidrams), oil of pine needles, 1.2 gm. (18 minims), and oil of bergamot, 0.8 (12 minims). Another published formula directs that 2.5 gm. (38 grains) asafetida be digested for a few hours with 60 gm. (2 ounces) olive oil; the clear oil is decanted and mixed with 2 gm. (30 minims) each of oil of caraway and oil of turpentine, and a few drops of oil of bergamot. (*From The Journal A. M. A., Aug. 17, 1907.*)

DIABETES CURES

ANTIDIABETICUM

A correspondent asks for information regarding "Bauer's Antidiabeticum," a preparation exploited by the Sanin-Gesellschaft of Koetzschenbroda-Dresden. He states that the "literature" sent out concerning this preparation is extremely quackish and he wonders if the product is not in the same class.

Advertising matter on Bauer's Antidiabeticum is a good illustration of the "literature" of "patent medicines" in general. Making allowance for somewhat imperfect English, we gather from it that previous attempts to cure diabetes have failed but that the author has made a great discovery by which, the cause of the disease being known, he is able to present a scientific treatment. The cause of diabetes in his view is simply an "indigestion of the severest kind, a weakening and a refusal to act on the part of the nerves regulating the so-called 'flexus sympathicus' which causes auto-poisons to pass into the blood, thus causing gradual dissociation of the blood and, therefore, deficient functions of all the tissues of the body." His explanation of previous failures is as follows: "All the different cures for diabetes failed until now, only because of their inability to fight and to render innocuous the diabetic acids, poisons and parasites; especially acetone, acetic and oxybutyric acid." The true cure is, of course, Bauer's Antidiabeticum. After describing the symptoms, the author proceeds as follows: "Bauer's Antidiabeticum in conjunction with the new diabetes therapy does gradually away with all these symptoms. Open wounds are rapidly cured through a strict diet along with the use of Bauer's Antidiabeticum; slowly, however, when the albumins of the body are already decomposing into sugar, when the blood is progressing favourably the tissues of all sorts which were destroyed by the poisons regenerate gradually."

There is no limit to his enthusiasm regarding his great discovery. "I wish hereby to call again particular attention to the absolutely certain cure of wounds after using 'Bauer's Antidiabeticum,' especially after amputation, as I have proved on various cases." He cautions us, however, that "every case is curable in which the diabetic poisons have not gone beyond a certain limit."

The "literature," so far as we can learn, gives no information as to the composition of this wonderful remedy. There appears to be some difference in the composition of the

product as made in the United States and Germany. The following is the method of preparing, according to the U. S. patent specifications:

5000 gm. *Eugenia jambolana* and 5000 gm. dried kola nuts are mixed and ground as fine as possible. Then 125 gm. lime and 2500 gm. water are added and the mixture triturated at a gentle heat and then allowed to stand for 24 hours. Carbon dioxide is run in till the alkalinity of the mixture is about 0.2 per cent. Then water is added at 50° C. and the mixture filtered through animal charcoal. The resulting liquid has a specific gravity of 1.02.

According to Hahn-Holfert-Arends (*Spezialitäten und Geheimmittel*, edition 6, 1906, p. 24), however, the composition is said to be:

Ext. Condurango	15 gm.
Jambolana fruit	15 gm.
Jambolana bark	15 gm.
Ext. Arthante	10 gm.
Flaxseed	60 gm.
Bay leaves	2 gm.
Ext. Gentian	15 gm.
Rosemary flower	5 gm.
Ext. Calami	15 gm.
Star anise	3 gm.
Sodium chlorid	30 gm.
Ext. Cinchona, alcoholic	15 gm.
Salicylic acid	3 gm.

It is needless to say that no physician who understands the pathology of diabetes would expect to cure the disease by means of such an absurd combination. (*From The Journal A. M. A., July 30, 1910.*)

DIABETOL

Bearing in mind that the nostrum exploiter finds his most fertile field in the "treatment" of those diseases which kill slowly, it is not surprising to find many fake specifics on the market for the cure of diabetes. The average victim of this disease rebels at the only treatment which holds out any hope of success—careful dieting and strict attention to hygiene—and demands of the physician the impossible: a drug that is specific for his ailment. Those who treat diabetics know how terribly difficult it is to get these patients to obey the orders as to diet, etc., and how extremely prone such unfortunates are to experiment with the thousand-and-one "enures" recommended to them by well-meaning friends or by the manufacturers. The field is thus a rich one for the nostrum exploiter and needless to say is being assiduously tilled.

"Diabetol" is put on the market by the Ames Chemical Company, Whitney's Point, N. Y., and is heralded through the newspapers as "A New Discovery for the Cure of Diabetes and Kidney Diseases." The "discovery" was made, we are told, by Frank M. Ames, a civil engineer, who spent more than twenty years in tropical American countries, most of the time being in "tropical jungles." From an "absolutely reliable" native Mr. Ames learned of the existence of a "herb

that would cure diabetes," and from experiments which he has made with this "herbal remedy" he finds that it "has a direct specific action in the cure of this dreaded disease."

In the advertising pamphlet the physician is told that "diabetol is not a patent or secret medicine." How much reliance can be placed on this statement may be seen by the following reply from the Ames Chemical Company to a physician who, on the strength of the above claim, wrote for information regarding this nostrum:

"We have received your favor and would say in regard to our herb, that we do not know whether it has been classified botanically or not, as we only know the Indian name and location where it grows, which of course *we have to keep secret* [Italics ours.—ED.] to protect ourselves."

"Diabetol herb will certainly cure diabetes and do it quick. . . ."

The old scheme of a "home-made" uranalysis, by which the patient may confidently be expected to frighten himself into purchasing the nostrum, is worked as follows:

"Set aside a quantity of your morning urine for twenty-four hours, then if found cloudy, stringy or with sediment there is something wrong and you should take a few packages of Diabetol to correct your system, thereby eliminating the invasion of Diabetes or Bright's Disease."

It is hardly necessary to say that this "test" will indicate the presence of incipient diabetes or Bright's disease in no small portion of the human race.

On an advertising circular headed, "First week results with Diabetol," the following statements are made:

"Diabetol acts like magic in the cure of diabetes and the patient improves rapidly from the first dose. Note a few of the marvelous results. Can any other remedy approximate it? We challenge comparison."

Then follows a list of individuals who enthusiastically endorse Diabetol. The worldly-wisdom of the exploiter of Diabetol in publishing "first week results" instead of later reports, was made evident when we began to receive letters from physicians to whom we had written for further information, regarding these cases. For instance:

WHAT THE TESTIMONIALS SAY

"Have gained 5 pounds in 12 days and specific gravity lowered 13 points with a slight reduction in sugar; guess I am on the right track at last."—N. C. B., Mich.

"The trial treatment has improved me a great deal and I hope to find a permanent cure in your remedy."—F. P. R., Tenn.

"I received good results from sample."—A. M. G., Pa.

WHAT PHYSICIANS WRITE

"Relative to the matter of Mr. N. C. B.; he died May 29, 1909, from diabetic coma."

"Mr. F. P. R. gave Diabetol a good trial but he received no benefit from it; died about 3 weeks ago."

"Regarding Mr. A. M. G., have conferred with both the chief of police and postmaster and am unable to locate a party having this name."

WHAT THE TESTIMONIALS SAY

"I received your sample package of Diabetol and I think it will do all you claim."—W. E. L., Ohio.

"Have taken about one-half of the trial package you sent me and feel much improved already."—E. N. T., New York.

"Received sample, and it has made a big improvement in me."—G. W. Y., Md.

"I am feeling much better."—H. R., Ind.

"The sample package sent me has proved more than satisfactory."—A. P. B., New York.

"I have been using your herb for diabetes for four weeks with success. . . . After another package I expect very little trace of sugar in my system."—J. N. H., Iowa.

WHAT PHYSICIANS WRITE

"Mrs. W. E. L. . . . has progressively lost weight from 175 to 144 pounds. . . . She estimates the quantity of urine each 24 hours to more than fill a 12-quart pail. . . . I have to-day examined a sample of her urine and find the sp. gr. 1.034 with plenty of sugar."

"Mr. E. N. T.'s appearance is now very good. . . . says he is still weak; he tells me that *when he adheres closely to diet* and takes the medicine he feels much better. . . ."

"Mr. G. W. Y. died Jan. —, 1910."

"The party referred to . . . never had diabetes. . . ."

"Mr. A. P. B. has had diabetes over 10 years. . . . his condition is about the same as usual. . . . He now knows Diabetol did him no good."

"Mr. J. N. H. had diabetes and still has. . . . He stated to the Diabetol company that he felt a little better. . . . but he soon felt the same as before. I tested his urine and found it loaded with sugar."

To determine so far as possible what the nature of this marvelous "tropical herb" is, the help of Prof. C. F. Millspaugh was sought. Professor Millspaugh is curator of the department of botany of the Field Museum, Chicago, an institution, having one of the most extensive collections in botany extant, enabling the experts there to determine the character and source of almost anything that belongs to the plant world. Professor Millspaugh's report:

ANALYSIS

"I have this day examined the contents of a package of Diabetol Herb received from you in original and unbroken package. The package contains broken young stems and leaves with a few flower buds and bits of developed flowers intermixed. All the material is from a shrub belonging to the Bignonia family and known as *Stenolobium stans* (L.) Don. (*Bignonia stans* Linn.; *Tecoma stans* Juss.) This shrub grown more or less plentifully from Arizona southward through Mexico and Central America to the northern part of South America, throughout the West Indies and to the Bahamas and south Florida. The contents of the package suggests to me that its source was somewhere near the State of Hidalgo, Mexico.

"This shrub has more or less local reputation as a diuretic and is used to some extent for that purpose by the natives of the regions in which it grows."

Nearly all of the widely advertised cures for diabetes have a diuretic action—that is to say, they increase the amount of urine excreted. The result of this increased excretion is to reduce the *proportion* of sugar as any given specimen. This leads to the fallacious belief that the *amount* of sugar has been decreased. To guard against this fallacy, all of the urine passed in any given 24 hours should be saved and a portion of this tested. The viciousness of selling drugs, or combination of drugs, that are irritant to the kidneys, as "cures" for a disease that in itself irritates these organs, needs no demonstration.

Diabetol, then, differs not at all from other nostrums of its class. The mysterious secret herb, the absurdly broad claims, the worthless testimonials, the exploiter without medical knowledge—all these elements enter into so many of the widely advertised "sure cures" that one would think that the very lack of originality would make their sale impossible. But there is no limit to the credulity of the hopelessly ill and on this weakness the great American fraud thrives. (*Modified from The Journal A. M. A., July 9, 1910.*)

TWO BRITISH ANALYSES

According to the *British Medical Journal*, Dec. 26, 1908, not many preparations are advertised for the cure of diabetes. Two nostrums of this type were analyzed and, as is usual in

The advertisement is for "VIN URANE PESQUI" and is presented as a torn piece of paper. At the top, it says "SPECIAL NOTICES". The main heading is "DIABETES" in large, bold letters. Below this, it reads "surely and rapidly CURED BY VIN URANE PESQUI". To the left of the text is a circular logo containing the letters "U P E S" and "Q P E S" arranged in a cross pattern. Below the logo, it says "TRADE MARK". At the bottom, there is a short paragraph describing the product's benefits: "which strengthens the system, assuages the thirst, rapidly decreases the sugar and prevents diabetic complications, gangrene, anthrax, &c." and "DEPOT IN NEW YORK, E. FOUGERA & CO." To the right of the main text, there is a vertical list of cities: "INDIANAPOLIS", "MONTICELLO", "MILWAUKEE", "WASHINGTON", "WALTON", "WALTON", "WILSON", "MILWAUKEE".

such cases, were found to be mixtures of well-known ingredients, none of which can be supposed to produce the wonderful results claimed in the advertisements.

Vin Urané Pesqui's (Pesqui's Uranium Wine)

This nostrum proved to be a very ordinary Bordeaux wine each 30 c.c. (1 fluidounce) of which contained uranium equivalent to 0.0055 gm. (1/12 grain) of the nitrate. Although the manufacturers claim that pepsin is added to the wine, no digestive power whatever on egg albumin could be detected.

Dill's Diabetic Mixture

Analysis of this preparation yielded results indicating the following formula: sodium bicarbonate, 7.4; extract of hydrastis, 1.5; resin, resinoid and other extractives, 2.2; alcohol, 35; water to 100. According to the advertisements this mixture is "the only known remedy for this deadly disease." "The remedy, it is needless to say, will have to be persevered with. These are deadly diseases and must have time." The price is \$2 and the estimated cost, 22 cents. (*From The Journal A. M. A., Feb. 13, 1909.*)

DIPHThERIA CURES

HESPERIAN TONIC

Mystery is as essential to the "patent medicine" faker of the twentieth century as it was to the magicians of the second. Take away the element of secrecy and you puncture the bubble of quackery. Within the past few years, the public has shown a tendency to demand of the "patent medicine" manufacturer, to a small degree at least, that openness

of dealing that it has long insisted on in more honorable lines of business. But as openness and frankness are inimical to the success of nostrum exploitation, it is evident that the public is asking for something that it will not get. Many of the "patent medicine" makers, it is true, have pretended to accede to this demand and, with a flourish of trumpets, have announced that there is no secrecy about the composition of their products. What they do, of course, is to take a page from the book of the exploiters of so-called ethical proprietaries and publish formulas that are either false or meaningless.

A concern with the somewhat imposing title Temple of Health Medicine Company of San Francisco, sells a nostrum for the alleged cure of diphtheria. It is called Hesperian Tonic and is claimed to have been originated by "the eminent Physician, Scientist and Chemist, J. W. Roberts, A.M., M.D., of the University of Michigan." Who "J. W. Roberts" is, we do not know. The medical directories give no information concerning such a man. According to the official records there is no such man licensed in either California or Michigan; neither is he licensed in Utah, where he claims to have "cured 414 cases of diphtheria in succession."



Photographic reproduction of a label from a bottle of Hesperian Tonic. Note the claim that it is "a positive cure" for various serious conditions; also note the absence of any statement regarding the presence of alcohol!

have "cured 414 cases

According to the label, each fluid ounce of Hesperian Tonic contains:

Flussiges Eisenchlorid	Gm.	7,500
Versußter Salpetergust	Gm.	15,000
Distillierte Wasser	Gm.	7,500

To the uninitiated, the apparent frankness of this formula may seem credible. Of course, not one layman in ten thousand will be any the wiser when he has read it than he was before. In plain English, the formula signifies that the preparation is a solution of ferric chlorid and spirits of nitrous ether in distilled water. The idea of publishing the composition in indifferent German is admittedly a master stroke of advertising trickery.

The claims made for Hesperian Tonic were as false as they were cruel:

"A Positive Cure for Diphtheria, Scarlet Fever, Measles, Pneumonia."

"A Sure, Safe, Speedy and Permanent Cure of That Most Dangerous Disease: Diphtheria."

"A great destroyer of all parasites, animalculæ and microbes of the blood."

"Hesperian Tonic, effectually, permanently and speedily cures the very worst forms of Diphtheria, Canker, Erysipelas, Scrofula, Salt Rheum, Ulcers and Old Sores of long standing."

"Is a powerful and proven Germicide."

This particular fake was brought to the attention of THE JOURNAL in a somewhat unusual way. During an epidemic of diphtheria in Chicago, some months ago, the city health department received a long rambling letter from the exploiters of Hesperian Tonic and a dozen bottles of the nostrum itself. It was evidently the desire of the concern to use the epidemic as an advertising asset for its preparation. The health department was urged to "put it to the most rigid test at once as a preventive and cure of diphtheria." The officials were also notified that should they wish to order any more of the preparation "the price of Hesperian Tonic laid down in Chicago is \$96 per gross bottles."

Tests were made in the Chemical Laboratory of the American Medical Association to determine how nearly the composition that was claimed for the nostrum corresponded to its actual make-up. The chemists' report follows:

LABORATORY REPORT

Hesperian Tonic is a brown liquid with an odor resembling spirits of nitrous ether. When slightly heated it easily ignites and continues to burn, indicating a relatively large percentage of alcohol. The liquid responded to tests which indicate the presence of alcohol, iron, chlorid, a trace of nitrite and some nitrate. The presence of arsenic, heavy metals and alkaloids could not be demonstrated. Quantitative analysis indicated the presence of alcohol equivalent to 33.72 per cent. U. S. P. alcohol by volume; and iron (Fe) 2.151 gm. per 100 c.c., equivalent to approximately 21.50 gm. liquor ferri

chloridi, U. S. P. No nitrous ether (ethyl nitrite) was found although the odor of the preparation and the formula pointed to its presence. In view of the ease with which spirits of nitrous ether decomposes, this is not surprising. Experiments on mixtures of ferric chlorid solution and spirits of nitrous ether were made and showed that in such a mixture, the nitrous ether is decomposed quite rapidly with reduction of some of the iron to the ferrous state and the formation of some nitrate. From this it is concluded that Hesperian Tonic is a water-alcohol solution of ferric chlorid with decomposition products of the spirits of nitrous ether, probably present originally.

All of which shows that Hesperian Tonic is merely a simple mixture sold under a misleading formula. Incidentally it is misbranded both because the presence of alcohol is not declared and because the ethyl nitrite said to be present, is absent. Considering the educational caliber of the average nostrum-maker, it is not surprising that "J. W. Roberts, A.M., M.D., of the University of Michigan, and founder of Hesperian Tonic" should be unaware of the readiness with which ethyl nitrite (spirits of nitrous ether) decomposes or he might have saved himself the expense and trouble of adding this ingredient to his worthless and wickedly exploited "patent medicine."

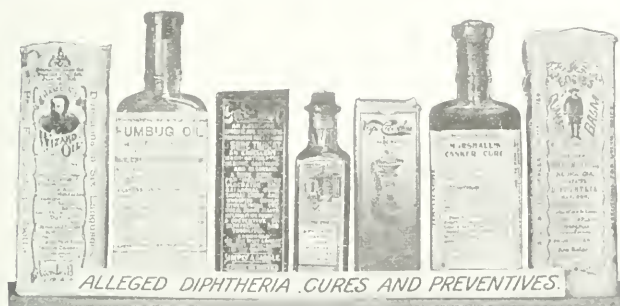
The viciousness of selling a worthless nostrum for the cure of so deadly a disease as diphtheria will be perfectly patent to every physician. The public, however, has not yet reached the place where it realizes that the modern medical treatment of this one-time scourge by antitoxin is so sure and so free from danger as to make dallying with this dangerous disease little less than criminal. But what cares the exploiter of "patent medicines" for the danger or death of the many so long as the sacrifice results in disbursements of dividends to the few! (*From The Journal A. M. A., Nov. 25, 1911.*)

RATHBUN'S REMEDY

It is not an uncommon occurrence for THE JOURNAL to receive a letter from a layman who believes—or professes to believe—that he has made an epoch-making discovery in therapeutics. The definiteness of the claims made for the therapeutic virtues of these "discoveries" is equaled only by the indefiniteness of the description of the products themselves. So rarely, in fact, is any information of even approximate definiteness sent that a communication received recently by the Council formed a rare exception. This letter was from G. M. Rathbun, of Sedan, Kan.

Mr. Rathbun stated that he had a remedy for "diphtheria, tonsillitis, ulcerated sore throat" and similar conditions. So far the letter differed in no essential respect from others describing the virtues of "cures" proposed by laymen. He went on to say that he wished the medical profession to know

of the remedy so that it might be more widely used, and to that end had interviewed Professors Bailey and Havenhill of the State University of Kansas. These men had suggested that he write to the Council on Pharmacy and Chemistry and make known his desire; hence the letter. With the letter were the statements of two physicians of Sedan, Kan., to the effect that the preparation had considerable value as an antiseptic for stomatitis, tonsillitis and similar conditions. Mr. Rathbun was told that if he wished to give physicians the benefit of his remedy he should describe briefly its composition and method of preparation. This he did in the following words:



These alleged diphtheria cures and preventives are from Dr. Kel-ler's collection. (By courtesy of the Committee on Interstate and Foreign Commerce.)

"This remedy is composed of a strong tea or decoction of sage and garden saffron (about equal parts in bulk), sweetened to make it reasonably palatable and acetate of copper (verdigris), 5 or 6 grains to the ounce, shaken well together and shaken well before using. The acetate of copper must not have remained long in a pulverized or 'floured' condition before being put into the tea. This remedy should be used with a swab, especially when used for back in the mouth or throat."

That this mixture should possess antiseptic and astringent properties is to be expected, and as such is doubtless of value in mild affections of the throat or oral mucous membrane. It may have some place as a local application in cases of diphtheria, providing always that its use is entirely subsidiary to the antitoxin treatment. Therein, however, lies the danger of advising the use of a topical remedy in cases of "sore throat"—that enervating measures are apt to be postponed until serious systemic damage has resulted.

Mr. Rathbun's mixture undoubtedly has the astringent and antiseptic action of the copper salts, perhaps slightly fortified by the very mildly similar action of sage and saffron. But any claim that this preparation is a cure for diphtheria is as dangerous as it is untrue. (Modified from *The Journal A. M. A.*, Oct. 1, 1910.)

“FOOD TONICS”

ANTINEURASTHIN

A German nostrum known as “antineurasthin” has been given—for a substantial consideration—many columns of space in British newspapers. This “cure for nervousness” is an “epoch-making discovery” of one Dr. Hartmann. According to the *Pharmazeutische Zeitung* the firm of “Dr. Hartmann” is one of a group of quack-medicine manufacturers against whom the chief of the Berlin police issued a public warning. The commercial possibilities of antineurasthin having thus received a substantial setback in the paternalistic Fatherland, the business, it appears, was transferred to Germany’s more *laissez-faire* western neighbor across the North Sea, and we understand is about to appear in this country also.

THE ANALYTICAL “REPORT”

In any event antineurasthin has been heavily advertised as the cure for the “Twentieth Century Disease,” and as a remedy that “directly combats the brain-cell and nerve-ganglionic cell degeneracy,” whether this sad

state of affairs is “due to overwork or mere malnutrition”! Testimonials of the most approved type and an elaborate “report” from an “analyst” with a long string of high sounding titles form part of the stock-in-trade. The editor of London *Truth*, having had occasion to

pay his respects to this nostrum, was particularly struck by the positiveness of the statements that appeared in the published “report” of this particular “analyst” regarding the virtues of antineurasthin: they read “a good deal more like the work of an advertisement-writer than that of a man of science.” For instance, the “analyst” states in his report:

“Antineurasthin” does not only “relieve;” it cures, by “feeding” the attenuated nerve cells, and thus after awhile, restored to their normal energy and vital powers, they are able to perform their brain and tissue-renewing functions again without external aid.

It is rather unusual for a chemist to express an opinion like the foregoing, on the medical properties of a preparation, based merely on a laboratory analysis. *Truth* sent a representative to the “laboratory” and found that it consisted of some rooms “somewhere upstairs” in the private house at



which the "analyst" lodged. The "analyst" himself was not at home and all the landlady could tell about the "Chemical and Physical Laboratories" was that her lodger had "a quantity of bottles" and other paraphernalia in his apartment, "with which he occasionally made appalling smells."

WHAT IS ANTINEURASTHIN?

As to what this "cure for nervousness" is, there seems to be a difference of opinion. According to the manufacturer:

Antineurasthin itself is a scientifically compressed compound of the Myelinic (or Lecithinic) elements of certain costly foods, especially rich in this valuable brain-building constituent of the best of our daily foods.

But the *British Medical Journal*, which had the stuff analyzed, suggests that the composition of this marvelous re-nower of brain energy is approximately as follows:

Dried yolk of egg.....	3.8 per cent.
Dried white of egg.....	5.4 per cent.
Dried separated milk.....	57.8 per cent.
Gum	2.0 per cent.
Potato starch.....	22.7 per cent.
Moisture	8.3 per cent.
Aromatic substances	Traces

The daily dose of four tablets or 122 grains would, according to this formula, contain the equivalent of 10 grains of yolk and 43 grains of white of egg (not dried); the ratio between these is about the same as exists in an average egg and the two may be put together and regarded as about a teaspoonful of fresh egg; in addition the daily dose would represent about 2 oz., or a quarter of a tumblerful, of separated milk and a little starch.

In extolling the "lecithinic elements of certain costly foods" of which its product is said to consist, one wonders whether the Antineurasthin Company is guilty of a subtle joke in thus referring to the outrageously high price of hen's eggs during the past winter! As to the ethics of selling eggs and milk under a fancy name and for a still more fancy price, as a cure of nervousness, we can not do better than quote from the article in *Truth*, already referred to, and which bears the caption, "Hens' Eggs and Nerve Trouble."

"What the public should understand, however, is that most preparations of this kind are based on some remedy, the efficacy of which in certain cases is well-known. In this particular instance the remedy seems to be yolk of egg. The great discovery of Dr. Hartmann converts the domestic hen into a rival of the goose that laid the eggs of gold. The *modus operandi* is worth the attention of poultry farmers. You dry your hens' eggs: you mix them up with plenty of starch, separated milk, or other harmless ingredients: you get a few imposing testimonials and reports from parties who deal in such articles: you engage a smart advertisement-writer, prime him with a little fact and a great deal of scientific

jargon; you rent as many pages or columns in the press as you can afford; and your hens' eggs hatch out into handsome dividends. The Twentieth Century Disease, however, goes on as before. My own impression is that quite the worst disease of the twentieth century is the disposition to swallow excessive quantities of preparations of this character, and equally excessive quantities of the newspaper advertisements relating to them." (*From The Journal A. M. A., May 22, 1909.*)

SANATOGEN

The psychology of advertising is nowhere better exemplified than in the "patent medicine" and proprietary fields. The reason is evident. Knowing that the general tendency of the human organism is toward health rather than toward disease and that the "healing power of nature"—*vis medicatrix natura*—will account for a large proportion of recoveries from sickness, it is not to be wondered at that thousands of preparations sold for medicinal purposes receive credit that is entirely undeserved. The awarding of such undeserved credit is largely due to the universal tendency of those who are not trained in science to apply the *post hoc, ergo propter hoc* argument in all matters relating to health and disease.

John Smith suffers from a passing indisposition. When he recovers he credits his recovery to whatever he may have done just preceding that recovery. If he has received medical attention, the physician gets the credit; if he has taken "absent treatment," Christian Science is responsible; if he has taken sugar pills, "Prof." Munyon gets the praise—while, as a matter of fact, if he had taken none of these, he would have recovered since he was only temporarily indisposed.

Nor are laymen the only ones that fall into such errors. Many physicians who prescribe new, widely-advertised preparations are likely to give those products credit for whatever favorable change may take place in their patients' condition. This failing is not a modern one. In 1842 Dr. Benjamin Brodie wrote: "We have no doubt that many well-instructed medical practitioners have not sufficiently considered what course a given disease would take if it were left to itself; and as to others, it is not possible that they should have any real knowledge on the subject. With the majority of persons a recovery will generally pass for a cure."

THE POWER OF ADVERTISING

While every physician is perfectly familiar with the facts just stated, it seems worth while to give them as a probable explanation of what is to follow. Within the last few years the medical profession and the public of this country have been asked to believe that a combination of cottage cheese—or its equivalent—with a small amount of glycerophosphates is

capable, when sold under a proprietary name and with the right kind of advertising, of producing physiologic effects that are little short of marvelous.

The name of this elixir of life is Sanatogen, and it is doubtful if the history of modern advertising furnishes any more notable example of the commercial potentialities of publicity than that exhibited in the exploitation of this product. The

THE GRAPHIC, November 24, 1906 715

**A GIFT FROM THE
GODDESS OF HEALTH**

New Life for Nervous Sufferers!

"My nerves are in a woful state!"
That is the fatal diagnosis of all modern-day patients whose life-long struggle for nervous conditions which, if unchecked, may lead to the grave, commences.

To such sufferers there is the production of a "New Life" with the restoration of all the old factors of physical strength and mental exhilaration which build life worth living.

The "New Life" is obtained by Sanatogen, an all-natural extract of the finest phosphates have been produced in combination. Formerly, depending on the impurities which they have retained by value of admittance, the world's supreme restorative of nerves, brain, and body.

Sanatogen, in fact, is a scientific formula which is essential to normal delicate and beautiful, weakened and disordered nerves, brain, eye, circulation, loss of memory, functional digestion and derangement, morbid loss of vitality and the loss of weight and strength which are the inevitable consequences of wasting nervous life conditions.

Sanatogen's action is due to its combination with special and selected values of sodium, chemically combined to form a pure neutral which is at once a food and a tonic, gradually absorbed in its result, set in blood and mind so well that doctors constantly prescribe it for young children.

Sanatogen is absolutely the supreme restorative in combination from all brain diseases, for it is a tonic, digestible, readily assimilated, and readily absorbed.

Hundreds of thousands of people, young and old, are cured and become well as they have miraculously received the Sanatogen has restored them to perfect health. A warning from their former agonies is their story.

Sanatogen may be obtained of all chemists. Try it at once. One-tenth quantities will save free on applications to The Sanatogen Co., 14, Abchurch Lane, London, E.C. 4.

Send a postcard to-day mentioning this page.

Sir Gilbert Parker, B.P.
 The Earl Bishop of Norwich
 The Rev. Father Bernard Vaughan,
 Lord Edward Churchill
 Lord Oswald Sutherland Carter
 Lady Henry Somerset
 The Rev. Father Bernard Vaughan,
 Farm Street, London, W.
 Lord Edward Churchill
 Lord Oswald Sutherland Carter
 Lady Henry Somerset

THE LIFE FOOD AND NERVE TONIC **SANATOGEN** **REJUVENATING AND REVITALIZING**

Greatly reduced photographic reproduction of a full-page Sanatogen advertisement appearing in the London *Graphic*. The *Graphic* was one of the London magazines that refused to accept an advertisement of the book issued by the British Medical Association, exposing "patent-medicine" frauds.

Sanatogen advertising campaign is probably the most skilful piece of work of its kind ever done. On both sides of the Atlantic, every effort has been made to endow the advertisements with a dignity which, to those who know the very ordi-

nary nature of the product advertised, is grotesquely out of keeping. Only the highest-class magazines and newspapers have been patronized; the "copy" has been so written as to appeal not to the ignorant but to the intelligent. Testimonials from men whose names are well known, even though by training and education they are incompetent to pass judgment on a product of this kind, and fulsomely laudatory letters from men whose education and training should have taught them better—both have been used with all the skill of the trained publicity man. In short, Sanatogen stands as a monument to the power of printers' ink.

The claims for this product have already been referred to in THE JOURNAL, but it will do no harm to bring them again before our readers. Here are some taken from advertisements:

"The Re-Creator of Lost Health."

"Sanatogen is . . . a rebuilding food."

" . . . revitalizes the overworked nervous system."

"Specific nerve tonic action."

"Most reliable and scientific of all nutrients."

" . . . in certain diseases it exerts a *specific action* which renders it a valuable adjunct to other curative measures."

"It stimulates metabolic activity of tissue cells and secures more complete oxidation of energy yielding elements."

"Sanatogen nourishes the system in a persistent, gradual, cumulative way, so that its best effects unfold themselves in a systematic, substantial progression to health and strength. It follows that a regular and prolonged administration of Sanatogen is necessary for the attainment of lasting results."

"Sanatogen is a scientific compound, every particle of which represents the finest concentrated, tissue-constructing nutrient, endowed with unique revitalizing and rejuvenating powers."

"Sanatogen contains over 700 per cent. more tissue-building, life sustaining nourishment than wheat flour."

Truly a wonderful preparation—if these statements are true! But they are false—most of them at least. And in that many who can ill afford it may be led to pay a ruinously high price for a very ordinary food, the statements are viciously and cruelly false.

In view of the properties with which Sanatogen is credited, its composition is naturally a matter of more than ordinary interest. What is this life-giving product? A package of Sanatogen was purchased and subjected to examination and analysis in the Association's laboratory. Our chemists report:

LABORATORY REPORT

Sanatogen is a fine, nearly white powder having a faint yellowish tinge. A circular which is enclosed in the package states:

"Sanatogen is a definite organic combination of 95 per cent. of pure, specially prepared casein and 5 per cent. of sodium glycerophosphate."

Qualitative tests indicated the presence in Sanatogen of casein, sodium, a phosphorous compound and glycerin or a glycerin compound. Starch and sugars were absent. Quantitative analysis showed that the composition of the specimen was essentially as follows:

Water (loss at 130 C.).....	8.60
Ash	6.23
Casein and other proteins (N \times 6.38).....	83.10
Casein (N in precipitated casein \times 6.38).....	80.57
Proteins other than casein (by difference).....	2.53
Sodium glycerophosphate ($\text{NaC}_2\text{H}_3\text{O}_6\text{P}$) (P in filtrate from casein precipitation \times 6.79).....	5.59
Insoluble matter	0.84
Undetermined	1.87

While these results show that the claims concerning the composition of Sanatogen are not entirely correct, they indicate that the essential element in Sanatogen is casein.

The slight variation between the composition claimed for Sanatogen and the composition as determined by chemical analysis is of minor importance. Whether there is 83 per cent. of casein as found by the Association's chemists or 95 per cent. as asserted by the manufacturers matters little. The important fact is that casein makes up about nine-tenths of the preparation and, as must be perfectly evident, Sanatogen derives whatever food value it may have from that casein. Casein is known in its commonest form as the curd in milk, or as "cottage cheese." After the cream has been separated, the milk which remains contains nearly all the casein and milk sugar originally present but practically none of the fat.

WHY NOT COTTAGE CHEESE?

Whence comes the stimulation of metabolic activity, the wonderful nourishment of the system, the marvelous revitalizing and rejuvenating power claimed for Sanatogen? Not from the sodium glycerophosphate, for the consensus of opinion among leading physiologists indicates that phosphorus in the form of glycerophosphates has little influence on metabolism. Not from the glycerin, surely, for even granting that glycerin has food value the amount present is so small as to be negligible. The real source of energy in Sanatogen, then, lies in the casein which comprises about nine-tenths of its ingredients.

Of course Sanatogen, being composed largely of casein, has some food value. What that food value is may be seen by the accompanying table which compares the yield of energy for Sanatogen with that of a number of staple food products, the figures for the latter having been adapted from Professor Atwater's calculations. This table shows that, from the

standpoint of economy in the purchase of energy, no other food in the list is so poor as Sanatogen. While the manufacturers claim that "Sanatogen contains over 700 per cent. more tissue-building, life-sustaining nourishment than wheat flour," the table shows that one dollar's worth of wheat flour contains as much energy as one hundred and ninety-seven dollars' worth of Sanatogen!

Kind of Food Material	Price per Pound	Cost of 1,000 Calories Energy	Calories. Energy for One Dollar
Sanatogen	\$4.54	\$3.01	332
Celery05	.77	1,300
Eggs (\$0.36 per doz.)..	.24	.39	2,600
Beef, round14	.16	6,300
Milk (\$0.07 per qt.)...	.035	.11	8,850
Pork, loin roast.....	.12	.10	10,350
Butter30	.09	11,250
Mackerel, salt dressed..	.10	.09	11,350
Cheese16	.08	11,850
Beef, stew meat.....	.05	.07	15,300
Wheat bread06	.05	20,000
Rice08	.05	20,250
Sugar06	.03	29,200
Pork, fat salt.....	.12	.03	29,500
Potatoes01	.03	29,500
Beans, white05	.03	30,400
Oatmeal04	.02	45,000
Cornmeal025	.02	65,400
Wheat flour025	.02	65,400

AN INQUIRY

Like all "patent medicines," Sanatogen is exploited by the testimonial route. Actors, authors, politicians and not a few physicians—the latter, to the credit of the American profession, be it said, being chiefly Europeans—have testified to the wonderful properties of this product. Believing that it would be of interest to learn what scientific men thought of Sanatogen a letter of inquiry was written to several men whose training particularly fits them to express an impartial opinion on a question of this kind. The following inquiry, expressed in practically the same words, was propounded:

Is it possible for a product, even if it has the composition claimed for Sanatogen, to have properties as a food and medicine which are claimed for this preparation?

The replies to this inquiry are interesting and instructive, although they are what might have been expected from men whose judgment has not been warped by the glittering claims of the Sanatogen publicity agents.

THE REPLIES

Dr. Lewellys F. Barker, professor of medicine, Johns Hopkins University, medical department, says in part:

"If Sanatogen consists simply of casein and sodium glycerophosphate, it is pretty obvious that all of its good effects (except perhaps the psychic influence of taking an expensive and, to the layman, mysterious remedy) can be gotten by including milk and eggs in the food. . . .



Some of the reasons for the sale of Sanatogen! A few specimen advertisements of Sanatogen's enormously expensive advertising campaign.

"The objection to Sanatogen lies, it seems to me, not in the assertion of its proprietors that it is a 'food and a tonic,' but in the misleading of the public and physicians into the belief that it possesses extraordinary powers which make it worth while to pay the price charged for it in order to get it. Very extravagant claims are being made for it in advertisements in the lay press. If just as much, and more, good in the form of 'food and tonic' can be obtained from a dollar's worth of milk and eggs as from a dollar and ninety-cent's worth of Sanatogen, it is surely the duty of the medical profession to inform the public of the fact."

Dr. Frank Billings, professor of medicine and head of the Department of Medicine, University of Chicago, expresses his opinion thus:

"Of course, the thing is a fraud both as a food and as a tonic. Even if it met all the requirements of the statements made of it by the makers, it would not be any more of a food than as much casein taken in milk and probably not as good; or any more than some other albumin taken in some other form. I do not know just what pharmacologists say of the glycerophosphate of soda, but so far as my own clinical observations go I never saw any result from its use that could be called specific, that is, due to the drug."

Dr. Richard C. Cabot, assistant professor of clinical medicine, Harvard Medical School, says:

"In reply to your letter respecting the properties of Sanatogen, I would say that in my opinion it is vastly improbable that it has the properties claimed for it in the advertisements which you enclosed to me. I have no doubt that it is a fairly good food. I see no reason to believe that the phosphorus that it contains has any special action."

Otto Folin, professor of biological chemistry, Harvard Medical School, expresses himself thus:

"For myself, or for any one who would take my advice, I would prefer a glass of milk to Sanatogen when hungry and plain glycerophosphate to Sanatogen when in need of a tonic.

"Medicated feed used to be sold for horses. To me the 'food tonic' combination represents one of the most unscrupulous fake ideas used by manufacturers of patented articles to fool the public."

Ludvig Hektoen, professor of pathology, University of Chicago, says in part:

"In my opinion, no attention whatsoever should be paid to the claims advanced in favor of 'Sanatogen' as food and as medicine, because the statements made in the advertisements of this product are extravagant, misleading and quackish."

J. H. Long, professor of chemistry and director of chemical laboratories, Northwestern University Medical School, expresses the following opinion:

"With every reading of the advertising literature of the Sanatogen Company I am more and more impressed by the gross exaggeration of the claims made for this mixture of casein and sodium glycerophosphate. Cow's milk contains $3\frac{1}{2}$ to 4 per cent. of casein, associated with soluble phosphates. It is absurd to think that this casein after precipitation from the milk has a greater nutritive value than it has in its native condition. Casein, at best, is probably less valuable as a food than are certain other proteins, because of its lack of some of the amino groups essential in tissue building, and the addition of a glycerophosphate cannot supply this deficiency.

"This is not the first attempt to exploit casein preparations. The earlier efforts failed in practice because they were based on a wrong conception concerning the physiologic value and

importance of this protein. The assumption that in the case of Sanatogen a 'definite organic combination' with the glycerophosphate is formed cannot be taken seriously by chemists. We have witnessed many such efforts to palm off mixtures as definite organic compounds, and in this way to claim for them a value in excess of that which they actually possess."

Graham Lusk, professor of physiology, Cornell University Medical College, after calling attention to the falsity of the claim that Sanatogen is "a life-sustaining agent in disease," says:

"If one considers the casein content alone, the dose of Sanatogen recommended in the circular would furnish, at best, about what is contained in a pint of milk, or one-fourth of the total of the protein necessities of the body—using a low protein requirement. That sodium glycerophosphate has any distinctly beneficial physiologic action has never, to my knowledge, been shown.

"It is a great pity that the public does not realize the splendid and economical value of milk, bread and the ordinary vegetables, cereals and meats, as true 'tonic food stuffs,' in contradistinction to prepared nostrums whose sale depends on a psychic stimulus applied to a susceptible populace."

H. Gideon Wells, associate professor of pathology, University of Chicago, says:

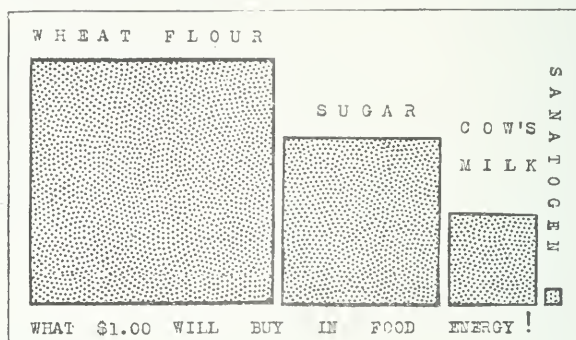
"There is nothing in my knowledge of physiologic chemistry which would lead me to believe that a mixture of chemically isolated casein and sodium glycerophosphate would possess any effect more favorable than that of a corresponding amount of milk. I can easily believe that it would be less valuable than milk. The successful practice of many commercial houses, of isolating one of the constituents of our food, and ascribing to it marvelous nutritive or therapeutic properties, is one of the most telling bits of evidence of the inadequacy of the education of the medical profession in physiology and physiologic chemistry that can be conceived."

The consensus of opinion thus expressed is only what might have been expected from men who could discuss the problem in a purely judicial spirit and with a freedom from that bias which seems to be inseparable from the consideration of the simplest of mixtures that have been glorified by a proprietary name.

THE TYRANNY OF WORDS

Herr Teufelsdröckh was right when he panegyricized clothes. And the worship of clothes is carried to the extreme nowhere so much as in the case of word-clothes. The most plebeian things when bedecked in sufficiently imposing word-finery are endowed with the attributes of royalty before which the average intellect bows down. Neither cottage-cheese nor glycerophosphates, when exposed naked to the world, commands any overweening respect; combined and dressed in the magic word "Sanatogen," they receive the homage of those whose

judgment is blinded by the glittering trappings of word-finery. Some day, possibly, there will be a democracy of intellect which will refuse to prostrate itself before mere word-raftment



A comparison of the caloric values of Sanatogen, cow's milk, sugar and wheat flour. Based on the table accompanying this article.

and will insist on appraising things at their naked worth. When that day comes, proprietary humbugs like Sanatogen will have become as extinct as the dodo and the great auk. (From *The Journal A. M. A.*, April 20, 1912.)

GALL-STONE CURES

FRUITOLA

The quack and the exploiter of "patent medicines" revel in the spectacular; any unusual property possessed by a drug, whether as a physical characteristic or in pharmacologic action, is quickly utilized by the nostrum vender for his financial profit.

For years an enterprising faker who advertised a "cure" for Bright's disease sent out small vials—free—containing a weak solution of silver nitrate. The victim was instructed to make a "urinalysis" by adding the contents of the vial to a small quantity of his urine. "If a white precipitate follows," wrote the quack, "you have Bright's disease!" As the chlorids naturally present in all urine caused a precipitate the layman was duly impressed with his dangerous (?) condition and bought the "cure."

Another bright mind took advantage of the physical properties or an acidulated solution of quinin sulphate. This solution, as all physicians know, has a very decided fluorescence, and the somewhat uncommon appearance was ascribed by the medical faker to radium. This "radium solution" was sold at an outrageously high price as a "sure cure" for cancer.

For many years the kidney disease "curer" has taken advantage of the power of methylene blue to color the urine of the person taking it, and no doubt thousands of laymen ignorant of this property have been frightened by its use into believing that the integrity of their kidneys was seriously impaired.

Of more recent origin is what may be called the "fake gall-stone trick" which is now being industriously worked in many parts of the country. Originally operated by traveling fakers, it has lately been adapted to the exigencies of the "patent medicine" industry. The principle on which this fake depends is the well-known fact that giving a patient massive doses of some bland oil will result in the passing of soapy concretions. These lumps, greenish in color and of varying sizes, are easily mistaken by the layman for "gall-stones."

There are several modifications of this "gall-stone cure" fake, but the most widely advertised is that sold by the Pinus Medicine Company of Los Angeles under the name "Fruitola." It is usually exploited in connection with another nostrum—"Traxo"—put out by the same concern. Many physicians have written to THE JOURNAL, telling the experiences of some of their patients who had taken "Fruitola" for the "removal of gall-stones." The following from Dr. James C. Gill of Chicago is typical:

"I am sending an advertisement of a 'patent medicine' called 'Fruitola,' which has been extensively advertised for some time. The fraudulent character is so evident that it is a great imposition on the public to allow such a fraud to be perpetrated. I am also sending what they claim to be able to rid the system of, namely, 'gall-stones' (?).

FRUITOLA

(TRADE MARK REGISTERED)

-A-

SYSTEM CLEANSER

Recommended For

GALL STONES

AND

Stomach Trouble

Price: \$1.00 per Bottle

Prepared And Sold Only By
Pinus Medicine Co.

620-622-624 W. 9th St.
Los Angeles, California

TELEPHONE HOME F.5808

GUARANTEED

by Pinus Medicine Co., under Food
and Drugs Act of June 30, 1906.
Serial No. 102.

Registered in Canada under the Proprietary
or Patent Medicine Act.
No. 1576.

Photographic reproduction of a label from a bottle of "Fruitola."

"One of my patients, a young woman, took the contents of this bottle, as well as the powders which accompany the liquid, as part of the treatment. Several hours after taking the medicine there were several painful evacuations, in which there appeared a large number, probably two dozen or more, small greenish masses about the size of an ordinary garden pea. The young woman was very much frightened, thinking that they were really gall-stones, and that she was in a serious condition."

Of course, the "gall-stones" were simply soapy concretions that usually follow the administration of massive doses of oil.

"Fruitola" consists of an 8-ounce bottle of oil and six powders, four of the latter being in blue papers and two in white. The following directions are given on the bottle:

"At 3 o'clock in the afternoon, dissolve the contents of two blue papers in a half glass of water, add the contents of one white paper and drink. At bed-time squeeze a little lemon juice into a glass, pour in the contents of the bottle, squeeze a little lemon on top and drink at once. Keep a little lemon near in case it shows a tendency to rise.

"As early as possible in the morning take the rest of the powders. When the medicine operates use a vessel partly filled with water, pour in more water or stir the contents, and the gall-stones will float on top in the shape of dark green lumps, varying in size from a pin head to a hickory nut, in bad cases even larger."

To determine the character of the oil and the composition of the powders an analysis of "Fruitola" was made in the Association laboratory. The chemists' report follows:

LABORATORY REPORT

An original package of "Fruitola" purchased on the open market was submitted to the Association laboratory for examination. The accompanying labels [One of these labels is reproduced, page 480] appeared on the carton and bottle.

Other labels describing the use of the preparation were also on the bottle. The carton contained besides the bottle, two sets of powders, one set wrapped in white, and the other in blue paper.

The bottle contained a transparent amber-colored oil, having an odor of anise and a bland taste. From its physical

The Trouble Is With Your Gall

Fruitola and Traxo Prevent Operations for Gall Stones and Appendicitis—Wonderful Stomach and Bowel Remedies from California

There is much truth in that old saying that "It takes a pile 'o' gall to make a quart of success." A fundamental truth is back of it.

We need health to succeed in business, in professional life, on the farm—everywhere and always. And there is no health with a clogged liver and a torpid flow of gall.

If your gall duct is not active you have bad temper, then the blues—dependency—need failure. Avoid this path. Restore activity to the bile ducts—dissolve the gall stones—regulate the bowels—strengthen the stomach and get new nerve force.

A short treatment of *Fruitola* and *Traxo* will do all this for you as it has for thousands of others during the past 20 years. Start tonight if yours is a serious case. In the nick of time *Fruitola* and *Traxo* have saved many from dangerous operations for gall stones and appendicitis. Note letters following which are only samples of thousands we have on file. Others are in our free book.

Fruitola and *Traxo* do this wonderful work as no other remedy ever discovered because they first sweep the system free of all poisonous secretions and clogging, obstructing waste matter, and then tone and strengthen the

entire digestive channel up to normal activity.

And in this cleansing and purifying there is no pain, griping or resulting weakness. The results are immediate but not drastic. There is not a harmful ingredient—nothing that can possibly injure the most sensitive system.

The nervous dyspeptic, the sufferer from indigestion and stomach headaches, those poorly nourished through lack of ability to assimilate food or owing to poor appetite—thousands who have been through these troubles now enjoy robust health, thanks to *Fruitola* and *Traxo*. Read the letters. Maybe what you think is only stomach trouble in your case is more deep-seated.

Omaha, Nebraska

Gentlemen—

I suffered more than six months with what I supposed to be stomach and bowel trouble. I think every remedy suggested to me all into utter failure. I finally bought a bottle of *Fruitola* and *Traxo* and decided to try it. Following *Fruitola* in connection with *Traxo* at directed intervals was astonishing. After taking one bottle of *Fruitola* more than a hundred gall stones were removed. I purchased the second bottle of *Traxo* and this cure was complete. The satisfaction of having my dream realized is indescribable. I have recommended *Fruitola* and *Traxo* to a great many of my friends, and in every instance, as in my own case, it has done more

than you claim first. It will give you pleasure to know you do not get stuck in your advertising.

Yours gratefully,
W. H. DENNEY, M.D.
"Omaha Branch" John Lueders Drug Co.
Columbus, Ohio

Dear Sirs—

I desire to thank you for the great benefit I have derived from your wonderful medicines, *Fruitola* and *Traxo*. I have been suffering from indigestion and nervousness for over twenty years. Several of the best doctors here but received no permanent relief. I was operated upon several times with little benefit. They recommended what is known as a cure, but just before my last operation they sent me a box of your medicines and at once I am glad to say that two bottles of *Fruitola* and one of *Traxo* have greatly reduced my strength but my eating *Traxo* with good result. I never heard of anything so grand as your medicine. Wanting to thank you for this, I shall tell of it everywhere I go, for it has been so great a blessing to me. I believe more of you and the medicines will I am ever deeply grateful. I wish you to see this letter as a testimonial to your booklet.

Yours truly,
Mrs. J. EMILY HANFELL,
1251 Grandview St.

We are receiving such letters as these daily. Why not stop your suffering and suspense at once. Take a bottle of *Fruitola* tonight. One dose is all the proof you'll need.

Fruitola and *Traxo* are sold wherever you buy your medicines. If not, ask the druggist to get them for you. Every wholesale druggist keeps them. If you don't find our free book at the store, write us. **Fruitola and Traxo**, Los Angeles, California.

Much reduced reproduction of a typical advertisement of *Fruitola*. Whatever trouble the prospective purchaser may have with his "gall," there is evidently nothing the matter with that possessed by the exploiters of *Fruitola*.

properties and chemical composition it was concluded that the substance was olive oil, flavored with a trace of anise.

The powder in the white papers was subjected to chemical tests, and found to be tartaric acid. The identity of the constituents and their quantitative estimation indicated that the powder in the blue papers was a mixture of approximately one part sodium bicarbonate and two parts Rochelle salts—sodium potassium tartrate.

From the foregoing it is concluded that the liquid portion of "*Fruitola*" is olive oil flavored with anise, while the powders accompanying the liquid are the well-known seidlitz powders.

CONCLUSION

Here, then, we have the fake in a nutshell: Olive oil and seidlitz powders. That this combination will produce a good imitation of what the average man imagines to be gall-stones is undoubtedly a fact. A thorough cleansing of the intestinal tract by means of laxatives not too drastic in action will produce a temporary feeling of well-being in a person who is chronically constipated, and this fact alone should make it easy for the exploiters of "Fruitola" to get all the "testimonials" they want.

That persons should be muled of a dollar, however, for the privilege of having their bowels moved and being made into a peripatetic soap factory may seem humorous—but it is an outrage nevertheless. To such as wish to make the experiment—and it is one that is by no means free from danger in all cases—we would suggest the following procedure as equally efficacious and much less expensive: Buy 20 cents' worth of olive oil and a nickel's worth of seidlitz powders. You then have all the paraphernalia necessary for the production of home-made gall-stones. All that is required is to take the oil and powders and then practice watchful expectancy. The expected will happen. (*From The Journal A. M. A., Sept. 24, 1910.*)

MAYR'S STOMACH REMEDY

A number of inquiries have been received regarding the composition of Mayr's Wonderful Stomach Remedy," made by George H. Mayr, Chicago. A physician submitted a number of pseudo-gall-stones passed by one of his patients who had taken Mayr's nostrum. With the specimen the physician sent the following letter:

"The accompanying specimen was brought to me by a patient whom I have been treating for membranous colitis. One of her symptoms is pain in the left side of the abdomen. There have been no attacks of biliary colic nor has the physical examination afforded any data on which to base such a diagnosis. On the advice of a friend the patient had taken 'Mayr's Wonderful Stomach Remedy,' which appears to be similar to 'Fruitola' recently exposed by you. I have found on a superficial examination that the masses which closely resemble gall-stones consist of a soap, part of which is insoluble. I would like to know whether the base of the insoluble portion of the soap consists largely of magnesia. If so, is it probable that this base is furnished by the saline cathartic given after the remedy or is a sufficient amount of earthy base excreted by the intestine to cause the formation of so large an amount of these pseudo-calculi?"

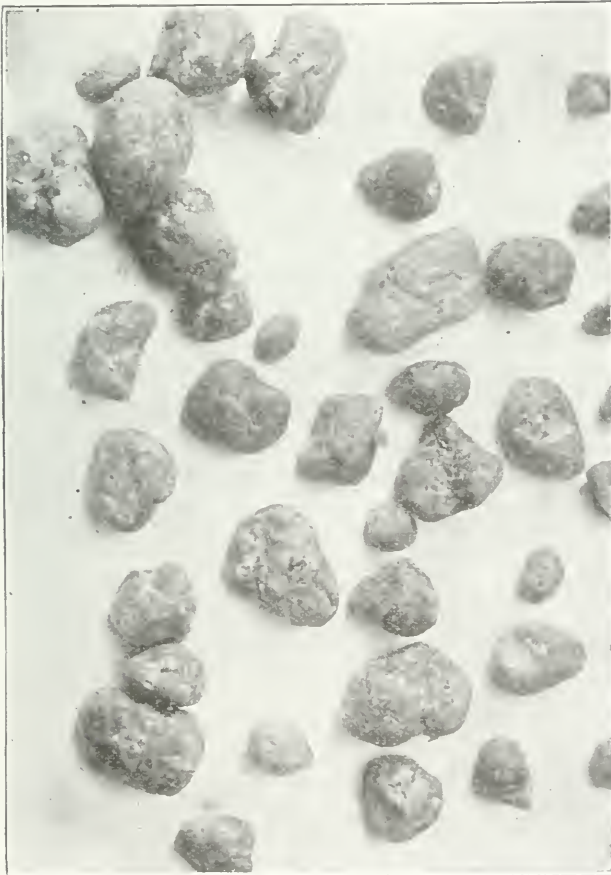
To be able to answer this question intelligently, the Association's chemists analyzed not only the nostrum but also the "gall-stones." The laboratory report follows:

LABORATORY REPORT

"Mayr's Wonderful Stomach Remedy" consists of a bottle of oil and two powders contained in a red carton on which appears the following:

"MAYR'S WONDERFUL STOMACH REMEDY for Stomach Troubles, Indigestion, Gases in the Stomach and Intestines, Dizziness and Fainting Spells, Colic Attacks, Torpid Liver, Constipation, Gastritis, Yellow Jaundice, Appendicitis, Gallstones, etc.

"The above ailments are mainly caused by the clogging of the intestinal tract with poisonous accretions—which are caused by a catarrhal condition of the gall-bladder and duct, liver, stomach and intestinal tract—backing up poisonous fluids into the stomach, and otherwise deranging the digestive system.



Photographic reproduction (actual size) of some of the supposed gall-stones passed by a victim who had taken Mayr's Wonderful Stomach Remedy. Anybody can perform the same trick by drinking a pint of olive oil and following it up with a seidlitz powder!

"This remedy painlessly removes these accretions without surgical operation, takes out inflammation from the entire intestinal tract and renders the same antiseptic."

A pamphlet comes with the bottle consisting chiefly of that sheet anchor of the patent medicine faker—testimonials. Of course fraudulent claims are made.

"Price \$1.00 per bottle; worth \$100.00."

"A positive remedy for appendicitis."

"It is composed of nothing but strictly pure food vegetable ingredients."

"Unsurpassed for liver complaint."

"Those who believe that they have gallstones we implore you—*Don't submit to a dangerous surgical operation.* . . . The full course of Mayr's Wonderful Stomach Remedy not only painlessly removes this accretion, but allays the inflamed or catarrhal condition that causes them . . ."

Similar concern in America

Book

\$1 Worth of Mayr's Wonderful Stomach Treatment FREE

It is a positive remedy for all Stomach and Liver Trouble, Gas-tris, Indigestion, Dyspepsia, Pressure of Gas around the Heart, Sour Stomach, Distress After Eating, Nervousness, Dizziness, Fainting Spasms, Constipation, Yellow Jaundice, Sick Headaches and Gall Stones.

The above ailments are mainly caused by the clogging of the intestinal tract with GALL STONES, backing up poisonous fluids into the stomach, and otherwise deranging the digestive system. I want every sufferer of any of these diseases to test this wonderful treatment. You are not asked to take this treatment for a week or two before you will feel its great benefits—only one dose is necessary. I say emphatically it is a positive, permanent remedy and I will prove it to you if you will allow me to. I will send the complete \$1.00 treatment to sufferers absolutely FREE so you can try it in your own home at my expense.

The most eminent specialists declare that 25 per cent of the people who suffer from Stomach Trouble are suffering from GALL STONES. I firmly believe that this remedy is the only one in the world that will cure this disease. It takes it them out and shows them to you. Sufferers of Stomach Trouble and GALL STONES should not hesitate a moment, but send for this FREE treatment at once. I would be pained to send you the names of people who have been cured of various Stomach ailments and speaking the highest praise of this medicine. Just fill out the Coupon below—let me send you this wonderful treatment together with highly interesting literature, testimonials, etc. Don't suffer with agonizing pains—don't permit a dangerous surgical operation, which gives only temporary relief, when this medicine will permanently help you.

**GEORGE H. MAYR, Mfg. Chemist,
40 Dearborn St., Chicago.**

References:—Mercantile Agencies and State Bank of Chicago

Sign and Mail This Coupon

.....
 GEO. H. MAYR, Mfg. Chemist,
 40 Dearborn St., Chicago.
 Send me absolutely FREE, \$1.00 treatment of Mayr's
 Wonderful Stomach Remedy.

Name

Address

Express Office



You are not asked to take (this treatment for a week or two before you feel its great benefits. One dose is all that is necessary to prove its wonderful powers to cure.

Absolutely harmless. Guaranteed by the
 Pure Food and Drug Act Serial No. 2918

A reduced photographic reproduction of a typical advertisement of this fake gall-stone cure.

The instructions for taking this nostrum directed the patient to take one powder at 3 o'clock in the afternoon; at bedtime the entire contents of the bottle (about a half-pint) was to be taken at one dose. The next morning the second powder was to be taken. The patient was told:

"When the bowels operate use a vessel and note the poisonous secretions removed by this remedy, in some cases dark green or yellow lumps varying in size from a fine bead to an olive—in severe cases even larger. In other cases quantities of thick tenacious slime or mucous [sic]. These accumulations are weak-ening and poisonous."

The bottle contained about six ounces of a bland yellow oil, which from the results of analysis appeared to be olive oil. The powders, each of which weighed about one ounce, appeared to be ordinary Rochelle salts, one disguised by the addition of about 6 per cent. compound licorice powder and the other by the addition of about 4 per cent. powdered licorice root.

From the composition of the nostrum, as determined by analysis, it was expected that the conerctions, which the physician had submitted for examination, would be found to consist of a sodium soap formed in the intestinal canal by the action of the alkaline fluids on the fatty oil. As no magnesium was found in the preparation, the correspondent's suggestion that the "gall-stones" might be a magnesium soap did not appear plausible. Nevertheless it was thought worth while to demonstrate in a general way the composition of these masses.

The so-called gall-stones, weighing in the aggregate about 21 grams (315 grains) were grayish-green and of the size shown in the illustration. When received they had the consistency of soft wax but on standing in the laboratory for several days, the material separated into a dark oily portion and an amorphous gray part. Analysis demonstrated the presence of both free and combined fatty acids as well as of considerable sodium and some potassium. Lack of material made it impossible to determine whether the combined fatty acids existed in combination with sodium or potassium or in the original condition as oil; for the same reason, it was impossible to determine in what form the sodium and potassium were present. As the amount of sodium found was in itself more than sufficient to account for all the combined fatty acids, it is probable that the masses consisted essentially of free fatty acids and soap (sodium salt of fatty acids).

In short, the so-called gall-stones are principally a mixture of fatty acids and soaps produced by the action of the alkaline intestinal fluids on the large amount of oil taken. (*Modified from The Journal A. M. A., Aug. 19, 1911.*)

HABIT-FORMING NOSTRUMS

THE HOMES COMMISSION'S LIST

We recently referred to the large amount of information of interest to physicians which appears in the "Report of the President's Homes Commission," and we quoted from the report a list of "patent medicines" which contained practically no medicinal agents except alcohol. In another part of the same report, Dr. Lyman F. Kebler, chief of division of drugs of U. S. Department of Agriculture, says: "There are on the market many medicinal preparations which contain as ingredients habit-forming drugs. Such drugs are: Alcohol; opium and its derivatives, notably morphin, codein and heroin; cocain; chloral; cannabis indica; acetanilid; etc." Some of these preparations containing habit-forming drugs other than alcohol are given in the "President's Homes Commission" report and are here arranged alphabetically under the habit-forming drug which they contain:

	CANNABIS INDICA
One Day Cough Cure (also morphin)	Piso's Cure
	CHLORAL
Captol	D. D. D. Remedy
	COCAIN
Agnew's Powder	Coco-Bola
Anglo-American Catarrh Powder	Tucker's Asthma Cure
	OPIUM AND ITS DERIVATIVES
Boschee's German Syrup (morphin)	Harrison's Opium Elixir (opium)
Broun's Injection (morphin)	Hooper's Anodyne, The Infant's Friend (morphin)
Carney Common Sense Cure (morphin)	Jayne's Expectorant (opium)
Children's Comfort (morphin)	Maguire's Compound Extract
Colwell's Egyptian Oil (opium)	Benne (morphin)
Crossman's Specific Mixture (opium)	Mexican Oil (opium)
Dr. Drake's German Croup Remedy (opium)	Mrs. Winslow's Soothing Syrup (morphin)
Dr. Fahrney's Teething Syrup (morphin)	One Day Cough Cure (morphin, also cannabis indica)
Dr. James' Soothing Syrup (heroin)	Pettit's Eye Salve (morphin)
Dr. Seth Arnold's Cough Killer (morphin)	Pierce's Smart Weed (opium)
Dr. Moffett's Teethina; Teething Powders (opium)	Rexal Cholera Cure (opium)
Godfrey's Cordial (opium)	Shiloh's Cure (heroin)
Gowan's Pneumonia Cure (opium)	Taylor's Sweet Gum and Mullein Compound (morphin)
Habitina (morphin)	Tousley's Sneezeless Snuff (morphin)
	Tubercine (opium)
	Victor Lung Syrup (opium)
	Watkin's Anodyne (heroin)
	Wright's Instant Relief (opium)

(From *The Journal A. M. A.*, May 29, 1909.)

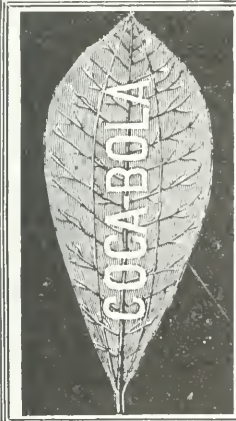
COCA-BOLA

[The following article by Mr. E. F. Ladd, Food Commissioner of North Dakota, appeared in the October, 1909, bulletin of the North Dakota Experiment Station.]

We have recently had occasion to examine a sample of Coca Bola, a product labeled as having been produced by Charles L. Mitchell, M.D., Philadelphia, and the face label bears the following statement:

Each ounce contains 0.71 grams of cocain. A chewing paste of leaves of the cocoa plant, combined with other valuable tonics.

The directions for use say coca-bola is made in the form of flat cakes or plugs divided into squares and should be used by chewing one of the small squares marked on the plug and swallowing the saliva. They further say it should be used at occasional intervals as needed throughout the day. To get its

	<p>COCA-BOLA Is a masticating or chewing paste made from the leaves of the Peruvian Cocoa plant. A small portion chewed occasionally acts as a powerful tonic to the muscular and nervous system, relieving fatigue and exhaustion, and enabling the user to perform additional mental and physical labor without evil after-effects.</p> <p>As a remedy and substitute for TOBACCO, ALCOHOL and OPiUM, in the treatment of those habits, it is invaluable.</p> <p>PROF. WM. L. WAUGH, M. D., in a paper read before the Pa. State Medical Society (1910), <i>Medical Times</i>, March 1901, calls attention to its value for this purpose. It relieves the insufferable craving for stimulants, and prevents depression, nausea and loss of appetite, and acts as a general tonic, stimulant and sustaining agent. In this respect it is vastly superior to all tobacco substitutes, etc., which are usually combinations of licorice root and other inert ingredients. It is harmless in its action, creates no habit, and its use can at any time be suspended.</p> <p>COCA-BOLA is put up in handsome tin pocket-boxes containing sufficient for at least two weeks' use.</p> <p>PRICE PER BOX, 50 CTS; BY MAIL 55 CTS.</p> <p>25¢ mailed direct to me will bring a Special Sample Box with Booklet, "Coca-Bola and its Uses" Interesting and instructive</p> <p>C. L. MITCHELL, M. D. 1016 Cherry St., PHILADELPHIA.</p>
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Photographic reproduction of a half-page advertisement of Mitchell's dangerous cocain-containing chewing paste.

full effect it will be necessary to use several squares. They further say:

Although a powerful muscular or nervous tonic, coca-bola has no evil after-effects, and hence is far superior to any other stimulant in the materia medica.

Now this information given out in the advertising which accompanies each package is, it would seem, intended to give the impression that this product is an entirely harmless one; in other words, that a preparation containing cocain as an active constituent, is to be generally recommended for use without any caution as to the harm that may come from forming a habit for cocain. They further say:

A small portion chewed occasionally acts as a powerful tonic to the muscular and nervous system, enabling the chewer to perform additional labor, and also relieves fatigue and exhaustion without evil after-effects. It contains no injurious ingredients and is perfectly harmless.

So we might quote from the circular which is sent out by a man who claims to be a physician, urging, as it were, on the people the use of a product of this kind, which, as has clearly been shown, must in the end result in the formation of the cocain habit, if not in the complete demoralization and degradation of the individual himself.

The laws of North Dakota prohibit the sale of any compound or product in the state which contains cocain in any form. It further prohibits the refilling of a physician's prescription that contains cocain, and yet a product of this kind, it would seem from information that has been gathered, is sold directly to the consumer, although it is true the proprietor of the product maintains that it is now sold only to physicians. In a letter under date of Aug. 19, 1909, signed by Charles L. Mitchell, M.D., he says:

What little we sell now conforms strictly with the requirements of the United States Pure Food and Drug Law, and is sold only on special order of physicians and their prescriptions.

Under date of September 7, I called the attention of the proprietor to the fact that the laws of this state would not permit of the sale of such a preparation in North Dakota. In reply, I received a letter which is self explanatory, as follows:

September 13, 1909.

E. F. Ladd, North Dakota Agricultural College, Agricultural College, N. D.

Dear Sir: Your favor of September 7th duly received for which please accept my thanks. Owing to the "crank" legislation of many states we have discontinued the manufacture of *all* coca and cocain preparations. Any "fool" druggist of your state who gets or sells an old package of our coca-bola does it at his own risk, as necessarily, having been put out some time ago, there is *no guarantee*, and we will not protect him. The people are getting a little sense into their heads, however, *gradually*, and they will sometime realize that preparations of both coca and cocain have an honest and legitimate use by the medical profession. Your state law is silly, and on a par with the 9-foot bed sheet laws of Texas and Oklahoma. Of course, your duty is to enforce the law, not to criticise it. I can do that. I am,

Yours very truly,

CHARLES L. MITCHELL, M.D.

Dict. by C. L. M.

A letter of this kind needs no comment, and a product of this kind, in the judgment of the writer, can only be sent out for malicious purposes and its sale is illegal in North Dakota. We warn the public against either handling the same or using the same, if they would avoid the formation of a serious drug habit and one that must result in positive injury to our people.

This product, put up in the form of a gum, would easily take the place—for one who had formed the habit for cocain—of tobacco; and it might be made to take the place of chewing gum with young people who would be entirely innocent of the intentional use of any such preparation, not knowing the evil effects that would come from its continued use.

In the judgment of the writer, no man who will allow his name to be connected with a scheme of this kind should be permitted to disgrace the profession of medicine by using the title M.D. (*From The Journal A. M. A., Jan. 1, 1910.*)

HAIR DYES, ETC.

CAPTOL

"Captol" is the name of a hair tonic put on the American market by Müllhens & Kropff, New York City, under the following claims:

"Captol is a newly invented chemical product of the Chemical Works, late Fr. Bayer & Co., Elberfeld."

"... the outcome of the joint condensation of tannin and chloral and possessing neither the unpleasant secondary effects of tannin nor the particular irritating action so frequently observed in the employment of chloral."

"The unrivalled hair tonic."

"A preventive of baldness."

Contains: Not to exceed 70 per cent. alcohol, 4 grains chloral hydrate to the ounce, 3 grains Captol pure to the ounce."

Several formulas for "Captol" hair tonic may be found in pharmaceutical literature. While they differ in minor respects, they agree in general in assigning to this hair tonic the drugs chloral hydrate, tartaric acid and alcohol, with small quantities of castor oil and perfume. Some of the suggested formulas contain resorcin and salicylic acid.

The patent files show that in 1897, a German patent was granted for a process by which it was claimed that chloral and tannin could be combined. The only other information concerning the composition of this alleged tannin-chloral compound is found in medical and pharmaceutical journals of about ten years ago. It was there stated that Captol is a condensation product of chloral and tannin, an assertion evidently based on the claims made in the patent specifications.

While one is given the impression that the product "Captol" is a definite chemical substance, a careful examination of numerous price-lists shows that there is apparently no such compound for sale on the American market. An order for Captol from a large wholesale drug firm, brought, not the substance asked for, but the proprietary "hair tonic" of the same name and said to contain Captol as one of its ingredients. A request for information was sent to the American agents for the firm which took out the patent on Captol. The agents replied that they did not handle this product and referred to Müllhens & Kropff, the exploiters of Captol hair tonic. A letter was sent to the latter concern, asking for information about the alleged compound, Captol, and for a specimen of the product. No answer was received.

As this alleged compound could not be procured on the American market, specimens of the hair tonic of the same name were examined in the laboratory of the American Medical Association. The chemists reported that their analysis indicated that Captol hair tonic has essentially the following composition:

Chloral hydrate	0.83	gm.
Tannic acid	1.333	gm.
Tartaric acid	0.81	gm.
Alcohol	64.44	c.c.
Perfume		} a trace of each.
Coloring matter		
Fixed oil (probably castor oil)		
Water to make.....	100	c.c.

he chemists further reported that they obtained no evidence to show that the tannin and chloral were chemically combined rather than merely mixed. From the results of their examination and bearing in mind the reluctance of the manufacturers to furnish information, the Association's chemists concluded that it is "very probable that no such compound of tannin and chloral is present and that the proprietary hair wash, Captol, is nothing more than an aqueous-alcoholic solution of chloral hydrate, tartaric acid and tannin, with a little fixed oil, coloring matter and perfume." (*Abstracted from The Journal A. M. A., Sept. 10, 1910.*)

EAU SUBLIME

Inquiries were recently made regarding the composition of "Eau Sublime," a hair dye put on the market by Mrs. H. Guilnard, New York. Our correspondent states that a patient using this preparation was suffering from "a marked lassitude and an obscure general eruption." Since many similar cases have been reported from the use of Mrs. Potter's Walnut Juice Hair Stain,—now called "Mrs. Potter's Walnut Tint Hair Stain"—which owes its poisonous properties to the presence of paraphenylen-diamin, the presence of the latter in "Eau Sublime" was at once suspected. In view of the dangerous nature of this substance, it was considered of importance to make a chemical examination of "Eau Sublime" to determine whether or not paraphenylen diamin was responsible for the effects following its use. On request for a specimen of the preparation, the correspondent sent an original package, which was examined in the Association Laboratory. The following is a report of the examination:

"Eau Sublime," as received in the Association Laboratory, was contained in a carton sealed with a label bearing the name of the preparation, its manufacturer and its uses. The carton contained two one-ounce bottles, one marked "A" containing a brown liquid and the other marked "B" containing a colorless liquid. The cork in this bottle, which was wired down, was bleached where it was exposed to the liquid.

That one of the ingredients of "Eau Sublime" is paraphenylen diamin was shown by the response of the liquid in bottle "A" to the following tests, recommended for the detection of paraphenylen diamin; Some of the liquid was mixed with an equal volume of hydrogen peroxid solution and the mixture placed on paper or cotton, which became bluish-black on drying. A splinter of pine wood dipped into the liquid and then treated with dilute acetic acid became bright red. The diluted acidified liquid became violet on adding ferric chlorid solution. A few drops of the liquid added to 4 or 5 c.c. of a 1 per cent. solution of potassium permanganate decolorized the latter, emitting at the same time a faint odor of ammonia. A drop of the liquid placed on a white surface and then treated with a drop of bromin water, became at first a bright green and then a dull violet color.

The identification of the contents of bottle "B" as hydrogen peroxid, suggested by the bleached condition of the cork and the pressure of the gas in the bottle, was verified by the following tests: Added to dilute, acidified potassium permanganate solution the latter was decolorized. A few drops added to 4 or 5 c.c. of an acidified solution of potassium dichromate and the mixture shaken with 5 c.c. ether, produced in the latter a blue color.

These tests show that "Eau Sublime" consists, essentially, of hydrogen peroxid and paraphenylen diamin. This emphasizes the need of cautioning the public against the indiscriminate use of hair dyes, particularly those containing paraphenylen diamin, which, although exploited as "harmless" preparations, are decidedly dangerous. The tests above mentioned could be carried out by a physician, and from the results of such tests he would be placed in a position to act as an adviser and to caution his patients.

"Eau Sublime" has been declared misbranded (see index) by the federal government and the case published in Notice of Judgment No. 434. While no mention is made in the government's report of the identity of the essential drug in the nostrum, the statement is made: "the use of said drug ["Eau Sublime"] would tend to produce an eczema of the scalp." (*From The Journal A. M. A., Nov. 5, 1910.*)

MRS. POTTER'S WALNUT JUICE HAIR STAIN

This preparation is manufactured by the Mrs. Potter Hygienic Supply Company, Cincinnati, Ohio. It was analyzed by the chemists of the North Dakota Agriculture Experiment Station, who found it to consist of two liquids called No. 1 and No. 2, respectively, which according to directions were to be mixed before the dye was applied to the hair. Analyses showed

bottle No. 1 to contain 1.86 per cent. absolute hydrogen peroxide; bottle No 2 contained "a strong alcoholic liquid of a



Brown Your Hair

"You'd never think I stained my hair, after June M. Potter's Walnut Juice Hair Stain. The stain doesn't hurt the hair as dyes do, but makes it grow out fluffy."

Send for a Trial Package

It only takes you a few minutes once a month to apply Mrs. Potter's Walnut Juice Hair Stain with your comb. Wash your hair, don't rub off residue or p-hydroxy dye, sulphur, lead or copper. Use no color, no condition, no grease, time condition. Send 3-cent stamp and address on a single sheet, with this advertisement and enclose 25 cents (change or trial) and we will mail you, charge prepaid, a trial package. No plain brand wrapper with visible booklet on Hair. Mrs. Potter's Walnut Juice Hair Stain, Green Bluff, Chestnut, Ohio.

Typical advertisement of Mrs. Potter's Hair Dye. From *Human Life*.

light brown color containing 54.45 per cent. absolute alcohol by volume." No lead, bismuth or mercury compounds were detected. The report goes on to state that "the active principle of the dye appears to be a phenolic compound, and conforms to the tests, etc., for paraphenylene diamine, an anilin derivative which by oxidation becomes black or brown."

The poisonous qualities of paraphenylene diamine have long been known. Eighteen cases of poisoning have been reported by Cathelineau. Brocq described a severe form of dermatitis due to this chemical; Balso reports a case of poisoning due to wearing hose which had been dyed with the chlorate of paraphenylene diamine.

and Mewborn reported a case of dermatitis from the use of a hair dye having this chemical for its base.

A number of cases of poisoning due to the use of Mrs. Potter's Walnut Juice Hair Stain have been reported to THE JOURNAL. They are as follows:

- Feb. 13, 1909, Dr. A. Schalek, Omaha, Neb., 1 case.
- March 6, 1909, Dr. W. W. Barker, Dorchester, Mass., 1 case.
- March 15, 1909, Dr. W. W. Harrington, Spokane, Wash., 1 case.
- March 17, 1909, Dr. J. D. Gold, Bridgeport, Conn., 1 case.
- April 7, 1909, Dr. E. N. Ewer, Oakland, Cal., 1 case.
- May 15, 1909, Dr. J. H. Mackay, Norfolk, Neb., 1 case.
- Aug. 13, 1909, Dr. E. A. Hannum, Cleveland, Ohio, 1 case.
- Aug. 18, 1909, Dr. J. G. Burke, Pittsburg, Pa., 1 case.
- Aug. 18, 1909, Dr. W. W. Wood, Jamestown, N. D., 1 case.
- Sept. 6, 1909, Dr. P. S. Roy, Washington, D. C., 1 case.
- Sept. 8, 1909, Dr. D. V. Traver, Steelton, Pa., 1 case.
- Sept. 13, 1909, Dr. M. L. Emerson, Oakland, Cal., 1 case.
- Sept. 14, 1909, Dr. A. S. Storey, Cleveland, Ohio, 4 cases.
- Sept. 21, 1909, Dr. B. Stanton, Cincinnati, Ohio, 5 cases.
- Oct. 22, 1909, Dr. A. P. Good, Philadelphia, Pa., 2 cases.
- Sept. 21, 1910, Dr. P. R. Straight, Bradford, Pa., 1 case.
- Oct. 4, 1910, Dr. H. B. Ormsby, Cleveland, 1 case.
- Oct. 17, 1910, Dr. H. K. Gaskill, Philadelphia, 3 cases.
- Nov. 29, 1910, Dr. F. Eft, Philadelphia, 1 case.
- Jan. 26, 1911, Dr. G. M. MacGregor, Garfield, Wash., 1 case.
- April 27, 1911, Dr. F. T. Woodbury, Ft. D. A. Russell, Wyo., 1 case.
- June 7, 1911, Dr. E. W. Rowe, Lincoln, Neb., 1 case.

As this dye does not depend for its action on walnut juice, the name would seem to constitute misbranding within the meaning of the national Food and Drugs Act. This may account for the change that has been made in the name of the preparation. We now find it labeled not "Walnut Juice" hair

stain, but "Walnut Tint." Long after the change in the label, the stuff was still advertised in the newspaper advertisements as "Walnut Juice" Hair Stain, and the deception was carried still further in some cases by an accompanying



Photographic reproductions (reduced) of the old and new cartons in which Mrs. Potter's hair dye was sold. On the left is the old label, in which the dye is called a "walnut juice" compound; the newer labels, on the right, designate it a "walnut tint" hair stain.

picture of a woman with a basket on her arm with the legend under it "Gathering Walnuts." (*From The Journal A. M. A., of various dates, with additions.*)

FARR'S GRAY HAIR RESTORER



An original package of this preparation, which is sold by the Brookline Chemical Company, Boston, Mass., was sent in to the Association's laboratory with the request that it be analyzed. The physician who sent it reported that a patient who had been using the hair dye for some length of time complained of attacks of myocardial (heart) weakness. A cursory examination was made by the Association's chemists who reported as follows:

"A bottle of Farr's Gray Hair Restorer No. 2 was found to contain an ammoniacal solution of silver, equivalent to 0.4836 gm. of silver nitrate per 100 c.c. This is practically 2½ grains to the fluid ounce."

HEADACHE CURES

HARMFUL EFFECTS OF ACETANILID, ANTIPYRIN AND ACETPHENETIDIN

The United States Department of Agriculture Bulletin' No. 126, issued July 3, 1909, sets forth the results of an investigation conducted by the Bureau of Chemistry with regard to the harmful effects of acetanilid, antipyrin and acetphenetidin. During recent years the use of these remedies and preparations containing them by the people at large, without the supervision of the physician, has increased rapidly and investigation has shown that coincidentally there has been a marked increase in the number of cases of poisoning reported, in the number of fatalities, and in the number of instances of habitual use.

Since the passage of the Food and Drugs Act, June 30, 1906, the attention of the Department of Agriculture has been directed to this subject, particularly in connection with the branding of drug products containing one or more of these agents, and an attempt has been made to obtain full and reliable data with regard to their poisonous qualities with the object of furnishing information to the public which would enable them to understand that these remedies should be employed with caution in the absence of reliable medical advice.

The investigation was conducted along two lines: First, an inquiry addressed to medical practitioners in the United States with regard to their personal experience with these drugs; and, second, the study of the cases of poisoning recorded in medical literature. Nearly a thousand letters, each containing eighteen questions, were addressed by the department to physicians throughout the country, the object being to secure information which would represent as closely as possible the conditions existing among the people at large so far as the harmful effects of the drugs in question are concerned. Four hundred replies were received.

The information obtained with regard to the number of instances quoted in medical literature in which poisoning, death, or habitual use has been known to result from the administration of acetanilid, antipyrin, and acetphenetidin is set forth in Section A of the accompanying table. The information summarized in Section B is based on the data submitted by physicians. Granting that the 525 physicians who did not

1. The Harmful Effects of Acetanilid, Antipyrin and Phenacetin, by L. F. Kebler, Ph.G., M.D., chief Division of Drugs, Bureau of Chemistry, with the collaboration of Drs. F. P. Morgan and Phillip Rupp, assistant chemists.

reply had no cases to report, the question may profitably be asked, if 925 physicians have observed 814 cases of poisoning by these drugs, 28 deaths which are attributed to their use, and 136 instances of habitual use, how many such cases have in all probability been observed by the 125,000 physicians scattered throughout the United States? The summary, C, includes both the number of cases recorded in medical literature and those reported by physicians.

POISONING BY ACETANILID, ANTIPYRIN AND PHENACETIN

A.—CASES RECORDED IN MEDICAL LITERATURE

	POISONING.	DEATH.	HABITUAL USE.
Acetanilid	297	13	32
Antipyrin	488	10	1
Acetphenetidm	70	3	1
Total	855	26	33

B.—DATA SUBMITTED BY PHYSICIANS

	POISONING.	DEATH.	HABITUAL USE.
Acetanilid	614	16	112
Antipyrin	105	5	7
Acetphenetidm	95	7	17
Total	814	28	136

C.—TOTAL NUMBER OF CASES

	POISONING.	DEATH.	HABITUAL USE.
Acetanilid	911	29	144
Antipyrin	593	15	7
Acetphenetidm	165	10	18
Total	1,669	54	169

The bulletin contains information with regard to dosage, the extent to which these drugs are employed by physicians, poisoning and habitual use, the nature of the ill effects produced, etc. It also contains references to the recorded cases of poisoning, together with a brief abstract of each case.—(*From The Journal A. M. A., July 31, 1909.*)

SANATORIUMS AND THE ACETANILID HABIT

A physician in charge of a sanatorium writes: "I enclose herewith a 'form' letter and question blank which I received recently from St. Louis. I may be entirely too wary but I am suspicious that this is a collection of 'statistics' to combat the work of the medical profession in educating the physician and the laity in the harmfulness of acetanilid and similar preparations."

The letter which the doctor encloses is in fac-simile form and purports to come from Uriel S. Boone, M.D., of St. Louis, who states that he is "preparing an exhaustive article for publication in a leading medical journal" on the question. "Is acetanilid a habit-forming drug?" To obtain the necessary data Dr. Boone is "writing to every hospital and sanitarium in the United States." Examination of the question blank which accompanies the form letter discloses the fact that informa-

tion is wanted regarding not acetanilid alone, but also antipyrin and acetphenetidin (phenacetin). The last question asked runs as follows:

"If your records [of cases of habitual use of these drugs] are incomplete, would you allow a reputable physician to investigate the above mentioned cases so that he could write with positiveness about them, and, if necessary, *make oath to the truth of his report?*" [Italics ours.—ED.]

Dr. Boone opines that the recipients of his queries "may hesitate to answer" the question just quoted, but he trusts that its importance will be evident when he explains that "it is currently reported that the manufacturers of acetanilid, phenacetin, etc., *have decided to prosecute all libelers of these drugs*" [Italics again ours.—ED.] and he wishes to make no statement that he "can not substantiate under oath." Surely the life of the collector of medical statistics is unusually hazardous.

For the purpose of aiding Dr. Boone in his arduous search for truth on the "much mooted question, 'Is acetanilid a habit-forming drug?'" we direct his attention to a work that should prove of invaluable assistance. We refer to Bulletin 126 of the Bureau of Chemistry, entitled "The Harmful Effects of Acetanilid, Antipyrin and Phenacetin." This interesting study to which we have previously called attention, records 112 cases of the acetanilid-habit. Of this number, at least 50, or 44.6 per cent. of the cases were those of patients who took proprietary preparations of the drug.

From this we would not wish to give any bias to Dr. Boone's statistics. We hardly expect, however, that such will be the case. Dr. Boone's name appears as the author of an article entitled "A Therapeutic Study of Antikamnia and Heroin Tablets"—an article that has been very extensively "quoted" and has been sent out in its entirety by the Antikamnia Chemical Company. Under these circumstances we may be forgiven if we venture the opinion that Dr. Boone is not likely to be unduly prejudiced against "headache tablets" in general and fake "synthetic" coal-tar mixtures in particular. We await with breathless interest the appearance of Dr. Boone's "exhaustive article" and we must confess to some degree of curiosity regarding the name of the "leading medical journal" in which these invaluable data will appear.—(*Modified from The Journal A. M. A., Aug. 17, 1909.*)

[When Dr. Boone's "article" finally appeared it came to light, not through the pages of a "leading medical journal" nor, so far as could be learned, through the pages of *any* journal, but as a booklet. Thousands of these booklets were sent broadcast to physicians, and the Antikamnia people offered to send them to the public. A fulsomely laudatory "review" of the Boone booklet was reprinted by the cheaper medical journals in the advertising pages ("reading notices" department) of their publications.—ED.]

ACETANILID MIXTURES

When the attention of the public was first called to the danger of the indiscriminate use of acetanilid, the Council on Pharmacy and Chemistry of the American Medical Association requested one of its committees to investigate a number of preparations then on the market which were thought to contain acetanilid as the essential drug. The committee reported the result of its findings and the result was published in THE JOURNAL, June 3, 1905.

According to the analyses of the contents of original sealed packages, of the following preparations, they were found to be mixtures containing the following ingredients approximately in the proportions given:

	Acetanilid.	Caffein.	Sodium Bicarb.	Citric Acid.	Ammonium Carbonate.	Sodium Salicylate.
Ammonol	50	..	25	..	20	..
Koehler's Hache Pwr....	76	22
Antikamnia	68	5	20	5
Orangeine	43	10	18
Phenalgin	57	..	29	..	10	..
Salacetin	43	..	21	20

ANTIKAMNIA

The composition of antikamnia in 1905 has already been given above. It is there stated to have contained the following ingredients approximately in the proportions given:

Acetanilid	68
Sodium Bicarbonate	20
Caffein	5
Citric Acid	5

At the time the federal Food and Drugs Act went into effect, which requires that the presence of acetanilid should be stated on the label, the manufacturers of antikamnia substituted acetphenetidin (phenacetin) for acetanilid in their preparations. For some time after the change in composition, from acetanilid to acetphenetidin, had been made in the product as sold in this country, antikamnia was still sold in Great Britain in its old form. There is no law over there requiring the presence of acetanilid to be declared on the label.

Besides being advertised in a certain class of medical journals, antikamnia is also advertised directly to the public in theater programs and newspaper almanacs. The most common method of reaching the public, however, is by means of "form letters" and samples. One "form letter" reads as follows:

"Dear Mr. _____ :

"Do you ever suffer pain? If so, try Antikamnia tablets; Sample enclosed. Your druggist will supply them in any quantity (10 cents worth or more). Also in our regular "Vest-Pocket Boxes." Sincerely yours,

"THE ANTIKAMNIA COMPANY."

A pamphlet entitled "Practical Prescriptions" accompanies this form letter and contains a list of diseases and morbid states arranged alphabetically from "Alcoholism," "Asthma" and "Backache" to "Wind," "Women's Pains" and "Worry." For the 122 conditions listed, "Antikamnia," "Antikamnia and Codeine" or "Laxative Antikamnia and Quinine" are recom-

Antikamnia Tablets

MADE IN U.S.A. BY THE ANTIKAMNIA COMPANY



Fac. Pat.

Adult Dose: Two every two or three hours.



Fac. Pat.

FOR HEADACHES

NEURALGIAS, LA GRIPPE, PAIN AND FEVER

ANTIKAMNIA TABLET

FAC. PAT.

PRESCRIPTIONS

FOR PAIN—(No water when)

Dose—Two adult

COLD-IN-THE-HEAD—(La Grippe)

Dose—Two every three hours.

FEVER—(Feverish Conditions)

Dose—One every two hours.

HEADACHE—(All kinds)

Dose—Two, repeat two hours.

HEAT EFFECTS—(Heatstroke)

Dose—Two every three hours.

MIGRAINE—(From heat)

Dose—One every two hours.

NEURALGIA—(All kinds)

Dose—One every two hours.

DYSPNOEA—(Breathless)

Dose—One every two hours.

SHOOP'S, or SIBBELL'S

BLADDER

Dose—Two every three hours.

Antikamnia Tablets

THE name itself explains what Antikamnia Tablets are, and what their remedial characteristics are—Anti (Greek Anti), opposed to—and Kamnia (Greek Kainos), Painless we have "ANTI-KAMNIA," which means "OPPOSED TO PAIN," a remedy to relieve pain and suffering. The genuine Antikamnia Tablets always bear the *AK* monogram and are, on account of their construction and accuracy, recognized as the most approved form for taking the remedy.

—The Journal of Medicine.



LIGHT ON PAIN

For Samples and Literature, Address

THE ANTIKAMNIA

CHEMICAL CO.,

St. Louis, U. S. A.

ANTIKAMNIA-CODEINE TABLET

FAC. PAT.

PRESCRIPTIONS

FOR COUGHS AND COLDS

Dose—One dissolved in sugar, BOYLE, FORTVILLE—(Breathless and Pain)

Dose—One every two hours.

HYPERICAL CONDITIONS

Dose—One every four or five hours.

INSOMNIA—(Restlessness)

Dose—One at bedtime.

MIGRAINE, HEMICRANIA

Dose—One every hour.

NERVE SEDATIVE

Dose—One every three hours.

NEURALGIA—(General)

Dose—One every two hours.

OVARIAN PAIN

Dose—One every three hours.

WOMEN'S ACHES AND ILLS

Dose—Two every three hours.

When Women Suffer

Give 1 or 2 Antikamnia & Codeine Tablets every 3 hours. In short, they are the remedy for the conditions generally known as "Women's Aches and Ills."

For All Coughs

To administer these Antikamnia & Codeine Tablets most satisfactorily for coughs, advise patients to allow 1 or 2 tablets to dissolve slowly upon the tongue and swallow the saliva. For night coughs, take 1 on retiring.

ANTIKAMNIA & CODEINE TABLETS

FOR WOMEN'S ACHES AND ILLS

Fac. Pat. FOR SALE AT ALL DRUGGISTS Fac. Pat.

16-J

A reduced reproduction of a full-page Antikamnia advertisement appearing in the New York *World Almanac*, 1911. The Antikamnia concern does comparatively little advertising direct to the public, except by means of circular letters and samples. It relies on physicians acting as unpaid pedlers of its nostrum.

mended, demonstrating that the "prescriptions" are more "practical" than scientific.

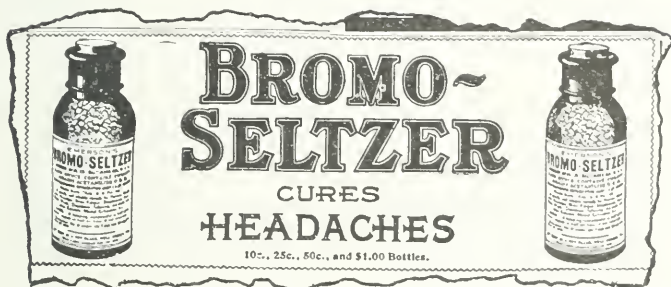
In many respects the methods of the proprietors of "head-ache powders" and "anti-pain pills" are less offensive to one's

sense of professional decency than the course pursued by the Antikamnia people. The former have at least never recommended their products as "ethical proprietaries;" they have not used medical men as their unpaid agents; the claims made for their products have been no more exaggerated; and they have not found it necessary, from the requirements of the Food and Drugs Act, to change their formula to avoid giving the lie to their former claims.

BROMO-SELTZER

In response to requests for information regarding the composition of bromo-seltzer, we had the preparation analyzed. According to the analyses, 100 parts of the effervescing salts contain:

Potassium bromid	10.53 parts
Acetanilid	4.58 parts
Caffein	1.20 parts



A reduced photographic reproduction of a typical Bromo-Seltzer advertisement.

Assuming an average dose of the preparation—a teaspoonful—to weigh 76 grains (5.0 gm.), each dose would contain:

Potassium bromid	7 grains (0.5 gm.).
Acetanilid	3 grains (0.2 gm.).
Caffein	0.8 grains (0.05 gm.).

Since a half ounce of this preparation is often taken at a dose, and since many, especially women, are taking it daily, it is anything but "harmless." (*From The Journal A. M. A., Feb. 10, 1906.*)

Dr. D. T. Quigley, North Platte, Neb., reported a case of poisoning from this preparation.—*THE JOURNAL*, Feb. 10, 1906, p. 454.

Dr. W. J. Robinson, New York, reported a case of impotence following the excessive use of this nostrum.—*THE JOURNAL*, Aug. 18, 1906, p. 508.

Dr. H. B. Hemenway, Evanston, Ill., reported the death of a woman, aged 31, from acetanilid poisoning caused by taking bromo-seltzer.—*THE JOURNAL*, Dec. 29, 1906, p. 2158.

The *Hastings Tribune*, Hastings, Neb., reported the case of the death of Mrs. Lena Shepland of that city. Mrs. Shepland, having a headache, took a dose of Bromo-Seltzer; this not giving the desired relief, she also took a dose of Antikamnia. An hour later she was dead from heart failure induced by these heart-depressing nostrums.—THE JOURNAL, July 16, 1910.

CAPUDINE

A great many inquiries reach the Association's laboratory regarding various nostrums and "patent medicines" with requests for analyses, but the number of preparations thus brought to notice is so great that it would take an army of chemists to satisfy all inquiries. As it is, only such preparations are examined as will serve as examples of a class of nostrums which it is desired to expose or that are of special interest to the profession. Hick's Capudine Cure—or as it is known to physicians "Elixir Capu-Hicks"—is one of such examples, and its investigation has been deemed advisable.

MANUFACTURERS' CLAIMS

The manufacturers—the Capudine Chemical Company, Raleigh, N. C.—issue two kinds of advertising pamphlets—one for physicians and another for the public. The medical profession is told that Capudine is

... especially recommended for the relief of all headaches, colds, la grippe, neuralgia, sick headache, nervous headache, acidity, flatulency, and indigestion pains, also for dysmenorrhœa, after pains, etc.

A formula of the type that usually accompanies preparations of this character is given:

Elixir Capu is composed of the combined Bromids of Potassium, Sodium and Ammonium, Caffein, Capu, Elixir Peppermint, Adjuvants and Correctives, Syrup and water, q. s.

To elucidate further and for the information of those who have never heard of the substance capu, we are told:

Capu is a cellulin product—Chemical formula $C_{18}H_{20}N_3O_4$ possessing very powerful analgesic properties and is a mild antipyretic.

In a "Laundry List" pamphlet extolling the virtues of the remedy, the public are informed that

Hicks' Capudine CURES all headaches, indigestion, la grippe, colds, etc.

No remedy ever placed before a suffering mortal has the wonderfully quick powers of Capudine.

Hicks' Capudine is not a "dope"; will not produce a habit.

Try this splendid remedy and enjoy life once more.

Capudine is a liquid, acts immediately and is sold by dose at soda fountains, and in 10, 25 and 50c bottles at drug stores.

LABORATORY FINDINGS

Capudine (whether in the form of Elixir Capu-Hicks, or as Hicks' Capudine Cure) is a brown, rather syrupy liquid, slightly alkaline to litmus, with an aromatic odor and a salty

taste. Besides 8 per cent. of alcohol, Capudine was found to contain sugar, aromatics, chlorids, caffeine, antipyrin and salicylates. Quantitative estimations demonstrated the presence of about 1.25 gm. (19 grains) of antipyrin and caffeine to each fluid ounce, and salicylates equivalent to about 0.9 gm. (14 grains) of salicylic acid to each fluid ounce. Thus Capudine depends for its action principally on antipyrin.

COMMENTS

As a barefaced attempt to exploit, at the same time and with the same preparation, both the medical profession and the public, this nostrum is probably prominent in the annals of the "patent medicine" business—a business whose claims to deceit and mendacity are already high. That medical journals

TRY
CAPUDINE
 ELIXIR CAPU—HICKS

The Liquid Remedy
FOR The aches and Nervous-
 ness of Malaria
NEURALGIA
MYALGIA
MIGRAINE
 Periodic pains of women

ANALGESIC NOT NARCOTIC

Sample and Formula sent to
 any Physician upon application

CAPUDINE CHEMICAL CO.
Raleigh, N. C.

Reproduction (reduced) of an advertisement of Capudine in a medical journal (*Medical Summary*). In this way the physician is reached.

HICKS'
CAPUDINE
CURES COLDS
and GRIPP It Removes the Cause.
 Relieves Feverishness and Aching.
 Soothes the Nerves and Restores
 Healthy Conditions.

IT'S LIQUID—EFFECTS IMMEDIATELY
Contains No Acetanilide
 16c, 25c and 50c a bottle at Drug Stores

Reproduction (reduced) of an advertisement to the public that appeared in a religious publication, the *Baptist Flag*.

should aid and abet such methods would seem unbelievable. Testimonials are forthcoming, of course. In the pamphlet to the laity, these come from the butcher, the baker and the candlestick maker, while in the "literature" to physicians, at least some of the testimonials—"case histories," if you please!—come, it is needless to say, from our old testimonio-maniac friend, W. T. Marrs, M.D., of Peoria Heights, Ill. As Dr. Marrs has recommended, at various stages of his literary career, such remedies as Neurilla, Antikamnia, Bromidia, Chionia, Arsenauero, Cactina Pillets, Thialion, Phenoseptine, Papine, Calcidin and others too numerous to mention, his

opinion regarding Capudine must be considered authoritative. Dr. A. S. Reed of Naples, Maine, also details a "case history" in which the marvelous results achieved by the administration of Capudine are surpassed only by the still more marvelous spelling and composition of the testimonial.

In the lay press we find Capudine extensively advertised in the typical "patent medicine" style. In the "Laundry List" pamphlet, previously referred to, which goes direct to the public, there are graphically portrayed some of the conditions in which Capudine is indicated.

For the purpose of determining the attitude of the Capudine Chemical Company regarding its policy of combining the "patent medicine" and "ethical proprietary" business in one and the same preparation, a Chicago physician wrote, asking if it made any particular difference whether he wrote a prescription for Elixir Capu-Hicks or told his patients to go to



Diagnosis and treatment in the home! Reproduced from the "Laundry List" pamphlet sent out to the public.

the drug store and ask for a bottle of Hicks Capudine Cure. The Capudine Chemical Company rose gracefully to the bait and swallowed it hook and line. The answer, dated Sept. 28, 1908, is so ingenuous and enlightening that we give it almost in full. For the purpose of emphasizing certain passages we have employed italics and small capitals:

"We use the name Elixir Capu-Hicks so that Doctors can write for it and have their prescriptions filled *without the consumer knowing that it is the same thing as the advertised product.* A great many of our doctor friends prefer this.

"In regard to the cost to the druggist it is the same and we presume that MOST DRUGGISTS DISPENSE CAPUDINE BY THE DOSE OVER THE COUNTER AND ELIXIR CAPU-HICKS ON PRESCRIPTION FROM THE SAME ONE-PINT OR ONE-GALLON BOTTLE OF CAPUDINE, WHICH IS PERFECTLY ALL RIGHT [! !]. Capu-Hicks specially for their prescription trade."

"Perfectly all right" indeed! What though you deceive your patient, stultify yourself and use your druggist as a catapaw; just so you increase the sale of Capudine it "is perfectly all right"—for the Capudine Chemical Company.

The formula furnished physicians is, of course, a joke. The various ingredients given—without quantities—are, with the exceptions of Capu, well-known drugs. Capu is not so well known; in fact, its circle of acquaintances is limited to the Capudine Chemical Company. According to the company (and if it doesn't know, who does?) "capu is a cellulin product—chemical formula $C_{18}H_{20}N_2O_4$." This looks abstruse and scientific, and doubtless in many cases prevents further impertinent and awkward questions. The description only lacks one thing to prevent it qualifying for an honored position in the hall of fakes—a "structural formula" of weird and impressive design. The great unknown—Capu—is, of course, as the analysis demonstrates, our old friend antipyrin. On the "literature" furnished physicians and on the advertising distributed to the public, great stress is laid on the fact that Capudine "contains no acetanilid." This puts the nostrum in that dangerous class

FUNERAL OF MRS. WINBURN.

**Her Death Was Due to Overdose of
Capudine.**

Covington, Ga., September 14.—(Special.)—The sudden death of Mrs. Joe Winburn, at Mansfield yesterday, was due to an overdose of capudine for periodical headaches. She was the wife of Rev. Joe Winburn, Baptist pastor at Mansfield, and leaves five small children, the oldest being 9.

Reproduction from the Atlanta (Ga.) *Constitution*, Sept. 15, 1908, which gives the lie direct to the statement that Capudine "does not contain poisonous drugs."

of "patent medicines," increasingly common of late, in which a heart-depressing drug is present, but one, unfortunately, which the Food and Drugs Act does not require to be specifically named on the label. Mr. Adams, in the "Great American Fraud" series says, in speaking of the labels on "patent medicines:" "If the words 'warranted harmless' appear anywhere, look twice over for the Ethiopian in the woodpile." We would say if the words "contains no acetanilid" appear on the label of any "headache cure," it is a safe guess that some other equally dangerous heart-depressant is there in its place. The statements that (1) "Hicks' Capudine is not a 'dope'"; (2) "does not contain . . . poisonous drugs," and (3) "will not produce a habit," are three separate and distinct falsehoods. As to its "harmlessness," a telegram that appeared in the Atlanta (Ga.) *Constitution*, which we reproduce, refutes briefly but tragically, this cruel lie. Dr. E. W. Warren, of Palatka, Fla., reports the case of a woman who

was thought to have been murdered, but the state's attorney concluded that her death was caused by too much Capudine.

And this hybrid "patent medicine-proprietary" is to be found advertised in medical journals! How much longer will the medical profession put up with it?—(From *The Journal A. M. A.*, Oct. 17, 1908.)

"GETWELL TABLETS"

Physicians who are financially interested in the exploitation of questionable proprietaries (and happily we believe there are very few of these) usually excuse their course on the

GETWELL TABLETS

A POSITIVE specific for **Acute Coryza**, (cold in the head) often ending the attack in a few hours. The only remedy equally efficacious in all stages of a cold.

GETWELL TABLETS will speedily relieve **Painful Menstruation**, **Headaches** of nearly every kind, especially when complicated with stomach trouble, **Neuralgic, Rheumatic and Growing Pains** of children; **Nervous Sleeplessness** and the feeling of **Fatigue and Weariness** that comes from over exertion such as, social dissipation, night seeing and shopping; as well as the **painful aching stiffness** of **Athletes and Ball Players**, in their first spring games.

In all cases relief should follow in an hour or so after the initial dose, which should last from six to twelve hours. Resume the dose only on the reappearance of the symptoms. Failure of relief within an hour after the first dose, indicates that it should be increased. Rapid appearance of dryness, that it should be diminished.

No Drug Habit is formed by the use of **GETWELL TABLETS**, even when taken for long successive periods. The tablet has been so compensated that even persons suffering from the severest forms of heart disease, can take them without the least danger.

DIRECTIONS:

Cold in the Head: The average dose is 3 for a man, and 2 for a woman, taken at once and repeated in an hour, if the mucous discharge is not stopped. In every case on the appearance of the throat, dryness, stop the remedy and resume if further cold symptoms return.

For children from one to eight years of age, $\frac{1}{2}$ and $\frac{1}{4}$ a tablet; from eight to twelve, one tablet.

Menstrual Pains: 2 tablets, washed down with a glass of hot water, and repeat if not relieved in an hour.

Headaches of all kinds, 2 to 3 tablets, followed by a large glass of hot water, in which has been dissolved one-half teaspoonful of Bicarbonate of Soda, Squibb's preferred.

La Grippe requires the largest dose of all and the most frequently repeated, as well as the longest continued, owing to the nature and severity of the disease.

All other complaints for which **GETWELL TABLETS** are suitable, should be treated as for colds.

GETWELL TABLETS are put up in boxes containing tablets of 34 grains each, and can be had at all first-class drug stores.

ANTI-CORI-ZINE CHEMICAL CO. St. Louis, Mo.

Price. Small boxes, 10c. Larger, 25c.

Some of the claims made for the headache tablets sold at various times under the name "Getwell" tablets and "Anti-Cori-Zine" tablets, and here photographically reproduced. This acetanilid mixture was sold to physicians as Anti-Cori-Zine; to the public as Getwell tablets.

grounds that their preparations are advertised in medical journals, therefore they must be ethical. This placebo to professional conscience deceives no one, neither does it excuse, but it permits of a definite answer to an unpleasant question. With a "patent medicine" it is different. No physician who wishes to retain his self-respect desires to become in any way identified with so disreputable a business. It is not to be wondered at, therefore, that when a "patent medicine" firm is

desirous of selling stock in its concern it leaves physicians severely alone.

Some of these concerns evidently believe that the dental profession does not share the feelings of the physician on this subject. At least that would seem to be a justifiable conclusion after reading some "form" letters sent to dentists by a Chicago broker.

"Being a dentist, you are far enough removed from the position of professional jealousy (maintained by physicians) to see the subject in its practical light and I take it that profits made from 'patent medicines' are just as attractive to you as from any other source. . . ."

"All of this is by way of presenting an opportunity of sharing in the profits of one of the biggest earners in the proprietary field yet discovered. This is the Getwell Tablets. . . . This tablet has been in use for 15 years in St. Louis among the practicing physicians. . . ."

"A year ago a company was organized among the most prominent men of St. Louis (a city that boasts more big fortunes made from patent medicines than any other in America) called the Anti-Cori-Zine Chemical Company. . . ."

"A campaign was made in Chicago and \$10,000 spent in advertising. The success was phenomenal."

"You doubtless know of the tremendous success made by the Antikamnia people of St. Louis, which has made the originator many times a millionaire, to say nothing of the profits it made for dentists who took the first stock. . . ."

Then follows a statement of the amount of stock that is to be sold and a glowing prognostication of the vast profits to be made. With this "form" letter is another, purporting to be from the Anti-Cori-Zine Chemical Company to the broker, giving information about the financial standing of the company and its personnel.

"The officers of this company are H. W. Hartwell, president (a physician of 25 years' practice in this city), A. D. Hartwell, secretary and treasurer (manufacturer of paints and varnishes), Joseph Griesedleck, vice-president (manager National Brewers' Assn., St. Louis), E. R. Rombauer, L.L.D. . . ."

"Our tablets are made under contract with Sharp & Dohme of Baltimore, Md. They cost us 65 cents per 1,000 and after boxing and preparation for the market, bring us \$13.40 per 1,000."

"You are no doubt acquainted with the splendid profits made on patent and proprietary medicines of this kind, such as Orangeade, [Orangeine?], Cascarets, Bromo-Seltzer, Bromo-Quinine, Laxative Pepsin, etc. . . ."

". . . . The biggest fortunes in St. Louis have been made on patent medicines. . . ."

"Profits in this business are far out of the ordinary and 400 to 600 per cent. is only normal. . . . This is true of every patent medicine of this nature. . . ."

There seems to be no particular reason why this new acquisition to the ranks of the "subtle poisons" should not be a financial success. It apparently fulfills all the essential requirements of "patent medicine" ethics: (1) It has been in use for years among practicing physicians (a stock falsehood in this line of business); (2) its company has for its officers an M.D., a paint maker, a brewer and an L.L.D.; (3) it is put up "under contract" by an old-line "ethical" house; and (4) there is 400 per cent. profit in it. It would seem that under

such auspicious circumstances nothing but gross mismanagement can prevent the Anti-Cori-Zine Company from scoring a big success, as have many St. Louis firms in the same business.

As to the tablets themselves, they vary in no way from their prototypes and are advertised with that classic disregard for truth that characterizes nostrums of all classes.

"No drug habit is formed by the use of Getwell Tablets, even when taken for long successive periods."

". even persons suffering from the severest forms of heart disease can take them without the least danger."

"The average dose is 3 for a man robust patients may require 1 or 2 more taken at once and repeated in an hour if the mucous discharge is not stopped."

The virtues of this wonderful tablet are due to our old friend, acetanilid, aided and abetted by another drug that is becoming increasingly popular with nostrum mongers—codein. Of the former there are practically 2 grains to the tablet; of the latter, 1/20 grain; there is also a small amount of belladonna. A "robust patient" may take—according to instructions—five tablets as a "starter" and five more an hour later. After thus devouring nearly 20 grains of acetanilid, his robustness might be somewhat impaired, but as this is a business proposition paying 400 per cent., one can hardly expect the Anti-Cori-Zine Chemical Company to mention it.

But Getwell is not the original name of the tablet; its earlier name was Anti-Cori-Zine, and as such it was sold to physicians.

"Anti-Cori-Zine is an ethical preparation advertised only to the medical profession."

Like many another acetanilid mixture before the Food and Drugs Act spoiled the game, Anti-Cori-Zine was advertised as a "synthetic."

"Anti-Cori-Zine is not a mere mixture of various remedies holding a reputation as cold cures, *but it is a definite, synthetic chemical.*" [italics are ours.—ED.]

Presumably an enlightened medical profession combined with a federal statute has caused the "synthetic" falsehood to become stale, flat and unprofitable, and there is now more money to be made in advertising to the public direct rather than via medical journals and physicians.

The medical profession should at least be glad to learn from an outside source that the "position of professional jealousy (maintained by physicians)" prevents it from looking on the "profits made from patent medicines" as "just as attractive" as those made in a more respectable line of business. The case of Dr. H. W. Hartwell, a homeopathic physician of St. Louis, and president of the Anti-Cori-Zine Chemical Company, seems to indicate, however, that the "position of professional jealousy" is not universally maintained. Doubtless the broadening influence of a financial venture that pays 600 per cent. enables him to rise above such petty things as "professional jealousy." (*From The Journal A. M. A., Dec. 19, 1908.*)

KEPHALOSE

The following communication from Dr. J. R. Hurley, a district health officer at Iloilo, P. I., throws an interesting light on the "patent medicine" business in the Philippine Islands:

"I believe that you are keeping a record of the prosecutions and judgments obtained under the Food and Drugs act. I don't know whether you are interested in such matters in the Philippines or not, but I am reporting the following case for your information. The case was brought against the firm known as 'The Estrella del Norte' doing a general retail business, and which imports and distributes a French proprietary remedy known as 'Kephalose.' All sorts of impossible claims are advertised for this nostrum, including those for which acetanilid is recognized as being useful when intelligently prescribed by a physician. In fact it was the intention of the manufacturers and exploiters to introduce this nostrum in this country as a common household remedy.

"The nostrum was advertised as being harmless, and rules for dosage were contained in a circular which goes with each box, also setting forth the manifold ailments in which it is a 'sure cure.'

"Apparently to comply with the customs regulations, on a small yellow label on the box it states that each dose (one tablet) contains 2 grs. of acetanilid. Inasmuch as it was obviously to be sold broadcast to the native Filipinos, a small proportion of whom can read English at all, much less know what acetanilid is, and on account of the well-known toxic effects of acetanilid, unless prescribed intelligently and with discretion where it is indicated by a physician, it was decided to prosecute the distributing firm under two counts.

"To prove that the nostrum was misbranded, and that the company was selling dangerous drugs without a pharmacist's license, samples were bought in the open market, and, properly labeled, sent to the Bureau of Science, Manila, for analysis. The analysis showed Kephalose to be composed of the following:

Moisture	5.0
Antipyrin and caffein.....	75.9
Acetanilid	trace
Potassium bromid	3.8
Sodium carbonate	3.3
Sugar	12.0
	<hr/>
	100.0

Colored with an anilin dye.

"This fact was brought forward at the trial, together with such other evidence necessary to show that the nostrum contained a dangerous drug, and could not be considered as a household remedy, which proved that the nostrum was misbranded, and that the company was therein selling a dangerous drug, without a physician's prescription, and without a licensed druggist to put it up.

"The court found the Estrella del Norte guilty, and fined the company fifty pesos, an amount equal to twenty-five dollars, gold."

Dr. Hurley's letter goes to show that the American government safeguards the health of the Filipinos more jealously than it does that of the native American. If the manufacturers of the thousand-and-one acetanilid- or antipyrin-containing nostrums sold to the laity in this country should be fined for selling a dangerous drug as a household remedy what a howl of protest would go up. Doubtless Dr. U. S. Boone, of St. Louis, the Antikamnia people or the Proprietary Association of America would at once set to work collecting "statistics" to prove the innocuousness of antipyrin and acetanilid. (*From The Journal A. M. A., Sept. 10, 1910.*)

MIDOL AND NURITO

Repeated warnings to the public of the dangers of acetanilid, antipyrin and acetphenetidin and the requirement in the Food and Drugs Act which makes it obligatory to declare the presence of acetanilid and acetphenetidin on the labels of "patent medicines," have been responsible for the growing unpopularity of nostrums containing these drugs.

During the past few months advertisements have appeared in the newspapers of a new "headache cure," the advertising slogan of which is that it "contains no acetanilid or phenacetin."

The name of this preparation is Midol and it is sold under the following claims:

"Instantly relieves headache, neuralgia, toothache."

"Has no depressing effect."

"More effective than antipyrin, acetanilid, phenacetin or similar pain-relieving products."

"Midol is the one safe-to-take aid of sufferers of headache."

"Quickly relieves pain of whatever nature."

"There is no cumulative action."

"No bad effect upon the heart or other organs."

An original package of Midol was purchased and examined in the Association's laboratory. The chemists' report follows:

"Midol is sold in the form of white tablets each weighing, on an average, 0.425 gm. or about six and one-half grains. The tablets are soluble in water, chloroform or benzene to the extent of about 80 per cent. The soluble portion appeared to be largely composed of starch, with about 4.5 per cent. of some inorganic matter, probably talc. The chloroform soluble portion was found to consist chiefly of pyramidon chemically known as dimethyl-dimethylamino-pyrazolon. Besides pyramidon, the chloroform soluble matter contained a small quantity of caffeine and may have contained small amounts of other substances.

"From examination it is concluded that Midol depends essentially on pyramidon for its therapeutic effect."

Pyramidon is a proprietary preparation derived from, and having the antipyretic and anodyne properties of, antipyrin. While some observers have asserted that it is more likely to cause collapse than are either antipyrin or acetphenetidin there is no positive evidence of this assertion. That the use of pyramidon has been until recently practically restricted to physicians may account for the fact that its toxic effects are not as well known as are those of antipyrin, acetphenetidin, acetanilid, etc., which for some years have been indiscriminately used by the public. As the use of pyramidon as a "patent medicine" now bids fair to become as general as the better known antipyretics, it is probable that its toxicology will become better known.

It is interesting to note that pyramidon in the form of Midol, is put on the American market by the General Drug Company, which also acts as a distributor of salvarsan ("606"). The General Drug Company is said to have for its president, W. M. Hoge, who was formerly employed in the comptroller's office during the administration of Herman A. Metz. The vice-president and treasurer of the General Drug Company is Dr. Gustave P. Metz, brother of H. A. Metz, the latter being employed by the Consolidated Color and Chemical Works and being president of Victor Koechl & Co. The General Drug Company, in its price list to physicians, lists the "ethical proprietary" pyramidon, but contains no mention of its "patent medicine" Midol.

Midol is not the only "patent medicine" in which pyramidon is the essential drug. Nurito, which is advertised as "not a patent medicine but a proprietary preparation" is a nostrum put on the market by the Magistral Chemical Co., New York. Here are some of the claims:

"Only U. S. P. ingredients are used in Nurito."

"Guaranteed to relieve or your money refunded, Rheumatism, Sciatica, Neuritis."

"There is no compound known in medicine that so rationally, scientifically and effectively removes waste and poisons from the human system as Nurito."

The Association's laboratory recently analyzed a specimen of Nurito. The report follows:

A dollar-size package of Nurito was purchased and found to contain seven powders. The powders ranged in weight from 9 to 12 grains, the average weight being nearly 11 grains. The presence of pyramidon, phenolphthalein and milk sugar was demonstrated. Alkaloids, acetanilid, acetphenetidin, chlorids, bromids, iodids, heavy metals, starch and sulphates were absent. Quantitative examination indicated that the composition of Nurito is essentially as follows:

Milk sugar	34 per cent.
Phenolphthalein	6 per cent.
Pyramidon	60 per cent.

Each powder, therefore, contains about 2% grains of milk sugar, $\frac{2}{3}$ of a grain of phenolphthalein and 6% grains of pyramidon.

What was said of pyramidon in the preceding article applies equally well here. The claim that Nurito is composed of "U. S. P. ingredients" is evidently a falsehood. The chief therapeutic ingredients are pyramidon and phenolphthalein, neither of which is described in the United States Pharmacopœia.—(From *The Journal A. M. A.*, Aug. 10, 1912.)

"SHAC"

The campaign against the indiscriminate use of headache remedies certainly has done some good. But while newspaper reports indicate that there are fewer cases of poisoning and death from these preparations, some excerpts which we quote below from the *New Idea*, a monthly journal owned and published by Frederick Stearns & Co., and devoted to advertising Stearns' products to druggists, show that this firm, heedless of the warnings uttered by physicians against the indiscriminate use of headache remedies, is endeavoring to promote the sale of SHAC (Stearns' Head Ache Cure) in a most reckless—we might almost say criminal—manner. Shac is put up in wafers and each wafer is stated to contain 4 grains of acetanilid. While shac is sold and "pushed" by Frederick Stearns & Co., Detroit, it is stated on the package to be "distributed by the Zymole Co. (Inc.), New York."

SHAC ADVERTISED IN SUBWAY CARS

Stearns' Head Ache Cure (now called SHAC) is being extensively advertised in the subway cars in New York City. SHAC is becoming familiar to thousands of people every day. This benefits not only New York druggists, but all other druggists. SHAC costs you \$1.50 a dozen. What other product advertised in this way allows you as great a profit?

SHAC—Stearns' Head Ache Cure—has been curing aching heads for sixteen years, and at the end of this long and meritorious service, everyone is satisfied. SHAC is sold and used in all parts of the civilized world. What test is better than the test of time? SHAC sells for 25 cents. You make 100 per cent. profit.

While the advertisement states that every one who uses SHAC is satisfied, we venture to suggest that the patient, the poisoning of whom was reported by Dr. Cassady, Bisbee, Ariz., in *THE JOURNAL*, Dec. 15, 1906, page 2012, was not entirely pleased with the effect of the preparation. In this case, the patient, a woman, took three wafers, an hour apart, though the directions on the package state that only two wafers are to be taken. It must be remembered, however, that most patients think that if a little is a good thing more

must be better, and take medicine on that principle. Here is another quotation from Stearns' *New Idea*:

SIAC FOR SHOPPERS

Shoppers and sightseers often have their pleasure spoiled by headache. This is unnecessary, as by carrying a box of SIAC in the pocket or shopping bag, an aching head may be relieved in a very short time. Wise travelers are learning this. Recommend SIAC to any one contemplating traveling and you will make a friend. SIAC costs you \$1.50 a dozen.

Is it any wonder that reports of "heart failure" are so frequent? (*Modified from The Journal A. M. A., Oct. 19, 1907*).

KIDNEY PILLS AND SIMILAR NOSTRUMS

SOME BRITISH ANALYSES

The *British Medical Journal*, Dec. 8, 1906, page 1645, gives the results of analysis of some of the chief proprietary remedies for kidney diseases. Several of these preparations are in the form of pills, while others are liquids.

The two principal drugs employed are oil of juniper and potassium nitrate, separately or together; in some cases aperients are added. Altogether extravagant claims are made for some of the articles, as is usual with proprietary medicines.

Doan's Backache Kidney Pills *

Analysis of Doan's Backache Kidney Pills gave results from which the following formula giving a similar pill was constructed:

Oil of juniper	1 drop.
Hemlock pitch	10 gr.
Potassium nitrate	5 gr.
Powdered fenugreek	17 gr.
Wheat flour	4 gr.
Maize starch	2 gr.

Divide in twenty pills.

Forty pills and four dinner pills sell for 2 shillings and 9 pence (66 cents); the estimated cost is one halfpenny (one cent).

The dinner pills were found to have approximately the following composition:

Oil of peppermint.....	1 drop.
Podophyllin	3.8 gr.
Aloin	6.9 gr.
Jalap resin	0.8 gr.
Powdered capsicum	0.5 gr.
Powdered licorice	0.6 gr.
Maize starch	0.5 gr.
Acacia gum	1.5 gr.
Extract of henbane.....	1.5 gr.

Divide in twenty pills.

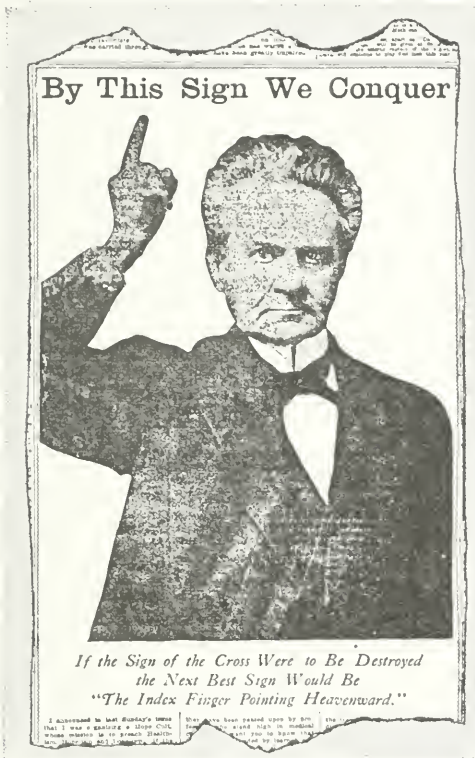
Warner's Safe Cure

This preparation, according to the literature supplied by the manufacturers, is "purely vegetable," says the *British Medical Journal*, and this predilection on the part of the public for vegetable remedies is probably responsible for potassium nitrate being classed as a vegetable. Analysis of this remedy showed "the presence of potassium nitrate, alcohol, glycerin, a trace of oil of wintergreen and vegetable extractive." No alkaloid or similar active principle was found and the extract had little distinctive taste or character, all its properties pointing strongly to its consisting largely of taraxacum, with some other extract containing a small quantity of tannin.

* For further information about Doan's kidney pills, see index.

Veno's Scaweed Tonic

The label on this preparation, according to our contemporary, states that the remedy "contains in a pleasant and agreeable form the active principle of seaweed . . . is prepared on an entirely new principle and is free from poisonous and mineral drugs." Analysis shows that the mixture contains "a small proportion of undissolved sediment, which, when collected and examined, agrees in all respects with the insoluble



Part of a typical Munyon advertisement.

portion of leptandrin. Glycerin, a little phosphate, alcohol and a trace of chloroform are present and vegetable extractive. Careful examination of the latter gave evidence of the presence of the constituents of cascara sagrada, senna and rhu-barb."

Munyon's Kidney Cure

The label on this preparation is said to bear the words: "Cures Bright's disease, gravel, all urinary troubles, and pain

in the back or groins from kidney diseases." It is stated that the pills were found to vary much in size, the average weight being 0.6 grain. Analysis showed them "to consist of ordinary white sugar; no trace could be detected of any alkaloid or other active principle, or of any medication. The sugar was determined quantitatively and found to be just 100 per cent. of the weight of the pilules." (*From The Journal A. M. A., Feb. 9 and March 16, 1907.*)

KUTNOW'S POWDER

The term "patent medicine" has been applied, rather loosely, to those nostrums sold and exploited directly to the public, while the name "proprietary" has been given such preparations as are advertised only to the medical profession. As has been many times exemplified by reports in THE JOURNAL, the distinction is often a very fine one and the dividing line frequently reaches the vanishing point.

It is not unusual, for instance, for "proprietary" preparations to be foisted on the medical profession until a certain number of testimonials (of doubtful value, it is true, but still testimonials) have been ingeniously wheedled out of physicians and the product rather generously prescribed. When this objective point has been reached the manufacturer comes into the open and advertises the nostrum to the public direct and the testimonials previously given for the "proprietary" are used as advertising assets for the "patent medicine."

Then again there are certain preparations which are "proprietary" or "patent medicines" according to the location. On one side of the Atlantic the product is advertised to physicians only, while on the other side it runs indiscriminately on the billboards and in the newspapers. One of the best examples of this last class is Kutnow's Powder. In England, where it originated, this preparation which "dissolves and eliminates uric acid," is consistently lined up with Beecham's Pills and Pink Pills for Pale People. Full-page newspaper advertisements announce the fact that free samples will be

"SENT TO ALL APPLICANTS"

In the United States, however, Kutnow's have learned from their wide advertising experience that a cheaper and surer way of introducing a nostrum to the public is to advertise it to the medical profession only. By means of advertisements

in medical journals (whose space is much less expensive than that of the daily papers) and the liberal distribution of samples which are

"SENT FREE TO PHYSICIANS ONLY"

the medical profession becomes the unpaid "barker" for the nostrum manufacturer. At present, therefore, Kutnow's Powder is—in the United States—an ethical (!) "proprietary."

There exists in this country, as most of our readers know, an organization of "patent medicine" manufacturers whose "reason for being" is to get full value received for the \$40,000,000 paid annually in advertising nostrums in the newspapers of the country. This organization is known as the Proprietary Association of America. The now familiar "red clause" in the advertising contracts by which the newspaper forfeits its contract if state laws are enacted that are inimical to the "patent medicine" interests, is a creation of this organization and has been most effective in making the newspapers the



unpaid lobbyists of the nostrum interests. The "silence clause" is another "joker" in the contracts by which the agreement is cancelled if matter detrimental to the nostrum "is permitted to appear in the reading columns" of the paper. It is little wonder that with such weapons the "patent medicine" manufacturer has assumed an arrogance that is as disgusting as it is serious.

Great Britain, too, has its "patent medicine" men's organization, which is known as the Proprietary Articles Trades Association. Of both these honorable bodies Mr. S. Kutnow of Kutnow Brothers, Ltd., is, or was, a conspicuous member. At

a recent meeting of the British organization, Mr. Kutnow worked himself into a fine frenzy of indignation because of some articles that had appeared in the *Pharmaceutical Journal* of London on the subject of "Secret Remedies and Proprietaries." As these articles did not specifically mention Kutnow's Powder, and as evidence was directed against only those preparations as were most disreputable, it is evident that Mr. Kutnow now appraises his own product at its face value. He gave his opinion of the *Pharmaceutical Journal* and told the meeting that when the advertising man for that journal solicited advertising he refused to have any more dealings with him owing to the articles that had appeared in the *Pharmaceutical Journal*. He declared that he was quite independent of any newspaper or journal, and was able to take care of himself.

WEEKLY SUPPLEMENT
JAN. 11, 1908

PEARSON'S WEEKLY ADVERTISEMENT SUPPLEMENT.

589

ARE YOU SURE YOUR KIDNEYS ARE HEALTHY?

TO FLUSH THE KIDNEYS

We are all liable to development of kidney function if we are careless. The kidneys are the most important organs of the human body. They are the little governors of our well-being and comfort. If clean and free from acid poisons we are energetic and happy. If clogged up with gravel and poisonous sediment we are on the borderland of serious disease. If you have a labeled drain pipe you prevent its clogging up by a process of flushing. You must apply the same hygienic principle to the kidneys and bladder. The most reliable Professor Kuthow's Tonic remedy and our Kutnow's Powder, which cleanses and cleanses the kidneys and bladder of all acids. You will thus avoid Bright's disease, gravel and stone. Kutnow's Powder is a perfectly safe remedy which acts gently and painlessly. Kutnow's Powder does not contain any sugar and is therefore useful to diabetics. Urine acid is the chief cause of Rheumatism, Gout and other kindred diseases. Kutnow's Powder is not only a perfect solvent of uric acid, but it stimulates all organs from the system. No one, if he will, ought to be without this morning dose of Kutnow's Powder. May we send you a postage free of charge?

TAKE KUTNOW'S POWDER

Are you willing to test Kutnow's Powder in order to judge its beneficial effect? Would you like to be free from depressing headaches and nervous exhaustion? Is it your wish to keep the system clean and free from poisonous deposits? Do you know that Kutnow's Powder will rid you of dyspepsia and liver troubles? Is it your wish to have a clear, healthy-looking complexion, good skin free from pimples, blackheads and blemishes? If you will kindly fill in the form below we will send you sufficient of the remedy to thoroughly test its free of charge.

A FREE TEST.

SEND THIS FORM

Our set and sent to S. KUTHOW & CO. LTD., 41 FARRINGDON ROAD, LONDON, E.C. by return of post you will receive a full remedy free of charge.

(NAME CAPITALS)

NAME

ADDRESS

PHONE

This form, posted to us free of charge, returns only 1d. stamp.

TEST IT, FREE OF CHARGE!

Rev. F. L. Bullen

writes:
"Walsley, Church Lane, Loughdale,
"Southampton, October 27th.
"I only wish I had tried Kutnow's Powder years ago. In my case it has proved to be an agreeable and gentle aperient, cleansing the liver and kidneys, removing the cause of my erections of pain or discomfort and regulating generally the whole digestive system."

Mrs. A. L. Whalley

writes:
"62 Horseay Road, Asford, Liverpool,
"27th September, 1907.
"Dear Sir—I have tested the sample of Kutnow's Powder which you so kindly sent me, and cannot thank you sufficiently for the power of good it has done me. I have recommended the Powder to several friends and relatives."

How to Avoid Fraud

The genuine Kutnow's Powder can be had of all chemists or druggists, or direct from Kutnow's Free Home Office for 7s. post paid in the United Kingdom. For that the famous signature, "S. Kuthow & Co. Ltd." and the registered trade mark, "Hercules carrying a heavy load," are on the package and bottle. You then get

Genuine Kutnow's Powder

KUTNOW'S POWDER PREVENTS KIDNEY DISEASE

For a Free Sample write to S. KUTHOW & CO. LTD., 41 FARRINGDON ROAD, LONDON, E.C.

Therein Mr. Kutnow is mistaken; he is not independent of newspapers and journals. On the contrary, he, and others of his ilk, are most subserviently dependent on them. Let reputable papers and medical journals refuse, for but one year, to carry the high-flown advertisements of his Anglo-American Patent-Proprietary, and his firm would perforce seek some worthier, if less profitable, line of business.

The editor of the *Pharmaceutical Journal* resents Mr. Kutnow's "implied assumption that by inserting paid announcements in the advertising columns of a newspaper, he or any one else, can dictate the policy of that organ."

The *Pharmaceutical Journal*, it should be said, is the official organ of the Pharmaceutical Society of Great Britain, and is

the most influential organ of the drug trade in the British Isles. It is refreshing to note, in these days of "canned" editorials and paid "write ups" masquerading as original articles, that there is still to be found a journal that can not be bought.

One wonders whether a large experience in the advertising world, and especially his membership in the Proprietary Association of America, has unconsciously led Mr. Kutnow to assume that muzzling the press is one of the perquisites of the large purchasers of advertising space.—(*From The Journal A. M. A., Aug. 31, 1907.*)

LAXATIVES

BEECHAM'S PILLS

Beecham's Pills have been sold for some years in Great Britain where they are advertised under the slogan, "Worth a Guinea a Box." More recently, an advertising campaign has been started in this country. They are claimed by their manufacturers to be "composed entirely of medicinal herbs" and are said to "cure" constipation, pains in the back, cold chills, bad legs, maladies of indiscretion, kidney and urinary disorders—and several other things.

The pills were analyzed by the British Medical Association's chemists who reported:

"Analysis showed them to consist of aloes, ginger and soap: no other medicinal ingredient was found. The quantities [in one pill] were approximately as follows:

"Aloes	0.5 grain.
"Powdered ginger	0.55 grain.
"Powdered soap	0.18 grain."

While the pills are advertised as being worth a guinea (\$5.00) a box and are sold for 1s. 1½ d. (27 cents), the British Medical Association's chemists give the cost of the ingredients of a box of these pills as ¼ of a cent!

CASTORIA

Some thirty years ago one Dr. Samuel Pitcher patented a formula for the preparation of a syrup of senna with aromatics obtained by extracting senna with hot water containing a little sodium bicarbonate. This preparation was sold under the copyrighted name "castoria." Since then the patent for this preparation has expired and the preparation as well as the name "castoria," have become public property. According to the patent, the formula is as follows: To 135 pounds of senna leaves add 35 gallons of water at 65 degrees C., in which has been dissolved 48 ounces of sodium bicarbonate. Exhaust the senna by percolation until 240 pounds are obtained. In this dissolve 210 pounds of sugar and 4 ounces of Rochelle salts; then add spirit of gaultheria, 18 pints, and spirit of pepo, spirit of chenopodium (wormseed), spirit of peppermint and spirit of anise, of each 2 ounces. Castoria, therefore, appears to be a syrup containing an aqueous extract of senna with aromatics. Senna preparations, prepared by extracting the drug with water containing alkalies were at one time supposed to have special value, in that certain resinous principles of senna were eliminated by this treatment. Now the resinous principles are removed by extracting the drug with alcohol and rejecting the alcoholic extraction which contains the resinous material; the drug prepared in this manner is then

extracted with water. Such a preparation is official in the U. S. Pharmacopeia as *Syrupus Sennae*.—(From *The Journal A. M. A., Jan. 4, 1909.*)

ENO'S FRUIT SALT

According to an analysis in the *Pharmaceutische Centralhalle*, Nov. 1, 1906, Eno's Fruit Salt consists of about 50 per cent. sodium bicarbonate, 15 per cent. sodium bitartrate and 35 per cent. free tartaric acid. Therefore, its composition is very similar to that of seidlitz powder. (From *The Journal A. M. A., April 11, 1908.*)

PURGEN

The physicians of the United States are receiving a neat package containing samples of a German proprietary—Purgen. The container is an ingenious one and, besides the tablets, includes a circular in English, although mailed in Europe, describing the remarkable virtues of this "new synthetic aperient." It has been considered strange that this proprietary, which has been advertised so thoroughly in Europe, Australia, etc., should not have made its appearance in this country. Now it is here, and it is well that physicians should know what Purgen is and not be mystified and misled by the literature that they may receive regarding the preparation.

The following appeared in *THE JOURNAL*, Jan. 5, 1907, page 64, and is reprinted now as being especially timely:

The report of a case of poisoning by purgen (phenolphthalein) is the occasion for some pertinent observations by Dr. G. Brasch as to the proper introduction of such remedies to the medical profession (*Zeitschrift für Medizinalbeamte*, Abst. in *Apotheker-Zeitung*, No. 59, 1906). He agrees with Best that all such remedies should first receive a thorough trial in an institution subject to state supervision, before they are advertised to the medical profession, so that their harmlessness in appropriate doses may be ascertained by a method free from liability to error. The manner in which the manufacturers introduced Purgen to the profession and the laity is to be condemned, and probably led to the symptoms of poisoning exhibited in the case of Dr. Best and tends to discredit a remedy which is harmless and efficient if used in proper doses. The manufacturer of such a preparation is inclined, for obvious reasons, to put the dose of his preparation much too high. The most important point, however, is the objectionable character of the names given to such articles. The organic compound phenolphthalein has been known for a long time and has been widely used as an indicator. Accidentally it was discovered that phenolphthalein possessed laxative properties and thereon it was proposed (1901) as a medicine under the name "Purgen." It is sold in tablets containing 0.05, 0.1 and 0.5 grain phenolphthalein mixed with sugar and flavored

with vanilla. The author says: "But it is very desirable—and I regard this as the most important part of my communication—that phenolphthalein should be received into the materia medica under its own name. The addition of vanilla and sugar is to the highest degree superfluous and the arbitrary dosage in three strengths with the ridiculous designations, 'baby,' 'for adults,' 'for patients confined to bed,' are merely calculated to prejudice the physician who is accustomed to individualize in his prescriptions, against a remedy which is in itself an excellent one."

PURGEN

The Head Court Physician of their Majesty
THE KING and QUEEN of ITALY declare—
 "I have tried **PURGEN** repeatedly on
 patients suffering from diseases of the chest,
 when I wanted to use a mild purgative, and
 I have always been satisfied by its mild and
 non-irritating action. In my opinion this
 remedy is **THE LAXATIVE of the
 FUTURE.**"
Dr. ANTONIO MACCIGLIANI.

"THE LAXATIVE OF THE FUTURE."

PURGEN is the mildest and most agreeable aperient known. It has no disturbing
 influence on the liver or kidneys, and its effectiveness does not wear off by
 regular use. Made up in small tablets of pleasant flavour, it is equally
 delightful to use by old and young alike.

Sold in three Strengths:—"INFANT" (for young children); "ADULT" (for "grown-ups");
 "STRONG" (for invalids and chronic constipation).

Of leading Chemists and Stores, price 1/1½ per Box, or Sample and Booklet may be obtained free from
H. & T. KIRBY & Co., Ltd., 14, Newnan Street, Oxford Street, LONDON, W.

and his
 MEDICAL ASSOCIATION FOR EXHIBITION.

This photographic reproduction of an advertisement of Purgen is much smaller than the original, which appeared in the *London Graphic*. As has been said elsewhere, the *Graphic* refused to advertise a book issued by the British Medical Association that exposes such humbugs as Purgen.

As explanatory to the last sentence, it should be stated that in Europe Purgen is put up in three dosage forms, "infant Purgen for children," containing $\frac{3}{4}$ of a grain; "adult Purgen for chronic constipation," containing $1\frac{1}{2}$ grains, and "strong Purgen for invalids," containing $7\frac{1}{2}$ grains. The form in which it is being sampled in this country is in the medium dose, $1\frac{1}{2}$ grains.

Physicians should remember that the promoters of Purgen are simply introducing a chemical well known to laboratory workers for the last twenty years, which has been recognized as an aperient for at least seven years, and which can be purchased for 40 cents an ounce, whereas an ounce of phenolphthalein in the form of Purgen will cost \$3.20 wholesale. The enthusiastic praise of the remedy, found in the advertising circulars, should be subjected to critical judgment on account of its source and motives. (From *The Journal A. M. A.*, Sept. 17, 1907.)

MISBRANDED DRUGS AND FOODS

CONVICTIONS UNDER THE FOOD AND DRUGS ACT

When the Food and Drugs Act was passed in 1906, many makers of sophisticated food-stuffs as well as nostrum manufacturers, took the attitude that the law was more or less a joke. They looked on it as merely the outward and visible sign of the fruits of the campaign that had been carried on in lay and medical publications against "patent medicines" and food adulteration. As such these same manufacturers imagined that it would be but a few short months before the easily-forgetting public would cease to be interested in the subject, and the law would lapse into a state of innocuous desuetude. In the latter prophecy their powers of divination have proved to be poor.

In spite of the handicaps to which the Bureau of Chemistry has been subjected by the enemies of the pure food law both within and without the Department of Agriculture, many vicious frauds both in foods and drugs have been exposed and their perpetrators punished. The records of these cases are published by the Department of Agriculture in a series of leaflets known as "Notices of Judgment." Unfortunately these publications, like most government documents, do not reach the general public although they may be had for the asking. Recognizing this fact, THE JOURNAL has at different times abstracted the information given in the Notices of Judgment in an attempt to popularize this important work. The matter thus published is here reprinted so as to make it available for public distribution.

Some of the decisions here given take on an added interest in view of the fact that the Supreme Court of the United States has so interpreted the Food and Drugs Act as greatly to limit its scope. The court holds that the law does not apply to statements, false or otherwise, regarding the curative effects of medicinal preparations but that it governs only misstatements regarding composition or place of manufacture.

Sartoin Skin Food

As a broad generalization, the command, "Thou shalt not lie," has been accepted as a good moral precept for a number of centuries; when applied specifically, however, more or less specious arguments have, in all ages, been advanced against too slavish an adherence to its tenets. This point has been

somewhat emphasized since Jan. 1, 1907, when the national Food and Drugs Act went into effect and so modified the earlier commandment as to read in effect "Thou shalt not lie on the label." As a general proposition, that requirement of the law would seem incapable of working hardship to any one—yet apparently it does.

For instance, the Globe Pharmaceutical Company marketed what was known as "Sartoin Skin Food." The modest claim was made for this preparation that it "is probably the most effective remedy known to science for sun-burn, rashes and all skin blemishes" and that it was equally effective in "creating the normal growth of all parts not fully developed and shrunken." The Bureau of Chemistry analyzed a sample of this "skin food" and found "the most effective remedy known to science" to consist essentially of "epsom salts colored with a pink dye." The government decided that to claim epsom salts to be a "food" is "false, misleading and deceptive;" as Wm. E. Pilkinton and A. P. Foose (the Globe Pharmaceutical Co.) failed to "show any fault or error in the findings of the analyst," but pleaded guilty, they were each fined \$10.—[*Notice of Judgment, No. 16.*]

Harper's Brain Food

Robert N. Harper, of Washington, D. C., manufactured a headache nostrum to which he gave the euphonious

HARPER'S
"CUFORHEDAKE" "BRANE-FUDE"

A REMARKABLE RELIEF FOR HEADACHE AND NEURALGIA.

PRICES 10c., 25c., 50c. AND \$1.00 PER BOTTLE.

Of all the numerous Headache Remedies on the market it is now, practically conceded that Harper's Cuforhedake Brane-Fude ranks at the head of the list as the safest and most harmless relief of them all. It has not only been found to be safe for the most delicate and sensitive of patients, but it has also been found to be the most effective relief of them all.

name "Harper's Cuforhedake Brane-Fude." This was sold with the statements that it contained no "poisonous ingredients of any kind" and that it was a "harmless relief." The Bureau of Chemistry of the Department of Agriculture analyzed this "harmless" and "non-poisonous" preparation and reported that it consisted of the following ingredients:

Alcohol (per cent. by volume).....	24.2
Acetanilid (grains per ounce).....	15.0
Caffein (per cent.).....	1.5
Antipyrin (per cent.).....	1.0
Potassium, sodium and bromids also present.	

Inasmuch as this nostrum was shown to be neither "harmless," "non-poisonous" nor a "brain food," Mr. Harper was

found guilty of misbranding and sentenced to pay a fine of \$700. Motions were made in arrest of judgment and also for a new trial, both of which were overruled. Then notice was given of appeal to the Court of Appeals. Subsequently, however, Mr. Harper withdrew the appeal and paid the fine. [*Notice of Judgment, No. 25.*]

Hancock's Liquid Sulphur

The Hancock Liquid Sulphur Company of Baltimore marketed a product of the same name for which they made numerous claims. The statements on the label represented that this preparation contained some



unknown, peculiar liquid sulphur and that it was "Nature's Greatest Germicide" as well as "the Great Cure for . . . Diphtheria . . ." and numerous other conditions such as "itch," "granulated eyelids" and "pimples." The Bureau of Chemistry analyzed a sample of this product and reported that it "consisted of an aqueous solution of commercial calcium sulphid."

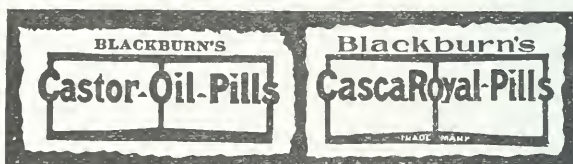
R. N. Menefee, manager of the Hancock Liquid Sulphur Co., was therefore prosecuted by the government for shipping a misbranded product. The court decided that a solution of calcium sulphid was not "Nature's Greatest Germicide," neither was it a "Great Cure for . . . Diphtheria . . ." and that the statements on the label "were false, misleading and deceptive." The manager of the company entered a plea of guilty and the court imposed a fine of \$100.—[*Notice of Judgment, No. 29.*]

Concentrated Oil of Pine Compound

A preparation labeled "Concentrated Oil of Pine Compound," manufactured by the Globe Pharmaceutical Co., Dayton, Ohio, was subjected to analysis by the Bureau of Chemistry. The result obtained showed, according to the report, that the sample examined "consisted of a mixture of fixed oil, a resinous substance and a small amount of volatile oil . . . resembling turpentine." This analysis made it evident that the product was misbranded as "the composition did not in any way warrant the use of the name 'Concentrated Oil of Pine Compound,' and the statement that it was such was false, misleading and deceptive." The Globe Pharmaceutical Co., in the persons of Wm. E. Pilkinton and A. P. Foose, pleaded guilty to the charge and paid the fine imposed and the costs of the prosecution.—[*Notice of Judgment, No. 30.*]

Castor Oil Pills

Robert Blackburn, doing business under the name of the Victory Remedy Company, Dayton, Ohio, was prosecuted by the United States for shipping a misbranded drug product from Ohio to Michigan. The preparation in question was labeled "Blackburn's Cascara, Wild Lemon, Castor Oil Pills, Compound," and samples were subjected to analysis at the government laboratory. According to the report the "pills" contained "calcium sulphid, capsicum, atropin (introduced probably, in the form of belladonna extract)." As to castor oil, if they contained any, it was at most a trace. As the cathartic, curative and therapeutic effects of castor oil were naturally "almost wholly absent," the use of the name "castor oil pills" was unjustified and constituted misbranding.



BEFORE AND AFTER
The Passage of the Food and Drugs Act.

Blackburn pleaded guilty and paid the fine and costs of prosecution.—[*Notice of Judgment, No. 32.*]

Muco-Solvent

This preparation was manufactured by the Muco-Solvent Company, Chicago, and the claim was made on the label that "Muco-Solvent cures croup, whooping-cough, diphtheria, all throat troubles and catarrhal disorders." It being evident that the preparation would not cure the diseases mentioned on the label and a statement to the effect that it would, being false, misleading and deceptive within the meaning of the act, the stuff was declared misbranded. No claimant for the goods having appeared the judge directed that the 41 boxes which had been seized be destroyed.—[*Notice of Judgment, No. 54.*]

Mme. Yale's Excelsior Skin Food

The seven products about to be described were marketed by one Maude Yale Bishop Wilson, of New York City, who rejoices in the euphonious trade name of "Mme. Yale."

One of the preparations was known as "Mme. Yale's Excelsior Skin Food" and was advertised as "a marvelous nourishing product that feeds through the pores of the skin. . . . Cannot be duplicated as it is compounded by Madam Yale personally and protected by a chemical secret. . . . The only genuine skin food in the world. It is absolutely guaranteed

to remove wrinkles and every trace of age from the face of all who use it."

The government chemist analyzed this "marvelous" product and found that "it consisted of 76.5 per cent. of vaselin which was mixed with fixed oil or fat and zinc oxid, colored with a pink dye and perfumed."—[*Notice of Judgment, No. 82.*]

AWARDED HIGHEST HONORS AT THE
WORLD'S COLUMBIAN EXPOSITION 1893

EXCELSIOR SKIN FOOD

PRICE \$1.50



TRADE MARK

THE EXCELSIOR SKIN FOOD is the pioneer and only genuine skin food in the world. It was discovered by MME. YALE, and given its very appropriate name by her. MME. YALE was the first to advocate feeding the skin by the absorption of skin food. It is absolutely guaranteed to remove wrinkles and every trace of age from the face of all who use it. It is soothing in its effect on the skin, healing as a magic balm and fastening in its qualities. It supplies the skin with its necessary nourishment, building up its underlying fatty membranes, strengthening and toning up the relaxed muscles, and weak nerves to a reaction; invigorating the subcutaneous glands and minute blood vessels by assisting them to perform their distinct duties; also feeding and restoring the wasted tissues to a healthy, youthful condition, and defying the traces of age to claim one victory over its marvelous and magical effects.

MANUFACTURED ONLY BY
MME. M. YALE,
BEAUTY AND COMPLEXION SPECIALIST

Mme. Yale's Excelsior Fruitcura

Mme. Yale's Excelsior Fruitcura is, according to madam, herself, "primarily 'Woman's Tonic,' a cure for every ill to which she is sexually heir from Infancy to Old Age. It is Nature's prompt omnipotent Restorative—a Specific for the Generative Organs—Fruitcura cures the so-called 'Incurable.' It is an Elixir of Life—It prevents and cures Prolapsus or Falling of the Womb and all Displacements of Womb or Ovaries."

This also was analyzed and found to consist "of 76.97 per cent. of volatile matter (largely water with 16.66 per cent. of alcohol by volume), 29.71 per cent. of sugar and small quantities of plant drugs."—[*Notice of Judgment, No. 82.*]

Mme. Yale's Excelsior Hair Tonic

"Mme. Yale's Excelsior Hair Tonic" was found to consist "of 15.56 per cent. of alcohol by weight, 82 per cent. of water and small amounts of glycerin, perfumed with bergamot oil." If "Mme. Yale" is to be believed, this mixture of alcohol and glycerin "stops hair falling, cures and prevents Dandruff and

all Scalp Diseases and overcomes any hereditary tendency to Baldness or Grayness." But the government decided that she was not to be believed!—[*Notice of Judgment, No. 82.*]

Mme. Yale's Excelsior Complexion Bleach

Another of the Madam's preparations was claimed to "remove moth patches and all skin discoloration" and in addition "creates natural beauty." But that is not all: "It purifies the entire skin, penetrating its remotest recesses—invigorates nerves, muscles and ligaments—makes the flesh firm and searches out and expels every impurity. Its compound is a chemical secret known only to Madam Yale."

No longer is it a secret for we read "the analysis of the . . . Complexion Bleach, disclosed that it was mainly a saturated solution of borax in orange-flower water."—[*Notice of Judgment, No. 82.*]

Mme. Yale's Fertilizer Tablets

Still another preparation was "Mme. Yale's Fertilizer Tablets," which were recommended as "A Cure for Obesity" and "A specific for curing . . . all Gastric troubles." The government chemist said that "the tablets were very largely composed of charcoal compounded with potassium bitartrate and sugar."—[*Notice of Judgment, No. 82.*]

Mme. Yale's Blush of Youth

"Blush of youth is refreshing as concentrated dew, pure as purity—It overcomes all inactivity and imperfection of the skin and underlying structure; spiritualizes the expression and gives the countenance the glow, luster and beauty of Childhood and preserves the morning of life indefinitely." "Blush of Youth" it should be explained is but one more of Mme. Yale's marvelous preparations.

For those who, like Ponce de Leon of old, are looking for something in this line, the analysis of the government chemist may prove interesting: "Mme. Yale's Blush of Youth . . . consisted of 56.15 per cent. of volatile matter (6.30 per cent. of alcohol by weight and 49.85 per cent. of water, colored with a coal tar dye and perfumed), and about 43.85 per cent. of glycerin." This would seem to show that the long-sought fountain of eternal youth consists essentially of a mixture of water and glycerin, with a dash of alcohol.

These various preparations, comprising in all over eighty dozen packages, had been shipped to S. Kann Sons & Co., Washington, D. C., by "Mme. Yale." They were seized by the government and samples of the various preparations were subjected to analyses in the Bureau of Chemistry of the Department of Agriculture. By comparing the analyses with the

statements on the labels and circulars enclosed with the several preparations "it was apparent that these statements were false, misleading and deceptive and the preparations misbranded within the meaning of Section 8 of the Food and Drugs Act of June 30, 1906."—[*Notice of Judgment, No. 82.*]

Mme. Yale's Antiseptic

"Mme. Yale's Antiseptic" was also alleged to possess remarkable properties. "Used in the bath is a sure cure and preventive of . . . all diseases of the skin and scalp. It is a perfect Disinfectant, Deodorant, Germicide, Prophylactic and Antiseptic, destructive of all disease germs, bacilli and all bacteria of micro-organisms [*sic*] yet it is 'non-toxic.'" In addition it was a "Sure preventive of typhoid fever."

This destroyer of "all bacteria of micro-organisms" was analyzed by the Bureau of Chemistry and found to consist "of 97.6 per cent. of volatile matter (16.96 per cent. of alcohol by weight, 4 per cent. of formaldehyde, and water), 2.37 per cent. of boracic acid and aromatics."—[*Notice of Judgment, No. 82.*]

Dr. Fahrney's Teething Syrup

This preparation was put on the market by Drs. D. Fahrney & Son., Hagerstown, Md., and the following claims were made for it on the labels:

"Is the best remedy for teething."

"No bad results from the continued use of it."

"Contains nothing injurious to the youngest babe."

"A sure remedy for all ailments incident to babes from one day old to two or three years."

A sample of the preparation was analyzed at the Bureau of Chemistry, United States Department of Agriculture and was found to contain:

Alcohol, by volume	8.84 per cent.
Chloroform, to the fluid ounce	0.408 minims
Morphin, to the fluid ounce	0.126 grain

Inasmuch as a mixture of morphin, chloroform and alcohol cannot truly be said to be non-injurious to infants, and as "bad results" are likely to occur "from the continued use of it," as, too, it is neither a "sure remedy for all ailments" nor "the best remedy for teething," a United States district court decided that "Dr. Fahrney's Teething Syrup" was misbranded. The defendant entered a plea of guilty and a fine of \$100 was imposed.—[*Notice of Judgment, No. 144.*]

Gowan's Pneumonia Cure

This nostrum, which was marketed by the Gowan Medical Company of Chicago, has been referred to before in *THE JOURNAL*,¹ a cursory examination having been made in the Asso-

1. *THE JOURNAL A. M. A.*, May 9, 1908.

ciation laboratory. The particular claims on which the government obtained its judgment for misbranding were:

"It is entirely different from any other remedy, containing new principles never before applied."

"Supplies an easily absorbed food for the lungs that quickly effects a permanent cure."

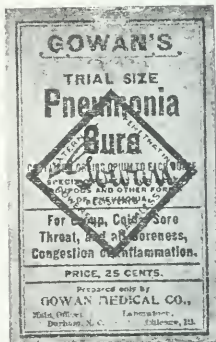
"It was endorsed and advertisement accepted by the *American Medical Journal* as a valuable therapeutic agent."

A sample of "Gowan's Pneumonia Cure" was analyzed at the government laboratory and the product was found to consist of:

Lard	Opium
Camphor	Stearin
Turpentine	Quinin
Carbolic acid	Quinin sulphate

As the analysis showed that the product was not "entirely different from any other remedy" and did not contain "new principles," as, moreover, there is no such thing as a "food for the lungs" separate and distinct from a food for the whole body and, lastly, as the preparation was never advertised in, nor indorsed by, the *American Medical Journal*, the nostrum was declared misbranded. It was further misbranded in that the carton labels did not have printed on them in plain and conspicuous type the amount of opium which the preparation contained.

The defendant pleaded guilty and was fined \$200.—[*Notice of Judgment, No. 180.*]



Eyelin

This was a Chicago Product sold at one dollar a box and marketed by the Eyelin Company, the name under which a Dr. E. R. Moras did business. Since his product was given some undesirable publicity by the government he has ceased selling Eyelin, but puts out a product he calls Moras' Eye-cream. The label on Eyelin contained the statements:

"Repairs and Rejuvenates the Eye and Sight."

"Reshapes and Rejuvenates the Eye and Sight."



Analysis of the stuff in the government laboratory disclosed the fact that it consisted essentially of:

Vaselin, perfumed.

The court decided that petrolatum, even when perfumed, could scarcely be capable of repairing, reshaping or rejuvenating either the eye or the sight, and that "Eyelin" was, therefore, misbranded. A plea of guilty was entered and a fine of \$10 imposed.—[*Notice of Judgment, No. 181.*]

Bromo Febrin

W. H. Smaw & Company, of Baltimore, Md., made a "headache powder" which they admitted contained 4 grains of acetanilid. The claims made for this preparation were:

"Permanent in Results."

"It is Absolutely Safe."

"Sure Cure for Headache and Neuralgia."

Analyzed at the Bureau of Chemistry, each powder was found to contain:

Acetanilid.....6 grains (nearly)

As a headache powder containing nearly 6 grains of acetanilid must be far from "absolutely safe," as, too, acetanilid is not a "sure cure for headache and neuralgia," and as the results obtained from the use of acetanilid are not "permanent," the court declared the nostrum misbranded and the defendant on entering a plea of guilty was fined \$20.—[*Notice of Judgment, No. 182.*]

Radol

This fake will have a familiar sound to many of our readers as it was exposed¹ in connection with its exploiter, one "Rupert

Wells," whose real name is Dennis Rupert Dupuis. This individual who for years conducted a viciously cruel "cancer cure" at St. Louis was finally put out of business by the government through the issuance of a postoffice fraud order. "Radol" was the "radio-active" and "radium impregnated fluid" which Dupuis sold to his dupes for the "cure" of cancer. As has previously been reported, analysis showed that "Radol" was in fact, a weak, acidulated, watery solution of quinin sulphate, with about 7 per cent. alcohol. As it was neither radio-active (to a greater extent, at least, than any hydrant water) nor contained radium and as, too, the label failed to state the presence of alcohol the nostrum was declared misbranded on both counts.

A plea of guilty was entered and fines of \$100 and \$50 respectively were assessed.—[*Notice of Judgment, No. 184.*]

Dr. Parker's Universal Headache Cure

This product was marketed by the W. R. Plank Drug Co., Fond du Lac, Wis., and was found to contain:

Acetanilid
Sodium bicarbonate

Caffein
Gummy material

1. See index.



The presence of acetanilid in the preparation was not stated on the label, though there was a reference to phenylacetamid, a synonym for acetanilid not recognized by the Food and Drugs Act for labeling purposes. The product was deemed misbranded and a fine of \$25 imposed.—[*Notice of Judgment, No. 191.*]

Make-Man Tablets

This nostrum, the product of the Make-Man Tablet Company, Chicago, was sold under the following claims:

"Contains no poison."

"A brain, blood and nerve food."

"Make-man tablets make blood."

"Sold under an absolute guaranty to restore lost vitality."



The government seized 360 packages of this product and on analyzing a specimen the "Make-Man Tablets" were found to consist essentially of:

Strychnin	Arsenic
Aloes	Potassium Sulphate
Iron Carbonate	Iron oxid

Strychnin and arsenic being poisons and many of the therapeutic claims made for the tablets being false, the court declared the nostrum misbranded.—[*Notice of Judgment, No. 201.*]

Koca Nola

This was a syrup for flavoring soda water and similar "soft drinks" put up by a company of the same name at Atlanta, Ga. This "Delicious Dopeless Koca Nola"—as the label had it—was found to contain cocain. Cocain being deleterious to health, was declared an adulteration under the act so that the Koca Nola Company was found guilty on two points: (1) failing to declare the presence of cocain and (2) adulteration. The Government made two seizures and the company was found guilty in each case and a fine of \$25 on each count was imposed, making the total \$100.—[*Notice of Judgment, No. 202.*]

Mother's Friend

This widely advertised nostrum is put out by the Bradfield Regulator Company, Atlanta, Ga. Some of the claims made for it were:

- "Shortens the duration of labor."
- "Will assist in the safe and quick delivery."
- "Prescribed by many of our best physicians."
- "Causes an unusually easy and quick delivery."
- "For relief of the suffering incident to child-birth."

Samples taken from the consignment seized were analyzed by the Bureau of Chemistry of the United States Department of Agriculture and found to consist of:

Oil Soap (small quantity)



The United States judge naturally declared the stuff misbranded.—[*Notice of Judgment, No. 203.*]

Lambert's Wine of Coca

The full name of this product was "Lambert's Wine of Coca with Peptonate Iron and Extract of Cod-Liver Oil" and according to the label it contained 22 per cent. alcohol together with "morrhuin, butylamin, iodin, bromin and phosphorus." It was manufactured by the Lambert Pharmacal and Chemical Co., Detroit. On analysis it was found to contain cocain, the presence of which was not given on the label, and it was further found to be free from iodin and bromin, said on the label to be present. Two shipments were seized and misbranding was proved in each case and two fines of \$10 each imposed.—[*Notice of Judgment, No. 204.*]

O. K. Headache Cure

This nostrum was manufactured by the Houston Drug Co., Houston, Texas, and was labeled as follows:

"Cures any Kind of Headache, Perfectly Harmless."

A sample of the nostrum having been seized by the Federal authorities was analyzed and found to contain:

Acetanilid

Alcohol

Inasmuch as acetanilid is not a sure cure for headache, is not "perfectly harmless" and as, further, the law requires the presence of both acetanilid and alcohol to be stated on the label—which was not done—the product was declared misbranded. A fine of \$50 was the result.—[*Notice of Judgment, No. 208.*]

Huthwelker's Headache Tablets

Adam C. Huthwelker of Baltimore puts out this preparation, which was claimed to be "A Positive Cure for Every Form of

Headache and Neuralgia." and was further represented as being "harmless." Analyzed in the Bureau of Chemistry it was found to contain acetanilid. As the label failed to contain a statement of the quantity or proportion of the drug and as, in any case, acetanilid is neither "harmless" nor a "positive cure," the tablets were declared misbranded and Huthwelker was fined \$10.—[*Notice of Judgment, No. 225.*]

Radam's Microbe Killer

This hoary fake, which seems to have been revived lately, was shown up by Mr. Adams in the "Great American Fraud" and was at that time said to consist of:

Hydrochloric acid
Sulphuric acid
Red wine.

According to the government report the nostrum was represented as a cure for cancer, consumption, diabetes, diphtheria, yellow fever, paralysis and numerous other conditions. From recent advertising circulars obtained for THE JOURNAL files we find this fake recommended—in separate leaflets—as "The Sure and Safe Remedy for Men's Diseases" and also as "The Greatest Boon for Womanhood." Directions are given in the former pamphlet for the cure, by means of this stuff, of "gonorrhoea," "gleet," "stricture" and "syphilis," while in the latter the cure of "leucorrhoea," "falling of the womb," and numerous other "female complaints" is dealt with.



Twelve cases of the "microbe killer" were seized by the government and notice was served on Dean, Swift & Co., Washington, D. C., in whose possession this nostrum was found. No claimant having appeared to make answer to the charges the court

decreed that the twelve cases of "Radam's Microbe Killer" should be destroyed and that Dean, Swift & Co. should pay all the costs of the proceedings.—[*Notice of Judgment, No. 205.*]

Aceton

Horace N. Wheeler, Mystic, Conn., doing business under the name of the "Aceton Medical Company," puts out Aceton. This preparation, he claimed, was a sure cure and an infallible remedy for influenza, a preventive of pneumonia, and a sure cure for headache and neuralgia. On analysis Aceton was found to contain:

Acetanilid Caffein Sodium Bicarbonate

This misbranding resulted in Mr. Wheeler being fined \$75.—[*Notice of Judgment, No. 233.*]

Cafe-Coca Compound

This was a syrup manufactured by C. C. and F. H. Bowden, Athens, Ga., under the name of the Athens Bottling Works. On analysis it was found to contain cocain and not being labeled to that effect was declared mis-branded and a fine imposed.—[*Notice of Judgment, No. 235.*]

Pilsbury's Coke Extract

This product, which was manufactured by A. L. Pilsbury, Jr., New Orleans, La., was found on analysis to contain among other ingredients, cocain. As the label failed to contain a statement of the quantity or proportion of the drug, as required by the Food and Drugs Act, the preparation was declared misbranded and the manufacturer fined.—[*Notice of Judgment, No. 236.*]

Dr. Jones' Beaver and Oil Compound

This nostrum, manufactured by Morris Spiegel, Albany, N. Y., was sold "for the treatment of rheumatism, neuralgia, sore throat and quinsy, headache, toothache, backache, bruises, sprains" and numerous other conditions. Though beaver and oil compound was "warranted as represented" there was found no beaver oil, nor in fact, any animal oil, but essentially:

Gasoline
Oleoresin of capsicum
Oil of sassafras

The product was declared misbranded.—
[*Notice of Judgment, No. 239.*]



Preston's Hed-Ake

The label attached to the container in which this drug came, and which was sold by the Parker-Blake Company, Ltd., New Orleans, bore such statements as these:

"Perfectly Harmless."
"Will prevent headache."
"It cures while you wait."
"A remedy for any kind of headache."

It was analyzed by the government chemists and according to their reports was found to be another of the acetanilid headache "cures." In view of the false and misleading statements quoted above the preparation was declared misbranded and the defendant, who pleaded guilty, was fined \$10.—[*Notice of Judgment, No. 258.*]

U-re-ka Headache Powders

Still another acetanilid mixture was found to be misbranded; this was the "U-RE-KA Headache Powders" manufactured at Perlitch's Prescription Pharmacy, Brooklyn. The cause for

action in the case lay in the fact that the proportion and quantity of acetanilid present was not stated.—[*Notice of Judgment, No. 260.*]

Sure Thing Tonic

"Sure Thing Tonic" was sold by Furst Brothers of Cincinnati and, according to the government analysis, contained alcohol, sugar and water and was flavored with juniper. Some of the claims made for it were:

"Renews Vital Force."

"The Wonder Stimulant."

"Restores Nerve Energy."

"Invigorator and Exhilarant."

"Distilled by Modern Methods evolved from half a century of practical experience."

"Should be taken by every person, male or female, whether in need or not of a Tonic of its kind."

As the quantity or proportion of alcohol in the preparation was not given on the label, as the "booze" was not a "distilled product" as claimed and, further, as sweetened alcohol and water, flavored with juniper, will neither "restore nerve energy" nor "renew vital force," the product was deemed misbranded. The defendants pleading guilty were fined \$10 and costs.—[*Notice of Judgment, No. 261.*]

Analgin Tablets

George W. Burns, who traded as The Analgin Tablet Company of Bernardsville, N. J., shipped a consignment of "Analgin Tablets" from New Jersey to Michigan. As, on analysis, these tablets were found to contain acetanilid and as the label did not show the quantity or proportion of this drug, the product was declared misbranded and a fine of \$15 imposed.—[*Notice of Judgment, No. 276.*]

Kos-Kola

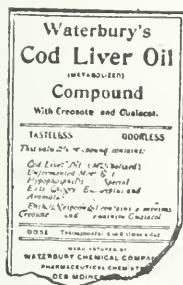
Kos-Kola was a soft drink shipped in interstate commerce by the Sethness Company of Chicago. A sample of this preparation was analyzed by the Bureau of Chemistry whose chemists reported that it contained a "poisonous and deleterious ingredient, to wit, cocain." As the preparation failed to bear a statement on the label of the quantity or proportion of cocain, and, as the name Kos-Kola indicated that a product of the cola nut was one of its chief ingredients, which it was not, this vicious mixture was declared misbranded and adulterated. A plea of guilty was entered and the defendant fined.—[*Notice of Judgment, No. 296.*]

Kola-Ade

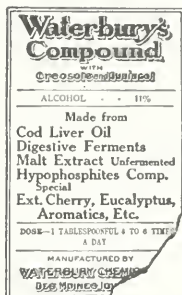
The Kola-Ade Company of Atlanta, Ga., was prosecuted for shipping a soft drink—Kola-Ade—which the Government chemists found to contain cocain, into another state. A plea of guilty was entered and a fine imposed.—[*Notice of Judgment, No. 310.*]

Waterbury's Metabolized Cod Liver Oil Compound

This product of the Waterbury Chemical Company, of Des Moines, Iowa, was exposed in THE JOURNAL of the American Medical Association, October 9, 1909. In May, 1910, the United States Government issued a notice of judgment in which it was declared that Waterbury's Metabolized Cod Liver Oil Compound was mis-branded. The court rendered its decree of condemnation and forfeiture.—[*Notice of Judgment, No. 303.*]



BEFORE



AFTER

THE FOOD AND DRUGS ACT

Coke Extract

The Kumfort Company of Atlanta, Ga., which is the name under which J. A. Scott does business, shipped a consignment of a soft drink, known as Coke Extract, into a neighboring state. A sample of this shipment was procured and analyzed by the Bureau of Chemistry and, according to the findings of the analyst, the product was found to contain cocain. There being no statement on the label showing the quantity or proportion of this dangerous drug, the stuff was declared mis-branded. The defendant pleaded guilty and was fined.—[*Notice of Judgment, No. 309.*]

Ryno's Hay Fever and Catarrh Remedy

This vicious product made by E. H. Ryno, of Wayland, Mich., was analyzed in the Bureau of Chemistry and found to consist of 99.95 per cent. cocain hydrochlorid. As the label did not disclose the quantity or proportion of cocain, the Government declared the preparation mis-branded and, on a plea of guilty, the court imposed a fine of \$100.00.—[*Notice of Judgment, No. 323.*]

* It is interesting in this connection to note that this product is no longer being sold in the United States under the name "Metabolized Cod Liver Oil Compound." In Canada and Great Britain, however, where the Food and Drugs Acts do not require the same degree of truthfulness in labeling, the old name is still retained. See the illustration of the old and new labels.

La Tosca Hair Tonic

Lombardo's La Tosca Hair Tonic was sold by J. L. Lombardo, Buffalo, N. Y., under the following claim:

"La Tosca Hair Tonic will eliminate any scalp disease, dandruff, itch, headache and the falling of hair."

The product was found to contain 98.5 per cent. of wood alcohol. As the quantity or proportion of this alcohol was not stated on the label and as, further, the curative properties assigned to it were false, misleading and deceptive, the product was declared misbranded. The defendant pleaded guilty and paid a fine.—[*Notice of Judgment, No. 319.*]



Gin-Seng-Gin

Victor E. and William H. Shields, trading under the name of Gen-Seng-Gin Company, shipped from Ohio to Michigan a consignment of a drug labeled in part:

"Gin-Seng-Gin Compound . . . With phosphate. 'The Gin with a push.' Guaranteed under the National Pure Food and Drugs Act."

The label also contained devices resembling Chinese characters and writing, tending to lead the purchaser to believe that the product was of Chinese origin. The government decided that this stuff was misbranded in that it was neither gin nor a compound of gin and ginseng. Further, the amount of phosphate was so small and infinitesimal (only 0.05 per cent.) as not to justify or warrant the use of the words "with phosphate"; and, moreover, it was not a product of foreign manufacture nor of Chinese origin. A plea of guilty was entered and fine imposed.—[*Notice of Judgment, No. 327.*]

Kohler's Antidote

This product sold by the Kohler Manufacturing Company, Baltimore, Md., bore the following statement on the label:



"Kohler's Antidote cures headache."
"One powder should be taken for headache, neuralgia, disordered stomach and other ailments for which it is a cure."

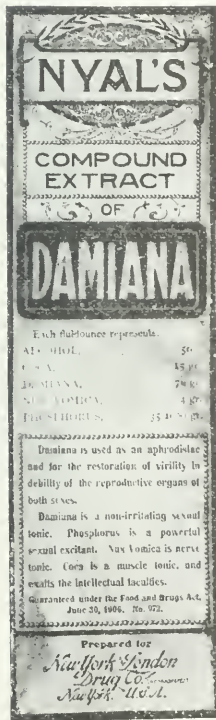
As it would not cure headache, neuralgia, disordered stomach, etc., it was declared misbranded.—[*Notice of Judgment, No. 329.*]

Celery Cola

Celery-Cola, marketed by the Birmingham Celery Cola Company of Birmingham, Ala., was another soft drink found to contain cocain and caffeine. The government contended that as cocain was a poisonous and deleterious ingredient, the product was adulterated and as the proportion or quantity of cocain was not declared on the label it was also misbranded.—[*Notice of Judgment, No. 326.*]

Nyal's Compound Extract of Damiana

This product, sold by Frederiek Stearns & Co., Detroit, Mich., was labeled in part as follows:



"Each fluidounce represents:

Alcohol	50 per cent.
Coca	15 grains.
Damiana	76 grains.
Nux vomica	4 grains.
Phosphorus	35/1000 grain.

Useful as an aphrodisiac and for restoration of virility in debility of the reproductive organs of both sexes.

"Damiana is a non-irritating sexual tonic."

"Coca exalts intellectual faculties."

"Prepared for the New York and London Drug Co. (Incorporated New York, U. S. A.)"

The Government declared this product misbranded in that it contained a quantity of cocain and did not show on the label the quantity or proportion of this drug. It was further misbranded in that there was not sufficient damiana to justify the use of the name "Extract of Damiana." It was still further misbranded in that the statements regarding its aphrodisiac power were false, misleading and deceptive; that, as a matter of fact, the product did not contain the aphrodisiac qualities claimed.

A fine was imposed.—[*Notice of Judgment, No. 345.*]

Sussus Wasser

A product of this name was shipped by John C. Lindsay & Co., New York, into another state. The label stated:

"A Concentrated saline purgative water . . . Dosage: Wine-glassful early in the morning."

Samples of this shipment were procured and analyzed by the Government and, from the findings of the analysts, the

product was declared misbranded. This was based on the fact that the word, Sussus Water, appearing on the label with no qualifying word, implied that the water was a natural water, "which in truth and fact was not the case;" further, the name indicated that the water was a natural German water, when it was not. A plea of guilty was entered and a fine imposed.—[*Notice of Judgment, No. 375.*]

Kinne's Sure Headache Cure

Harry E. Kinne, doing business under the name of the Kinne Medicine Company, Hudson, Mich., shipped into another state a product labeled:



"Kinne's Sure Headache Cure, for sick, periodical and nervous headaches. These powders do not contain any morphin or cocain. Each powder contains a small quantity of acetanilid, 2 grains to the dose."

This stuff was analyzed by the government chemists and declared misbranded on two counts: first, it contained not 2 but 3 grains of acetanilid to the dose, and, second, it was not a "sure headache cure."—[*Notice of Judgment, No. 376.*]

Hodnett's Gem Soothing Syrup

This product was shipped by Alfred T. G. Hodnett, York, Pa., to Washington, D. C. It bore the following statement on the label:

"Superior to all soothing syrups."


"This preparation contains approximately 4 4/5 grains of opium and 4 per cent. of alcohol in each ounce."

"Guaranteed perfectly harmless."

"Contains no morphin . . ."

"Mothers need not fear to give this medicine to the youngest babe, as no bad results come from the continued use of it."

Because of these false and misleading statements and because, moreover, the product did contain morphin, it was declared misbranded.—[*Notice of Judgment, No. 401.*]

HODNETT'S GEM	
	
<small>TRADE MARK REGISTERED</small>	
SOOTHING SYRUP	
<small>SUPERIOR TO ALL SOOTHING SYRUPS.</small>	
<small>This preparation contains as guaranteed 4 4/5 grains Opium and 4% Alcohol in each ounce.</small>	
Diarrhoea, Catarrh, Wind Colic, Pain in the Bowels, and all Diseases Children are Subject to.	
<small>PREPARED ONLY BY</small> A. T. G. HODNETT <small>CHEMIST</small> 135 S. George Street, YORK, PA.	
<small>PRICE 50 CENTS</small>	
<i>Guaranteed Perfectly Harmless.</i>	

Telephone Headache Tablets

Charles W. Horn, of Slatington, Pa., shipped to Michigan a consignment of a drug, each package of which was labeled in part as follows:

"Telephone Headache Tablets . . . guaranteed absolutely harmless. This is a reliable remedy for the cure of sick, nervous headaches, toothache, neuralgia, rheumatic pains and any nervous irritations, giving almost immediate relief. They contain no opium, morphin, or any injurious medicine . . . Perfectly harmless when used as directed."

Enclosed in each retail package was a printed circular containing, among other statements, the following:

"This is one of the greatest discoveries that medical science has achieved and never before has mankind been so blessed with such a marvelous remedy for the relief of pain . . ."

"They absolutely contain no . . . injurious drugs but are in every respect the latest result of science."

"This remedy is a combination of the best known medicines from the vegetable kingdom . . ."

The product was declared misbranded on several counts: first, the claim that they were "absolutely harmless," was false and misleading in that the product contained acetanilid, "an erratic, powerful and injurious article." It was also declared misbranded because the labels did not disclose the quantity or proportion of acetanilid in the tablets contained in the package, and because the Telephone Headache Tablets were not the greatest discovery that medical science has achieved. Moreover, they were not a combination of vegetable drugs because acetanilid, the chief ingredient, is not a vegetable product, but a substance compounded from anilin, a coal-tar derivative, and acetic acid.—[*Notice of Judgment, No. 392.*]



Tuckahoe Lithia Water

A quantity of this product was shipped by the Tuckahoe Mineral Springs Co., Northumberland, Pa., into another state. It was labeled in part as follows:

"This water is a sure solvent for calculi, either of the kidneys or liver . . ."

The water was declared misbranded because it was not a sure solvent for calculi, etc.—[*Notice of Judgment, No. 424.*]

Sporty Days Invigorator

Julian Simon, Ira Simon and Herbert Simon, doing business as J. Simon & Sons, St. Louis, Mo., shipped into another state a quantity of a drug product having the name given above. As the stuff contained alcohol and the label did not state that fact, it was declared misbranded. A plea of guilty was entered and a fine imposed.—[*Notice of Judgment, No. 426.*]

Falck's One-Minute Headache Cure

W. H. Carslake, trading as John A. Falck Co., Bordentown, N. J., shipped a quantity of this preparation to Philadelphia. The stuff was an acetanilid-containing headache mixture and did not bear on the label a statement regarding the quantity



or proportion of acetanilid. It was, therefore, declared misbranded.—[*Notice of Judgment, No. 418.*]

Cancerine

This product was shipped by C. Henry Wilson of Shelton, Conn., to the District of Columbia. The package in which the drug was contained bore the following statements among others:

"A specific cure for cancer in all its forms."

"A remarkable curative extract, which if faithfully adhered to will entirely eradicate cancerous poison from the system."

Because of these false and misleading claims, and because, also, the proportion of alcohol in the nostrum was not stated in the size of type required under the Food and Drugs Act, the stuff was declared misbranded and a fine was imposed.—[*Notice of Judgment, No. 427.*]

Knox's Head-Ake Powders



This product was shipped by the Pullen-Richardson Chemical Company of St. Louis into Georgia. It was labeled:

"A new remedy and a most certain cure for headache, neuralgia, lagrippe and for the immediate relief of pain . . . Contains one-half ounce acetanilid in each ounce."

This nostrum was declared misbranded on the ground that it contained practically two-thirds of an ounce of acetanilid to an ounce of the powder; and that it was not a safe, sure nor certain cure for headaches, neuralgia, etc. A plea of guilty was entered and a fine imposed.—[*Notice of Judgment, No. 428.*]

Epp-o-tone

This preparation was shipped in interstate commerce by La Cotel Manufacturing Company, of Detroit, Mich. It was labeled:



"Epp-o-tone, a skin food for beautifying the complexion."

A sample of this preparation was procured and analyzed by the Bureau of Chemistry. The chemist reported that Epp-o-tone "consisted essentially of magnesium sulphate, commonly known as Epsom salts, colored with a pink dye." As Epsom salts is not a skin food, the product was declared misbranded and a fine was imposed.—[*Notice of Judgment*, No. 433.]

Eau Sublime Hair Dye*

This stuff, shipped by Hippolyte Guilard of New York City, was sold under the following claims:

- "An instantaneous vegetable hair dye."
- "Removes dandruff and prevents hair from falling out."
- "Not only harmless but beneficial."
- "Endorsed by the U. S. Health Board of New York."

The stuff was analyzed by the Government chemists and declared mis-branded because (1) the stuff was not a vegetable substance; (2) it would not remove dandruff; (3) it was not harmless, but tended to produce an eczema of the scalp, and (4) it had not been endorsed by the U. S. Health Board.—[*Notice of Judgment*, No. 434.]



Vermouth Excelsior

This product, shipped by Samuel J., Hiram and Irving I. Bloomingdale, of New York City, bore the following claims on the label:

- "Would strengthen the mind."
- "Increase the organic energy."
- "A safe preventive of fever and cholera."

All of these statements being false and misleading and the further fact, that although the preparation contained 16 per cent. of alcohol, it was not so labeled, caused the courts to declare the stuff misbranded and to impose a fine.—[*Notice of Judgment*, No. 461.]

* See index for further information.

Emes' Tonic Headache Wafers

A quantity of this nostrum, formerly known as "Celery Crackers," was shipped by the Celery Cracker Medicine Company, Manchester, N. H., to Vermont. The label stated, among other things, that the product did not contain any of the dangerous drugs enumerated in the Food and Drugs Act ("Pure Food Law"). As it did contain acetanilid, the statement was false and misleading and the product was declared misbranded. The court imposed a fine.—[*Notice of Judgment*, No. 449.]

EAMES' CELERY CRACKERS
CURE ALL HEADACHES
10 Crackers, 10 Cures, 25 cts.
MADE BY
THE CELERY CRACKER MEDICINE CO., Manchester, N. H.
WENT. DE. U. S. PAT. 51,145

CAUTION Do not keep Celery Crackers in a hot, dry place

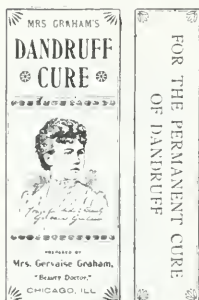
CELERY CRACKERS A TRUE NERVE TONIC
CURE ALL HEADACHES

DIRECTIONS— Dip a Cracker in a little tea or milk when to be used with the best effect. Sprinkle on with water. Use a Cracker only, the first of the morning and repeat at intervals of five minutes in the case of the patient. It may be continued until when necessary, without any danger. Do not take the second course of Cracker, as it may cause the stomach and bowels to become too much relaxed, and thus give rise to indigestion.

EAMES' CELERY CRACKERS
CURE ALL HEADACHES
PRICE 25c A BOX
MADE BY
EAMES' MANUFACTURING CO., MANCHESTER, N. H.

CELERY CRACKERS.
A Certain Cure for Nervous or for Bilious Headaches.
A simple, scientific combination of Celery, Peppermint, Sassafras, etc., in extract of a physician. Does not contain Morphine, Cannabis, Cocaine, any form of Opium, or any other objectionable drug, and has no depressing action upon the brain. Being absolutely safe and harmless. Even a child can take one.

Mrs. Graham's Dandruff Cure



This stuff shipped by Mrs. Gervaise Graham, of Chicago, bore on its label, among other statements, the following:

"Pure and harmless."
"A permanent cure for dandruff."

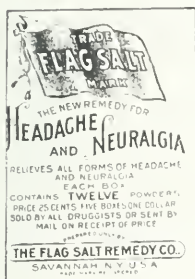
The findings of the Government chemists showed that the stuff was not a permanent cure for dandruff and was not pure and harmless. It was, therefore, declared misbranded and a fine imposed.—[*Notice of Judgment*, No. 454.]

Ramon's Pepsin Headache Cure

The Brown Manufacturing Company, of Greeneville, Tenn., shipped this product into another state and thus brought it in conflict with the Federal Food and Drugs Act. The product was declared misbranded in that the label represented it to contain pepsin as a constituent element, when, as a matter of fact, pepsin was not present in any perceptible quantity. It was also labeled a "Pepsin Headache Cure," which statement was false and misleading because it was not a cure, the product wholly lacking the power to effect the cure. In addition to this, the stuff contained acetanilid and the label did not bear a true and correct statement of the quantity or proportion of this drug.—[*Notice of Judgment*, No. 465.]



Flag Salt



The Flag Salt Remedy Company, Savannah, N. Y., shipped this product, which was claimed positively to cure all forms of headache and neuralgia and to contain an "energizing agent." It was further claimed that acetanilid, the chief ingredient of the product, was not an injurious drug. All of these statements being false and misleading, the product was declared misbranded. A plea of guilty was entered and the court suspended sentence.— [Notice of Judgment, No. 495.]

Rococola

This soft drink, shipped by the Lehman Rosenfeld Company of Cincinnati, Ohio, was analyzed by the Government chemists, on whose findings it was declared adulterated and misbranded. It was found to contain cocain and caffeine, which rendered the drink injurious to health. Furthermore, the label failed to bear a statement of the quantity or proportion of cocain and caffeine. A plea of guilty was entered and fine imposed.— [Notice of Judgment, No. 466.]

Damiana Nerve Invigorator

This drug was shipped by Steinhardt Bros. & Company, New York City, to Massachusetts. It was declared mis-branded first because the label on the product failed to bear a state-



ment of the quantity of alcohol therein and, second, because damiana was not one of the ingredients of the preparation. The defendant entered a plea of not guilty, but the jury disagreed with this and the court imposed a fine of \$200.— [Notice of Judgment, No. 501.]

Rexall Headache Wafers

A quantity of this product was shipped by the United Drug Company, of Chicago, into Tennessee. On the findings of the Government chemists who analyzed this preparation, the stuff was declared misbranded. On the label it was stated that the Rexall Headache Wafers were harmless when, in fact, they contained caffeine and acetphenetidin (phenacetin), which are well-known harmful and habit-forming ingredients. The quantity of acetphenetidin (phenacetin) present in the wafers was also misstated. The court imposed a fine.—[*Notice of Judgment, No. 559.*]



Curry Cancer Cure *

The Dr. Curry Cancer Cure Company of Lebanon, Ohio, shipped into another state a consignment of fourteen drug preparations labeled respectively:

1. Antiseptic Lint.
2. One Quarter Pound Hydrogen Peroxide.
3. Tersulphate of Iron.
4. Antiseptic Soap.
5. Wash, 14 per cent. Alcohol.
6. White Solution, 4 per cent. cocain.
7. Brown Liquid, Alcohol 9 per cent.
8. White Powder, Acetanilid 25 per cent.
9. Liquid Poppy, Alcohol 14 per cent.; Each Fluidram represents one grain purified opium.
10. Anti-Malignant Tonic No. 1, Alcohol 20 per cent.
11. Anti-Malignant Tonic No. 2, Alcohol 10 per cent.
12. Small Box of Pills.
13. Yellow Salve.
14. White Salve.

All of these products were labeled, in addition, "Prepared for Dr. Curry Cancer Cure Company, Lebanon, Ohio, U. S. A.," and purported to constitute a treatment for the cure of cancer. Samples of the shipment were analyzed by the Government chemists and the findings indicated that the products were misbranded within the meaning of the Food and Drugs Act: first, because it was implied that the products would bring about the cure of cancer, which they would not; second, because Product No. 9 did not contain sufficient opium to justify the use of the name "liquid poppy"; third, because Products Nos. 10 and 11 did not contain ingredients justifying the use of the words "anti-malignant tonic," and, fourth, because Product No. 12 failed to bear a truthful statement regarding the amount of cocain. The defendant entered a plea of guilty and the court imposed a fine of \$50.00.—[*Notice of Judgment, No. 507.*]



* This cruel fraud is dealt with at greater length elsewhere. See index.

Manana Gluten Breakfast Food

The Health Food Company of New York City shipped this product, which on the label bore the following statement:

"It has accomplished a great work with the sick."

This statement was declared false and misleading and tending to deceive the purchaser into believing that the product was of value for medicinal purposes, when as a matter of fact, it was nothing more than ordinary wheat bread. Dr. Frank Fuller, president of the Company, entered a plea of guilty and the court suspended sentence.—[*Notice of Judgment, No. 470.*]

"Funny-How-Quick" Headache Cure

J. Maro Harriman Drug Co., Lynn, Mass., shipped this stuff to Michigan. The product was labeled:

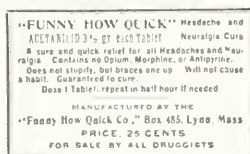
"A sure and quick relief for all headaches and neuralgia."

"Does not stupify but braces one up."

"Will not cause a habit."

"Guaranteed to cure."

The preparation was declared misbranded because it was not a quick headache cure; neither was it a sure and quick relief for headaches; moreover, it was a habit-forming drug, as it contained acetanilid, the amount of which was not properly stated on the label. A fine was imposed.—[*Notice of Judgment, No. 568.*]



Gearan Headache Powders

J. F. Gearan, Boston, shipped into another state a product labeled:

"Headache Powders. Each powder contains acetphenetidin 5 grains . . ."

Analysis by the Government chemists indicated that it was misbranded in that the powders instead of containing acetphenetidin actually contained acetanilid, the presence of which was not declared.—[*Notice of Judgment, No. 569.*]

Howe's Headache Tablets

A consignment of these tablets was shipped by the Howe Medicine Co., Philadelphia, to Michigan. Examination of samples of these tablets showed them to be misbranded in the following particulars: According to the label, each tablet contained 1 gr. of acetanilid; as a matter of fact, each tablet contained 2 gr. of acetanilid. According to the label, one or two doses would "relieve all headaches, neuralgia and rheumatic headaches or, in fact, any form of headache"; as a matter of fact, they would not do so. According to the label, Howe's tablets were "a positive specific," they would "stop any kind of headache in three to five minutes"; both of these claims, also, were false. The defendant pleaded guilty and a fine was imposed.—[*Notice of Judgment, No. 573.*]

Sæmnoform

E. DeTrey & Sons, Philadelphia, the name under which Jacob F. Frantz, George H. Whiteley, Dean C. Osborne and John R. Sheppard do business, shipped a consignment of "Sæmnoform" from Pennsylvania to the District of Columbia. The preparation was labeled:

"This mixture contains chlorid of ethyl, 60 per cent.; chlorid of menthyl, 35 per cent.; bromid of ethyl, 5 per cent."



Analysis by the Government chemists indicated that the product did not contain bromid of ethyl 5 per cent. nor any bromid of ethyl and was, therefore, misbranded. The defendants entered a plea of guilty and fine was imposed.—[*Notice of Judgment, No. 571.*]

Wiseola

Wiseola was a soft drink made by the Wiseola Company of Birmingham, Ala. Samples of a shipment of this product to Louisiana were analyzed by the Government chemists and found to contain cocain. To the charge of adulterating, the defendant pleaded guilty and a fine was imposed.—[*Notice of Judgment, No. 594.*]

Elixir of Cod Liver Oil

Frederick F. Ingram & Co., of Detroit, Mich., shipped, in interstate commerce, a drug product labeled: "Our Compound Elixir of Cod Liver Oil." On the basis of government analyses, this preparation was declared misbranded in that the label bore the statement "contains Norwegian Cod Liver Oil, as represented by its active medicinal ingredients . . ." while analysis failed to disclose the presence of any cod liver oil

or of the active medicinal principles thereof. The following additional statements were also declared false and misleading:

"It enriches the blood."

"Successfully used in the treatment of pulmonary consumption, preventing rapid waste and maintaining the general health of the patient."

"Especially valuable in severe pulmonary complaints."

"Replacing with advantage cod liver oil emulsion."

These statements were declared false, first, because the preparation had no properties capable of preventing rapid waste or of maintaining the general health of the patient, and, second, because it had no curative value in the treatment of pulmonary complaints.—[*Notice of Judgment, No. 598.*]

Cancerol *

Leon T. Leach, a cancer quack of Indianapolis, shipped two of his drug products to the District of Columbia. One of these preparations, known as Cancerol, bore the following label:

"Cancerol, a compound of essential oils for the treatment of malignant diseases, originated and perfected by L. T. Leach, M.D. Blood renovator. Predigested oils for internal administration.

"This preparation tones up the general system, enriches the blood and fortifies the glands against invasion of malignant cells. It does not injure the most delicate stomach, etc.

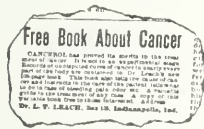
"Directions: Take one teaspoonful before each meal, without water. From the Parkview Sanatorium and Dispensary, Dr. L. T. Leach, Medical Director, Indianapolis, Ind."

The other nostrum was an ointment or salve labeled:

"Healing salve, composed of a due mixture of vegetable and mineral oils, with certain drugs of high healing qualities . . .

"From the Parkview Sanatorium, and Dispensary, Dr. L. T. Leach, Medical Director."

Samples of these two substances were examined by the Government chemists whose findings indicated that they were misbranded. Cancerol was not "a compound of essential oils," nor did it contain "predigested oils," as was claimed. It did contain, however,



14 per cent. of alcohol and a certain proportion of opium, and the presence of neither of these substances was stated on the label. The salve was declared mis-

branded, because it was not a compound of vegetable oils with "certain drugs of high healing qualities." Leach first pleaded not guilty, but later changed his mind and pleaded guilty, whereupon the court imposed a fine.—[*Notice of Judgment, No. 606.*]

Wells' Dime Headache Cure

W. A. Wells, doing business as the Wells Medicine Company, Lafayette, Ind., shipped from one state to another a product labeled "Wells' Dime Headache Cure." As the product was not a headache cure, such labeling was deemed misbranding and a fine imposed.—[*Notice of Judgment, No. 630.*]

* The cruelty and fraud connected with Leach's mail order cancer cure business is discussed at greater length elsewhere. See index

Dr. Winchell's Teething Syrup

This product, put out by the Emmert Proprietary Company of Chicago, was sold under the following claims:

"The best medicine for diseases incident to infancy . . ."

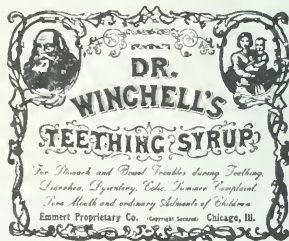
"Will positively cure every case if given in time."

"Quiets and soothes all pain."

"Cures diarrhea and dysentery in the worst forms."

"Is a certain preventive of diphtheria."

"Cures . . . diphtheria."



As each and every one of these statements was false and misleading, the drug was declared misbranded and the defendant fined.—[*Notice of Judgment, No. 610.*]

Failing's Headache Powder

"Our own headache cure; a safe and efficient remedy for headache, neuralgia, etc.," are some of the claims made by the Failing-Nellis Drug Company, Albany, N. Y., for a product shipped to Michigan. It was declared misbranded because the label contained the statement that the product was a headache cure, when it was not; that it was a harmless and efficient remedy, when it was not; that it was a sure cure for all nervous and sick headaches, which it was not; and further, because the quantity of acetanilid it contained was not stated. A plea of guilty was entered and a fine imposed.—[*Notice of Judgment, No. 627.*]

Mrs. Summers' Headache Remedy

This preparation, labeled "Mrs. Summers' Harmless Headache Remedy," was shipped from South Bend, Ind., to Michigan by Gabriel R. Summers, doing business as Vanderhoof & Co., South Bend, Ind. As the government chemists reported finding caffeine, acetanilid, camphor and sodium salicylate in the stuff, it was declared that instead of being a "harmless remedy" it was "in truth and in fact injurious to health"

and, therefore, misbranded. A plea of guilty was entered and a fine imposed.—[*Notice of Judgment, No. 631.*]



Sure Pop Headache Powders

The Sure Pop Company, Terre Haute, Ind., shipped this product in interstate commerce. As it was claimed to be a cure for headache and neuralgia and to be a "great nervine," while in fact it was neither, it was declared misbranded.—[*Notice of Judgment, No. 633.*]

Miller's Cancer Cure

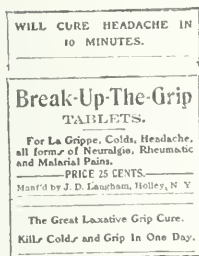
A. J. Miller, St. Louis, Mo., sold an ointment as a cancer cure. The Government chemists reported that it contained over 31 per cent. of acetanilid. As the presence of this drug was not stated on the label and as the claim for it as a "cancer cure" was a falsehood, the stuff was declared misbranded.—[*Notice of Judgment, No. 635.*]

Dr. Peters' Headache Powders

This was another acetanilid mixture and was shipped in interstate commerce by the Delaware Drug Company, Hancock, N. Y. The statements on the label were declared false and misleading and the presence of acetanilid was not stated. It was declared misbranded and a fine imposed.—[*Notice of Judgment, No. 643.*]

"Break-Up-The-Grip" Tablets

These tablets were shipped by John D. Langham, from Holley, N. Y., to Michigan. Analysis showed that it contained acetanilid. The following claims were made for these tablets:



- "Will cure headache in ten minutes."
- "Cures colds and grippe in one day."
- "The great laxative grippe cure."
- "Safe remedy for the cure of lagrippe."
- "Contain no injurious ingredients."

As all of these claims were false and misleading, the product was declared misbranded and a fine imposed.—[*Notice of Judgment, No. 707.*]

Tucker's Drug-Habit Cure

W. J. Tucker, Atlanta, Ga., shipped a quantity of a drug product, alleged to be a cure for the drug-habit, to the District of Columbia. The stuff was analyzed by the Government chemists and found to contain both alcohol and morphin. As the presence of neither of these substances was stated on the label, the preparation was declared misbranded. Tucker pleaded guilty and a fine was imposed.—[*Notice of Judgment, No. 693.*]

Starnes Drug-Habit Cure

W. A. Starnes, Atlanta, Ga., shipped a number of bottles of a preparation supposed to be a cure for the drug-habit. Analysis disclosed the presence of morphin, and as there was no statement to that effect, the product was declared misbranded. The defendant pleaded guilty and was fined.—[*Notice of Judgment, No. 694.*]

Stanley's Instant Headache Cure

These headache tablets were shipped in interstate commerce by Stanley K. Pierson, Le Roy, N. Y. They were the usual acetanilid mixture and were labeled with a disregard for truth not uncommon to the exploiters of headache remedies. They were declared misbranded and a fine imposed.—[*Notice of Judgment, No. 708.*]

Sherman's Headache Cure

Orator F. Woodward, of Le Roy, N. Y., shipped this product to Michigan and thus brought it within the jurisdiction of the federal Food and Drugs Act. It was an acetanilid mixture and because of the claims made that it would cure headache, etc., was declared misbranded and a fine imposed.—[*Notice of Judgment, No. 709.*]

Cactico Hair Grower

This stuff was shipped by Mrs. Gervaise Graham, of Chicago, to Tennessee. Some of the claims made for this product were:

"Will produce hair on bald heads."

"Stops falling of the hair, keeps the scalp healthy."

Mrs. Gervaise Graham's product was analyzed at the Bureau of Chemistry and found to contain:

Alcohol	4.38	per cent.
Borax	0.35	per cent.
Glycerin	6.79	per cent.
Capsicum.....		trace.
Water	88.48	per cent.

As a mixture of alcohol, borax and glycerin with a dash of capsicum will not grow hair on bald heads and will not stop "falling of the hair," and because, moreover, the correct amount of alcohol present did not appear on the label, the stuff was declared misbranded and a fine imposed.—[*Notice of Judgment, No. 715.*]

Stuart's Catarrh Tablets

These tablets were put out by F. A. Stuart Company, of Marshall, Mich., under the following claims:

"A new and effectual cure for nasal catarrh, catarrh of the throat, catarrh of the stomach, catarrh of the liver, intestinal catarrh, catarrh of the bladder, cold in the head and hay fever."

"We know that the regular daily use of these tablets will cure catarrh Owing to the large amount of antiseptic remedies contained in them, the tablets are unpleasant and nauseating to some persons, but these antiseptics are absolutely necessary to cure the disease and drive out the catarrh poison."

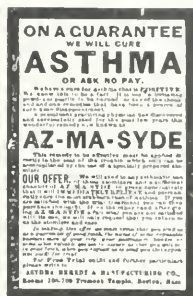
These tablets were analyzed by the Bureau of Chemistry and found to consist of:

Ash (talc, calcium carbonate and trace of iron) . . .	31.9	per cent.
Cane sugar	59.1	per cent.
Moisture	0.93	per cent.
Sanguinaria and starch.....	8.07	per cent.

As there was no evidence to show that such a mixture would produce the therapeutic results claimed by this concern, and as, moreover, no "large amount of antiseptics" was found, the product was declared misbranded and a fine imposed.—[*Notice of Judgment, No. 718.*]

Az-Ma-Syde

Arthur H. Doble, doing business under the name of The Asthma Remedy and Manufacturing Company, Cornelia, Ga., shipped a product labeled Az-Ma-Syde to Utah. Samples were analyzed and the product was found to be a dark brown liquid slightly alkaline in reaction with the odor of thymol, wintergreen and phenol and containing $4\frac{1}{2}$ grains cocain hydrochlorid to the ounce and about 2 per cent. of alcohol. As the presence of alcohol was not declared and as the statements on the label tended to cause purchasers to believe that this drug was a cure for asthma, which it was not, the stuff was declared misbranded and a fine imposed.—[*Notice of Judgment, No. 727.*]



Cocainized Pepsin Cinchona Bitters

The R. W. Davis Drug Company, the name under which J. F. Miller did business in Chicago, shipped, in interstate commerce, a quantity of a drug product called Cocainized Pepsin Cinchona Bitters. After being analyzed in the Bureau of Chemistry, the stuff was declared misbranded in that it was claimed to contain one-half of one per cent. (0.5%) of essence of pepsin, when, in fact, it contained no pepsin; it also contained cocain and cocain derivatives and no statement to that effect appeared on the label; the quantity of alcohol in the preparation was incorrectly stated; while the claims that it would purify the blood and was a speedy remedy for indigestion, diarrhea, affections of urinary organs, asthma, bronchitis, etc., were false and misleading. A plea of guilty was entered and a fine imposed.—[*Notice of Judgment, No. 735.*]

Kurakoff

Charles A. Lewis, Somerville, Mass., shipped into the District of Columbia a quantity of a drug labeled, in part, as follows:

"Kurakoff a Lung Healer, Catarrh and Asthma cure."

"A wonderful combination of Russian white pine, Mexican wild sage honey, with new gums and oils heretofore unused."

"A positive cure for consumption, bronchitis, hemorrhages, asthma, catarrh, hay fever, sore and weak lungs, coughs, colds and sore throat."

"A speedy and never-failing remedy for croup, whooping cough and diphtheria."

"A specific for kidney diseases."

Samples of this stuff were analyzed by the government chemist who reported finding the following substances:

Water
Turpentine
Oil of sassafras


Sugar
Salicylic acid
Extract of squill (?)

As the analysis showed that "Kurakoff" was not a wonderful combination of Russian white pine, etc., that it was not a specific for kidney diseases, and was in no sense a never-failing remedy for diphtheria, the court decided that "Kurakoff" was misbranded.—[*Notice of Judgment, No. 750.*]

Gauvin's Aniseed Syrup

Sirop d'Anis Gauvin
 Ce sirop est administré dans les cas de rhumes, toux, Diarrhée, Dysenterie, Douleurs d'estomac, Toux habituelle, etc. Ce sirop provient de Suède.

SEIT 25e
 DE TOUTES DATES SONT LES PHARMACIENS
 J. A. E. GAUVIN, PHARMACIEN
 580 Rue St-Catharine Est MONTREAL
 LOWELL, MASS.



Gauvin's Aniseed Syrup
 LOWELL, MASS.
 Each fluid ounce contains 1/4 grain of aniseed, morphine and 8 per cent of alcohol.
 Observe under the head and angel, face in use.

This syrup is an excellent specific for infants, who suffer from Cholera, Dysentery, Diarrhoea, etc., and for all other ailments of the bowels. It will induce healthy sleep to persistent children.

PRICE, 25c
 FOR SALE BY ALL DRUGGISTS
 J. A. E. GAUVIN, Dispensing Chemist
 580 St. Catharine St. East MONTREAL
 LOWELL, MASS.

J. A. Gauvin, Lowell, Mass., sells a baby-killer which bears the innocent name Aniseed Syrup. Some of the claims made for this product are:

- "Is quite harmless."
- "Preeminently a Children's Remedy."
- "Containing nothing injurious to the health."
- "Cures colic, dysentery, coughs and colds."

Samples of this stuff were analyzed by the Bureau of Chemistry and found to be a watery-alcoholic solution of morphin acetate sweetened with sugar and flavored with oil of anise. As a mixture of morphin and alcohol is not "harmless" and may injure the health, and, as the amount of morphin was in excess of that given on the label, the stuff was declared misbranded. Gauvin pleaded guilty and was fined \$150. [*Notice of Judgment No. 773.*]

Brant's Soothing Balm

This preparation was marketed by the J. W. Brant Co. of Albion, Mich. It was said to be:

"Good for Colic, Bowel Complaint, Weak Stomach, Painter's Colic, Cholera, Cramps, Dysentery, Neuralgia, Tooth- and Ear-Ache, Scalds, Bruises and Sprains."

For "rheumatism and neuralgia," it was to be applied externally; for "dyspepsia, sour stomach, internal pain, diarrhea, fever and ague," it was to be taken internally. It was also recommended for "Diphtheria or Canker" and was said to be good "for Colic in Horses."

This "soothing balm" was analyzed by the government chemists and found to consist of camphor and oleoresin of capsicum dissolved in alcohol and containing a trace of saffras oil and water. The label declared the presence of 93 per cent. of alcohol, which was found to be incorrect. For this reason, and—the Supreme Court not having emasculated the act at the time this prosecution was instituted—also because the therapeutic claims were utterly false, the stuff was declared misbranded. The Brant concern pleaded *nolo contendere* and was fined \$10. [*Notice of Judgment No. 777.*]

Tilden's Febrisol

The Tilden Company, New Lebanon, N. Y., some other of whose products have previously been the subject of comment in THE JOURNAL, put on the market the preparation Febrisol. It was sold as an "Analgesic, Antalgic and Antipyretic." When analyzed by the Bureau of Chemistry, Febrisol was found to contain, besides certain unidentified drugs:

Alcohol	Acetphenetidin
Acetanilid	Salol
Glycerin	Caffein

The proportion of alcohol, acetphenetidin and acetanilid being misstated on the label, the preparation was declared misbranded. The company, through S. J. Tilden, its president, pleaded guilty and was fined \$150. [*Notice of Judgment No. 780.*]

Dr. Don's Kola

This product, which was sold as a flavoring extract for "soft drinks," was shipped by the Warner-Jenkinson Company of St. Louis from Missouri to Michigan. When analyzed by the Government chemists, the product was found to be a syrupy liquid consisting essentially of cocain, caffein, phosphoric acid, sugar, flavoring and coloring agents, and water. It contained no substance derived from the cola nut or cola plant. In view of the fact that it contained cocain, a dangerous drug, the stuff was declared adulterated and, inasmuch as it contained no product of the cola nut, it was further declared misbranded. The defendant entered a plea of guilty and a fine was imposed.—[*Notice of Judgment, No. 784.*]

Anadol*

This product was put out by C. G. Wheeler, of Chicago, who does business under the name of the Wheeler Chemical Works. "Anadol" was said to be useful in neuralgia, typhoid fever, headache, etc. The label also bore the following statement:

"It reduces temperature and relieves pain without subsequent ill effects. Dose—three or ten grains or one or two tablets. Can be safely used in from twenty to sixty grains during 24 hours."

Anadol was analyzed at the Bureau of Chemistry and the chemists reported that it contained over 82 per cent. of acetanilid. As the labels did not bear any statement as to the quantity of acetanilid contained in the nostrum, the stuff was declared misbranded and the defendant, on pleading guilty, was fined.—[*Notice of Judgment, No. 795.*]

Burwell's Instantaneous Headache Cachets

This headache remedy made by the Willis H. Lowe Co., Boston, was sold under the following claims:

"They are a speedy, certain and safe remedy for Headaches of all origin whether Sick, Billious, Nervous or Hysterical . . ."

* This dangerous drug was exposed by the American Medical Association in THE JOURNAL, May 21, 1910.

"Thousands suffering from cancer have been perfectly cured by this great discovery."

"We have cured 86 per cent. of all cases who have taken our treatment."

These various falsehoods were in themselves sufficient to cause the authorities to declare the stuff misbranded. Added to this was the fact that the amount of alcohol in the so-called "cancer reducer" was not declared. Mixer pleaded guilty and a fine was imposed.—[*Notice of Judgment, No. 797.*]

Londonderry Lithia Water

This product was sent out by the Londonderry Lithia Spring Water Company, Nashua, N. H., and was recommended "for Rheumatism, Neuralgia, Dyspepsia, Eczema, Malarial Poisoning, Gout, Gravel, Bright's Disease, Diabetes, Dropsy and all diseases of the Kidneys and Bladder." While labeled a "lithia water," the government chemists found it to contain "only a faint spectroscopic trace, insufficient to give a therapeutic action of lithia when a reasonable quantity of the water was consumed." The attorneys for the government claimed that the product was misbranded in that, while it was sold as a "lithia water" it "did not contain any appreciable amount of lithium and was not a lithia water."

The government chemists found that the amount of lithium in 4 quarts of this water was so small as to be unweighable. As chemical balances will register weights as small as 1/1200 of a grain, there was evidently less than that amount of lithium in 4 quarts. The average therapeutic dose of the salt of lithium said to be in this water is 6 grains. A person who wished to get one average dose of lithium, therefore, would have to consume, at the very lowest estimate, more than 225 barrels of Londonderry lithia water.

The government analysts also found in some of the samples examined that sodium chlorid (common salt) and sodium bicarbonate had been added to the water. As the presence of neither of these added substances was mentioned on the label and as the purchaser would believe that he was getting a natural water, the addition of these two substances was deemed misbranding. The product was condemned and forfeited and the United States marshal was ordered to destroy it. The cost of the proceedings was assessed on the company. [*Notice of Judgment No. 822.*]

Kickapoo Cough Cure

This nostrum was shipped in interstate commerce by the Kickapoo Indian Medicine Co., Clintouville, Conn. Samples of the shipment were analyzed by the government chemists and found to be a "solution of sugar, glycerin, vegetable extractive, aromatic bodies, inorganic salts and undetermined matter" in water and alcohol. The stuff was declared misbranded, first, because although it contained a certain percentage of

alcohol, the package or bottle failed to bear a statement on the label to that effect; second, in that while it was labeled a "cough cure," it was not a cough cure, and, third, in that while it was claimed to possess properties recognized by the medical profession as necessary to the proper treatment of diseases of the lungs, it did not, in fact, possess such properties. A fine of \$25.00 and costs was imposed. [*Notice of Judgment No. 826.*]

California Waters of Life

This impudent fake was shown up by Mr. Adams in the "Great American Fraud." After a period of retirement it is, apparently, again being brought to the attention of the gullible. Several hundred bottles of this stuff were shipped by N. C. and E. J. Foster of La Pressa, Cal., to Tennessee. The labels bore the following statements:

"Original California Waters of Life, formerly known as Isham's Sweet Water Springs, San Miguel Mts., San Diego, Calif. The most salubrious spot on earth. Just as it flows from nature's laboratory. Famous for its miraculous power to destroy diseases and actually rejuvenates humanity by dissolving and evacuating calcareous old age matter and microbes. The worst form of kidney, stomach, blood and skin diseases yield to its marvelous power. Cures rheumatism, Bright's disease, diabetes, gallstones, acute dyspepsia, insomnia, and gives new life. Makes the blood pure and postpones old age. No other water performs such wonderful cures. Requires less than one-half the amount of other medicinal waters to derive the desired results. Some physicians have requested that the precipitation, if any occurs, be saved for their own use as it is pronounced by chemists to be iron and silica and in no manner is the value of the water lessened or deteriorated."

Samples of the product were analyzed by the government chemists and the "California Waters of Life" was found to contain no ingredients beyond those found in ordinary spring water. The government attorneys insisted that the stuff was misbranded under the Food and Drugs Act and the courts, of course, upheld their contention. [*Notice of Judgment No. 830.*]

"Temperine," "Doctor Fizz," and "Cream Ale"

These three products were alleged to be temperance drinks and were shipped from Paducah, Ky., to Tennessee by one H. Friedman, who does business as A. M. Laevison & Co. These products were labeled respectively:

"Drink Laevison's Temperine Special Brew. The great Temperance Drink; Guaranteed under the Food and Drugs Act non-intoxicating. A. M. Laevison & Co., Paducah, Ky."

"The Great Temperance Beer, Laevison's Original Doctor Fizz Special Brew; Guaranteed by A. M. Laevison & Co., Paducah, Ky., under the Food and Drugs Act, June 30, 1906."

"The Great Temperance Beer, Laevison's Original Cream Ale Special Brew; Guaranteed by A. M. Laevison & Co., Paducah, Ky., under the Food and Drugs Act, June 30, 1906."

Samples were analyzed in the Bureau of Chemistry and each was found to contain approximately 4 per cent. of alcohol. As ordinary beer contains about the same amount of alcohol, the government officials declared these "temperance" drinks misbranded. In the case of the "Cream Ale" it was declared

to be not only misbranded but adulterated in that fermented beer had been substituted in part for the "cream ale." The defendant pleaded not guilty to the charges, but the jury disagreed with him and he was fined \$50 and costs. [*Notice of Judgment No. 834.*]

Hair's Asthma Cure

This nostrum was shipped by Margaretta R. Cochran and Westanna McClelland—who are known to the public as Dr. B. W. Hair—and by Robert Cochran, their agent and manager from their headquarters at Hamilton, O., to the District of Columbia. It was labeled and sold as a cure for asthma. Analyzed by government chemists, it was found to contain:

Alcohol	Glycerin
Potassium iodid	Water

As such a mixture is not a cure for asthma, the product was declared misbranded. A plea of guilty was entered and a fine imposed. [*Notice of Judgment No. 837.*]

Brunner's Greaseless Peroxid Cream

John Brunner and Fred T. Barrett, who do business as the Peroxid Specialty Co., shipped from their headquarters at Cincinnati, O., into Indiana, a drug product labeled in part as follows:

"Brunner's Greaseless Peroxid Cream."

"An ideal bleach for the skin."

"Brunner's Peroxid Cream produces a rich white skin and a complexion admirably fair."

"There is nothing more beneficial to the skin where blemishes or impurities exist than peroxid of hydrogen."

"Only the purest and best of this product is used in making Brunner's Peroxid Cream."

The stuff was analyzed by the government chemists and while borax, glycerin and spermaceti were found, no peroxid could be discovered. As the purchaser would doubtless believe that in purchasing "peroxid cream" he was getting something containing peroxid of hydrogen, the absence of this substance from Brunner's preparation was deemed misbranding. A plea of guilty was entered and a fine imposed. [*Notice of Judgment No. 840.*]

German Seidlitz Salts

This stuff was made by the American Granule and Tablet Co. of Cincinnati, O., and was sold under the following claims:

"Promotes longevity, strengthens the nerves, cures headache after over-indulgence."

"Purifies and decarbonizes the blood."

"Cures chronic and sick headache."

"Genuine Seidlitz must not be confounded with Seidlitz powders."

"The salt is the same as the salts from Seidlitz Springs, Germany."

"Cures hemorrhoids, constipation, bad breath, weak stomach . . ."

"Positively prevents appendicitis, varicocele, apoplexy, tendency to paralysis."

"Old age can be attained by taking small doses daily."

When analyzed by the government chemists, the product was found to contain the following composition:

Sulphur trioxid	41.49
Magnesium oxid	21.18
Water	37.22

As the label and the statements on the label were evidently intended to give the impression that this drug was of German origin and was derived from the Seidlitz Springs in Bohemia, it was declared misbranded for, as a matter of fact, it was manufactured in Cincinnati. The falseness of the therapeutic claims also constituted misbranding. The defendant pleaded guilty and was fined. [*Notice of Judgment No. 843.*]

Egyptian Deodorizer and Germ Killer

This was sold by the Paul Manufacturing Co., of Boston, Mass., as a "perfect fumigator and destroyer of disease germs." When analyzed it was found to consist of wood, apparently cedar, perfumed with essential oils. Experiment showed that the burning of this "germ killer" in a small, closed room did not kill germs after four hours exposure. The stuff was declared misbranded and a fine imposed. [*Notice of Judgment No. 856.*]

Painease

The Jordan Company, which is the style under which Louis W. Jordan does business in Boston, sold a product called Painease. Some of the virtues assigned to this nostrum were:

"Stops all pain such as rheumatism, neuralgia, periodicals, back-ache, headache, etc., in fact it is for aches and pains of every description."

"It is a sure and very effective remedy for excessive dissipation of any kind."

"Contains no poisonous drug or opiate of any nature."

As this nostrum *would not* stop all pains and as it was *not* a sure, safe and effective remedy for excessive dissipation of any kind and as, further, it *did* contain a poisonous drug, namely, acetanilid (5 grains in each powder), Painease was declared misbranded. The defendant pleaded guilty. [*Notice of Judgment No. 860.*]

Phillips' Face Lotion

Phillips' Face Lotion was shipped by the Phillips Medical Company, Omaha, Neb., into Colorado. It was labeled in part as follows:

"A radical cure for any or all diseases of the skin."

"Restores it to its natural condition."

"Imparts a feeling of freshness."

"Cures Pimples, Blackheads, Barber's Itch, Eczema and any itching or burning of the skin."

Analysis showed it to contain:

Methyl (wood) alcohol..	11.2	per cent.
Ethyl (grain) alcohol...	38.56	per cent.
Ash	0.03	per cent.
Resins, etc.	1.17	per cent.
Water	49.04	per cent.

The claims for curative effects made for this preparation being falsehoods and the fact that the amount of alcohol it contained was not correctly given on the label, caused the government officials to declare it misbranded. Under the Food and Drugs Act as it now stands, unfortunately, no cognizance can be taken of the fact that this preparation contained so dangerous a product as wood alcohol. A plea of guilty was entered and a fine imposed. [*Notice of Judgment No. 862.*]

H. H. H. Medicine

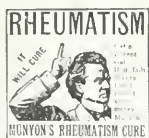
"D. Dodge Tomlinson's Celebrated H. H. H. Medicine" was the name of a nostrum shipped from Philadelphia into the District of Columbia. The number of diseases that this "celebrated" medicine was said to cure was remarkable. Not only would sprains, bruises, headache, toothache, rheumatism, neuralgia, sore throat, cholera morbus and cramps yield to its power, but spavins, windgalls, sweeny, contracted hoof, ringbone and poll-evil would disappear like magic. Analyzed by the government chemists, the product was found to be "a dark-colored liquid containing 52.30 per cent. of alcohol by volume, free ammonia, ammonium salts, camphor, salicylic acid, iodine in combination, soap and alkaloid-bearing drug extractives resembling cinchona, volatile oils and water."

The labels on the bottles of this stuff stated that it contained 68 per cent. of alcohol; in the circulars that accompanied it, it was said to contain 57 per cent. of alcohol; as a matter of fact it contained only 52.30 per cent. of alcohol. According to the label, also, "it is entirely vegetable"; according to the government analysis, it is not.

As the claims for therapeutic effects were false and the claims for the composition also were false, "D. Dodge Tomlinson's Celebrated H. H. H. Medicine" was declared misbranded. A plea of guilty was entered and a fine imposed. — [*Notice of Judgment No. 863.*]

Munyon's Remedy

Every reader of newspapers knows of Munyon—of the pompadour and uplifted finger. For years this quack has been humbugging the public but Nemesis in the form of the Bureau of Chemistry finally overtook him. Some time ago



Munyon's Homeopathic Home Remedy Company shipped at different times two consignments of its nostrums. The first consignment was labeled "Munyon's Asthma Cure," which was said to "permanently cure asthma." The government chemists analyzed this "cure" and found it to consist of sugar and alcohol. The second consignment contained two preparations, one of which was labeled "Munyon's Special Liquid

Blood Cure, Price \$2.00." Some of the claims made for this nostrum were:

"Eradicates Syphilis and Scrofula from the Blood, and acts as a tonic to the general system.

"It cures enlarged tonsils or glands, ulcers and all forms of sores and eruptions.

"It cures Syphilitic Diseases of the Bones, syphilitic ulcers, syphilitic and scrofulitic skin diseases, removes all impurities from the blood, and tones up the whole system."

This was analyzed in the Bureau of Chemistry and found to contain a trace of corrosive sublimate, the balance being about equal parts of potassium iodid and milk sugar.

The other preparation in the same consignment with "Munyon's Special Liquid Blood Cure" was "Munyon's Blood Cure." The claims for the latter were:

"Munyon's Blood Cure will positively cure all forms of Scrofula, Erysipelas, Salt Rheum, Eczema, Pimples, Syphilitic Affections, Mercurial Taints, Blotches, Liver Spots, Tetter and all skin diseases."

It would also do several other things—according to Munyon. Analyzed by the government chemists this marvelous remedy was found to consist of sugar! All of these preparations were declared mis-branded because of the false therapeutic claims made for them, for at the time this case was before the courts the Supreme Court had not emasculated the Food and Drugs Act. In other words, Munyon was charged with lying about his sugar pills and similar nostrums. He pleaded guilty and was fined \$200 in each of the three cases.—[*Notice of Judgment, No. 874.*]

Quinin Whiskey

The Quinin Whiskey Company, Louisville, Ky., shipped in interstate commerce some of its product "Quinin Whiskey." In addition to claiming certain medicinal properties for this preparation, the label bore the following statement:

"Alcoholic strength 85 per cent. Quinin $1\frac{1}{4}$ grains per ounce. Guaranteed under the Food and Drugs Act," etc.

Analyzed by the chemists at Washington, it was found to contain only 42 per cent. of alcohol instead of 85 as stated on the label and instead of having $1\frac{1}{4}$ grains of quinin to the ounce it contained only 1.75 of a grain. Naturally the stuff was declared mis-branded. The defendant pleaded guilty and was fined \$25 and costs.—[*Notice of Judgment, No. 885.*]

Indian Tar Balsam

John B. Hurtt and Thomas D. Hurtt of Baltimore, who did business under the name Indian Tar Balsam Company, shipped some of their product into the District of Columbia. It was said to be:

"The never failing remedy for the cure of coughs, colds, sore throat, and all kinds of throat and lung affections."

When analyzed, it was found to consist of about 60 per cent. of oil and 40 per cent. of water, the oil floating and being partly volatile, with an odor of tar, and the water containing morphin derivatives. As the labels bore no statement regarding the quantity or presence of morphin or its derivatives and as the claims for its curative properties were false and misleading, the stuff was declared misbranded. The defendants pleaded guilty and were fined \$25. [*Notice of Judgment, No. 898.*]

Stange's Genuine Antispasmodic or Cramp Drops

This nostrum was made by E. J. and Minnie Abel of Chicago and the labels purported that the article was a cure for spasms, cramps, vertigo, pressure on the heart and other things. Analysis showed it to contain alcohol, ether and oil of peppermint. As such a mixture would not cure the various disorders mentioned on the label and as no statement regarding the amount of alcohol and ether appeared on the bottle the nostrum was declared misbranded. The Abels pleaded guilty and were fined \$25 and costs.—[*Notice of Judgment, No. 903.*]

Bradbury's Capi-Cura

Bradbury's Capi-Cura was a so-called headache cure sold by James J. Cramer who did business as the Cramer Drug Company of Boston. The preparation was of the usual acetanilid type but contained no statement on the label indicating the presence of this dangerous drug. It was therefore declared misbranded and on Cramer's pleading guilty a fine of \$25 was imposed.—[*Notice of Judgment, No. 906.*]

Infallible Headache Tablet

This was another acetanilid product and was made by the Infallible Headache Co., Columbia Cross Roads, Pa. It was said to be an infallible cure for a number of conditions for which it was not a cure and it was further claimed "neither will they cause heart failure." On both counts they were declared misbranded. The defendant pleaded guilty and paid a fine of \$25 and costs.—[*Notice of Judgment, No. 919.*]

Nyal's Headache Wafers

This is another nostrum of Frederick Stearns & Co. of Detroit. Each of these "headache wafers" contains 4 grains of acetanilid and 1 grain of caffen alkaloid. In spite of the presence of these powerful drugs, the label stated:

"It does not produce any bad after effects nor does the system become habituated to its use so as to produce a noxious drug habit."

The stuff was declared misbranded first, because the word Nyal was fictitious; second, in that it was not a cure for

headache; third, because it would produce bad after effects, and fourth, because it would also produce a noxious drug habit. Wayland Stearns, second vice-president of Frederick Stearns & Co., entered a plea of nolo contendere and was fined \$2.—[*Notice of Judgment, No. 908.*]

Septicide

Septicide was an impudent fraud made in Milwaukee and sold as a cure for practically everything from "cancer" to

"chapped hands," and from "suppressed menstruation" to "sweaty feet." It was a nostrum of the typical "cure all" type. When analyzed by the government chemists it was found to consist of water with small quantities of sulphur dioxid and sulphuric acid and a trace of nitrates. As Dr. Wiley's assistants got after this vicious fraud before the Supreme Court decision crippled the pure food law, it was possible to convict the Septicide Company of misbranding. Orange Williams, secretary and treasurer of the concern, pleaded guilty to the falsehood and

CANCERS CURED AT HOME!

NO KNIFE, NO PLASTER, NO POISONS
A Simple, Clean, Painless Home Cure

READ HOW THESE PEOPLE CURED THEMSELVES

CANCERS CAN BE CURED.

Witness that this assertion seems to be a very strong one. But our remedy has cured the most malignant cases, and in some striking thousands of others. When our discoverer that Septicide would kill the cancer germ, we made an extra effort to find out whether through out the country and have tried it in the results have been most marvelous. Septicide—clean and harmless and very pleasant to use. We appeal to every one who is afflicted with this terrible disease to try our remedy. It will relieve you. The whole letters are the evidence of the thousands we are treating.

IF YOU HAVE NEVER USED

SEPTIGIDE

DESCRIBE YOUR CASE TO US AND GET A

FREE TRIAL BOTTLE

SEPTICIDE CO., Milwaukee, Wis.

the court imposed a fine of \$10.—[*Notice of Judgment, No. 907.*]

Nichols' Compound Kola Cordial

This drug was made by Billings, Clapp & Co., Boston, who claimed that it contained:

Kola Nut	40 grains.
Coca Leaves	40 grains.
Strychnin	1/50 grain.
Alcohol	20 per cent.
Cocain, in each ounce....	0.2

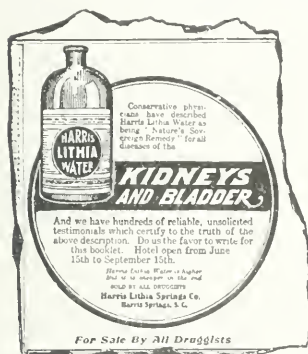
The product was declared misbranded because, while it was labeled "Nichols' Compound Kola Cordial," it was not manufactured by Nichols and it was not kola; further it did not contain 20 per cent. alcohol and neither did it contain the proportion and amounts of cocain, kola nut, coca leaves or strychnin, which the label represented it to contain. The company first pleaded not guilty but later changed its mind, and was fined \$25.—[*Notice of Judgment, No. 909.*]

Harris' Lithia Water

"Nature's Remedy—Harris' Lithia Water, for the liver, kidneys, stomach and the bladder, and all affections attendant on a uric acid condition" was offered for sale in the District of Columbia. The label stated that:

"This water is unequalled for the cure of rheumatism, gout, constipation, all forms of dyspepsia, stone in the bladder, catarrh of the stomach, Bright's disease," etc

The label also bore what purported to be a certified analysis in which the statement appeared that the water contained 2.86 grains of lithium bicarbonate to the gallon. The analysts



in the Bureau of Chemistry found, however, that Harris' Lithia Water contained only about 1/830 grain of lithium to each gallon. The product was declared misbranded because it was not a lithia water and did not contain the amount of lithium bicarbonate given on the label. The consignee, Thomas H. Atkinson, of Washington, D. C., admitted the charges brought by the government. The court decided that the bottles of water might

be returned to Atkinson after he had paid the cost of the proceedings and had given bond that the water should not be sold or disposed of contrary to law.—[*Notice of Judgment, No. 924.*]

Chandler's Headache Buttons

Another typical headache mixture, each "button" containing $3\frac{1}{2}$ grains of acetanilid as well as caffeine. The label stated that it would cure rheumatism, nervous headache, neuralgia and other things "in fifteen minutes." This, of course, was an untruth and the stuff was declared misbranded. The Chandler Medicine Company of St. Louis, who distributed this stuff, pleaded guilty and was fined \$10 and costs. [*Notice of Judgment, No. 931.*]

Vani-Kola Compound Syrup

This was a soft drink preparation made by the Vani-Kola Company of Canton, Ohio. Analysis disclosed the presence of cocain and caffeine and the product was therefore deemed adulterated in that it contained deleterious ingredients. It was also declared misbranded because the quantity or proportion of cocain was not given on the label. The company was fined \$25 and costs after entering a plea of nolo contendere. [*Notice of Judgment, No. 935.*]

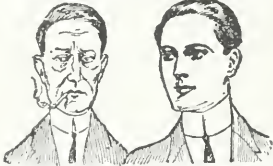
Dr. Elders' Celebrated Tobacco Specific

H. W. Elders of St. Joseph, Mo., shipped into the state of Michigan a quantity of a drug preparation having the name given above and under claims that were in part as follows:

Tobacco Habit Quickly Conquered

Dr. Elders' Tobacco Boon Banishes All Forms of Tobacco Habit
In 72 to 120 Hours.

Guaranteed positively to be a harmless, swift and permanent relief from the slavery of the Tobacco Habit. Easy to take. No craving for Tobacco after the first dose. One to three boxes sufficient for all ordinary cases. Proofs in plenty from those who have experienced the wonderful benefits of Dr. Elders' Guaranteed Home Treatment.



I Wish I Could Quit Tobacco **Dr. Elders' Tobacco Boon Cured Me**

They write like this: "Wouldn't take \$1000 for what you did for me"; "I never have a hankering for tobacco any more"; "One box of your Tobacco Boon cured me after 20 years habit"; "Used tobacco in all forms for 17 years; three boxes cured me"; "I cannot praise your Tobacco Boon enough. Other Mothers can also cure their sons"; "Used Tobacco for almost 64 years and I cannot express my gratitude to you for putting me in my present condition."

Remember, a legal binding guarantee of results in every case, or money refunded. It will surely pay any one to send for Free Booklet giving full information of Elders' Tobacco Boon. Home Treatment. Address DR. ELDERS' SANITARIUM, Dept. 236AS, Joseph, Mo.

CLUB

"Cures Smoking, Chewing, Cigarette and Snuff Dipping Habits in three to five days."

"It is as Certain in its Cure as are Taxes and Death sure to all."

"Oldest, Cheapest, Best. Thousands so testify."

"A positive cure for the 'Tobacco Heart'."

"Contains no injurious drugs or ingredients."

Analysis by the government chemists showed that the tablets consisted essentially of cocaine and cocaine derivatives, strychnin and cinchona alkaloids. The cocaine, strychnin and cinchona alkaloids amounted to about 3/10 of 1 per cent. The remainder of the tablets consisted of sugar and starch with a small amount of ginger, the whole being flavored with artificial oil of wintergreen. As the tablets were not a specific for the tobacco habit and as it did contain

"injurious drugs or ingredients," the product was declared misbranded. Elders pleaded guilty and was fined \$100 and costs. [Notice of Judgment, No. 930.]

Sabine's Blackberry Soothing Drops

A preparation of this name was shipped by the A. J. Lenke Medicine Company of Milwaukee into another state. It was labeled as a "cure" for diarrhea, dysentery, colic and cramps, and pain in the stomach and was recommended for "summer complaint" and teething children. Analyzed by the government chemists, it was found to contain nearly 10 per cent. of alcohol with glycerin, sugar and oil of cassia. The nostrum was declared misbranded because of the falsity of the therapeutic claims and because the proportion of alcohol was not given. The defendant pleaded guilty and was fined \$10. [Notice of Judgment, No. 933.]

White's Headache

O. P. White of Rusk, Texas, made and sold a liquid "headache cure" which contained acetanilid, alcohol and caffeine.

According to the label, it "contains no . . . enslaving drugs." The jury before whom the case was tried agreed with the Department of Agriculture that acetanilid and caffeine are enslaving drugs and the product was therefore misbranded. White was fined \$25. [*Notice of Judgment, No. 941.*]

Smith's Quininets

Smith's Quininets were sold by C. E. Rupert Smith of Philadelphia. It was labeled as "a sure cure and preventive" for a long list of ailments, although analysis showed it to consist essentially of a mixture of quinin and acetanilid. The product was declared misbranded because of the false therapeutic claims. Smith pleaded guilty and was fined \$5. [*Notice of Judgment, No. 965.*]

Buckhead Lithia Water

This water shipped by the Buckhead Springs Company of Buckhead, Virginia, was another lithia water that did not contain any measurable quantity of lithia. It was declared misbranded and as no one appeared to claim it, the courts ordered its destruction. [*Notice of Judgment, No. 968.*]

Walker's Tonic

Walker's Tonic Company and Sam Dreyfuss, both of Paducah, Ky., shipped a consignment of this preparation to Tennessee. It was sold as a "brain food," "heart tonic," "stomachic" and "liver regulator," and was a nostrum of the cure-all type. When analyzed, it was found to consist essentially of 18.21 per cent. alcohol, 4.02 per cent. non-volatile material, including capsicum, celery, an emodin-bearing drug and other drug extractives, the balance of the product being water. It was declared misbranded because of the falsity of the therapeutic claims. The defendant pleaded guilty and was fined \$25 and costs.—[*Notice of Judgment, No. 982.*]

Ammon Phenyl

Salvadore Penny, doubtless feeling that his own name was not sufficiently imposing, did business under the style International Chemical Company, Palisades Park, New Jersey. Mr. Penny was engaged in a business that used to be very popular among a certain class of self-styled pharmaceutical manufacturers, namely, that of selling a simple acetanilid mixture under a pseudo-scientific and sonorous title. "Ammon Phenyl" was said to be:

"Antipyretic Antiseptic, Antineuralgic, Antiseptic Puritas et Potentia. Non Plus Ultra Stimulant, Laxative . . . For Physicians' Prescriptions only . . . Ammoniated Pheno Acetyl, $C_6H_5NH_2$."

"Ammon Phenyl is one of the acetyl derivatives of anilin of the Amido-Benzene Series whose base is $C_6H_5NH_2$, combined by our own special chemical process with ammonia. The presence of ammonia tends to overcome the depressing effects usually observed in other Coal Tar derivatives . . ."

And a great deal more pseudo-scientific nonsense of the same type. A sample of this wonderful chemical was analyzed by the government chemists and found to be a mere mixture of:

Acetanilid
Sodium bicarbonate
Ammonium bicarbonate

This headache remedy was declared misbranded because of the attempt on the part of the manufacturer to obscure the origin or nature of the product and make it appear that this simple mixture was a chemical compound. The inference given that the mixture did not produce the depressing effects of acetanilid was also false and misleading. In addition to this the therapeutic claims were declared false. Penny entered plea of non vult and was fined \$25. [*Notice of Judgment, No. 942.*]

Humbug Oil

Humbug Oil was the expressive and truthful title given to a nostrum shipped by Mrs. J. F. Marshall Smith of Minnesota to Utah. If no other claim than that denoted by its name had been made, Mrs. Smith could doubtless have continued to sell her nostrum unmolested. It was said, however, to "relieve diphtheria of the most malignant type." The government chemists reported that Humbug Oil consisted essentially of 20 per cent. oil of turpentine, 20 per cent. linseed oil and the balance a watery-alcoholic solution of ammonia water, ammonium salts and a volatile alkaloid, probably coniin. While the stuff was undoubtedly a humbug, it would not "relieve diphtheria of the most malignant type" and was therefore declared misbranded. The defendant was fined \$5 after entering a plea of guilty.—[*Notice of Judgment, No. 988.*]

Haarlem Oil Capsules

This product sold by the Holland Medicine Company, Scranton, Pa., was labeled "Genuine Haarlem Oil Capsules." Analysis by federal chemists showed that the preparation contained methyl salicylate which is not a normal ingredient of Haarlem oil. Various false and extravagant claims were made for the nostrum. It was declared misbranded because of the therapeutic claims and because of the presence of methyl salicylate. A plea of nolo contendere was entered by the defendant and the court imposed a fine of \$10 and costs.—[*Notice of Judgment, No. 987.*]

Dr. Moffett's Teethina

T. X. Flourney, who does business in St. Louis under the name of C. L. Moffett Medicine Company, shipped a consignment of Dr. Moffett's Teethina into another state. Analysis of this preparation showed the product to be a powder consisting essentially of:



Healthy Happy Babies

Mother, you know the summer will be a trying time for your teething baby — a period of anxiety and sleepless nights for you unless you take the precaution to keep baby's system in condition to make teething easy.

Teethina
(Teething Powders)

The prescription of Dr. C. J. Moffett, graduate of Jefferson Medical College, Philadelphia, contains elements recommended by the most advanced medical science to remove the cause of distress and keep the system in condition to make teething easy. For 40 years the standard remedy throughout the South during the trying period of teething, colic, hives, etc., in children.

In nine out of ten cases of cholera infantum that prove fatal from ordinary neglect and subsequent treatment, the timely use of Teethina would have saved the child.

At All Druggists, 25 Cents

Or from
Dr. C. J. Moffett Medicine Co., St. Louis, Mo.
write for our Free Mother's Booklet.

Opium.
Calcium carbonate.
Powdered cinnamon.
Calomel.

This mixture was said to aid digestion, heal eruptions and sores, prevent a tendency to colic, remove and prevent worms in children, strengthen the child and make teething easy—and to do several other things. All of these claims were declared false by the government officials and on that ground the preparation was declared misbranded. Flour-

ney pleaded guilty and was fined \$10 and costs.—[*Notice of Judgment, No. 1019.*]

Fitch Rheumatic Cure

The Fitch Remedy Company of Racine, Wis., made this stuff, which was "guaranteed to cure the most stubborn case of sciatic or muscular rheumatism." The government chemists reported that it was found to consist essentially of rhubarb and alcohol. False therapeutic claims were the basis of the charge of misbranding brought by the government. The defendant pleaded guilty and paid the \$10 fine that was imposed.—[*Notice of Judgment, No. 1024.*]

Dr. Kline's Great Nerve Restorer

This nostrum was sold by the Dr. R. H. Kline Co. of Redbank, N. J. Some of the ridiculous claims made for it were:

- "For diseases of the brain and nervous system."
- "The great nerve tonic and sedative."
- "Fits and spasms quickly controlled."
- "Relieves nervous headache and insomnia or nervous wakefulness."
- "It is prompt and safe in its action."

Cerrodanic Capsules

Samuel H. Jameson, who did business at Decatur, Ill., under the firm name of The Cerrodanic Company, made the following claims on the label of his nostrum:

"A positive cure for rheumatism."

"We are the first to discover the true cause of rheumatism."

"A radical and certain cure of this dreaded disease."

The capsules were reported by the government chemists to contain sodium salicylate, potassium nitrate and charcoal, together with a small amount of chloroform extract, containing capsicum and an unidentified oily substance and a large amount of talc and the carbonates and oxids of sodium and potassium. Because the therapeutic claims made for this preparation were false, it was declared misbranded. Jameson pleaded guilty and was fined \$10 and costs.—[*Notice of Judgment, No. 1025.*]

Royal Lithia Water

William H. Anderson of Waukesha, Wis., sold another of the so-called lithia waters, which contained an unweighable quantity of lithium. It was labeled as a cure for rheumatism, gout, dropsy, etc. It was very evidently misbranded; a charge to which the defendant pleaded guilty and was fined \$25.—[*Notice of Judgment, No. 1032.*]

La Sanadora

Benigo Romero was the romantic name of a "patent medicine" exploiter who did business under the firm name of the Romero Drug Company in Las Vegas, N. Mex. La Sanadora was evidently sold chiefly to Mexicans, for the label was in Spanish. It was said to cure various things from "rheumatism" to "rump ache" and "twitching eye-brows" to "cholera." Analysis showed it to contain among various things:

Opium.	Oil of peppermint.
Alcohol.	Ammonium hydroxid.
Chloroform.	Water.

It was declared misbranded on two counts. First, because the label contained no statement of the amount of alcohol, chloroform and opium in the mixture; and second, because the product would not cure the various ailments claimed. Romero pleaded guilty to the first count and was fined \$50. The second count was dismissed on motion of the United States attorney.—[*Notice of Judgment, No. 1076.*]

Tucker's Asthma Specific

This nostrum has been exposed at various times in THE JOURNAL.¹ It is exploited by a Dr. Nathan Tucker, Mount Gilead, O. It contains cocain and is said to be a "specific for asthma, hay fever and all catarrhal diseases of the respiratory organs." The government declared the stuff misbranded on two

1. See index.

counts: (1) It contained cocain and the label bore no statement of the quantity or proportion of this drug; (2) it was not a specific. Tucker pleaded not guilty, but the jury before whom the case was tried declared him guilty on the first count. Tucker's lawyer filed motions in arrest of judgment and for a new trial but both motions were overruled by the court and Tucker was fined \$150 and costs.—[Notice of Judgment, No. 1077.]

Dr. Lindley's Epilepsy Remedy

This nostrum which was exploited by one A. K. Hollowell under the alias New Vienna Medicine Company, was sold as a cure for epilepsy. Some of the claims made for it were:

"Produces perfect cures."

"May be taken as long as required without any fear of harm."

"A Positive Remedy for Epilepsy, Fits, Spasms, Convulsions and St. Vitus' Dance."

Analyzed by the Bureau of Chemistry, the "remedy" was found to be a solution of bromids in water and alcohol. It was declared misbranded both because of the falsity of the therapeutic claims and because the proportion of alcohol was not given on label. The defendant pleaded guilty and was fined \$200 and costs.—[Notice of Judgment, No. 1093.]

Peebles' Epilepsy. Cure

This nostrum is exploited by a concern called "Dr. Peebles' Institute of Health" at Battle Creek, Mich. The treasurer and general manager of this so-called institute is W. T. Bobo,

M.D., a quack who advertises to cure goiter. Peebles' so-called cure consists of two preparations, his "Brain Restorative for Epilepsy and All Diseases of the Brain and Nervous System" and his "Nerv-Tonic for the Blood and Nerves." Analysis by the Bureau of Chemistry showed that the "Brain Restorative" was a solution of ammonium, sodium and potassium bromids with an alcoholic preparation of valerian, flavored with bitter almonds. "Nerv-Tonic" was a sweetened watery-alcoholic solution of vegetable products containing no material having distinctive, active characteristics. The stuff was declared mis-

FITS
 RIGHT REMEDY IS FOUND AT LAST
 LET US PROVE IT
2.50 WORTH FREE

If you suffer from Fits or Falling and Nervous spells of any kind let us send you a good LIBERAL trial treatment of our wonderful Brain and Nerve Restoratives. Hundreds received marked permanent relief from this FREE TRIAL TREATMENT alone, and we want to prove its wonderful efficacy to every sufferer. No matter how serious your case, or who has failed to cure, there is hope for you in this treatment. Write to us for the FREE TRIAL TREATMENT and let the Remedies speak for themselves. Address: Dr. Peebles Institute, Battle Creek, Mich., 359 Madison St.

LXX

branded because of the falsity of the therapeutic claims. The company, by its treasurer, filed a plea of *nolo contendere* and was fined \$5.—[Notice of Judgment, No. 1079.]

Detchon's Rheumatism Cure

I. A. Detchon of Crawfordsville, Ind., sold two nostrums called respectively, "Dr. Detchon's Relief for Rheumatism" and "Dr. Detchon's Relief for Rheumatism Tablets." Both of these preparations were formerly sold under the name "Mystic Cure" and "Mystic Cure Tablets," respectively. False, misleading and extravagant claims were made for both these products such as to constitute misbranding. Analyzed by the government chemists, "Dr. Detchon's Relief for Rheumatism" was found to consist essentially of sodium salicylate, sugar and water, while "Dr. Detchon's Relief for Rheumatism Tablets" was found to consist principally of sodium salicylate. Detchon pleaded guilty to the charges and was fined \$200 with costs.—[*Notice of Judgment, No. 1091.*]

Sweet's Honey Vermifuge

The Van Vleet-Mansfield Drug Company of Memphis, Tenn., sold a product which it claimed was "a dead shot for worms." It called its nostrum Sweet's Honey Vermifuge and sold it as a "perfectly harmless" preparation for children. While the name would naturally give the impression that Sweet's Honey Vermifuge contained some honey, no honey could be found in it. Instead the federal chemist declared that it contained the following drugs:

Santonin	Sodium salts
Senna	Sugar
Methyl salicylate	Alcohol
Water	Coloring matter

The stuff was declared misbranded because of false and misleading statements regarding the quantity of alcohol, because it contained no honey and, further, because any preparation containing santonin is not "perfectly harmless" especially for children. The manufacturer pleaded guilty and was fined \$10.—[*Notice of Judgment No. 1113.*]

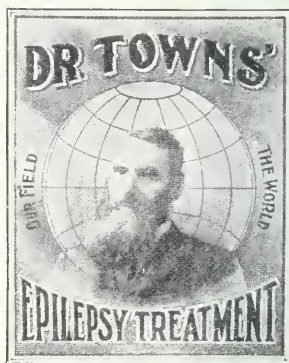
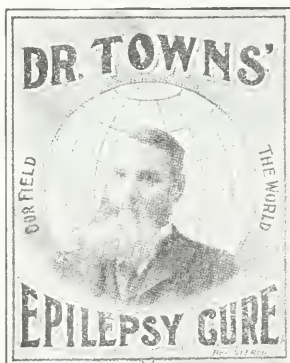
Dr. Towns' Epilepsy Cure

The Dr. Towns' Medical Company of Fond du Lac, Wisconsin, is one of the numerous epilepsy cure fakes. It is advertised by methods common to concerns of that type. Towns sends out a leaflet giving what he calls an "endorsement" of his nostrum "from the highest authority known." The "highest authority" referred to is Willard H. Morse, M.D., F.S.Sc. (Lond.). Morse seems to make a practice of furnishing write-ups for quacks and medical fakers and, consistently enough, he is a "fellow" of that serio-comic humbug, the "Society of Science, Letters and Art" of London. These fellowships cost \$5.00. Towns also publishes an "editorial" entitled "Plain Truth About Proprietary Remedies" from the *American Journal of Health*. It is, of course,

laudatory of Towns' remedy. Such "editorial" endorsement means little to those who know that the *American Journal of Health* was a publication that would endorse any fake or quack that would pay the price. When the Epileptic Institute Company of Cincinnati was put out of business by the government, the proprietor of this fraud said that his concern purchased the names of possible victims from Dr. Towns of Fond du Lac, Wis.

Towns' nostrum was analyzed by the federal chemists who reported it to consist of:

1. A watery solution of ammonium bromid and sodium chlorid (salt) with valerian, flavored and sweetened.
2. A sugar-coated pill of sulphonal mixed with talcum and tolu.
3. Black pills composed of charcoal, sugar, phosphorus and inorganic matter, with a small amount of strychnin-bearing material.



It used to be a "cure"; now it is a "treatment." Photographic reproductions of Towns' trademarks before and after federal prosecution.

The stuff was declared misbranded because of the ridiculously false claim that it would "cure" epilepsy. The case was brought to trial before the Supreme Court had decided that lies such as Towns printed were not contrary to the spirit of the Food and Drugs Act. Towns pleaded guilty and was fined \$25.—[*Notice of Judgment*, No. 1170.]

Dixie Fever and Pain Powder

These "headache powders" were prepared and sold by the Morris-Morton Drug Co., Fort Smith, Ark. The following claims were made for them:

"Useful in all cases of fever to lower the temperature and relieve pain."

"A positive and immediate relief for headache, neuralgia, catarrh, la grippe, cold in the head, rheumatism, sleeplessness, and all nervous conditions."

"It relieves all pains in the Head, Face and Body, which are caused by Cold, La Grippe, Neuralgia, Exposure or Dissipation."

"If suffering from periodical attacks of the above troubles (Headache, Neuralgia, La Grippe, Cold in Head, Earache, Toothache, Pains over Eyes, Rheumatism), they will grow less frequent and less severe by using these powders."

"For Insomnia or Sleeplessness, one powder taken on going to bed will produce a natural and healthy sleep."

As these claims were severally and individually false and misleading the nostrum was declared misbranded. The company pleaded guilty and was fined \$10.—[*Notice of Judgment, No. 1178.*]

Stello's Asthma Cure

Stello's Asthma Cure was a product of one W. H. Muller, New York City, and was sold under the following preposterous claims:

"It is entirely vegetable."

"Everyone is promised a cure."

"A permanent cure is assured to all."

"A proven radical and permanent cure."

This "entirely vegetable" product was found to contain, according to the government chemists, the following drugs:

Potassium Iodid
Glycerin

Cannabis Indica
Alcohol

It was declared misbranded because the quantities and proportions of Cannabis Indica and of alcohol were not stated on the label. Muller pleaded guilty and was fined \$50.—[*Notice of Judgment, No. 1179.*]

Hoxsie's Croup Remedy

"Dr. A. C. Hoxsie's Croup Remedy" was manufactured and distributed by the Kells Co., Newburgh, N. Y. The nostrum was sold under the claim that it would cure diphtheria and consumption as well as croup, whooping-cough, colds, etc. As the federal Food and Drugs Act is now interpreted by the Supreme Court, it is impossible to prohibit such cruel and vicious falsehoods as these. As the Hoxsie nostrum, however, contained over 31 per cent. of alcohol, while the label declared the presence of only 20 per cent., it was not difficult for the government to prove that the stuff was misbranded with regard to its composition. The concern pleaded guilty to the charge and was fined \$50. [*Notice of Judgment No. 1218.*]

Coca Calisaya

Cassebeer's Coca Calisaya, prepared by the Shepard Pharmaceutical Co., was sold as "an agreeable and efficient tonic" which was said to be capable of "sustaining the strength under extreme physical exertion." It was also asserted to be "peculiarly adapted to persons enfeebled by sickness or debility." The presence of 35 per cent. alcohol was declared on the label. Analyzed by the government chemists, it was found to contain over 42 per cent. alcohol, together with sugar, cocaine, quinin and other alkaloids. As the amount of

alcohol present was misstated on the label and as the quantity of cocain was nowhere given, the stuff was declared misbranded. The Shepard Pharmacal Co. that sold this vicious mixture pleaded guilty but for some reason, not evident from the government report, sentence was suspended. [*Notice of Judgment No. 1219.*]

Morse's Cream

This nostrum was put out by Hazen Morse New Rochelle, N. Y. The preparation was said to be a "Cod Liver Oil Cream" which was "artificially digested" and to possess "10 times greater nutritive value than cod-liver oil." Analysis by the government showed this preparation to be an emulsion consisting essentially of 39 per cent. cod-liver oil and 41 per cent of water with small quantities of alcohol, oil of cassia, sugar and gum, the latter used as an emulsifying agent. The government declared—and proved—that Morse's Cream was an ordinary cod-liver oil, that it was not artificially digested and that it did not contain 67 parts of cod-liver oil. The defendant pleaded guilty and was fined \$50. [*Notice of Judgment No. 1221.*]

Ferro-China Antimalarico

"Ferro-China, the Anti-Malaric Febrifuge, Upbuilder, Digestive and Strengthening Tonic." was shipped in interstate commerce by A. Saunig & Co. It was said to be prepared from the "best quality of quinin" and was sold as a "cure and preventive of malaria." On analysis, the stuff was found to contain no quinin but it did contain over 16 per cent. of alcohol. The government naturally charged that it was misbranded. The defendants pleaded guilty and were fined \$50. [*Notice of Judgment, No. 1222.*]

Wells' Hair Balsam

This preparation was made and sold by E. S. Wells, Jersey City, New Jersey. It was said to be "a vivifying tonic" and the further assertion was made that "it is not a dye nor does it contain anything harmful to the hair or scalp." When analyzed by the government chemists, it was found to be a perfumed mixture of sulphur in a watery solution of lead acetate (sugar of lead) and glycerin. The stuff was declared misbranded, first, because it was called a balsam, which it was not; second, because it was said not to be a dye, when it was, and third, because it was labeled harmless, when it was poisonous. Wells pleaded non-vult and, for some reason not evident in the government report, the court, instead of imposing a fine, suspended sentence.—[*Notice of Judgment, No. 1228.*]

Laxative Boro Pepsin

The Senoret Chemical Co., a St. Louis nostrum house, manufactured a product which it fancifully called Laxative Boro Pepsin. The government declared the stuff misbranded because the name would naturally lead the purchaser to believe that the preparation possessed the therapeutic and medicinal properties of boron and pepsin, when, as a matter of fact, it contained neither substance in quantities that could be appreciated by chemical tests. It was further declared misbranded because it did not contain the amount of alcohol given on the label. The Senoret Chemical Company pleaded guilty and was fined \$10 and costs.—[*Notice of Judgment, No. 1232.*]

Kennedy's Worm Syrup, Cherry Balsam and Herculine Tonic

These three products were made and sold by the Dr. David Kennedy Company, Rondout, New York. The "Worm Syrup" was sold as a "perfectly harmless" preparation that "cannot do the least harm." Analyzed by the government chemists, it was found to be a solution of santonin (partly deposited), sugar and oil of anise in a mixture of water and alcohol. The Bureau of Chemistry naturally held that the claims that the preparation was harmless were false and misleading and the product thereby misbranded. The judge, however, apparently believing that the study of law qualified him to express an opinion on the toxicity of drugs, asserted that he did not believe that the preparation was harmful merely because it contained santonin. He therefore suspended sentence in this instance, even though the manufacturer pleaded guilty to the offense.

"Cherry Balsam" was a "consumption cure" put out by the same company and was labeled a "harmless" preparation. When examined by the government chemists, it was found to contain alcohol, opium, bitter almond oil and sugar. The stuff was declared misbranded, first because it did not contain any cherry balsam and, second, because a mixture of opium and alcohol can hardly be declared harmless. The defendant pleaded guilty and was fined \$100.

"Herculine Tonic" was a cure-all type that was said to have been discovered by David Kennedy, M.D. It was sold under the lying claim that it is "universally endorsed and prescribed by the medical profession." The therapeutic claims made were equally false. Analysis made by the Bureau of Chemistry showed it to have, essentially, the following composition:

Alcohol	16.00	per cent.
Quinin	0.065	per cent.
Sugar	19.98	per cent.
Water, glycerin and undetermined matter.	64.765	per cent.

Herculine Tonic was declared misbranded because the percentage or volume of alcohol was not stated on the label. The

company again pleaded guilty and was fined \$100.—[*Notice of Judgment, No. 1234.*]

St. James Society Drug Cure

The St. James Society of New York City is one of those villainous concerns engaged in selling morphin to morphin habitués, under the guise of a "cure." Its method has been to send its poor dupes a series of bottles labeled 1 to 10, containing a mixture of morphin and alcohol. The Bureau of Chemistry of the Department of Agriculture, U. S. Government, recently declared two of the shipments made by this concern misbranded under the Food and Drugs Act in that the amount of morphin and alcohol found in the preparation was different from that stated on the label. The St. James Society pleaded guilty and was fined \$25. [*Notice of Judgment No. 1291.*]

Dr. J. Emery-Coderre's Infant's Syrup

This "baby-killer" was shipped by George Mortimer & Co. from Massachusetts to Pennsylvania. The syrup was manufactured by the Franco-American Chemical Co. of Montreal, Canada, and Boston, Mass. In a circular enclosed with the product was the statement:

"This syrup can be given in all confidence to infants in cases such as colic, diarrhea, dysentery, painful dentition, inability to sleep, coughs, colds," etc.

When analyzed in the Bureau of Chemistry, the chemists reported finding:

Morphin, per ounce.....	1/4 gr.
Alcohol	1.85 per cent.
Potassium	present
Phosphates	trace
Oil of anise.....	present

The stuff was declared misbranded because of the statement that it could be administered with safety by persons unskilled in the giving of drugs to infants. It was further misbranded because the presence of morphin and alcohol in the package was declared on the package in type smaller than that required by law. The defendant pleaded guilty and was fined \$150. [*Notice of Judgment No. 1277.*]

German Headache Powders

Warren D. Tallman of Syracuse, N. Y., shipped in interstate commerce his "German Headache Powder." The claims made on the label for this preparation were:

"Sure, safe and prompt relief for sick and nervous headache, neuralgia, rheumatic pains, sour stomach, toothache and the after-effects of alcoholic stimulants."

These powders were analyzed by the government chemists who reported the following results:

Acetanilid	21.63 per cent
Caffein	2.10 per cent
Acid, probably citric.....	present
Milk sugar	present

These headache powders were declared mis-branded because the statements on the label were false and misleading. The product was not a sure, safe and prompt relief, etc., neither was it a German headache powder. Tallman pleaded guilty and was fined \$25. [*Notice of Judgment No. 1350.*]

Berry's Freckle Ointment

This ointment was marketed by Dr. C. H. Berry Co., Chicago and New York. It was sold under the claim that it "positively removes freckles and tan" and under the further claim:

"There is positively nothing injurious in any of our preparations."

When analyzed by the government chemists, Berry's Freckle Ointment was reported to contain:

Ammoniated mercury. 12	per cent.
Zinc oxid	0.7 per cent.

As ammoniated mercury is a caustic poison, the statement that there was "positively nothing injurious" in the ointment constituted mis-branding. No one appearing as claimant when the case came on for hearing, the court found the product mis-branded as alleged and entered decrees condemning and forfeiting the 180 jars that had been seized and ordered their complete destruction by the United States Marshal. [*Notice of Judgment No. 1376.*]



Kintho Beauty Cream

Kintho Beauty Cream was another ointment sold as a freckle remover. It was marketed by the Kintho Manufacturing Co., Buffalo, N. Y. Like Berry's Ointment, it was sold as being "positively harmless." The government chemists who analyzed it reported finding:

Ammoniated mercury	14.72 per cent.
Bismuth subnitrate	5.78 per cent.

It was declared mis-branded because of the statement that it was harmless when in fact it "contained a large quantity of poisonous substances, to wit, 14 per cent. of ammoniated mercury." No claimant having appeared or filed answer to the charge, the court declared the product mis-branded and ordered its complete destruction. [*Notice of Judgment No. 1379.*]

Waterman Institute Morphin Cure

For some years, one Alexander W. Chappell has advertised a "cure" for the morphin habit under the name of the Dr. Waterman Institute, New York. Chappell also does business under the style Lexington Drug and Chemical Company, besides being the principal owner of the "Aldine Laboratories, Inc., and the "Windsor Laboratories, Inc." It is said that he was formerly connected with the Berlin Remedy Co. and other businesses of a similar kind. During the past year the Dr. Waterman Institute has commenced exploiting an "epilepsy cure." This new venture has doubtless been started because the concern realizes that public indignation and the activities of the federal authorities will soon put an end to the villainous "morphin cure" business. The Lexington Drug and Chemical Co. sent out one of its "cures" labeled: "This bottle contains morphin sulphate not to exceed twelve grains to the fluid ounce, and 3 per cent. of grain alcohol." When analyzed by the government chemists, they reported finding larger amounts of morphin than were indicated by the label and more than twice the percentage of alcohol given. A second shipment by the same concern was on analysis found to be misbranded in that the quantity of morphin as given on the label was less than that actually contained in the product. The Waterman Institute sends out to all who are willing to pay the few cents expressage a trial bottle of its alleged cure. By filling out one of the blanks sent out by this concern and forwarding it with fifteen cents in stamps, it is possible to get a bottle of the Waterman nostrum containing as much as 60 grains of morphin—enough poison to kill half a hundred people. This villainous mixture is sold as the "cure." What it does, of course is to substitute the Waterman "dope" habit for the morphin habit. Under the present state of our laws there is nothing to prevent any man with a small amount of capital—and an entire absence of conscience—going into this wicked business providing he is careful to send his concoction via the express companies instead of through the United States mails. [*Notice of Judgment No. 1495.*]

Wood's Soothing Syrup

William J. Wood, Trenton, N. J., shipped in interstate commerce a product called Wood's Soothing Syrup. Some of the claims made on the labels for this preparation were:

"It is a sure cure for croup."

"A preventive against taking cold."

"For sick stomach and general debility."

"For asthma and phthisis this extraordinary remedy affords immediate relief."

"Affords speedy relief in all cases of acute pains, gripings, severe vomiting, bowel complaints, teething, restlessness, sore throat, whooping cough, all coughs and colds, all throat, bronchial and nervous affections."

When analyzed by the government chemists, it was reported to be a watery-alcoholic solution of opium, aromatic bodies, sugar, inorganic salts and undetermined matter. It was declared misbranded, in that the amount of alcohol and opium was misstated on the label. W. J. Wood pleaded non vult and the court suspended sentence. — [Notice of Judgment No. 1322.]

Ralston's Select Bran and Acme Diabetic Flour

The Acme Mills Company of Portland, Ore., who claim to be the "only authorized manufacturers for the Pacific Coast of Ralston Health Breakfast Foods," was charged with misbranding two products, "Ralston Select Bran" and "Acme Diabetic Flour." "Ralston Select Bran" was sold under the following claims:

"Prepared as a beverage, it is the most refreshing drink that ever passed human lips."

"The phosphorus contained in the bran is vitally necessary for the development and vigor of the human frame."

"The drain on the system is replenished by the phosphatic nourishment contained in this simple but wonderful beverage."

"It aids digestion, cures torpidity of the liver, gives tone and color to the complexion, brightness to the eye, and is both nerve and brain food."

Misbranding was alleged because, as a matter of fact, the phosphorus said to be contained in "Ralston Select Bran" was not "vitally necessary for the development and vigor of the human frame." Furthermore, the label represented that the product contained and had some special properties not common to ordinary bran when, as a matter of fact, it was nothing more than ordinary bran. It was also declared misbranded because it did not aid digestion, cure torpidity of the liver, give tone and color to the complexion or brightness to the eye, nor was it a nerve or a brain food. In the words of the government report: It "had no virtues or properties beyond those of ordinary bran."

"Acme Diabetic Flour" was sold under the claim that it was "milled by special process to preserve gluten properties of wheat." While this statement was calculated and intended to give purchasers the idea that gluten was the principal ingredient of Acme Diabetic Flour, the analyses of the government chemists showed that the product did not contain any more gluten than is found in ordinary whole-wheat flour. It was further declared misbranded, in that the stuff was sold for the use of those afflicted with diabetes, to whom starch is dangerous. Yet Acme Diabetic Flour contained 71.4 per cent. starch—an amount equal to that found in ordinary flour. The defendant was found guilty and filed a motion for a new trial. The motion was overruled and the court imposed a fine of \$50 and costs.—[Notice of Judgment No 1507.]

Dr. Caldwell's Rheumatism Cure

"John" W. Horter—the first name being a fictitious one—of New York shipped to the state of Tennessee a consignment of "Dr. Caldwell's Rheumatism Cure." This nostrum was sold under the following claims:

- "Sure to cure."
- "Cures by expelling the acids from the blood."
- "Restores the liver, kidneys and the skin to a healthy condition—thus effecting a permanent cure."
- "A certain cure for acute and chronic rheumatism in all its forms, gout, sciatica and lumbago."

The stuff was analyzed by the chemists of the Bureau of Chemistry, who reported finding:

Alcohol	Salicylic Acid	Ammonia
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Besides these, traces of bromids, a chlorid, an alkaloid (not identified), sodium and phosphorus were found. Misbranding was alleged in that while the preparation contained 14.5 per cent. of alcohol, no statement was made on the label to that effect. Horter pleaded guilty and was fined \$200.—[*Notice of Judgment No. 1544.*]

Dr. Caldwell's Anti-Pain Pills

Dr. Caldwell's Anti-Pain Tablets, put out by the Dr. Caldwell Medical Company, Poughkeepsie, N. Y., was another product shipped in interstate commerce by "John" W. Horter. These tablets when analyzed by the government chemists were reported to contain:

Acetanilid	51.4 per cent.
Caffein	12.3 per cent.
Corn-starch	23.2 per cent.
Camphor	present.

Although these tablets contained more than 50 per cent. acetanilid, the presence of this drug was not declared on the label. Hence the charge of misbranding, to which Horter pleaded guilty and was fined another \$200.—[*Notice of Judgment No. 1545.*]

Hoff's Consumption Cure

Hoff's Consumption Cure, which is referred to elsewhere in this book, is sold by Maurice C. Schlesinger, who does business under the firm name of Bendiner & Schlesinger, New York. The following claims were made for the stuff, either in or on the package in which it was sold:

"Prof. Hoff's Cure for Consumption."

"A positive remedy from the recipe of the author."

"Were the lungs alone affected, Professor Hoff's Consumption Cure could be relied on without the assistance of anything else to rid the system entirely of the consumption germs. But the kidneys, the stomach, the liver and the entire digestive tract are all weakened by Consumption, and are most likely to require at least a tonic treatment in order that the Professor Hoff Consumption Cure may take hold and do its work."

When analyzed by the government chemists, this nostrum was found to contain:

Morphin	Potassium
Cinnamic acid	Arsenic

The stuff was declared misbranded, first, in that it was not a "cure" for consumption or a "positive remedy"; second, that the presence of morphin was not declared; and third, in that it was not true that this drug would rid the system entirely of the germs of consumption, even if a tonic treatment were applied in conjunction therewith.

With the "cure" was a pasteboard box containing another nostrum labeled "Superlatone." This was the tonic supposed to be used in connection with the "consumption cure." According to the label, Superlatone contained iron. Analysis by the government chemists, however, proved this claim to be false, and Superlatone was, therefore, declared misbranded.

A third bottle came with the consumption cure, this being labeled "Adjunct Cough Mixture Used in Conjunction with Prof. Hoff's Cure for Consumption." When analyzed, this cough mixture was found to contain:

Alcohol	Codein	Chloroform
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As the presence of alcohol was not declared on the label, this preparation also was declared misbranded.

Bottle No. 4 that came with the cure was labeled "Concentrated Appolozers' Mixture." While analysis demonstrated that this preparation contained nearly 8 (7.88) per cent. of alcohol, the label declared the presence of only 2.5 per cent. Misbranding was therefore alleged in this case also.

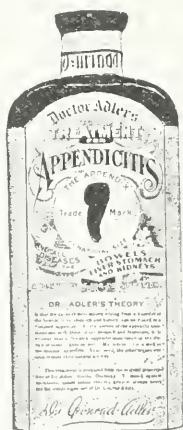
Package No. 5 in the "cure" was labeled "Kodal Tablets." These tablets were found to contain codein. Since there was nothing on the label to indicate the presence of this drug, this preparation, too, was declared misbranded. Schlesinger pleaded guilty to the government's charges, and the court imposed a fine of \$25.—[*Notice of Judgment No. 1551.*]

MISCELLANEOUS NOSTRUMS

ADLERIKA

Adlerika is an "appendicitis cure" sold by the Adlerika Company of St. Paul, Minn. It is sold, apparently, not as a mail-order proposition, but through such druggists as are not above entering into this sort of a scheme to defraud their customers. The company in a leaflet that it sends around to druggists

**Sold to Only One
Druggist In Each City**



**Costs You 54 Cents
Sells for One Dollar**

Adlerika is sold through the instrumentality of local druggists. Circulars are sent around to druggists in country towns telling of the profits that can be made by selling Adlerika to the victims of appendicitis and, more important yet, "to the vast multitude who THINK they have or are going to have this dread disease." Here we reproduce the front page of one of the folders sent to druggists who are offered a chance "to get in on the ground floor."

frankly admits that it is not the people who *have* appendicitis that may be expected to buy of this worthless and potentially dangerous fraud, but those who *think* they have it. To quote:

"You have nothing on your shelf to take the place of Dr. Adler's Treatment and can sell nothing to the man who has appendicitis, nor to the vast multitude who THINK they have or are going to have this dreaded disease."

"Fully 75 per cent. of all cough and kidney remedies are bought by people who THINK they have consumption or some serious kidney ailment . . . and not by people who actually have them."

"The sale for it [Adlerika] is as unlimited as the sale for cough and kidney medicines."

Analyzed by the state chemists of North Dakota, Adlerika was reported to contain:

Epsom salts	large amount.
Aloes	large amount.
Salicylic acid	considerable.
Alcohol	trace.

Of course, a purging preparation, such as this, not only will not cure appendicitis, but may in some cases kill the patient suffering from that disease.

AMOLIN DEODORANT POWDER

Amolin is a "patent medicine" put on the market by the Amolin Chemical Company. After enumerating the claims made for the preparation by the promoters, THE JOURNAL states that a sample of the powder was examined in the Association laboratory. Amolin was found to be a very fine white powder slightly unctuous to the touch, similar to boric acid or talcum and emitting a faint odor of thymol. Qualitative tests showed the presence of large quantities of boric acid and traces of thymol. Further examination demonstrated the absence of alum, zinc salts and other metallic constituents usually employed in the preparation of deodorant powders. Neither did the tests indicate the presence of salicylic acid, phenol, or any similar organic antiseptic except thymol.

NINETY-NINE PER CENT. BORIC ACID

In plain words this remarkable powder is practically nothing but boric acid, and furnishes another illustration of what has so often been proved, i. e., that "patent" and "ethical proprietary" medicines usually depend on some well-known drug, or drugs, in every-day use for whatever therapeutic value they possess. This particular preparation happens to come under the designation of "patent medicine," simply and only because it is advertised to the public direct, and the physician who wrote us got his knowledge of it through a patient—reversing the usual order.

BORIC ACID AND ITS QUALITIES

Boric acid is a good thing; there is no doubt about it. It makes a splendid dusting powder; there are few, if any, better. Modify it as one may, give it an odor or a color to disguise it as one pleases, surround it with mystery or secrecy as one sees fit, it is still but boric acid with all its virtues—

and limitations. Dissolved in water, it makes as good a mouth wash, as good an antiseptic solution as many of the high priced, extravagantly advertised, antiseptic lotions on the market, of which it forms the chief and most important ingredient. (*Abstracted from The Journal A. M. A., Feb. 22, 1908, 626.*)

BENETOL

During the last few months sensational and ridiculously misleading articles have appeared in the daily press regarding a proprietary preparation called Benetol. The nostrum seems to be advertised by the direct method only to physicians; to the public it goes via the special newspaper article route, as a "marvelous medical discovery." It is but fair to say in this connection, that the newspapers which have published these articles seem to have done so in good faith and in total ignorance of the fact that they were giving the Benetol Company a large amount of free advertising. It is evident that the press agent's work was well done.

Here are a few claims that are made, either to the medical profession or to the public, for Benetol:

- "A new germicidal antiseptic marvel."
- "The only safe germicidal antiseptic."
- "It will cure any germ trouble it can reach."
- "Is beneficial rather than dangerous in overdoses."
- "The only germicide that can follow and kill germs."
- "A laboratory product of the University of Minnesota."
- "A chemical which destroys the germs of tuberculosis, typhoid and cancer."
- "Ten drops allowed to remain a short time in a gallon of infected water will make the water not only safe to drink, but will make it beneficial as a medicated water."

In the newspaper write-ups on Benetol, its discoverer is given about the same degree of publicity as the drug. Benetol is said to have been "discovered" by "Prof. H. C. Carel, Head of the Department of Medical Chemistry and Toxicology, University of Minnesota (Retired)."

In many of the newspaper articles it is implied that Carel is still a member of the faculty of the University of Minnesota. The facts are, Carel has not been connected with this institution for some years. His connection with the university ceased at the time he exploited a hair restorer—"Hygenol." In selling his cure for baldness, he attempted then, as he is attempting now, to make capital out of the good name of the university—and the board of regents saw to it that Carel's connection with the university was severed. The attempt, therefore, to exploit Benetol as "a laboratory product of the University of Minnesota," is both an outrage on an institution of learning and a fraud on the purchaser.

In one of the press-agent notices on Benetol, the claim is made that the War Department has investigated Carel's "New Discovery" and that the heads of the department have urged

the government to secure the "sole information and ownership" of Benetol. As a clincher it goes on to say:

"An emissary is being sent to Prof. Carel to enter into negotiations, and for the first time in its history the United States government may go into the germicide business."

An inquiry at the War Department, regarding the veracity of the statements given in the exploitation of Benetol, brought the following statement from the office of the surgeon-general:

"As you have surmised, there is no foundation of truth in the statement which you inclose with reference to the use of 'Benetol' by the medical department of the Army. This office has not authorized the purchase of any 'Benetol' nor has it investigated its merits."

Nor was the army alone the only department of the government that was credited with waxing enthusiastic over Carel's nostrum. It was claimed that the stuff had been tested in the navy. An inquiry addressed to the Bureau of Medicine and Surgery of the Department of the Navy brought the following statement:

"This Bureau has never issued 'Benetol' for use in the Navy and does not contemplate doing so, having no knowledge of, nor interest in, this preparation."



Greatly reduced photographic reproduction of a part of a full-page newspaper write-up of Benetol. Under the portrait of the "inventor" of Benetol appears the statement "Prof. Herbert Charles von Fuerstenburg Carel, of the University of Minnesota, the inventor of Benetol." This write-up appeared in the *Philadelphia North American*, a paper that treats "patent medicine" fakery with scant courtesy. It was the appearance of such an article in a paper of this type that caused us to investigate the method by which the exploiters of Benetol got their product into the newspapers in this form.

In view of the claims that have been made for Benetol its composition is a matter of interest. What is this marvelous germicide; this "chemical," which destroys the germ of cancer; this wonderful discovery which "for six years Prof. Carel toiled night and day" to produce; this potent typhoid destroyer, 10 drops of which in a gallon of infected water will make the water not only safe but beneficial; what is this new medical wonder? This inquiry was referred to the director of the Association's Chemical Laboratory and secretary of the Council on Pharmacy and Chemistry, who replied:

"Chemical examination of Benetol shows that it is a solution of alpha-naphthol containing about 18 gm. of the substance in 100 c.c. The solvent appears to consist of water, glycerin and

Benetol is the Most Wonderful Germicidal Antiseptic Healing Agent Known.

A FAIR TEST
If you desire to qualify our claims or burn two sheets at the same time, send one with any favorable criticisms and other mail Benetol. If the one treated with Benetol does not heal in half the time taken by the other, we return your money back.

Some Specially Useful Hints for Use of Benetol

RELIEVING PAIN
Any pain which can be reached by application, is relieved by Benetol. These include rheumatic pain or osteomyelitis, sore throat and joints, headache, sun burn, colds, sprains, etc. For which local applications are used will find quicker relief from Benetol than from any of the old preparations.

COMMON COLDS
Cold to head use 5 drops to glass of hot water. In case discharge or by another, use open. Subsequent, when the fever. Cold in throat and bronchitis take 10 drops to glass of hot water, gargle thoroughly and swallow some or all. Benetol Ointment has each and cold. The benetolate (Benetol) will assist you.

TUBERCULAR OR OTHER SWOLLEN GLANDS
Blebs about without vesicles responded to continued application of Benetol. Benetol is also used in the treatment of the throat. It has been used with the best results when the little has failed.

THAT DARK BROWN TASTE
Which results from over indulgence to tobacco or alcoholic drink, is temporarily relieved, by drinking ten drops of Benetol in half glass of hot water. It has no equal among known remedies for this purpose. The bad taste will leave at once, the stomach will become sweet and appetite will respond very soon.

SPECIFIC MALIGNANT MALADIES
Write for specific instructions to give to your physician and ask him to use Benetol.

USED BY SINGERS AND PUBLIC SPEAKERS BENETOL WILL INSURE THEIR IMMUNITY FROM THROAT TROUBLE.

DO NOT FAIL
To read carefully the directions for use of Benetol on the last two pages of this circular and keep the small pamphlet for reference. If you desire further information, write to us, enclosing stamp for reply.

ALL INFORMATION IS ABSOLUTELY FREE

BENETOL NEBULIZING MIXTURE
Our patients have found it difficult to inhale proper quantities for nebulizing. Benetol, as we do, is most useful in these cases. Therefore we put up a special mixture of Benetol and water, which is suitable for nebulizing. It is available in 100 cc. bottles. Write for it to the manufacturer.

PRODUCT DISCOVERED IN LABORATORIES OF
UNIVERSITY OF MINNESOTA

BENETOL

The Only Safe Germicidal Antiseptic

TESTED—PROVEN—ENDORSED
BY LEADING PHYSICIANS AND SCIENTISTS OF AMERICA WE HAVE THEIR PERSONAL LETTERS



It is the only Germ Killing Proprietary that can be taken internally in all proportions up to full strength and IS NOT A POISON

ALWAYS

Keep a Bottle of BENETOL Handy, Because Any Moment, Any One, May Have the Life of One of Your Family

Carbolic Acid, corrosive, irritates air and away the flesh tissue and cannot be used for internal use unless in BENETOL, which removes abnormal tissue and instantly kills germs, or building up by granulation. Tissue, eliminative germicide BENETOL, does not.

Penetration of Hydrogen to not able to use on raw wounds. Because has been proven that it forms a crust with fibrin and some of them. There is away always use BENETOL. It is the best known preventative and restorative, many times better than quinine and has 100 times more.

All Alleged Germicidal Antiseptic Tissue Wipes and Sprays are our Powerful Product to Kill Germs quickly. If made strong enough they would poison. BENETOL can be used full strength if desired.

BENETOL AND ITS ACCESSORIES STAND ALONE FOR TREATING

Prick wounds to prevent infection, gasped wounds and raw surfaces to prevent further deepening to prevent tetanus, dry and in granulation, penicillin, borax, acids, for the cure of old sores and ulcers, in all all cases that have failed their way into the throat, abscess or internal tract to kill all germs that have entered the human membrane, internally or externally on skin or mucous. To disinfect and purify.

FOR SPECIFIC INSTRUCTIONS SEE INSIDE PAGE

Photographic reproduction (reduced) of two pages of a leaflet sent out by the Benetol concern. As may be seen, it is recommended for complaints from "cold in the head" and "that dark brown taste," to cancer and tuberculosis.

soap. Alpha-naphthol is a well-known substance, closely related to, but not identical with, beta-naphthol which is official in the United States Pharmacopoeia. The claim made in the advertising matter for Benetol, that it is a newly discovered compound, is absurd. It is not a chemical compound but a simple solution of the well-known substance alpha-naphthol in the still better-known substances, glycerin, soap and water."—(From *The Journal A. M. A., April 15, 1911.*)

THE "BRACERS"

There is a large number of what have been called "booze medicines" on the market—that is, alcoholic preparations sold under proprietary names as medicinal products. As a matter of fact, the amount of medicinal agents—aside from alcohol—contained in these "bracers," is so small as to be negligible. The Commissioner of Internal Revenue periodically publishes lists of these "medicines" which have been analyzed in his department, and found "insufficiently medicated to render them unsuitable for use as a beverage." It is illegal for the druggist to sell these "medicines"—classed as "compound liquors"—by the Internal Revenue Department unless he "has already paid special tax as retail liquor dealer." We give below, in part, the latest list of "bracers" issued by the Commissioner of Internal Revenue, Aug. 23, 1912, and corrected to Oct. 23, 1912, and for the sale of which liquor-dealer's license is required:

Ale and Beef.	Coca Wine.
Allen's Restorative Tonic.	Cocktail Bitters.
Alps Bitters.	Columbo Elixir.
American Alimentary Elixir.	Columbo Peptic Bitters.
American Elixir.	Columbo Tonic Bitters.
American Stomach Bitters.	Cooper's Nerve Tonic.
Amer Picon.	Colasaya.
Angostura Aromatic Tincture	Cordial Panna.
Bitters.	Crescent Star Jamaica Ginger.
Arbaugh's Newport Bitters.	Crescent Tonic Bitters.
Aroma Bitters.	Cross Bitter Wine.
Aromatic Bitters.	Damana Gentian Bitters.
Aroma Stomach Bitters.	Dandelion Bitters.
Asphinte.	Dandy Bracer.
Atwood's LaGrippe Specific.	De Witt's Stomach Bitters.
Augauer Bitters.	Didler's Bitters.
Augauer Kidney-Aid.	Dr. Brown's Blackberry Cordial.
Augustiner Health and Stomach	Dr. Brown's Tonic Bitters.
Bitters.	Dr. Bouvier's Buchu Gin.
Beef, Wine and Iron.	Dr. Bergelt's Magen Bitters.
Ben Hur Kidney and Liver Bit-	Dr. Fowler's Meat and Malt.
ters.	Dr. Gray's Tonic Bitters.
Berg's Hawkeye Bitters.	Dr. Hortenbach Stomach Bitters
Belvedere Stomach Bitters.	Dr. Hopkins' Union Stomach
Bismarck's Royal Nerve Tonic.	Bitters.
Bismark Laxative Bitters.	Dr. Hoffman's Golden Bitters
Bitter Wine.	Dr. Rattinger's Bitters.
Blackberry Cordial.	Dr. Sterki's Ohio Bitters.
Blackberry and Ginger Cordial.	Dr. Sherman's Peruvian Tonic
Black Tonic.	and Systematizer.
Bonekamp Bitters.	Dr. Worme's Gesundheit Bitters.
Bonekamp Stomach Bitters.	Dozier's Apple Bitters.
Botanic Bitters.	Drake's Plantation Bitters.
Bradenberger's Colocynthis.	Dubonnet.
Brod's Celery Pepsin Bitters.	Dubonnet Wine.
Brown's Utryme Tonic.	Ducro's Alimentary Elixir.
Brown's Aromatic Cordial Bit-	Duffy's Malt Whiskey.
ters.	Elixir of Bitter Wine.
Brown's Vin Nerva Tonic.	Elixir of Calisaya.
Buckeye Bitters.	Elixir of Calisaya Bark.
Carpathian Bitters.	Eucalyptus Cordial.
Celery Bitters and Angostura.	Eureka Stomach Bitters.
Celery Extract.	E. Z. Laxative Bitters.
Clarke's Rock Candy Cordial.	Famous Weiner Bitters.
Clayton & Russell's Stomach Bit-	Fernet-Carlisi Fernet Bitters.
ters.	Ferro-China Baseal.
Clifford's Cherry Cure.	Ferro-China Berna.
Clifford's Peruvian Elixir.	Ferro-China Bissleri.
Cinchona Bitters.	Ferro-China-Blotto.

- Ferro-China Carlisi Tonic Bitters.
 Ferro-China-Citro Bitters.
 Ferro-China-Columbia.
 Ferro-China di Carlo.
 Ferro-China Ideal.
 Ferro-China-Salus.
 Ferro-China Tito Maulio.
 Ferro-China Universale.
 Ferro-China Vitanova.
 Ferro Quina Bitters.
 Fimilavora.
 Fine Old Bitter Wine.
 Folger's Aromatic Bitters.
 Fort Henry Ginger Compound.
 Gastropohan.
 Gentian Bitters.
 Genuine Bohemian Malted Bitter Wine Tonic.
 Germania Herb, Root and Fruit Tonic Bitters.
 German Stomach Bitters.
 Ginger Tonic.
 Ginseng Cordial.
 Glycerine Tonic.
 Graham's Brand Orange Bitters.
 Green's Chilli Tonic.
 Greiner's Blackberry Cordial.
 Gross Bros.' Blood and Liver Tonic.
 Harrison's Quinine Tonic.
 Health Bitters.
 Herb Bitters.
 Herbtou.
 Heublein's Calisaya Bitters.
 Hop Bitters.
 Horke Vino Bitter Wine.
 Indian Stomach Bitters.
 I. X. L. Bitters.
 Jack Pot Laxative Bitter Tonic.
 Jack's Indian Tonic.
 Jaffe's Intrinsic Tonic.
 Jerome's Dandelion Stomach Bitters.
 Johnston's Cherry Elixir.
 Jones' Stomach Bitters.
 June-Kola.
 Juniper Kidney Cure.
 Kahn's Iron and Malt Whiskey.
 Karle's German Stomach Bitters.
 Karlsbader Stomach Bitters.
 Katarno.
 K. K. K.
 Kennedy's East India Bitters Kidniwell.
 Ko-Ca-Ama.
 Koehler's Stomach Bitters.
 Kola and Celery Bitters.
 Kola Wine.
 Krenzberger's Stomach Bitters.
 Krumme's Bonekamp Maag Bitters.
 Kudros.
 Laxa Bark Tonic.
 Lee's Celebrated Stomach Bitters.
 Lekko Stomach Bitters.
 Lemon Ginger.
 Liverine.
 Lutz Stomach Bitters.
 Lyon's Stomach Bitters.
 Magador Bitters.
 Magen Bitters.
 Mark's Famous Stomach Bitters.
 McCarrison's Compound of Golden Seal.
 Meta Multa.
 Mexican Stomach Bitters.
 Mikado Wine Tonic.
 Milburn's Kola and Celery Bitters.
 Miller Brand Bitters.
 Miod Honey Wine.
 Nature's Remedy for Kidney Troubles and Blood Poisoning.
 Nenropin.
 Newton's Nutritive Elixir.
 Novak's Stomach Elixir.
 Obermuller's Bitters.
 O'Hare's Bitters.
 Old Dr. Jacques Stomach Bitters.
 Old Dr. Scroggin's Bitters.
 Orange Bitters.
 Our Ginger Brandy.
 Ozark Stomach Bitters.
 Pale Orange Bitters.
 Panama Bitters.
 Pepsin Stomach Bitters.
 Peptonic Stomach Bitters.
 Peruvian Bitters.
 Peter Paul Stomach Bitters.
 Psychaud's Bitter Wine Cordial.
 Pilsener Bitter Wine.
 Pioneer Ginger Bitters.
 Pond's Ginger Brandy.
 Pond's Rock and Rye.
 Quinquina Dobonnet.
 Rex Ginger.
 Rex Ginger and Brandy Tonic.
 Rheinstrom's Stomach Bitters.
 Riley's Kidney Cure.
 Rimsovo Malt-Sove Vino Chino.
 Rockandy Cough Cure.
 Rosolio.
 Royal Pepsin Stomach Bitters.
 Royal Pepsin Tonic.
 Sarasina Stomach Bitters.
 St. Rafael Quinquina.
 Scheetz Bitter Cordial.
 Schier's Famous Bitters.
 Schmidt's Celebrated Strengthening Bitters.
 Schroeder's German Bitters.
 Simon's Aromatic Stomach Bitters.
 Sirena Tonic.
 Smart Weed.
 Smith's Bitters.
 Smith's Vitalizing Bitters.
 Steinkonig's Stomach Bitters.
 Stomach Bitters.
 Stoughton Bitters.
 Strauss Exhilarator.
 Sure Thing Tonic.
 Tatra.
 Tokay Quinine Iron Wine.
 Tolu Rock and Rye.
 True's Magnetic Cordial.
 U-Go.
 Uncle Josh's Dyspepsia Cure.
 Underberg's Boonkamp Maag Bitters.
 Vigo Bitters.
 Vin de Michael.
 Vin Mariani.
 Vino-Kolafra.
 Walker's Tonic.

Warner's Stomach Bitters.	Wine of Chenstohow.
Webb's A No. 1 Tonic.	Wine of Pomelo with Beef and Iron.
Westphalia Stomach Bitters.	Woodbury Brand Bitters.
White Cross Bitters.	Zeman's Medicinal Bitter Wine.
White's Dyspepsia Remedy.	Zien's Stomach Bitters.
Will Do.	Zig-Zag.
Williams's Kidney Relief.	

BROMIDIA

From the name of this preparation one might imagine—and is likely to imagine—that the essential drug is a bromid. The following formula shows that such is not the case:

Chloral hydrate	15	grains
Potassium bromid	15	grains
Ext. cannab's indica	1	grain
Ext. hyoseyamus.....	1	grain

Assuming that this represents the composition of the preparation, it is quite evident that the essential drug in the mixture is chloral hydrate. The following matter which appeared in THE JOURNAL-A. M. A., April 21, 1906, illustrates the danger of using such a preparation:

Dr. Horatio C. Wood, Jr., Philadelphia, writes:

"One of the deleterious results of using proprietary mixtures even when the formula is known is that the physician gets in the habit of thinking of the mixture as a remedial entity, instead of a combination of active ingredients, and is thereby led to use this combination in cases in which he would have avoided the individual drugs making up the mixture. The following item is taken from the Philadelphia *Evening Telegraph*, February 13, and also appeared in several New York papers; it preaches an eloquent but pathetic sermon on this subject:

Within an hour after his father, a Brooklyn physician, had given him a dose of bromid, H. G. P., a prodigal son, died yesterday at his father's home in Brooklyn. Two years ago, when he appeared to have sown his wild oats, the father made him superintendent of his country place, near Grants Mills, Delaware County. A week ago the son left his place, and at 1 o'clock yesterday morning appeared at his father's Brooklyn home. He was nervous, and at 9 a. m. begged for a sedative.

"I prescribed the usual quantity of bromidia," the young man's father told a reporter. "He was weak and had suffered from weak heart and kidney trouble for some time."

An hour later the father found the son dying and administered restoratives, but to no avail.

"In an article published in THE JOURNAL, June 10, 1905, page 1836, I quoted in regard to bromidia the remarkable statement of the manufacturers that it is "the safest hypnotic known," and questioned how the addition of potassium bromid and tincture of hyoseyamus could overcome the depressant action of the chloral, which is the active ingredient of this nostrum. If the physician had thought of his bromidia as a solution of chloral rather than as a solution of bromid he probably would have hesitated before using it in an alcoholic case."

The following appeared in the Bangor (Me.) *Commercial*, March 8:

Frank H. Perkins, a newspaper reporter of Plymouth, Mass., was found dead in a room in a hotel in Augusta, Sunday. The coroner stated that death was due to bromidia poisoning, but whether the drug was taken accidentally or with suicidal intent is a matter of conjecture. Perkins was a newspaper correspondent in Plymouth for 22 years. He left a few weeks ago to accept a position on the city desk of the *Kennebec Journal*. While a resident of Plymouth, he was correspondent for a number of Boston papers, and in recent years was connected with the *Plymouth Observer*. He was 55 years old and unmarried. It is understood that his nearest surviving relative is an aunt in Middleboro.

The above item was sent to Dr. O. C. S. Davies, Augusta, with a request that he send us a more complete report of the case. In his reply Dr. Davies stated that Mr. Perkins had at one time been an inmate of an inebriates' home and that he had gone to Augusta to do newspaper work, but had been unable to hold the position because of his condition. Dr. Davies in his letter, says: "When the body was found, there were eleven one-ounce bromidia bottles about the room or on his person. Nine were entirely empty and the other two were about half full. None of these bottles indicated that they had been purchased on a physician's prescription, only the druggist's label marked 'bromidia' being on them."

CATARRH AND COLD CURES

In continuing its investigation of secret remedies, the *British Medical Journal* (Oct. 24, 1908) takes up "catarrh and cold cures," giving analyses of Dr. Lane's Catarrh and Cold Cure, Van Vleck's Catarrh Balm, Dr. Maekenzie's "One Day" Cold Cure, Keene's "One Night" Cold Cure, Munyon's Catarrh Tablets, Munyon's Special Catarrh Cure, and Birley's Anti-Catarrh.

Dr. Lane's Catarrh Cure

Dr. Lane's Catarrh Cure turns out to be a dilute solution (0.4 per cent.) of phenol (carbolic acid) and common salt (3.3 per cent.) in water. The preparation on which the Keene company guarantees the breaking up of any "ordinary" cold in one night is said to consist of "Cascara, Bromid, Quinin, Ipecae, Camphor, Bryonia." The analyst was unable to find any indication of bromid, camphor, cascara or ipecae, while the quinin turned out to be a trace of impurity in the einchonin present, but he did find acetanilid in very appreciable quantities.

Munyon's Special Catarrh Cure

Munyon's Special Catarrh Cure consisted of sugar, which had possibly been medicated with a tincture containing infinitesimal quantities of medicinal agents. The usual disproportion between cost and retail price is maintained in these as in other secret remedies.

Editorially the *British Medical Journal* takes up these "catarrh cures" as examples of the methods of the nostrum

makers and notes how the seriousness and evil consequences of the disease are exaggerated, quoting the statement from the advertisement of one of the articles that "it is estimated that over 20,000 people died in the United Kingdom last year of consumption caused by catarrh." "The remedy put forward for this malignant disease is shown," says our contemporary, "to consist of a solution of a pinch of common salt with a trace of carbolic acid, the actual cost of the quantity sold for a shilling [24 cents] being one-thirtieth of a farthing [1/60 of a cent]." The *British Medical Journal* concludes: "So long as quack and secret nostrums enjoy their present immunity from legal control, the only way to educate the public out of the practice of resorting to their employment appears to be persistent exposure of their useless or harmful nature. The public, or that part of it which plumes itself on its knowingness, is perhaps disposed to assume that the opinions of medical men on the subject are biased, but accurate statements of the real composition of particular nostrums can hardly fail to carry weight, even with the most suspicious." (From *The Journal A. M. A.*, Feb. 6, 1909.)

CHICHESTER'S DIAMOND BRAND PILLS

A preparation known as "Chichester's Diamond Brand Pills" is, and has been for years, extensively advertised in newspapers, drug journals, etc. While in these advertisements nothing is said regarding the therapeutic uses of the preparation, the public to a large extent, knows it and buys it as an abortifacient remedy. This is shown by letters which THE JOURNAL receives of which the following is an example:

"If it is possible would you kindly give me the ingredients of Chichester's Diamond Brand Pills? They are sold to produce abortion and are guaranteed under the Food and Drugs Act, the serial number being 1867.

A trade package, "large size," of Chichester's Diamond Brand Pills was purchased on the open market and examined with especial reference to the presence of commonly reputed abortifacient drugs. The pills were put up in a small tin box, "elegantly and artistically decorated in red, black and gold,"—"air, dust and moisture-proof, with hinged lid," on which is printed:

"Distributed by Chichester Chemical Co."

"The package contained twenty pills and considerable advertising matter, wrappings, etc. Attention is called to some of the statements in a booklet contained in the package entitled:

"Relief for Ladies. Directions for Use of Chichester's Diamond Brand Pills."

"To Our Old Customers,
"Change of Name.

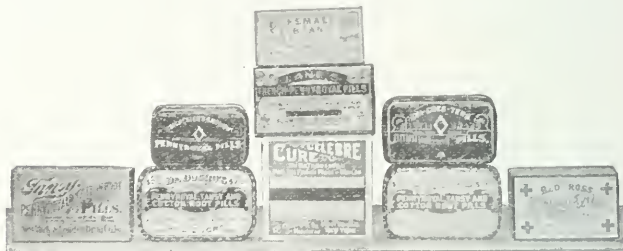
"Our Remedy was formerly called 'Chichester's English Pennyroyal Pills,' but on account of unscrupulous imitations offered under the name of 'pennyroyal' our remedy will hereafter be known only as 'Chichester's Diamond Brand Pills.'"

"Treatment may be begun at any time, although in some instances the pills are more effective if taken about the regular time for the menstrual flow. As a rule, however, it is found that more satisfactory results are secured by beginning treatment at once and continuing it until the pills give relief."

Only one small page each is devoted to "Amenorrhœa," "Dysmenorrhœa" and "Directions," the remainder is taken up with testimonials, cautions to "Take no other," "Refuse all others," "Beware of imitations," etc.

EXAMINATION

The aggregate weight of the pills contained in the package amounted to 8.7963 gm., or about 0.44 gm. for each pill. The pills, when deprived of their coatings, weigh about 0.2600 gm. (4 grains) each, this coating constituting nearly half their original weight. The coatings consist essentially of calcium carbonate, although a small quantity of sugar is present.

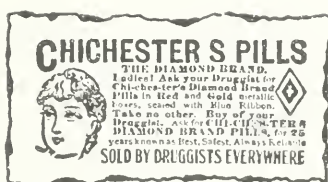
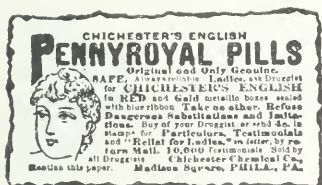


Here are some of the numerous "female regulators" on the market. (*By courtesy of the Committee on Interstate and Foreign Commerce.*)

By the usual tests the presence of some preparation of aloes and of ferrous sulphate was demonstrated. Tests for the presence of black hellebore, tansy, pennyroyal, savin and certain other reputed abortifacients resulted, in each case, negatively. Ergot or its preparations could not be detected. While the identification of mixed plant extracts, especially those which contain constituents not readily isolated, is a matter of great difficulty and is often impossible, it would appear, from the examination, that the chief medicinal constituents of the pills are aloes and iron sulphate, the latter ingredient being present to the extent of about $\frac{1}{2}$ grain* to each pill. The statement of the manufacturer that the pills are sugar coated is scarcely warranted by the facts. The change of name from "Chichester's English Pennyroyal Pills" to one in which the word "Pennyroyal" does not occur is significant in view of the fact that no pennyroyal could be found in the pills. Under the Food and Drugs Act it would be illegal to sell as "Pennyroyal Pills" pills that did not contain that constituent.

A package of these pills retails for \$2, or at the rate of 10 cents for each pill. An examination of the price lists of several large manufacturers of pharmaceuticals reveals that pills very nearly corresponding to the above may be bought in quantities for about 22 cents per hundred. The profits in retailing at \$10 per hundred ought to be satisfying even to the most avaricious.

"The above calls attention to a vicious state of affairs—the selling to the public of drugs of reputed abortifacient properties. We believe there is not a state in the Union which has not adopted laws against it, but in spite of this, these preparations, in thin disguise, are shamelessly advertised in newspapers and as shamelessly and boldly sold over the counters of many drug stores. While it is true that many of these nostrums are merely fraudulent, rather than dangerous, yet not a few contain potent and—for the purpose for which sold—villainous drugs.



BEFORE

AFTER

Photographic reproductions (reduced) of advertisements of Chichester Pills before and after the passage of the Food and Drugs Act. The Association chemists found no pennyroyal in these pills and under the pure food law it would be illegal to call them "Pennyroyal Pills." Was this responsible for the change in name?

"As shown by our chemists, Chichester's Diamond Brand Pills seem to be simply the old aloes and iron sulphate pills with slight modification. While these pills were sold originally as "pennyroyal" pills, the Food and Drugs Act, which forbids lying on labels, has apparently compelled the manufacturers to omit the word "pennyroyal."

"Since it is well known that there is no drug or combination of drugs which, taken by the mouth, will with certainty produce abortion, it is not probable, to judge from the constituents found in these pills, that they would produce the result desired by the purchaser. Nevertheless, the use of this nostrum is pernicious and in the interest of public health and public morals its sale, and the sale of similar nostrums, should be prohibited. (W. A. Puckner and L. E. Warren in *The Journal A. M. A.*, May 27, 1911.)

CHOLEROL

Cholerol is sold to the public in little metal boxes as the "Great Diarrhea Specific." It was originally sold only to physicians under the name of "Enteronol." When first put on the market it was advertised under a fake formula. It was claimed that its marvelous virtues as "the greatest enteric antiseptic and germicide ever known to medical science" were due to a mysterious Himalayan plant. Analysis showed its chief constituent to be common alum, while investigation indicated that the mysterious plant was a figment of the imagination. Later the enterprising manufacturers added opium to their preparation.

In a second article on the subject. THE JOURNAL showed that advertising contracts for this nostrum were being offered to medical journals on condition that payment should be either in the "preferred stock" of the Enteronol Company or in Enteronol itself! A number of medical journals, apparently, were willing to accept the advertisements on this basis.



The above are two names for a mixture of alum and opium exploited respectively to the medical profession and to the public. As "Enteronol" it is "advertised to the profession only" as the "greatest enteric antiseptic and germicide ever known to medical science;" as "Cholerol the great diarrhea specific" it goes to the public.

The stuff is still being exploited to physicians as Enteronol, and the same testimonials which the concern received about Enteronol have been slightly "worked over" to suit the public and to apply to Cholerol.

CUTICURA RESOLVENT

In the investigation of secret remedies the *British Medical Journal* (April 18, 1908), takes up the nostrums advertised to the British public for the treatment of skin diseases. Among these the Cuticura remedies which are prepared by the Potter Drug and Chemical Corporation, Boston, and are widely sold in America, are of special interest. The advertisements recommend these preparations for a variety of skin affections and imply their special value in syphilis. The remedies consist of the cuticura soap, ointment and an internal remedy known as Cuticura Resolvent. The last named preparation is said to be alterative, antiseptic, tonic, digestive, and aperient, and is recommended for purifying the system of humors of the skin,

scalp, and blood, with loss of hair. It is to be given in a dose of two teaspoonfuls for adults three times a day. Analysis showed the composition of the mixture to be:

Potassium iodid	17 grains
Sugar and glucose.....	486 grains
Extractive	8 grains
Alcohol	10 fluidrams
Water sufficient to make.....	6½ fluidounces

In this preparation, which is sold for 60 cents for 6½ ounces, no alkaloidal substance was present; the extractive gave a slight indication of the presence of a preparation of rhubarb; all other drugs with well-marked characters were absent. It is a good illustration of the power of advertising and the faith of the credulous public that less than a grain of potassium iodid at a dose is believed to produce effects when given in a secret nostrum which cannot be attained by the usual methods of treatment. (*From The Journal A. M. A., May 23, 1908.*)

EN-AR-CO OIL

Before the passage of the Federal Food and Drugs Act, the most insidiously dangerous poisons could be sold to the public in the form of "patent medicines" without the slightest warning or indication of their deadly character. The passage of that act made it obligatory on the "patent medicine" venders to disclose the presence of certain specified drugs if such entered into the composition of their nostrums. The number of drugs whose presence must thus be declared is small. Some of the most virulent poisons need not be specified and their presence can be hidden in a "patent medicine" with impunity. Strychnin, arsenic and prussic acid are but three of a large number of dangerous drugs whose presence it is not necessary to declare and which may enter into the composition of "patent medicines" without any warning being given to the purchaser.

Inquiries have been received concerning the composition of a nostrum known as En-Ar-Co Oil, manufactured by the National Remedy Co., New York. The label on the bottle of this preparation states that "the popular En-Ar-Co Oil" was "known for a quarter of a century as 'the wonderful Japanese Oil.'" It is further stated that "this style label [was] adopted to meet requirements of Food and Drugs Act." One wonders whether the exploiters of En-Ar-Co Oil found it necessary after the passage of the Food and Drugs Act, to discard the name "Japanese Oil," because it is not a Japanese oil. The pure food law, while permitting falsehoods regarding the curative effects of nostrums, prohibits untruths regarding the place of origin.

Accompanying the package of En-Ar-Co Oil is a circular in which it is stated concerning the nostrum:

"A medicine that is equally valuable for Man, Beast or Fowl is something outside the general run, and should attract the attention of all classes accordingly."

"We do not claim it to be infallible, or to cure everything, but we do believe that it comes nearer to accomplishing all this than any other known remedy; for proof of this read list of diseases, printed hereon, which it relieves and the testimonials published here and elsewhere."

The list of diseases referred to is large enough to make the most gullible feel that he is getting his money's worth. Such widely different pathologic conditions in human beings as asthma, "toe itch," fever sores, rheumatism and insect bites are said to yield to the curative power of En-Ar-Co Oil, while in the lower animals, hog cholera, spavin, distemper and roup may be made to disappear. From the testimonials, it appears that lockjaw and snake bite also are easily conquered by this wonderful remedy. Most important of all:

"En-Ar-Co Oil is also excellent for making hens lay."

An original package of En-Ar-Co Oil was submitted by one of the correspondents and was examined by the Association's chemists who reported as follows:

LABORATORY REPORT

Qualitative tests demonstrated the presence of ethyl alcohol, iso-amyl alcohol (the chief constituent of "fusel oil"), capsicum and a volatile oil of a greenish color and eucalyptus-like odor but which was not identified. Neither cantharides nor ginger could be found and alkaloids were absent. While no exact separations were made it is concluded that about 90 per cent. of the preparation consists of "fusel oil."

From the results of this cursory examination it appears that a mixture of "fusel oil" and tincture of capsicum with a little oil of eucalyptus added would have properties similar to those of the "Wonderful Japanese Oil."

Iso-amyl alcohol is, according to different investigators, from ten to twenty times as poisonous as ethyl (grain) alcohol. A number of serious and some fatal cases of poisoning from the use of "fusel oil" have been reported. If it be remembered that the extraordinarily poisonous and irritating properties of freshly distilled liquors are largely due to the small quantities (usually less than 1 part in 1,000) of "fusel oil" which they contain it can be seen that a 10-drop dose of this mixture (about 9 drops of which are "fusel oil") might be distinctly poisonous to an adult. "Fusel oil" is not employed in the rational practice of medicine although it is said to have been used occasionally by the ignorant as a local application for rheumatism. Its employment in a "patent medicine" is contrary to the general rule that nostrums usually contain only well-known remedies.

Whatever the value of such a concoction for relieving "toe itch" or for "making hens lay" may be, its use by human beings as an internal remedy cannot be too strongly condemned and its sale without a poison label should be prohibited.

FLOWERS OF OXZOIN

Harriet Meta of Syracuse, N. Y., advertises extensively her "marvelous discovery for removing wrinkles." In the *New York World* almanac, 1912, we read that "arrangements have been made with Mlle. Meta to furnish free information" to all its readers regarding this wonderful wrinkle eradicator. Those who write to Harriet Meta receive a form letter from the To-Kalon Manufacturing Co., who claim to be the proprietors of the Harriet Meta system. The letter, which is signed Harriet Meta, says that the recipient is being sent "absolutely free my \$3 formula for making my wonderful skin and complexion beautifiers known as 'Milk of Roses.'" The "formula" is of the "prescription fake" type and calls for rose water, tincture of benzoin and "flowers of oxzoin." The flowers of oxzoin is the joker; that is to say it is a "patent medicine" sold by the To-Kalon concern. Flowers of oxzoin have been analyzed by the state chemists of Kansas and North Dakota. The North Dakota report gives the following analysis:

Zinc oxid	15.6%
Glycerin	16.7%
Rose water	67.7%

This combination is said not only to remove wrinkles but also to remove "pimples, blotches, blackheads, sunburn and tan." It is also said to be "unsurpassed for the treatment of eczema and other skin diseases." It is hardly necessary to say that the stuff is sold under fraudulent claims and by disreputable methods. (*From The Journal A. M. A., April 13, 1912.*)

GOOD WORK IN NORTH DAKOTA

We have at different times commended the work of Prof. E. F. Ladd, Food and Drug Commissioner of North Dakota. The *Bulletin* issued by the North Dakota Agricultural Experiment Station is looked forward to each month because it always contains information of definite and positive value to the public—and, incidentally, to the medical profession. North Dakota is one of the few states that enforce their food and drug laws fearlessly. There is nothing "mealy-mouthed" about the bulletins regarding infractions of the food and drug law; no glittering or innocuous generalities but statements of fact dealt straight from the shoulder with the one object in view of protecting the public. The November *Bulletin*, besides containing the names of a number of food products that have been examined by the state authorities, also has some analyses of widely advertised nostrums. Here are some of them:

Toris Compound

This nostrum, put out by the Globe Medical Company, Chicago, comes under the "prescription fake" class. That is to

say, it is advertised as one of the ingredients in an apparently bona-fide prescription that is recommended for the treatment of rheumatism. The prescription calls for 1 ounce of compound sarsaparilla, $\frac{1}{2}$ ounce of whiskey and 1 ounce of Toris Compound. The results of an analysis of the nostrum were given as follows:

Sugar	74.1 per cent.
Sodium salicylate	15.8 per cent.
Salt-peter [potassium nitrate].....	10.0 per cent.

This means that the individual who pays 50 cents for an ounce of Toris Compound gets $\frac{1}{3}$ of an ounce of sodium salicylate, $\frac{1}{3}$ of an ounce of salt-peter and $\frac{1}{4}$ of an ounce of sugar—a mixture which would cost about 1 cent.

Dr. Greene's Improved Compound of Sarsaparilla

This nostrum is one of the cure-all type and is put out by the F. R. Greene Medicine Company, Chicago. It is "guaranteed to cure" about forty diseases and is said to be a purely vegetable product. As a result of an examination of this nostrum, the analyst reported:

"This preparation has more of the characteristics of a weak aqueous infusion of gentian than we should expect to find in a concentrated preparation of sarsaparilla. The total extractive is very low and about 37 per cent. of this is in the form of dextrose."

In commenting on the findings of the chemists, Prof. Ladd characterized this nostrum as follows: "The writer cannot do other than class the sample which was examined in this laboratory as strictly of the fake class, the sale of which product is illegal in North Dakota. The claims made for this product are absurd, misleading and false. It does not contain the products which are purported to be present in sufficient quantity so that they may even be detected. Instead of containing .00015 percent. of formaldehyd, it contains 0.36 per cent., and instead of containing approximately 15 per cent. of alcohol it contains but a small fraction of 1 per cent.; and the information conveyed with this product bears all the earmarks of a fake preparation."

Pape's Cold Compound

This nostrum is extensively advertised by the "reading notice" method. That is to say, the advertisements are not set in display but are run as news matter. The assertion is made that the compound is the result of three years' research which cost \$50,000 and much stress is laid on the fact that it contains no quinin. It is called a "harmless" compound and the statement is made that "there is no other medicine made anywhere else in the world which will cure your cold or end gripe misery as promptly" as will Pape's Cold Compound. This wonderful \$50,000, "harmless" mixture

was analyzed and found to contain, as the three essential constituents, acetanilid, phenolphthalein (a purgative) and ordinary sugar. According to the state chemists the composition of each tablet of Pape's Cold Compound is essentially as follows:

Acetanilid	1.6 grs.
Phenolphthalein	1.8 grs.
Sugar	8.0 grs.

From this we see that the claim that it is harmless and the further claim that it will cure a cold are both fraudulent.

Calocide Compound

This preparation is made by the Medical Formula Company, Chicago. Calocide is advertised as the "quickest and surest cure known for corns, callouses, bunions, frost bites, sweaty and aching feet" and is designated as "a remarkable home treatment for all foot troubles." Analyzed by the state chemists, it was found to be a first cousin to a similar nostrum—Tiz—exposed in THE JOURNAL, December 2. The results of the examination were as follows:

Borax	13.5 per cent.
Salt	24.0 per cent.
Alum	38.0 per cent.
Tannic acid	0.1 per cent.

Eilert's Extract of Tar and Wild Cherry

This nostrum, which contains 15 per cent. alcohol, is put out by the Emmert Proprietary Company, Chicago, as a "sure cure for consumption, asthma," etc. Some other assertions that appear on the carton are:

"Cures consumption, catarrh, bronchitis, asthma, coughs, colds, spitting of blood, pains in breast and side."

"Relief will be found in Eilert's Extract of Tar and Wild Cherry even in advanced stages of this disease [consumption] and a positive cure is almost certain in the incipient stage."

While these lying assertions are not forbidden under the federal Food and Drugs Act (thanks to the Supreme Court's decision on the subject), they are forbidden under the North Dakota Drug Law, which declares a medicine misbranded "if it bear any design which shall deceive or tend to deceive."

Analysis indicated that this preparation was essentially a syrup containing extract of tar and wild cherry and glycyrrhiza (licorice) with slight amounts of potassium, sodium and iron as chlorids, sulphates and phosphates. To sell a very ordinary cough mixture as a cure for one of the most deadly diseases known is a piece of commercial heartlessness as cruel as it is mendacious.

Red Raven

This widely advertised aperient water put out by the Red Raven corporation of Harnerville, Pa., is recommended for "chronic constipation, dyspepsia, liver and stomach disorders.

congestion, obesity and gall-stones." Analysis of the water disclosed the following solids in each 100 c.c.:

Sodium chlorid (common salt).....	.0085 grams
Magnesium sulphate (Epsom salts)....	.1004 grams
Sodium phosphate	3.5806 grams

The abuse of saline cathartics is so wide-spread and fraught with such serious results that the public cannot be warned too often on this point. It is perfectly evident from the analyses of this and various other so-called aperient waters that they possess no other properties than those common to saline purgatives.—(*From The Journal A. M. A., Dec. 23, 1911.*)

HAMLIN'S WIZARD OIL

Several alleged formulas for this no-strum have been published. They agree in all minor details. The following from Hiss' "Thesaurus of Proprietary Preparations" is an example:

Spirit of camphor.....	1 fluidounce.
Spirit of ammonia.....	4 fluidrams.
Chloroform	4 fluidrams.
Oil of sassafras.....	4 fluidrams.
Oil of cloves.....	2 fluidrams.
Oil of turpentine.....	4 fluidrams.
Alcohol, enough to make.....	5 fluidounces.

The probability is that the formula changes from time to time. A thousand variations in the combination of camphor, ammonia, chloroform, oil of turpentine and alcohol can be made—including addition, subtraction and multiplication—and liniments will result.

HEALTH GRAINS

One of the unique fakes examined in the Association laboratory is a conglomeration, sold under the name of "Health Grains," manufactured by "The Health Grains Co., Westchester, New York City."

The preparation is offered as "A remedy for Dyspepsia, Indigestion, Nervousness, etc." It is sold in round tin boxes, each wrapped in a circular bearing the name of the maker and the place of manufacture. It is guaranteed "that the contents of this package complies with the requirements of the Pure Food and Drugs Act." Inside the box is a small sheet of "directions" giving the following advice:

"Do not chew or grind Health Grains between the teeth, but roll them around slowly until they have become saturated with saliva, then swallow them."

"One scant teaspoonful constitutes a dose. Take one or two doses after a light meal, two or three after a heavy meal. Doses should be taken separately. If your stomach keeps you from sleeping, take from one to three doses.

"Do not overeat. Avoid eating what you knows disagrees with you."

The grains have the appearance of coarse sand covered with a sticky substance. They are odorless and when first taken

into the mouth are sweet in taste. When ground between the teeth they exhibit unmistakable signs of hardness. Chemical analysis demonstrated that the nostrum contained 87.50 per cent. of coarse quartz sand and 12.50 per cent. of soluble matter. The soluble matter was found to be rock candy and syrup. The presence of heavy metals, iodids, bromids, alkaloids or acids could not be demonstrated. Health Grains, therefore, appear to be nothing more than ordinary sand mixed with a little rock candy and syrup, showing an originality of composition, surpassed only by the credulity of the consumers of such a nostrum. (*From The Journal A. M. A., Jan. 30, 1909.*)

HYOMEI

Hyomei is "guaranteed to cure catarrh, coughs, asthma, colds, croup and sore throat." It is also said to cure "all breathing troubles including early consumption." Hyomei is an oily liquid, a few drops of which are applied to a piece of

Catarrh Germs Easily Killed and Vile Disease Ended.

Just Breathe Hyomei; the soothing Heating Air of the Eucalyptus Forests of Australia.

If it doesn't give satisfaction for Catarrh, Coughs, Croup of the throat, Bronchitis, Hoarse Mucous Membranes, Stomach and Intestines, if you want to get rid of germs that cause catarrh, stomach, and double-breasted ailments, Hyomei is the only remedy that will kill the germs that cause catarrh, stomach, and double-breasted ailments, and only Hyomei will soothe and soothe the inflamed mucous membrane.

Breathe HYOMEI for catarrh, coughs, croup, asthma, colds, croup and other breathing troubles. Hyomei is the only remedy that will soothe and soothe the inflamed mucous membrane.

KILL THE GERMS

Other nostrums, however good, have no such effect.

Photographic reproduction (reduced) of one of the stock advertisements of Hyomei.

gauze and the gauze placed in a hard rubber "inhaler" which is sold with the nostrum. To "cure" diseases of the nasal cavity one end of the inhaler is applied to the nostril; to "cure" diseases of the throat and lungs the other end of the inhaler is placed in the mouth. The chemists of the British Medical Association analyzed this humbug and reported that it had essentially the following composition:

Oil of eucalyptus.....	80 per cent.
Alcohol	10 per cent.
Liquid paraffin	10 per cent.

There was also a trace, apparently, of creosote in the mixture. Of course, this mixture never cured anything, unless it was impecuniosity in its exploiter. (*From The Journal A. M. A., June 8, 1912.*)

JAROMA

It has been frequently pointed out that most nostrums contain well-known products as their essential constituents. These are often disguised under fanciful names and sold under extravagant claims and at exorbitant prices. As examples may be mentioned:

Cane sugar for curing tuberculosis (Hydrocine, Oleozone, Oxydase).

Milk sugar for hay fever (Plantoxine).

Epsom salt for "softening the skin" (Spurmax).

Boric acid for deodorizing purposes (Amolin deodorant powder).

About eighteen months ago the attention of THE JOURNAL was called to a preparation called "Jaroma," marketed by the Jaroma Company of New York City, and advertised to physicians as a specific for sleeplessness. The general tone of the reading matter indicated that Jaroma probably belonged to the same class of humbugs as Oleozone and Plantoxine. As the efforts of the promoters at that time appeared to be devoted more assiduously to the sale of Jaroma Company stock than to the exploitation of the remedy, it was not considered worth while to make an analysis of the preparation. Recently, however, an advertising campaign for the sale of the remedy has been inaugurated both in the lay and to a limited degree in the medical press. A quarter-page advertisement has been appearing in medical journals often supplemented by a "reader" which still further sets forth the supposed merits of the nostrum. In the advertisements in the daily papers the assertion is made that Jaroma is indorsed by the medical profession and in support of this, parts of the "reading notices" from the medical journals are quoted. Once more then we have the edifying spectacle of medical journals lending their pages to the exploitation of a fraudulent "patent medicine" and aiding and abetting in humbugging the public.

Qualitative tests demonstrated that the medicinal portion of the tablets consists of asafetida, calcium sulphate (gypsum) and powdered capsicum, the greater proportion consisting of the two former ingredients.

Thus according to the chemists' report this "new vegetable hypnotic" and "special nerve food" is, essentially, asafetida. Although in rational medicine no hypnotic powers are claimed for this drug it is often prescribed in certain forms of hysteria, while as a condiment, it has been known and used from prehistoric times. Therefore, the only new thing about the stuff is its name and the fraudulent use to which asafetida is put. Jaroma is another of those nostrums which are used to humbug both the public and the medical profession. (*Modified from The Journal A. M. A., Sept. 2, 1911.*)

MERCOLIZED WAX

"Mercolized Wax" is sold by the same concern that exploits Saxolite. It also belongs to the "prescription fake" type of nostrum. It is advertised "to remove the thin veil of dead cuticle and leave the skin dry, clear and beautiful." It was analyzed by the chemists of the Kansas State Board of Health, who reported that it contained:

Ammoniated mercury	10 per cent.
Zinc oxid	10 per cent.
Ointment base (petrolatum and paraffin).	

The stuff is a caustic poison and in the interest of the public safety the law should require that it be labeled as such.

MUNYON'S PILE OINTMENT

The investigation by the *British Medical Journal* (July 11, 1908) of the nostrums most extensively advertised for piles shows that the manufacturers rely either on local applications, internal remedies or both. The local remedies generally contain an emollient base, but few ingredients of active properties. One contained calomel, zinc oxid, phenol, beeswax and soft paraffin, and another lead acetate, croosote, resinoid substance, vegetable tissue, hard paraffin and oil of theobroma. The former preparation is used as an ointment, the latter as suppositories.

The preparation of the greatest interest to us is Munyon's Pile Ointment. The label states: "Munyon's Pile Ointment permanently cures all forms of piles or hemorrhoids and immediately relieves pain, burning, itching and distress at the outlet of the bowels."

According to the *British Medical Journal*: "Analysis showed the ointment to consist of soft paraffin, with a trace of ichthyol sufficient to give a slight odor, but not enough to affect the appearance of the ointment. Experiments showed that 0.2 per cent. or over of ichthyol appreciably darkens the color of soft paraffin, and it appears, therefore, that less than this proportion is present. Estimated cost of one ounce of the ointment, one farthing" (half a cent). Its price in England is one shilling (24 cents) a package. (*From The Journal A. M. A., Sept. 12, 1908.*)

MURINE EYE REMEDY

To be all things to all men is the alpha and omega of successful advertising. An address to Bowery toughs in terms of Chesterfieldian elegance not only would fail to carry conviction, but might lead to mob violence on the part of the audience. This principle, which is recognized by all astute advertisers, is beautifully exemplified in what follows.

Murine Eye Remedy is an "eye lotion" advertised in street cars, on bill boards and fences and in the daily press. During the Chicago session of the American Medical Association the promoters of this nostrum conceived the idea that it might as well work the medical profession in a way that has become classic among certain manufacturers. The following appeared in Chicago newspapers:

The Entire Medical Profession

Are cordially invited to visit our Exhibit and our Offices at Michigan Ave & Randolph St. (Opposite Public Library) while in Chicago, and those unable to do so may send us their address Cards, on receipt of which we will forward by Express ample Supplies of Murine Eye Remedies and Literature

The demand at the Exhibition Hall was so great as to render this notice necessary.

MURINE EYE REMEDY CO.

To lead the public to infer that this company had an exhibit at the American Medical Association meeting was a master-stroke of advertising mendacity. The fact that a large proportion of the laity has confidence in physicians is recognized by the Murine Eye Remedy Company in its advertising to the general public, and the approval which physicians are alleged to accord their preparation is enlarged on.

To those unstable individuals, however, who embrace the various 'pathies and 'isms, and to whom a decent medical man is a *bête noire*, this company appeals through the various freak publications which pander to this class. In one of the best known of this type of periodicals is a three-quarter page advertisement of Murine—the balance of the page being taken up with quotations from Ernst Renan on religion, Wordsworth on nature and Swedenborg on love. The antimedical faddists are told that "a group of business and professional men in Chicago recently banded together to give an ailing public an eye lotion that will further the interests of humanity." How this altruistic spirit does pervade the "patent medicine" fraternity! Everything is done for "humanity"—providing "humanity" will pay the bill! "Of course," continue our eye remedy friends, "many of the Learned Guessers object to this lotion, saying 'things' about it whenever they get the chance—that's natural." Perfectly! "So let the Learned Guessers howl—to howl is an M.D.'s privilege."

WHAT MURINE WAS—AND IS

Before the advent of that potent influence for commercial veracity, the Food and Drugs Act, the carton in which this "eye water" was sold read as follows:

MURINE
A POSITIVE CURE
FOR SORE EYES, RED, INFLAMED AND ITCHING LIDS

Since that law has become operative and a lying label has become illegal instead of merely immoral, the carton bears this legend:

MURINE
A RELIABLE RELIEF
FOR SORE EYES, RED, INFLAMED AND ITCHING LIDS

In the pamphlet which accompanies each bottle of the preparation, we are told that Murine is "compounded by Eye Specialists who have used it successfully in their private practice as Oculists for over twenty years." "Murine is Indicated in Cases of Weak Eyes, Inflamed Eyes, Tired Eyes, Strained Eyes, Children's Eyes, Itching Eyes, Blurring Eyes, Red Eyes" and numerous other kinds of eyes—in fact, Murine is "a Favorite Lotion for those who wear Artificial Eyes."

One is carried back to that delightful character of Mark Twain's, "Colonel Sellers," who was about to put on the market his "Infallible, Imperial, Oriental Optic Liniment, and Salvation for Sore Eyes—the Medical Wonder of the Age! Small bottles fifty cents, large ones a dollar."

The composition of such a unique and universal remedy for all the ills the eye is heir to will naturally interest physicians. Analyses made in the Chemical Laboratory of the American Medical Association gave the following results:

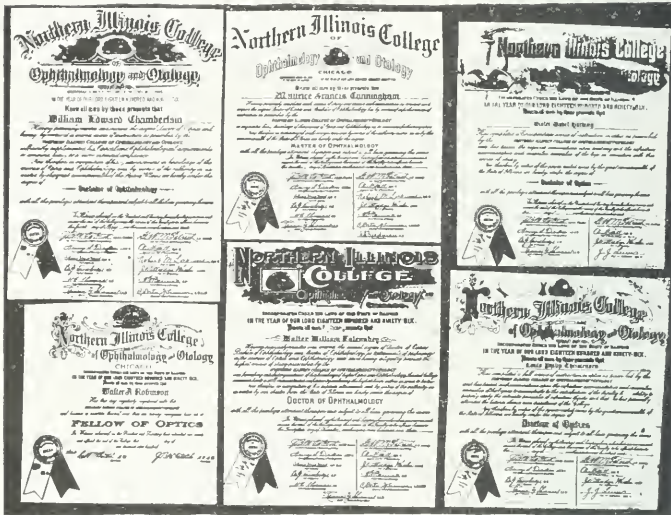
CHEMIST'S REPORT ON MURINE

Murine as found on the market to-day is an amber-colored liquid, practically odorless, having a slightly bitter taste, and giving an alkaline reaction to litmus. From the examination we conclude that Murine is essentially an aqueous solution of borax (2.6 gm. per 100 c.c. or 12 grains to the fluid ounce), containing a trace of berberin or some golden seal preparation.

It is interesting to note that Murine is variable in composition. A sample examined Nov. 30, 1907, contained a carbonate and responded to alkaloidal tests very feebly; while the product to-day contains no carbonate and shows definite traces of alkaloids.

One wonders to what extent the therapeutic action of Murine is due to the price charged for it. If instead of paying \$1.00 an ounce—the price charged—the public could buy it for 5 cents a gallon—the estimated cost—would the removal of such a potent psychic influence have any effect on the virtues of the preparation? The question is not one to be lightly disposed of or settled off-hand.

In all seriousness, however, the law which permits men engaged in such a business to continue the practice of medicine seems lamentably weak. It would seem that the medical profession, if not for its own self-respect, at least for the protection of the public, should have some means of making clear to that public the difference between ethical practitioners of medicine and those, who, posing as such, conduct a business whose success lies in humbugging and deluding the innocent.



Photographic reproduction (much reduced) of some of the ornate diplomas issued by the exploiters of Murine. As the "college" catalogue states, most of these diplomas "frame handsomely 28x28 inches." While this is a college of "otology," it will be noticed that no degree of "fellow," "bachelor," "doctor," or "master" of "otology" is granted. Why the institution is called a college of otology it is hard to guess—possibly because it sounds well.

ITS PROMOTERS AND THEIR "COLLEGE"

The president of the Murine Eye Remedy Company is James B. McFatrieh, M.S., M.D., an eclectic physician of Chicago; the treasurer is George W. McFatrieh, M.D., also an eclectic practicing in Chicago. O. F. Hall is the secretary. These three men are also said to be the directors of the company. The McFatriehs are the originators and practical owners of the business.

In addition to their "patent-medicine" interests, the McFatriehs are, respectively, the president and secretary of a school of spectacle fitters rejoicing in the sonorous title of the "Northern Illinois College of Ophthalmology and Otolaryngology."

This seat of learning confers no fewer than seven degrees, to-wit:

FELLOW OF OPTICS	BACHELOR OF OPHTHALMOLOGY
BACHELOR OF OPTICS	MASTER OF OPHTHALMOLOGY
DOCTOR OF OPTICS	DOCTOR OF OPHTHALMOLOGY
HONORARY DEGREE	

The diplomas issued are, it is needless to say, most ornate, and are well calculated to inspire the mere "layman" with a healthy respect for the erudition of their possessors. As the "college" catalogue states, most of the diplomas "frame handsomely 28 x 28 inches."



Photographic reproduction (reduced) of one of the pages from the catalogue of the "Northern Illinois College of Ophthalmology and Otology." While this "college" apparently does not teach either ophthalmology or otology it does teach spectacle fitting—and incidentally seems to be used to exploit the "Infallible, Imperial, Oriental, Optic Liniment and Salvation for Sore Eyes"—Murine.

Why the term "otology" is added to the title of the "college" has not yet been determined. So far as can be learned, the eye is the only organ which is even supposed to be studied. Possibly "otology" is thrown in for good measure. Incidentally, we would suggest that as fitting of glasses is taught instead of ophthalmology, the latter term would seem to constitute misbranding—but, then, the Food and Drugs Act doesn't apply here.

The catalogue is profusely illustrated with reproductions of the diplomas, and full-page half-tones of the "professors" and of the class-rooms. The pictures show large advertisements of "Murine" on the walls of the class-rooms, the general office being particularly well supplied with these works of art.

The "college" itself is hardly as imposing as its name might indicate. The illustrated cover of the catalogue and the catalogue itself convey the impression that the "Northern Illinois College", etc., is located in the Masonic Temple, one of the largest office buildings in Chicago. As a matter of fact, it is on the third floor of an old building in the wholesale grocery district, and the Murine Eye Remedy Company occupies the same floor. The "college," in fact, appears to be a sort of annex to the "patent-medicine" concern. The only apparent connection between the college and the Masonic Temple is that its "President and Professor of the Principles of Ophthalmology and Otology"—James B. McFatrieh, M.S., M.D.—and its "Secretary and Professor of Clinical and Didactic Ophthalmology and Otology"—George W. McFatrieh, M.D.—have their offices in the latter building.

These gentlemen evidently believe that not only "to howl is an M.D.'s privilege," but also that to commercialize the profession of medicine is equally his privilege. Whether selling a "course" in optics with a "diploma" thrown in for \$25.00, or dispensing Murine Eye Remedy at \$1.00 an ounce, or treating patients professionally—all is grist to their mill.

And the public? Well, P. T. Barnum is authority for the statement that it likes to be humbugged. The danger in the indiscriminate use of this eye water is probably a negative one in most cases. It may, however, by lulling the patient into a false sense of security, and by causing him to temporize, be a very real one. This is realized when we see its use recommended in ophthalmia neonatorum and other conditions equally serious. But "the law allows it," and, as our old friend Colonel Sellers remarked, "There's millions in it." *From The Journal A. M. A., Nov. 7, 1908.*

ODOL

A correspondent asks for the formula of "Odol," a somewhat extensive English toothwash. It is advertised to an enormous extent in Great Britain, but has not as yet been given any great degree of publicity in this country. It has been claimed that the preparation is a by-product of the salol factories, though this has been denied. Formulas representing the results of various analyses have appeared in German pharmaceutical journals, and the following, by Aufrecht, is from Hager's *Handbuch der Pharmaceutischen Praxis*, Ergänzungsband, Ed. 1908.

Alcohol	89.00 per cent.
Water	8.00 per cent.
Menthol	2.00 per cent.
Saccharin	0.05 per cent.
Peppermint oil05 per cent.
Clove oil	0.10 per cent.
Salol like substance	0.05 per cent.

(From The Journal A. M. A., Sept. 27, 1910.)

OXIEN TABLETS

In a report of the work done by the German government at the institute for the examination of foods and drugs, recently published in the *Berichte der Deutschen Pharmazeutischen Gesellschaft*, 1907, page 276, it is stated that Oxien tablets were found to be a mixture of milk sugar, cane sugar, corn starch, oil of sassafras, oil of wintergreen and a bitter principle. The tablets were colored red with eosin. (*From The Journal A. M. A., Oct. 12, 1907.*)

PELLAGRACIDE AND EZ-X-BA

It seems to be a recognized rule of quacks and nostrum manufacturers that the more hopeless the disease the more worthless and the more expensive should be the treatment or the drug offered to the afflicted. This, of course, is simply reducing human suffering to a commercial basis; the greater the suffering, both physical and mental, the more willing is the unfortunate victim to sacrifice everything on the promise of relief; the more hopeless the disease, the less object has the quack or nostrum manufacturer in going to unnecessary expense; where all drugs are worthless the cheapest will be used. This law has long been recognized in the case of cancer and tuberculosis "cures"; olive oil is considered sufficient for the former and flavored sugar for the latter.

The law of the quack and the nostrum faker is apparently finding application in the case of pellagra, a disease which is recognized as being very prevalent in the United States, especially in the South. The mystery surrounding the causation of this disease and the practical uselessness of most remedies has already attracted both the cranks, who (let us be charitable) believe they have found remedies of value (especially for their pocket books), and the typical nostrum manufacturers.

THE JOURNAL has received several requests for information concerning some of these pellagra remedies. A typical letter is the following from a member of a state board of health of one of the southern states:

"I am sending you by express to-day the alleged remedy called EZ-X-BA, put up by the Dedmond Remedy Company as a cure for pellagra. They sell this remedy at \$5.00. I am anxious to have an analysis of this stuff so that I may stop, if possible, the swindling of the public by its sale. It has a large sale in the mill villages of the state, a class of people who seem to be the prey of all the charlatans, quacks and swindlers of the country."

Samples of this "remedy" consisted of an 8-ounce bottle of a liquid and of an envelope containing in some cases, 75, in others 31, sugar-coated tablets weighing about 2 1/2 grains

each. The circular accompanying the packages contained the following statements:

"This remedy contains no drugs, no chemicals, or anything that would injure the most delicate person."

"Nausea and nervousness usually follow in five to fifteen days after the treatment has been started, but this is an indication that the remedy is getting in its work."

"We guarantee the remedy, if taken according to directions, to cure pellagra. If, after taking a reasonable amount, you are not cured, we will refund your money."

More recently samples of what, apparently, was the same "remedy," but bearing a different label were received.

EZ-X-B A
DEDMOND'S PELLAGRA
REMEDY

Guaranteed by Dedmond Remedy Company, under the National Pure Food and Drugs Act, June 30th, 1906.

- For -
PELLAGRA

Prepared by
DEDMOND REMEDY CO.
Belton, S. C.

Price \$5.00

The label on the envelope containing the EZ-X-B A tablets.

PELLAGRACIDE
NATURE'S REMEDY
FOR
Pellagra

PREPARED ONLY BY
The National Pellagra Remedy Co.
SPARTANBURG, S. C.

PRICE \$5.00
This Consists of 1 Bottle of Liquid and
72 Tablets

Guaranteed under the Pure Food and Drug Act
June 30th, 1906

The "Pellagracide" label.

Since the U. S. Public Health Service has for some time been conducting a study of pellagra, inquiry was made of the Hygienic Laboratory of this Service as to whether these preparations had been examined; the samples sent to THE JOURNAL were also forwarded to the Hygienic Laboratory. Dr. Hunt, professor of pharmacology of this laboratory, writes as follows:

"Our attention had already been called to these alleged remedies for pellagra and an examination of them undertaken in the division of pharmacology. The samples received from THE JOURNAL office were also examined; the results were as follows:

EZ-X-BA

The liquid of three of the bottles of EZ X BA had the same appearance; it was of a pale, yellowish color, with slight amounts of flaky material. The contents of a fourth bottle differed quite markedly from that of the others in that it was of a much deeper color, due, as was subsequently found, to the fact that it contained more than four times as much iron as the others.

The liquid was found on analysis to consist essentially of an aqueous, slightly acid solution of iron, aluminum magnesium and calcium sulphates.

PELLAGRACIDE

The sample of the liquid consisted of about 12 ounces of a straw-colored solution, similar in all respects to EZ-X-BA, suspended flaky material being also present.

The results on both the liquid and tablets show that Pellagracide possesses essentially the same composition as EZ-X-BA. In fact the analytical results fall well within the limits of variation in composition reported above EZ-X-BA.

SUMMARY

The analyses show that these alleged remedies for pellagra are of variable composition and contain no substances which could be reasonably expected to have any curative value in this disease; on the contrary, they would tend still further to impair the digestion and so aggravate the condition.

A similar preparation could be prepared at a nominal cost from the partially weathered iron-bearing minerals occurring abundantly in the South by digestion with dilute sulphuric acid."

How long will the United States government not only permit its afflicted citizens to be imposed on in this manner but actually aid the nostrum manufacturers by permitting the use of the "Guaranteed under the Food and Drugs Act" in a manner to lead even the intelligent to believe that the government has some control over such "remedies," and to afford such opportunities for the exploiters of nostrums to deceive the public? (*Modified from The Journal A. M. A., March 2, 1912.*)

PERSPIRO

A physician wrote to THE JOURNAL: "A medical friend wrote a prescription for one of his patients for excessive sweating of the feet, the formula being that of the well-known Thiersche's powder:

R.	gm.		
Salicylic acid	1	or	gr. xv
Boric acid	10		ʒiiss

"The patient discovered he had a 'good thing' and has placed it on the market under the euphonious name of 'Perspiro.' He sells with the powder twelve 1-grain tablets of permanganate of potash with instructions to soak the feet each night in hot water in which is dissolved one of the permanganate tablets. The salicylic acid in the powder attacks the socks so that they are soon full of holes." (From *The Journal A. M. A.*, Dec. 26, 1908.)

POSLAM

A number of inquiries having been received regarding the composition of "Poslam," the preparation was examined in the

GONE!



**Eczema,
Pimples and all
Skin Affections
Disappear
Quickly When
POSLAM
Is Used**

The great satisfaction which comes from finding one's self suddenly rid of some distressing skin affection shows daily in thousands of expressions of praise for **POSLAM**.

Persons who have suffered for years from **ECZEMA, ACNE, TETTER, PSORIASIS, SALT RHEUM, ITCH,** etc., or who have been afflicted with **RED NOSES, BARBER'S ITCH, SCALY SCALP, RASH, DANDRUFF,** etc., have found in **POSLAM** the dependable remedy so long sought which brings permanent freedom from these troubles.

POSLAM works rapidly; the skin quickly responds to its healing power. All itching stops. When used to clear an inflamed **COMPLEXION** or for any minor troubles, results are seen overnight.

POSLAM is actively antiseptic; entirely harmless. **DO NOT ENDURE ANY SKIN TROUBLE WHILE IT IS POSSIBLE TO EXPERIENCE THE GREAT RELIEF AND BENEFIT WHICH POSLAM WILL BRING.** Two Sizes, 50 cents and \$2.00.

POSLAM IS SOLD BY ALL DRUGGISTS

YOU CAN TRY POSLAM FREE!

No one is asked to purchase Poslam without first obtaining a permit. By the all agreement this will be sent free by mail in plain wrapper, to any trader of the New York, to send who will fill out this coupon and send it to THE EMERGENCY LABORATORIES, 32 West Twenty-Ninth St., New York, City. Write Plainly.

Please send me a free sample of Poslam with full directions for use.

Name

Address

This much-reduced reproduction of a Poslam advertisement will be familiar to many newspaper readers.

Association's laboratory. It is evident, from the letters received, that this nostrum is widely advertised. As physicians are likely to be questioned by their patients as to the therapeutic value, or lack of value of "Poslam," it is desirable that they should be in a position to express an intelligent opinion on the subject.

EXAMINATION OF THE PRODUCT

The preparation is found on the market in small three-quarter ounce "trial" tins, and in 5½ ounce jars bearing the name "Poslam," and the name of the manufacturers, "The Emergency Laboratories, 32 West Twenty-fifth street, New York City," with descriptive matter, in which it is stated that "*the success of Poslam in the cure of eczema and all kindred skin diseases has been absolute. . . .*"

Poslam as examined in the Association laboratory was found to be a gray ointment of the consistency of petrolatum and possessing an odor of oil of tar. Qualitative examination demonstrated the presence of zinc oxid, sulphur, starch, tar oil, menthol, salicylic acid and a fatty base, probably petrolatum. From the results of quantitative estimations it was concluded that the composition of Poslam was essentially as follows:

Zinc oxid	12.01 parts
Sulphur	6.67 parts
Corn starch	22.00 parts
Tar oil	15.18 parts
Menthol	} Small quantity of each
Salicylic acid	
Fatty base q. s.	100 parts

From the results of the analysis it can be seen that the preparation depends for its action on such simple remedies as zinc oxid, sulphur and oil of tar. These have long been used and known as more or less effectual remedies for the treatment of skin affections, but certainly do not warrant such claims as are made in the advertising matter sent out with poslam stating it to be "The newest medical discovery for the treatment of eczema and all other skin affections" and ". . . entirely different from anything yet used . . ." (W. A. Puckner and W. S. Hilpert in *The Journal A. M. A.*, May 22, 1909.)

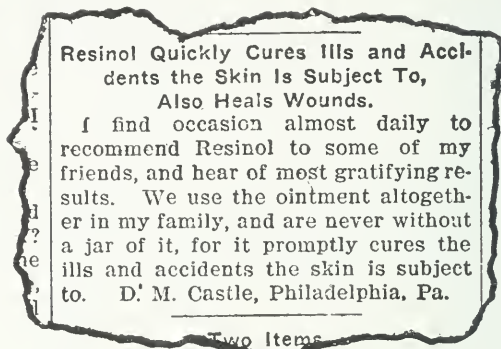
RESINOL

The Philadelphia branch of the American Pharmaceutical Association issued a pamphlet some two years ago in which the following appeared relative to Resinol and similar products:

"Within recent years there have been introduced a number of compound ointments that in their supposed range of therapeutic usefulness are scarcely equalled and certainly not excelled by the magic unguents of the quacks and charlatans of continental Europe, who, several centuries ago, essayed to cure all manner of disease by inunction or the simple application of compound ointments of secret composition.

"As typical of this modern class of panaceas we may mention Resinol. This preparation is being widely advertised at the present time in the daily papers as a valuable adjunct to Resinol Soap in the treatment of all kinds and varieties of diseases of the skin. The makers of this particular mixture,

in the form of an ointment, modestly assert that it will cure all skin diseases, and is also 'A Specific for Pruritus Ani, Itching Piles, and Pruritus Vulvæ.' (From *The Journal A. M. A.*, Nov. 6, 1909.)



Photographic reproduction of a Resinol advertisement in a country newspaper. Resinol is supposed to be an "ethical" preparation and, as such, to be advertised only to physicians in medical journals.

SANITOL

Sanitol is advertised to contain salitrol, limocine, formol, *Plantago major*, menthol and spirits of cologne. Different formulas appear to have been given, one of which contains boracic acid and the other does not. We have no positive information as to the present composition of sanitol, since the composition of nostrums is subject to change without notice, but can refer to an analysis made some time ago. This showed that it contained phenyl salicylate (salol), formaldehyd, menthol and alcohol. Whether it contained *Plantago major* (common plantain) could not be determined, as specific tests for this plant are unknown. The names "salitrol" and "limocine" represent substances which, if they exist at all, are known by those names only to the manufacturers of sanitol. It seems evident that whatever virtues sanitol possesses reside in the formaldehyd, the menthol and the alcohol. What virtue is to be attributed to the salol is uncertain. (From *The Journal A. M. A.*, Aug. 6, 1910.)

SARGOL

Next to the widely-advertised nostrums on the market for the cure of obesity, there are probably no bigger humbugs extant than the preparations sold as "flesh builders." Some of the latter class of fakes are alleged to be local in their action—to build up the bust but to have no effect on the rest of the body. Still others, of which Sargol is one, are sold as general "flesh builders." Sargol, which if we believe the advertisements,

"makes puny, peevish people plump and popular," is sold by the Sargol Co., of Binghamton, N. Y., a concern which is said to be owned by Wylie B. Jones, an advertising man, and Oliver C. Kingsley. The stuff is advertised on both sides of the Atlantic and was recently analyzed by the chemists of the British Medical Association who reported that they found the Sargol tablets "to contain lecithin, hypophosphites of calcium, sodium and potassium, zinc phosphid, sugar, albumin and insoluble protein with tale, kaolin or some mineral matter, evi-

FREE FLESH BUILDER

Any Man or Woman Can Now Be Plump and Well Developed

50 CENT PACKAGE FREE



Admiring eyes are always turned towards well-formed folks.

Just because you are thin and underweight do not think you have to stay in that condition.

Thanks to a new discovery, you can be plump, symmetrical, well developed and vigorous, with the bones covered with good solid flesh, the hollow places filled out, and the cheeks and face made plump, full and attractive.

And the beauty of it is, it will cost you a penny to see whether this treatment will do all this for you or not. As a **50-cent package** will be sent you by mail without charge, if you simply write for it. Use coupon below.

There is no strenuous exercising required, no drastic diet necessary. All you have to do is to be taken four times a day, a little tablet of Sargol, the new flesh-building product, then weigh yourself once a week to note the increase as the pounds pile on.

This new treatment increases the red corpuscles in the blood, stimulates the nerves and puts the digestive tract into such shape that your food is assimilated and turned into good, solid, healthy flesh. Taped off papers through the **water unabsorbed** and measure listed. It is a **thoroughly scientific principle**, this Sargol, and builds up the thin, weak and debilitated without any dangerous dosing. In many conditions it is better than cod liver oil and certainly is much pleasanter to take. Simply cut out the coupon in this getting and send it with your name and address and 10 cents, to pay distribution expenses, to the Sargol Company, 97-S Herald Building, Binghamton, N. Y., and you will receive by prompt mail a regular 50-cent package without charge and without incurring any obligations.

COUPON

This certificate and 10 cents to help defray distribution expenses entitle the holder to one 50-cent package of Sargol, the home treatment which makes thin folks plump and attractive.

GOOD FOR TEN DAYS.

The Sargol Co.,
97-S Herald Building
Binghamton, N. Y.

This is an advertisement of Sargol which its vendors claim "makes puny, peevish people plump and popular." Apparently the advertisement is intended to convey the idea that if a woman has to hang onto a strap in a street-car because all the seats are filled with men, she will derive great satisfaction from an otherwise uncomfortable position if she has previously taken Sargol and thus become "plump and popular."

dently added as an excipient." The amounts actually reported found were:

Sugar	18.0	per cent.
Insoluble protein (coagulated albumin?)	10.8	per cent.
Sodium and potassium hypophosphites..	7.7	per cent.
Albumin (soluble)	4.2	per cent.
Lecithin	1.9	per cent.
Zinc phosphid	0.7	per cent.
Talc, kaolin, moisture, etc.		

The British chemists estimated that the cost of the materials for thirty of these worthless tablets was about 2½ cents; they are sold for \$1.00.

SARSAPARILLA

Spring seems to be the time of year when the various sarsaparilla nostrums are brought to the front with the plea that they will rehabilitate or reconstruct the human body and purge it of all left-over winter infelicities. As a matter of fact sarsaparilla has no local action, and when taken internally is practically devoid of any physiologic action whatever. The only active principles that it possesses are present in such small amounts as to be practically negligible. If there is no physiologic activity to the drug, nothing that can be demonstrated, it certainly has no unusual value. The fact that the drug (if it deserves the name) is almost never used alone, that it is almost always combined with something more active such as potassium iodid (potash), renders even a concealed activity and value doubtful.

Sarsaparilla seems to have been introduced into Europe, in the sixteenth century, as a treatment for syphilis. It was used for this disease for about a century, and then on account of its supposed worthlessness, was dropped and more or less forgotten. But late in the eighteenth century it was again brought to notice and urged as a drug of value in syphilis, and as a general alterative in obscure diseases. For a great many years its virtues have been lauded and its value urged by nostrum and patent-medicine firms.

To show how little value even nostrum venders believe sarsaparilla itself to have, one has but to study the analysis of various nostrum sarsaparilla mixtures. In part second of the 1911 annual report of the Connecticut State Agricultural Experiment Station, page 188, occurs the following:

Nine samples of proprietary compound extracts of sarsaparilla were analyzed. According to the labels they are of most complex composition. The following drugs, according to the labels on these bottles, are included in their preparation: sarsaparilla, yellow dock, stillingia, burdock, licorice, saffraas, mandrake, buckthorn, senna, black cohosh, poke-root, wintergreen, cascara sagrada, cinchona bark, prickly ash, alcohol, glycerin and iodids of potassium and iron.

The only possible value of this combination of drugs is the cathartic action of the well-known senna and cascara sagrada, etc., the tonic action of the iron, the appetizing action of the cinchona, the very potent action of potassium iodid, and the possible desired effect of alcohol. It is seen that the sarsaparilla is so overpowered that if it had any action it could not be found.

The Massachusetts State Board of Health, quoted in this report, remarks that the majority of laymen, while mistakenly believing sarsaparilla to have therapeutic powers, know that

it is harmless; therefore its combination with an active drug like potassium iodid, in a supposedly harmless preparation sold by druggists, grocers and department stores, is censurable. Potassium iodid can generally do harm in large doses, and may do harm in small doses.

The Connecticut report goes on to state that the labels of five samples of these sarsaparilla preparations claimed to contain from 7 to 27 per cent. of alcohol. One contained 22.5 per cent. of alcohol, although none was stated on the label. Three samples contained a large amount of glycerin. Many contained sugar in the form of molasses.

A. D. S. (American Druggist Syndicate) Sarsaparilla Compound:—This is said on its label to be "a preparation of vegetable substances that eliminates poison from blood and tissues." This is not a patent medicine, but a premium remedy selected and warranted by an association of 12,000 qualified druggists." This "vegetable" preparation contained 7.5 grains of potassium iodid per fluidounce. It is therefore misbranded.

Ayer's Compound Concentrated Extract of Sarsaparilla:—This contains 53.5 per cent. of glycerin and no alcohol. This preparation was found to contain 3.4 grains of potassium iodid per fluidounce.

Calahan's Own Sarsaparilla:—Claims to be the "king of all purifiers." It contains 5.6 grains of potassium iodid to the fluidounce. It is a highly alcoholic preparation.

Hood's Compound Extract of Sarsaparilla:—The label states, "contains 18 per cent. of alcohol, the smallest quantity that will extract and preserve all the remedial properties of the ingredients." This contained 4.4 grains of potassium iodid per fluidounce.

Jamieson's Compound Extract of Sarsaparilla:—This stuff contained 1.4 grains of potassium iodid per fluidounce.

Nyal's Spring Sarsaparilla Compound:—The label says that "the cultivation of cheerfulness of mind, purity of life, and habits of cleanliness greatly conduce to aid the medicine in the cure of disease." The Connecticut report remarks that "this delightful truism cannot be contradicted." Glycerin in this preparation has been substituted for alcohol, and it claims to contain 4.5 grains of iodids of potassium and iron per fluidounce. Potassium iodid was calculated to be present, 3.4 grains per fluidounce.

Sayle's Compound Extract of Sarsaparilla:—This was found to have a high alcohol content and 3.4 grains of potassium iodid per fluidounce.

Rexall Sarsaparilla Tonic:—This contained 22.5 per cent. of alcohol by volume, not declared on the label. It is therefore misbranded. It contained no iodids.

Wilson's Compound Sarsaparilla:—This preparation contains the warning on its label: "Patients should cautiously avoid the use of beer and alcoholic stimulants even in small

quantities, which is distinctly calculated to produce the very diseases which they wish to cure." Such advice, says the Connecticut report, is "most refreshing when connected with a preparation containing 5.1 per cent. of alcohol, more than is usually found in beer itself." This preparation contained no iodids, but over half of its very high solids consists of molasses.

It is extremely improbable that there is any therapeutic value in sarsaparilla, or that there is any indication whatsoever in medicine for the use of sarsaparilla as a medicament. (*Modified from The Journal A. M. A., May 4, 1912.*)

SAXOLITE

Saxolite is a "wrinkle eradicator" sold under the prescription fake method. It is said to be manufactured by the Dearborn Manufacturing Company, Chicago. Advertisements, published to simulate reading matter, recommend the purchase of one-half pint of witch hazel and one pound of powdered Saxolite. These are to be mixed and, if we are to believe the exploiters—which we are not—will not only eradicate wrinkles but will remove double chin and baggy cheeks. Saxolite was analyzed by the state chemists of Kansas, who report that it has the following composition:

Alum	52%
Epsom salts	48%

The actual effect of this mixture is to cause a temporary "tightening" of the skin that will be followed by a more pronounced "bagginess." This makes the nostrum a good "repeater," an element that is essential to the continued sale of fraudulent preparations of this kind. (*From The Journal A. M. A., April 13, 1912.*)

TANSAN MINERAL WATER

"Physicians are being solicited by mail to buy stock in The Tansan Mineral Water Company, 'an investment opportunity of unique possibilities,' shares one dollar each. The promoter is G. C. C. Howard, Eastern Manager and Selling Agent, 1626 Spruce Street, Philadelphia. Mr. Howard avoids a large part of the expenses common to promoters of his kind, by distributing some of his literature postage free under the frank of the Hon. Boies Penrose. Senator Penrose's home is pretty close to 1626 Spruce Street; nevertheless we are sure his faults, which are many and big, do not include this sort of petty advantage of his Senatorial privilege."—Mark Sullivan in *Collier's*. (*From The Journal A. M. A., Jan. 8, 1910.*)

THACHER'S WORM SYRUP

Dr. Thacher's Worm Syrup is put on the market by the Thacher Medicine Co., Chattanooga, Tenn., under the following claims:

"Dr. Thacher's Worm Syrup is scientifically prepared from materials which are known to have a sure and safe effect on the child and to leave it in a healthy condition."

It is said to "act on the liver and bowels" and to "relieve all pain." The instructions that appear on the label direct "no oil or physic to be taken after the dose." An Alabama physician reports a fatal case of poisoning in a 5-year-old child from the use of this nostrum. The child, a girl, having complained of pain in the abdomen was given a dose of castor oil. The following day, after an indiscretion in diet with a return of the pain, another dose of oil was given and at the same time a teaspoonful dose of Dr. Thacher's Worm Syrup. On the third day three more teaspoonful doses of the Worm Syrup were given at three-hour intervals. By this time the child was drowsy and listless, and unable to urinate. On the morning of the fourth day, the child became unconscious and the physician was summoned.

A diagnosis of santonin poisoning was made and treatment immediately instituted. While a slight temporary improvement was noted, the patient gradually weakened and died six days after the ingestion of the first dose of the "worm syrup."

Unbroken packages of Thacher's Worm Syrup were obtained, and examined in the Association's laboratory to determine whether there was santonin in the product, and if so, in what quantity. The preparation comes in bottles containing a little more than $1\frac{1}{2}$ fluidounce (47 c.c.). It is a thick, dark-brown syrup having the odor of cloves and anise and a sweet, anise-like flavor. The preparation contains a noticeable amount of small, grayish crystals in suspension. These crystals were found by qualitative tests to be nearly pure santonin. Alkaloids were absent. The quantitative examination indicated that the preparation contains about 1.11 gm. (18 grains) of santonin in each 100 c.c. ($3\frac{1}{2}$ fluidounces), the greater proportion of this drug being in suspension. This means that each teaspoonful dose of the nostrum contains about $\frac{2}{3}$ of a grain of santonin.

A number of cases of fatal poisoning are reported in the literature on santonin. In reporting a case of total blindness produced by santonin in a 5-year-old girl, Baxter has recently stated that no children under 2 years of age should ever be given santonin and, that even when given to older children, serious complications are liable to be produced. This is especially the case when it is given with castor oil, which increases its solubility.

It is evident, therefore, that a nostrum such as Thacher's Worm Syrup, which contains santonin in poisonous quantities, has no place among domestic remedies. The manufacturers of this preparation will probably protest that in the case of Dr. Watkin's patient the parents deliberately went counter to the instructions by administering castor oil in conjunction with the "worm syrup." Such an excuse is not a valid one because discrimination cannot be expected from the public in the self-administration of "patent medicines."

There is nothing about the package or on the label to denote that Thacher's Worm Syrup contains a dangerous poison. On the contrary the nostrum is said to have a "safe effect on the child and to leave it in a healthy condition." Furthermore, it is suggested that it can be "spread on bread or cake." In view of these things, it is absurd to suppose that the average mother would consider that there was anything harmful in Thacher's Worm Syrup and, being likewise convinced of the harmlessness of castor oil, it is not surprising that these two drugs should be given at the same time.

Even when given under the supervision of a physician, dangerous by-effects have been noticed from the administration of santonin. Total blindness and even death have followed the use of this drug in children. That it should be placed on the market with no warning as to its toxicity and sold as "safe" medicine for children is little less than criminal. (*From The Journal A. M. A., July 15, 1911.*)

TIZ

A widely advertised toilet article, which is of a medicinal nature, and about which we have had numerous inquiries, is sold under the name of Tiz by Walter Luther Dodge & Co., Chicago. Tiz, we are told, is "a new scientific, medical toilet tablet." Some other claims made for the preparation are:

"It is different from anything ever before sold."

"Small shoes can be worn by using Tiz."

"Guaranteed to cure Corns, Callouses, Bunions, Frost Bites, Chilblains, Ingrowing Toe Nails, Tired, Aching, Swollen Nervous, Sweaty, Bad Smelling Feet."

"Draws out all poisonous exudations which bring on soreness of the feet and is the only remedy that does."

"Cleans out every pore and glorifies the feet—your feet."

From the amount of money that is spent on advertising this stuff, it would seem that the number of people who suffered from the minor pathologic states above described is large. Of course, testimonials are used in true "patent-medicine" style. We learn, for instance, that Mrs. Crockett of Jeffersonville (state not mentioned) had been unable to walk down stairs for five years "except by stepping down on each step with one foot at a time"—the intimation being, apparently, that most people walk down stairs with both feet at a time. In any case, we learn that "after the second treat-

ment she walked down stairs one foot at a time." The lady's husband, who sends in this testimonial, closes by saying: "This is remarkable. Send five more boxes." Doubtless by the time the fifth box is used Mrs. Crockett will be spry enough to slide down the banisters.

To determine the composition of this wonderful remedy an examination of Tiz was made in the chemical laboratory of the American Medical Association. Our chemists' report follows:

LABORATORY REPORT

"Tiz is sold in the form of tablets, of which a 25-cent package contains from twenty to twenty-five. Neither on the label of the package nor in the circular accompanying it is there any statement concerning the composition of the preparation. The tablets weigh about 1.14 gm. (17½ grains) each. Qualitative tests indicated the presence of aluminum, potassium, a sulphate, tannic acid, salicylic acid, powdered talcum and starch. Quantitative determinations of the aluminum, the sulphate and the salicylic acid were made. An approximate estimation of the sum of the starch and talcum was made by determining the portion insoluble both in water and in alcohol. From the loss on the ignition of this fraction the relative proportions of starch and talcum were estimated. From the results of the examination it is believed that a tablet having the following composition would have properties similar to Tiz:

Alum	60 per cent.
Tannic acid	10 per cent.
Salicylic acid	5 per cent.
Talcum (Tale)	5 per cent.
Starch	20 per cent.

Here again, we find the time-worn scheme of taking advantage of facts well-known to the medical profession and dressing them in the fantastic garb of quackery. For years physicians have prescribed these astringent drugs for the alleviation of excessive local sweating. Yet the impression is given that such a use was never before conceived. According to the directions for using, the tablets are to be dissolved in water and the feet soaked in the solution and allowed to dry without wiping. The result of such treatment, of course, is to deposit on the feet in a finely powdered state the alum, tannic acid, salicylic acid and starch of which the tablets are composed. And yet the exploiters of Tiz emphasize the following claims:

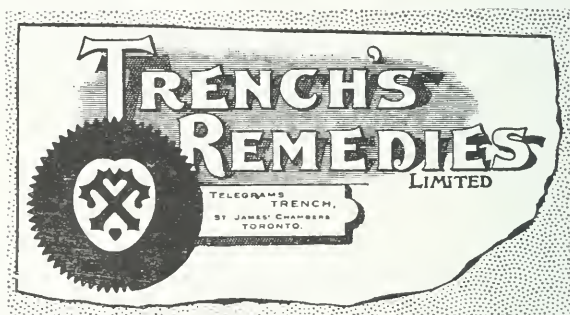
"Tiz is not a powder. Powders and other foot remedies clog up the pores."

Like most nostrums, Tiz is exploited with a delightful disregard for the truth. When a man, or a group of men, goes into the "patent-medicine" business, it seems to be a fixed policy to cast truthfulness to the winds. Apparently, it is against the ethics of the business to use either moderation or veracity in making claims for the preparation exploited. (*From The Journal A. M. A., Dec. 2, 1911.*)

TRENCH'S EPILEPSY CURE

Those who have followed the trend of events in the "patent medicine" world have noticed that since the passage of the Food and Drugs Act there has been a great increase in the number of remedies sold as cures for epilepsy. Possibly it would be more correct to say that there has been a great increase in the advertising appropriations made for this class of nostrums. The reason is not far to seek. The bromids are powerful drugs and produce well-marked physiologic effects. Given in quantities that no physician who respected his patient's welfare—or his own reputation—would dare to prescribe, they produce effects that impress the layman with their potency. The purchaser mistakes a temporary suppression of the attacks of epilepsy, produced by large quantities of bromids, for a cure. The presence of this powerful drug does not have to be declared on the label, which doubtless accounts for its wide-spread use under the present law.

"Trench's Remedy for Epilepsy and Fits" is made by Trench's Remedies, Ltd., Dublin, Ireland. It is advertised



Photographic reproduction of a portion of the letterhead used by Trench's Remedies, Ltd.

by the methods usual to such concerns—newspaper advertisements and booklets containing testimonials. A fake analytical report from the "analyst," Granville H. Sharpe of London, who makes a business of furnishing "certificates" for pay, is also used as an advertising asset. The nostrum comes in two forms—liquid and powder. It is sold in the liquid form in Great Britain and in the powdered form elsewhere. Both preparations have been analyzed by the chemists of the British Medical Association. The formula reported for the liquid form was:

Potassium bromid	70 grains.
Ammonium bromid	10 grains.
Sugar	72 grains.
Fuchsin, enough to color.	
Water, sufficient to make.....	1 fl. oz.

The powdered form, which is sold in the United States and also in Canada and the other British colonies comes in quarter-, half- and full packages. The quarter-package contains $11\frac{1}{4}$ ounces of a dark brown, coarsely granular powder which is to be dissolved in one pint of warm water. The formula of the powder was reported to be:

Potassium bromid	61 parts.
Moist brown sugar.....	39 parts.

When this was dissolved in water, according to directions, the finished mixture was calculated to contain:

Potassium bromid	120 grains.
Moist brown sugar.....	77 grains.
Water to make.....	1 fl. oz.

It will be seen that there is a noticeable difference between the preparation sold for home consumption and that sold for use in the United States and in the British colonies. The powdered form contains no ammonium bromid but the amount of potassium bromid in it is greater than the combined ammonium and potassium bromids in the liquid form.

The dose recommended for both of these preparations containing such powerful drugs is: "*The patient should take enough to arrest the attacks completely, [italics in the original] but not enough to cause drowsiness or giddiness.*"

The enormous harm that may be done by such indiscriminate use of bromids can best be described by quoting Dr. W. T. Spratling in his testimony before a United States court. Dr. Spratling is an authority on epilepsy and was for many years Superintendent of the Craig Colony for Epileptics at Sonyea, N. Y.:

"The colony has ascertained through the analysis of nearly thirty of the more widely advertised patent nostrums for the 'sure cure' of epilepsy that the bromid is the base of them all.

"Many of these quack remedies so glowingly set forth in the public prints, possess the power of suppressing the attack for a time, but it is suppression only, not cure, and the patients are always worse afterward.

"If pushed too far, death may intervene from acute bromid poisoning. This happened in the case of a boy of 12 years, whom I knew, whose parents gave him too frequent doses of a patent nostrum, the essential ingredient of which, as with the bulk of patent epileptic cures, was bromid of potassium.

"It is a frequent experience to see patients brutalized by bromid, go months without fits, but with a loss of mental and physical activity."

It is evident that the number of drugs in "patent medicines" whose presence should be declared on the label should be increased. At present there are but thirteen drugs and their derivatives whose presence the public has any means

of knowing! Such powerful poisons as arsenic, strychnin, prussic acid, phenol (carbolic acid) and ergot may be used in "patent medicines" in any quantity that the manufacturer sees fit and the public is entirely in the dark regarding their presence. The same is true of the depressing bromids. It is high time that the list of "declared" drugs be extended. When this is done, the number of epilepsy "cures" will be decreased and the safety of the public increased—(*From The Journal A. M. A., June 29, 1912.*)

TYREE'S ANTISEPTIC POWDER

When the history of the "patent medicine" business comes to be written impartially and fairly, it will be realized that we, the medical profession, have been in no small degree responsible for its growth. Not a few widely advertised nostrums owe their commercial success solely to the ill considered use accorded them by physicians, to whom they were first exploited. As a well-known and brilliant advertising man once said:

"The patent medicine of the future is one that will be advertised only to doctors. Some of the most profitable remedies of the present time are of this class. They are called proprietary remedies. The general public never hears of them through the daily press. All their publicity is secured through the medical press, by means of the manufacturer's literature, sometimes gotten out in the shape of a medical journal, and through samples to doctors. . . . The medical papers will reap the harvest and the physician himself, always so loud in the denunciation of 'patent medicines,' will be the most important medium of advertising at the command of the proprietary manufacturer. In fact, he is that to-day."

Of the conditions here described probably no better example can be found than Tyree's Antiseptic Powder. For years this preparation was advertised to the medical profession under claims that were fraudulent as to both composition and therapeutic effect. Analyses published in *THE JOURNAL*¹ proved that the formula given out by Tyree was absolutely false and that the preparation was, essentially, nothing but a simple mixture of sulphate of zinc and boric acid.

From the first it would seem, that the manufacturers of this mixture had for their objective point that period when, thanks to the use of the nostrum by physicians, it would be widely purchased by the public. Lavish advertising was done in medical journals and Tyree's Antiseptic Powder gained admission to the pages of even those journals which required the publication of a "formula"—for a formula was forth coming. *THE JOURNAL* itself, until seven years ago, carried the advertisements with a "formula" until chemical examination proved the falsity of the formula, and of the therapeutic

1. Oct. 20, 1906, and May 18, 1907.

expensive newspaper advertising, is cause for optimism. It means that physicians are no longer prescribing, indiscriminately, proprietary products and that they are refusing to be, what they have been in the past, the unpaid distributing agents for nostrum venders.—(From *The Journal A. M. A.*, Aug. 24, 1912.)

VILANE POWDER

Vilane Powder is sold as a "concentrated powerful antiseptic germicide and disinfectant" by the Blackburn Products Co. of Dayton, Ohio. This concern sells a number of nostrums under fraudulent claims and by dishonest methods. One of its methods of advertising is to publish, in such newspapers as will accept it, a fake answer-to-correspondents department entitled "The Doctor's Answers on Health and Beauty Questions. By Dr. Lewis Baker." Each of these answers contains recommendations for certain combinations of drugs, each combination containing as one of its ingredients a "patent medicine" put out by the Blackburn Products Co. Vilane powder is recommended for "catarrh, hay fever, leukorrhœa, hemorrhages, tonsillitis and sore throat." It was analyzed by the North Dakota chemists who reported it to be a mixture of washing soda, cooking soda, common salt, sodium salicylate and a little thymol; or, to tabulate:

Common salt	42.4%
Sodium carbonate (washing soda)	14.1%
Sodium bicarbonate (cooking soda)	21.0%
Sodium salicylate	4.6%
Thymol	0.1%

The North Dakota laboratories tested this mixture for its germicidal power and found that it did not possess any germ-killing action whatever. To quote: "As a germicide, this preparation is valueless and the claims made are absolutely false and misleading. It has very slight antiseptic properties due to the small amount of salicylic acid it contains." (From *The Journal A. M. A.*, April 13, 1912.)

VAPO-CRESOLENE

Vapo-Cresolene has been examined in the American Medical Association's laboratory and the chemists' report follows:

According to the statements on the trade package, Vapo-Cresolene "is a product of coal-tar possessing far greater power than carbolic acid in destroying germs of disease." It is recommended as a remedy for a number of diseases, including croup, catarrh and diphtheria. According to the manufacturers, it should be used only in "the Cresolene vaporizer," which makes it "unequaled for the disinfection of sick rooms" and the "safest and simplest method of destroying infection and purifying the air." From the examination we

conclude that Vapo-Cresolene is essentially cresol and corresponds in every respect to cresol of the U. S. Pharmacopeia.

This report indicates that Vapo-Cresolene is a member of that class of proprietaries in which an ordinary product is endowed, by the manufacturer, with extraordinary virtues. The type is so common and has been referred to so frequently that but for the dangers attendant on the inhalation of any of the phenols, this particular product need not have been mentioned. (*From The Journal A. M. A., April 4, 1908.*)

WHEELER'S NERVE VITALIZER

Wheeler's Nerve Vitalizer has been analyzed in the laboratory of the American Medical Association, and the chemists' report follows:

Wheeler's Nerve Vitalizer was packed in a carton bearing the name of the preparation, its manufacturers, "The J. W. Brant Co., Ltd., Albion, Mich.," and an exhaustive list of the diseases for which the product is intended, beside the general statement that it is a cure for "all nervous diseases." The "Vitalizer" is a brown, syrupy liquid having a peculiar salty taste partially masked by licorice. Qualitative tests showed the presence of sodium, potassium and bromin. Quantitative determinations indicated the presence of 12.61 gms. of potassium bromid and 6.30 gm. of sodium bromid in each 100 c.c. of the "Vitalizer." This is equivalent to 9.73 grains of potassium bromid and 4.86 grains of sodium bromid to the fluid dram; a quantity of bromids equivalent to 15.35 grains of potassium bromid.

It would seem from the above report that the label, "Nerve Vitalizer," is a misnomer and constitutes a misbranding very similar to, if not legally identical with, that for which Harper was convicted of violating the Food and Drugs Act. It is certainly not a matter of indifference that delicate women should drug themselves with large doses of depressing agents like the bromids in the supposition that they are toning up an exhausted nervous system with a vitalizer.

The danger of the recommended dose equivalent to over sixty grains of potassium bromid, to be taken indiscriminately by the laity, is evident. Equally vicious is the suggestion that in certain conditions the drug should be used four times daily "for at least one year;" should such advice be followed bromism will inevitably result. The question arises in this connection whether the law ought not to take cognizance of substances as potent for harm as are the bromids, as well as of those drugs which are now included in the list. (*From The Journal A. M. A., April 11, 1908.*)

PRESCRIPTION FAKES

A FAKE "ANSWERS TO CORRESPONDENTS" DEPARTMENT

One of the "features" of the modern metropolitan daily is the "Woman's Page," in which is given, for the education or delectation of feminine readers, reading matter that ranges from the useful to the inane. Naturally enough, we find the important subject of care of the health learnedly (?) discussed by the "Madames" or "Mademoiselles" who have charge of these departments. To the "patent-medicine" advertiser who would deceive the reader by publishing his advertisement in "reading-matter" style, space on these "woman's pages" is a valuable asset. A form of deceptive advertisement that of late has become very popular with nostrum exploiters has previously been referred to in these columns as "prescription fakes." The advertisements are usually set as reading matter and contain information regarding the treatment of some physical ailment by means of the drugs contained in an innocent looking formula; usually all the drugs but one are official, the exception being a "patent medicine" with a name not unlike the pharmacopeial preparations. A modification of the "prescription fake" type of advertisement forms the subject of this article.

For several months past many newspapers have been carrying on the "woman's page" what, to the uninitiated, appears to be a department devoted to answering queries regarding health. The "department" is entitled "Health and Beauty Talks," or "Health and Beauty Helps," or "Aids" or "Secrets"—the last word of the title varying with the copy. Under the title is the legend "By Mrs. Mae Martyn." The subject-matter consists of information (?) on questions of health, given in the "answers to correspondents" form; the first and last "answer" usually makes reference to none but simple home remedies or pharmacopeial preparations. For instance:

Q.: A good foot wash is made of a pint of water, to which are added a tablespoonful of salt and a pinch of alum and a few drops of arnica.

Every other "answer," however, contains a "joker" in the form of a nostrum, which is referred to in such a way as to lead the unsuspecting reader to imagine that it is but an ordinary official drug. Thus, in the advertisement before us, there are nine replies. Here is a sample:

Ethel J.: (1) It made me happy to read your letter. I am glad you think so well of my recipes that you cut them out and pass them along to your friends. None should have difficulty in getting from her druggist any ingredient I name, for I never advise the use of anything that is not sold in first-class

and the wording of the "answers" varying, but the usual changes being rung on spurmax, crystos, almozoin, canthrox, quinola, parnotis, kardene and luxor.

Should the innocent reader go to the drug store and ask, say, for four ounces of spurmax, she is given the inevitable "original package," consisting of a tin box bearing a label with the name of the preparation, the method of using it and the various conditions for which the nostrum is recommended. There is also the statement: "made by H. S. Peterson & Co., 95-97 Kinzie St., Chicago." The company putting out these medicinal agents is not a firm of pharmaceutical chemists, but, we understand, manufactures flavoring extracts and does business largely by means of women agents throughout the country.

Four of these deceptively advertised nostrums were analyzed in the Association's laboratory. The laboratory report follows:

Almozoin

Almozoin, as found on the market, is a pale pinkish-white powder, having a faint odor like benzaldehyd. Qualitative examination of almozoin demonstrated the presence of magnesium, sodium, tragacanth, a carbonate and a borate. Free boric acid, ammonium salts and sulphates were absent. Magnesium and the borate radicle were determined and the tragacanth was approximately estimated. From the results of the examination it would appear that the composition of almozoin is essentially as follows:

Tragacanth (gum tragacanth).....	40 per cent.
Sodium borate (borax).....	40 per cent.
Magnesium carbonate	20 per cent.

[Retail price of almozoin, one-half dollar; estimated cost of ingredients, three cents.]

Crystos

The specimen package of crystos which was purchased contained about one ounce and was a coarse, white, odorless powder. Qualitative tests demonstrated the presence of chlorid, free boric acid, borate, sodium and traces of sulphate. Alkaloids, ammonium salts, carbonates, heavy metals and potassium were absent. Determinations of chlorid and of free and of combined boric acid were made, from which it would appear that the composition of crystos is about as follows:

Dried sodium borate (dried borax).....	20 per cent.
Sodium chlorid (common salt).....	20 per cent.
Boric acid	60 per cent.

[Retail price of crystos, one-half dollar; estimated cost of ingredients, one cent.]

Parnotis

Parnotis is a pale, cream-colored, fine powder, having an odor resembling cologne, which dissolves in water and forms a turbid solution, which becomes clear by filtration. Qualitative examination of the preparation demonstrated the presence of a bicarbonate, sulphate, sodium and traces of chlorid and of iron. Quantitative determinations of the sulphate and of the bicarbonate were made, from the results of which it would appear that parnotis consists essentially of:

Impure anhydrous sodium sulphate.....	25 per cent.
Sodium bicarbonate	75 per cent.

[Retail price of parnotis, one-half dollar; estimated cost of ingredients, less than two cents.]

Spurmax

Spurmax is a pink, crystalline powder, highly perfumed. Qualitative tests demonstrated the presence of magnesium and of a sulphate. The absence of more than traces of chlorid, carbonate, organic compounds and heavy metals was shown by the usual tests. Quantitative determinations were made for magnesium, for sulphate and for water. Microscopic examination indicated that the coloring matter was very unevenly distributed throughout the preparation, some crystals being colorless, while others were very highly colored. Essentially, spurmax consists of:

Crystallized magnesium sulphate (Epsom salts).....	100 per cent.
Perfume	trace
Coloring matter	trace

[Retail price of spurmax, one-half dollar; estimated cost of ingredients, one cent.]

NEW FORM OF AN OLD TRICK

Spurmax, then, when subjected to the critical light of analysis and shorn of the hypothetical virtues with which "Mrs. Mac Martyn" invests it, proves to be Epsom salts colored pink and rendered highly odoriferous; the "flesh reducer that . . . should reduce your weight 10 pounds in a few weeks," contains, apparently, nothing more marvelous than sulphate and bicarbonate of soda—and so it goes. The old, old trick of the charlatan, the quack and the nostrum exploiter is again in evidence: Give some well-known drug a fancy name, disguise it physically if possible, advertise it as possessing marvelous virtues and sell it at a price out of all proportion to its value.

The petty dishonesty shown in the method of exploiting these nostrums by means of a fake "woman's department" is disgusting. That otherwise reputable newspapers should sell their pages for such a bare-faced deception and defraud their readers by giving editorial sanction—for that is what a fake "answers to correspondents" department does—to a "patent-medicine" humbug, does not tend to increase one's confidence in

the daily press. It is but fair to say, however, that some of the more particular papers insist on making plain to the reader that the thing is an advertisement, either by placing the abbreviation [Adv.-] after the last "answer," or else by placing the matter on a page given over wholly to advertising. Such a course at least gives the reader some protection, as any advertisement inspires the attitude of *caveat emptor*.

Doubtless the financial returns from this style of advertising are a potent influence with those newspaper proprietors who are willing to carry this matter in the form of an original department. Advertisements as "straight reading matter" come high, but the profits derived from the sale of Epsom salts at \$2 a pound are probably sufficient to bear it. Meanwhile, the "ultimate consumer," as usual, pays the bills. (*From The Journal A. M. A., Dec. 11, 1909.*)

KARGON

In response to requests for information regarding the composition of Kargon, we had the preparation analyzed. From the reports of our chemists this nostrum appears to contain potassium acetate and buchu as the essential constituents. One chemist concludes his report as follows: "This wonderful remedy, then, seems to be acetate of potash, about 15 grains to each teaspoonful, and fluid extract of buchu." Another chemist states: "Kargon contains buchu, potassium acetate, glycerol and 18 per cent. alcohol."

The nostrum is put up by the Kargon Extracting Company of Cincinnati, the title "extracting" evidently referring to the process to which the gullible public's purse is subjected. The mixture is advertised as "being composed of common every-day vegetable (?) ingredients" as being better than "patent medicines" which are largely "alcoholic concoctions." The method of advertising is as ingenious as it is misleading. Appearing, in many cases, as solid reading matter, it discourses on the importance of the free action of the kidneys as an essential to health. A harmless-looking prescription is then given, consisting of Fluid Extract of Dandelion, Compound Kargon and Compound Syrup of Sarsaparilla, which can "be procured from any good pharmacist and mixed at home." The "Compound Kargon" is always carefully sandwiched between the two pharmacopeial preparations with but one evident object in view, that of leading the public to suppose that Kargon is but one of the numerous standard diuretics. Of course, a combination of acetate of potash and fluid extract of buchu with fluid extract of dandelion and compound syrup of sarsaparilla makes an active diuretic. But it is a combination that in the majority of cases of kidney disease will do great harm. And no matter what the conditions, if used indiscriminately and "taken regularly," as the advertisements advocate, it can not be otherwise than dangerous. (*From The Journal A. M. A., March 16, 1907, 967.*)

MAYATONE

The advertisement, reproduced on this page, arranged as reading matter, has appeared recently in the daily papers.

Mayatone—which is, of course, the “joker” in this “prescription”—is put on the market by the May-a-tone Company of Detroit. It comes in small cardboard packages containing about 2½ ounces of a granular powder, pink in color, and smelling like cheap hair-oil. The price of the package is seventy-five cents. The preparation was examined in the Association’s laboratory with the following results:

**To Have a Clear,
Velvety Complexion**

By MADAME D’MILLE

Madame D’Mille, one of Paris’ most famous beauties just passing through Chicago, gives us a few valuable ideas on skin treatment, as follows:

“Yes, I have just come from beautiful Japan, and I must say the Japanese women have many toilet formulas and ideas which American women should know.

“What do they use to make their skin so soft and velvety?

“Any American woman can use the same treatment if she desires. Dissolve a small original package of mayatone in about eight ounces of witchhazel. Massage the face, arms, and neck with this solution once or twice a day and you will shortly find you have a lovely, soft complexion, and then the best of it all is that this solution prevents the growth of hair and is absolutely harmless to the most delicate skin. Make the solution yourself.

“Why, yes—of course I use it. Just see how beautifully soft my arms and face are, and not a hair.

“No—you will never use powder again, and those stray hairs will soon be missing from your face.”

LABORATORY REPORT

Examination of Mayatone, a product prepared by the May-a-tone Company, Detroit, indicates that the preparation is composed essentially of magnesium sulphate and sodium borate in the following proportions:

Magnesium sulphate (Epsom salts).....90 per cent.
Sodium borate (borax).....10 per cent.

This analysis confirms the findings of the Kansas State Board of Health, which in its *Bulletin* for June, 1909, reports that Mayatone was “found to be largely magnesium sulphate, perfumed and tinted pink.”

The viciousness of such nostrums as Mayatone does not lie in their ingredients but in the dishonest method by which they are exploited. For it is dishonesty, trivial, perhaps, but none the less inherent dishonesty, to attempt by implication or otherwise to make the public believe that a colored and scented mixture of epsom salts and borax is responsible for the "soft and velvety" skin of the Japanese women, and further, that such a "formula" is given to the world through the medium of a Parisian beauty. But the greater dishonesty lies in attempting to make the public believe that the "prescription" or "formula" is given as editorial information, and further that it is composed of non-proprietary articles to be had in any drug store. This form of deception is becoming increasingly common, a fact that reflects little credit on the daily press, whose cooperation makes the humbug possible. It is but fair to say, however, that newspapers of the better type will not lend their pages to this bald attempt to deceive their readers. (*From The Journal A. M. A., Oct. 30, 1909.*)

VIRGIN OIL OF PINE

Virgin Oil of Pine was one of the first nostrums to be sold by the "prescription fake" method. The advertisements originally appeared as reading matter as will be seen by the accompanying illustration. The reader was given to understand that a "Dr. Leach, a famous specialist," has a camp for consumptives in the northern woods of Maine and that he was curing his patients "with oil of white pine trees." The article went on to state that a local physician who was familiar with "Dr. Leach's" treatment was authority for the statement that it was just as efficient in the home of the patient as it was in the pine woods.

Treatment is very simple, consisting of pure Virgin Oil of Pine mixed with whiskey and glycerin in the following proportions:

Virgin Oil of Pine (pure).....	½ oz.
Glycerin	2 oz.
Good Whiskey	8 oz.

Shake well and use in teaspoonful doses every four hours.

Of course the joker in this "prescription" was the Virgin Oil of Pine. This nostrum was put on the market by one W. A. Leach. Leach was not a physician; he was not a "famous specialist" in consumption; he had no camp for consumptives in the Maine woods; no local physician had made the statement attributed to him and Oil of Pine contained neither pine oil, pine needle oil nor, in fact, any oil except a small quantity of oil of sandalwood. These facts were brought out when Leach sued F. W. Scarff for an infringement of the trade name of his nostrum and to restrain Scarff from entering into unfair competition. Leach was shown to have no standing in a court of equity, because he was unable to come into court

with clean hands. The judge, in giving his opinion on this case, said, in part:

"It appears from the record

CONSUMPTIVES CAMPING OUT IN PINE WOODS

In the pine forests of Maine, in the northeastern quarter, a famous chestnut-leaf in consumption and other troubles has a camp in the dry pine woods. With the oil of the white pine trees he is a tedious cure that are attracting the attention of the world, and are certain that a relapse is almost unknown. Patients so ill that they had to be carried into the pine woods on a litter have come out in a few months completely cured.

A well known local physician who is familiar with this treatment says it is just as efficient in the home of the patient as it is in the pine woods.

It has a peculiar healing power over affections of the throat, lungs and bronchial tubes, will break up a cold twenty-four hours, and will cure the cough that is curable.

The treatment is very simple, consisting of the Pure Virgin Oil of Pine mixed with Whisky and Glycerine in the following proportions:

Pure Virgin Oil of Pine (Pure)	1/2 ounce
Glycerine	2 ounces
Good Whisky	1 ounce

Shake well and use in teaspoonful doses every four hours.

Inquiry at the prescription department. The ingredients can be secured from any good prescription druggist, at small cost.

One of our leading druggists elicited the information that the Pure Virgin Oil of Pine is put up only in half-ounce vials for dispensing. Each vial is securely sealed in a round wooden case, with original wrapper showing the name—'Virgin Oil of Pine (Pure)'—plainly printed thereon. There are many rank imitations of Virgin Oil of Pine (Pure), which are put out under various names. Never accept these as a substitute for the Pure Virgin Oil of Pine, as they will invariably produce nausea and never effect the desired result.

Photographic reproduction (much reduced) of a typical Virgin Oil of Pine advertisement, published so as to simulate news matter. Needless to say Virgin Oil of Pine as a cure for consumption is a fraud and a cheat.

that there is such an article as oil of pine; that complainant's [Leach's] article has no appreciable amount of any oil of pine in it, and that it is mainly liquefied resin. It further appears that claimant has misrepresented as to his qualifications to prescribe for the ills for which he proclaims his compound a specific; that he was not a physician, as implied in the use of the term, 'Dr. Leach,' in connection with his advertising; that his 'camp for consumptives in the pine woods of Maine,' was a pure fiction, and that the remedy was advertised ingeniously as reading matter, conveying the idea of some new discovery. . . .

Complainant confronts the dilemma either of perpetrating a fraud on the public by claiming the presence of any oil of pine as an ingredient on the one hand, or, on the other hand, of claiming a trade name in the mere proper pharmaceutical designation of the drug or compound he seeks to protect. In either case, a court of equity is not open to him, nor is it to his administratrix, and the suit must be dismissed for want of equity. The infringement complained of [that perpetrated by Searff] is plain and palpable and does not commend itself to the court. Under the facts of the case as now presented, however, the court can grant no relief."

RHEUMATISM CURES

GLORIA TONIC

This rheumatism "cure" is exploited by John A. Smith, Milwaukee, Wis., and is advertised extensively on both sides of the Atlantic. Some of the claims made for this preparation are:

"The world's greatest rheumatism and gout remedy."

"Gloria Tonic has conquered the demon rheumatism in many cases."

"Has cured many cases of thirty or forty years' standing."

"No remedy is surer—none quite as sure—as Gloria Tonic."

The preparation has been analyzed by the British Medical Association's chemists, who reported:

"Analysis showed the presence of potassium iodid, gnaiaicum resin, extract of licorice, powdered licorice, starch, mineral matter—apparently a mixture of tale and kaolin—a resinoid substance, and a trace of alkaloid. . . . The quantities of the various ingredients are estimated as accurately as possible, and the following formula was indicated:

"Potassium iodid	1.8 grains
"Guaiaicum resin	0.8 grain
"Extract of licorice	1.0 grain
"Resinoid (phytolaccin?)	0.9 grain
"Powdered licorice	1.7 grains
"Rice starch	2.0 grains
"Talc and kaolin	2.1 grains"

The variability of nostrums of this type is well illustrated by the fact that a sample of Gloria Tonic analyzed by Dr. Aufrecht of Berlin showed a different composition from those tablets analyzed by the British chemists. Aufrecht, in an article that appeared in the *Pharmazcutische Zeitung*, June 8, 1910, reported: "The Gloria Tonic Tablets examined consisted essentially of 26.76 per cent. potassium iodid and 2.81 per cent. iron (probably in the form of iron saccharate)."

The price charged for a box of fifty tablets of Gloria Tonic is \$1; the estimated cost of the ingredients in these fifty tablets is 16 cents. (*From The Journal A. M. A., May 13, 1911.*)

MAGIC FOOT DRAFTS

This widely advertised humbug is sold as a cure for rheumatism. It emanates from Jackson, Mich., a town that has the unenviable distinction of being the home of a large number of medical fakes.

F. G. Badgley is said to be not only president of this company, but also secretary and treasurer of the J. Lawrence Hill consumption cure fraud and president of the Van Vleck pile cure concern; Badgley is also a lawyer. Whether his interest

in law is greater than his interest in quackery, we do not know.

H. H. Mallory, is said to be vice-president of the Magic Foot Draft Company, ex-vice-president of the Hill consumption cure fake and vice-president of the Van Vleck pile cure. Mr. Mallory is also an advertising agent.

RHEUMATISM

**Don't Take Medicine — Let Me Send You
My Dollar External Remedy That
Is Curing Thousands
TO TRY FREE**

This Coupon Brings It!

Magic Foot Drafts cured J. Priest, of
Uxbridge, England, after 33 years of pain.
Cured 3 years ago. No return.

Magic Foot Drafts cured Robert Nichol,
of West York, Ill., at the age of 82, and
also cured his wife. No return of rheuma-
tism in two years.

L. J. Hallenors, of New York City, writes:
"I have tried your pair of Magic Foot Drafts and
it worked like a charm. I was cured in four days
and feel perfectly well."

A. J. Ferguson, of Mass., writes:
"I should be failing in my duty if I neglected to
inform you that your remedy has effected a com-
plete cure with me. I have suffered considerably
with rheumatism for forty years and have tried all
kinds of doctors and supposed remedies, both here
and in England, but nothing did what your Magic
Foot Drafts have done. Their work was miraculous."

What Magic Foot Drafts have done for hundreds
of thousands they can do for you. These letters
and many thousands like them can be seen at our
offices, but I don't ask you to take my one's word.
Send me the coupon today. Return mail will bring
you a regular Dollar pair of Magic Foot Drafts,
the great Medicine
cure for Rheuma-
tism of every kind—
chronic or acute, no
matter where or how
you have suffered.
Try the Drafts for
yourself and then if
you are fully satisfied with the benefit received,
send me One Dollar. If not, keep your money.
You decide and we take your word. Send no
money—just the coupon. Do it now.



TRADE MARK

— This \$1.00 Coupon FREE —

Good for a regular \$1.00 pair of Magic Foot
Drafts to be sent Free to Try (as captioned
above) to

Name

Address

Mail this coupon to Magic Foot Draft Com-
pany, 555 Oliver Bldg., Jackson, Mich.

April 7, 1910

Free Cure FOR RHEUMATISM

Full size 4/6 external treatment offered free to
every sufferer who sends us full name and
address.

£100 OFFER

We have cured thousands of Rheumatic, Lum-
bago, and Gout sufferers in all parts of the world
without the patient inking a single penny. Read
below we do it.

Rheumatism is caused by the accumulation of
Uric Acid in the joints and muscles, and we cure
you by drawing this poisonous acid right out of
the system through the larger sweat pores of the
skin.

The price of our treatment is 4s. 6d., but if you
cut out this notice and pass it to us at once with
your full name and
address we guarantee
to send a full 4s. 6d.
treatment absolutely
free of charge. If you
are satisfied with the
benefit received, then
you can send us 4s. 6d. If not, we simply take
your word, and the treatment costs you nothing.
You decide.

You are not asked to take baths or poisonous
or harmful drugs. We cure Rheumatism (in any
form) in an easier, safer, and better way without
taking a single dose of medicine.

Now, don't hesitate, but write to us to-day cer-
tain, addressing Magic Foot Draft Company,
AT, Bangor House, Shoe Lane, London, E.C.,
and the full size 4s. 6d. treatment will be sent you
complete by return post absolutely free to try.

**We offer £100 to anyone proving this offer
is not as we represent it.**

WANTED TO PURCHASE

A LION AND JAWB EXTRA PIN MONEY is sent to all
sufferers who send us their names and every kind of
writing.



Reproductions of typical American and British "Magic Foot Drafts" advertisements. The advertisement on the left appeared in the *Modern Priscilla* magazine; that on the right is from the *London Daily Mirror*.

R. A. Oliver, whose name still appears in connection with the advertisements of this fake, is said to be no longer living although it is understood that his estate still has an interest in the Magic Foot Draft Company. In common with others of the group, Oliver when living was connected with the Hill consumption cure and the Van Vleck pile cure.

The Magic Foot Draft Company is said to have a somewhat extensive printing plant. This may explain the typographic sameness of much of the advertising sent out by the Hill, the Van Vleck and the Magic Foot Draft concerns.

The foot drafts consist of plasters to be applied to the soles of the feet. The plaster mass is in the central portion of the unfinished side of a sort of oilcloth, the margin of which is coated with an adhesive mixture. The ingredients of the plaster mass were investigated by Dr. L. F. Kebler of the Bureau of Chemistry and the results published some time ago* in THE JOURNAL. Dr. Kebler reported that the composition of the plaster was:

Poke root	30 per cent.
Pine tar	62 per cent.
Cornmeal	8 per cent.

Dr. Kebler reached the following conclusion regarding the value of the Magic Foot Draft: "They possess no curative element whatever, which when absorbed into the blood will neutralize the poisons which are supposed to be the cause of the rheumatism and in this manner effect a cure."

At the same time, Dr. Kebler also called attention to the fact that the Magic Foot Draft Co. sent out pills of methylene-blue under the name, "Magic Regulators." The value of the Magic Regulators was thus described by the company:

"To prove the action of our Magic Regulators on the kidney, the organs which in rheumatism are always diseased and fail to do their work, allowing the poisonous acids to accumulate and lay the foundation for a long and painful run of rheumatism, watch the color of the urine, voided. If it assumes a light blue or bluish green color you may rest assured that the Magic Regulators are doing their work."

As the urine of every healthy person always "assumes a light blue or bluish-green color," when methylene blue is administered, it is needless to say that the "Regulators" usually did their work!

The Magic Foot Draft concern advertises heavily in Great Britain and for this reason the British Medical Association recently analyzed the plaster mass of the foot drafts. Their chemist reported:

"The plaster itself weighed about 80 grains and was found to be a mixture of Stockholm tar and the powdered rhizome of white hellebore; determination of their proportions showed the formula to be approximately:

"Powdered white hellebore (<i>veratrum viride</i>)	.40 per cent.
"Stockholm tar60 per cent.

"No other ingredients could be detected. Estimated cost of ingredients for one pair, 1/6 of a penny." (1/3 of a cent.) Selling price, \$1.00!

The difference in the findings of the British and American chemists bears out what has been stated many times, namely, that the composition of nostrums can never be relied on. From what has been said, it is evident that Mr. Adams, in

* Kebler, L. F.: Nostrums and Fraudulent Methods of Exploitation, THE JOURNAL A. M. A., Nov. 10 and 17, 1906.

his Great American Fraud series, characterized the Magic Foot Drafts correctly when he said: "Affixed to the soles of the feet they are advertised as drawing out the rheumatic poison from the whole system. Of course they might as well be affixed to the barn door, so far as any uric acid extraction is concerned." (*From The Journal A. M. A., May 20, 1911.*)

SAL HEPATICA

This wonderful mixture, according to the advertisements, is "a combination of the tonic, alterative and laxative salts similar to the celebrated 'bitter waters' of Europe, as determined by actual chemical analysis of these waters, and fertilized by the addition of lithia and sodium phosphate"—a description, by the way, that is used *verbatim et literatim* by the A. D. S. in describing its "Hepatic Salts."

As usual, in inflicting this remedy on the public, the manufacturer makes use of cast-off medical theories and unwarranted claims. The marked absurdity of some of the statements indicates that they are intended for the lay public. Surely no nostrum-maker would suppose that he could delude even the most credulous portion of the medical profession into believing the statements made in the advertisements concerning sal hepatica, namely, that the same remedy is a uric-acid eliminant, hepatic stimulant, a specific for gout, rheumatism, cirrhosis of the liver, Bright's disease, gravel, tuberculosis, struma, marasmus, dyspepsia, infantile fluxes, etc.

The following analysis of "Sal Hepatica" was published in the *Druggists Circular*, February, 1909, p. 78:

Salt	13.05 parts
Sodium sulphate	26.27 parts
Sodium phosphate	29.80 parts
Sodium bicarbonate	18.00 parts
Lithium phosphate	0.04 part
Citric and tartaric acids, to make.....	100.00 parts

Our old friend lithium is added, undoubtedly, to influence the few physicians who still accept the discarded theory regarding the solvent effect of lithium salts on uric acid. Such physicians must be easily influenced if they can believe that 4/10,000 parts of lithium would have any therapeutic effect!

Thus once more the medical profession is asked to indorse a nostrum consisting of a mixture of simple saline laxatives such as any physician can prescribe and any druggist prepare, and to sanction the blatant advertising of the mixture as a specific in such grave maladies as cirrhosis of the liver and Bright's disease. This advertising has already made the drug known to the laity, who see in the shrewdly chosen name an indication of the use of the nostrum in liver disease and that undefined but favorite malady of the public, "biliousness."

The abuse of saline cathartics by the public is an evil deserving of serious attention. Rightly or wrongly, the laity fear constipation, and naturally take what they are taught to believe is the cheapest and simplest course for its relief, self-drugging by means of saline cathartics or the extensively advertised purgative mineral waters. This habit is responsible for much of the distressing spastic constipation that exists, and its accompanying neurasthenia. The advertisement and sale to the laity of such a nostrum as "Sal Hepatica" can only increase these evil results and the physician who aids and abets the evil by using the preparation should reflect whether he is thereby not only encouraging a fraud on the public, but also, what is even worse, helping to impair the public health.—(*From The Journal A. M. A., March 26, 1910.*)

TARTARLITHINE

Tartarlithine was examined by two chemists whose reports indicate that it is an effervescent preparation having approximately the following composition:

Tartaric acid	80 per cent.
Lithium carbonate	20 per cent.

Thus it is simply another of the hundreds of lithia preparations on the market offered for the cure of rheumatism. This in spite of the fact that scientific investigation and clinical experience have demonstrated that lithia is of very little use in the treatment of that disease. While the advertisement carries the idea that tartarlithine is a product of the Tartarlithine Company, and that McKesson and Robbins are simply selling agents, we are informed that the business is owned by McKesson and Robbins, who under this style manufacture a remedy for rheumatism.—(*Abstracted from The Journal A. M. A., April 13, 1907, p. 1284.*)

SEASICKNESS CURES

BRUSH'S REMEDY FOR SEASICKNESS

As a number of inquiries have been received regarding a much advertised "Brush's Remedy for Seasickness," the preparation was subjected to analysis in the Association's laboratory. The report follows:

"Brush's Remedy for Seasickness" is sold in five-ounce bottles in which are blown the name and the use of the preparation. Besides giving the name and use of the preparation, the label contains the following statement:

"It is confidently claimed that this preparation will prevent seasickness and carsickness if used strictly in accordance with the following directions:

"A dessertspoonful in a wineglass of water every three hours commencing at least 24 hours before sailing and repeating the dose occasionally during the voyage.

"The Brush Chemical Co., New York, N. Y."

A small vivid red pamphlet that goes with the bottle more fully elaborates on the claimed virtues of the "remedy." The following are specimen statements taken at random from the pamphlet:

"The only known specific that will invariably prevent *mal de mer*."

"Seasickness positively prevented."

" . . . is totally harmless and has not the slightest unpleasant effect on the heart or circulation."

In addition to other equally broad statements and comments, several testimonials are given to convince the skeptical.

The "remedy" is a light yellow liquid, without odor, but with a decidedly acid taste. Qualitative tests demonstrated the presence of citric acid and sodium bromid, but the presence of other acids, metallic radicles or any alkaloids could not be demonstrated. Quantitative determinations showed the presence of 14.94 gm. sodium bromid and 2.71 gm. citric acid per 100 c.c. of the preparation. A small quantity of an organic coloring matter was also found.

From the results of the chemical analysis of "Brush's Remedy for Seasickness," it is concluded that it is essentially a solution of citric acid and sodium bromid, and hence has the value only of these ingredients. (W. A. Puckner and W. S. Hilpert in *The Journal A. M. A.*, May 15, 1909.)

MOTHERSILL'S SEASICK REMEDY

While, from published analyses, the composition of such classes of proprietary remedies as cough cures, headache-powders, etc., has become well known, very little has appeared regarding the nature of nostrums advertised to prevent sea-

sickness. For this reason the examination of Mothersill's Seasick Remedy, an extensively exploited representative of this class, was undertaken in the Association laboratory. The manufacturers, "Mothersill Remedy Co., Ltd., Detroit," send out circulars containing the most extravagant and sweeping statements regarding the efficacy of their remedy. For instance:

"The only remedy which stops instantly and prevents, in every case, when taken according to directions, seasickness, carsickness and nausea caused by motion, climbing, etc."

"... it is a great stomach strengthener."

"No bad after-effects are ever produced by this remedy."

"Mothersill's Seasick Remedy has never been known to fail in a single case."



Part of a typical Mothersill's Seasick Remedy advertisement, slightly reduced in size. From the *Cosmopolitan*.

These statements are backed by the "guarantee" of the manufacturers as follows: "We guarantee the successful action of Mothersill's Seasick Remedy in every case."

Further to inspire confidence, an analytical report and testimonials are included in the advertisements. The chemist reports that he found neither "opium, morphin, cocain or any other alkaloid—." The testimonials are principally in the form of reprints from newspapers, mostly of English origin, and are as lavish in their praise of the remedy as the firm's own advertisements.

The preparation, as purchased on the market, comes in small boxes containing sixteen capsules, half of them containing a pink powder and the remainder a brown powder. The capsules are wrapped in tin-foil and packed with a circular and the reproduction of the analyst's report mentioned above. The cover of the container bears the name and manufacturer of the preparation with statements as to its use. The under

side of the box bears the "guarantee" and special directions for the use of the remedy in the Irish and the English channels.

The pink powder possesses an odor resembling camphor, and when placed on the tongue produces a slight anesthesia. It is partly soluble in water and partly in chloroform. Qualitative examination indicated the presence of chlorbutanol (acetone-chloroform; chloretone; methaform), caffeine, milk-sugar and a fatty acid. Quantitative analysis demonstrated that 100 parts of the material contained approximately:

Chlorbutanol	46.1 per cent.
Caffein	7.9 per cent.
Milk-sugar	27.0 per cent.
Fatty acid	18.2 per cent.
Undetermined	0.8 per cent.

The brown powder possessed the same general properties as the pink and was found to contain chlorbutanol, caffeine, powdered cinnamon and a fatty acid. The quantitative analysis showed that 100 parts of this brown powder contained approximately:

Chlorbutanol	45.6 per cent.
Caffein	8.3 per cent.
Cinnamon, powdered	24.8 per cent.
Fatty acid	20.3 per cent.
Undetermined	1.0 per cent.

From the above it will be seen that the chief constituent of this preparation is chlorbutanol, a substance some years ago introduced as a substitute for cocaine and used as a local anesthetic: it has been recommended as a preventative of nausea.

It thus seems evident from the analysis that in this nostrum we have but another example of a scheme that is as old as quackery itself—selling a well-known remedy under another name and investing it with virtues that are little short of miraculous. While chlorbutanol—better known under the proprietary names of chloretone and methaform—has been used to some extent and with a limited degree of success in the treatment of sea-sickness, it is evident that if it were the marvelous specific against *mal de mer* that the exploiter would have us believe, its use would long ago have become universal. This nostrum, like all others, depends for whatever popularity it may have on several factors. The first, and largest, is the universal tendency to give any therapeutic agent—worthy or worthless—the credit that rightly belongs to beneficent Nature. Second is the psychic element, which is enhanced by the exaggerated but very positive claims that are made for all nostrums, strengthened by the fact that the victim is paying ten times more than the thing is worth. The element of suggestion is still further augmented by the device of administering two powders of different colors containing essentially the same substances. Last, and least, the fact that the principal ingredient has a therapeutic value in selected cases. (*W. A. Puckner and W. S. Hilpert in The Journal A. M. A., July 2, 1910.*)

PART III

MISCELLANEOUS

THE CONFIDENCE OF QUACKS

"As, by the nature of his operations, the quack must be classified as a species of human vermin, forming a direct menace to the well-being of the community, it is impossible for a writer to deal too drastically with him." — Evan Yellon.

On the opposite page we reproduce a page from a pamphlet issued by the Guild Company, letter brokers, Nassau street, New York City. Says the circular:

We conduct the largest letter brokerage business in the world, deal only in original letters, handle no lists, hence can guarantee that

THE RIGHT WAY TO BUSINESS SUCCESS

USE ORIGINAL MEDICAL MAILING LISTS THE DIRECT APPEAL THROUGH PERSONAL LETTERS

We compile freshly made-up lists of names with correct mailing address of persons afflicted with the following ailments:

Intestinal Complaints Rheumatism Constipation Dyspepsia Nervous Debility Nervous Prostration Female Troubles Obesity Facial Blemishes Piles Skin Diseases Neurakia Colarrh Bronchitis Asthma	Blood Poison Bust Developer Consumption Drunkardness Eczema Eye Troubles Epilepsy Hair Preparations Heart Diseases Morphine Paralysis Syphilis Stomach Troubles Kidney Complaints and all Kindred Ailments	RATES FOR ANY OF THESE GLASSES	1,000 \$ 5.00 5,000 24.00 10,000 35.00 25,000 75.00 50,000 125.00
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Simply indicate the Section of the United States you prefer. Also whether you want Cities or Rural Districts.

PHYSICIAN AND DRUGGISTS LISTS A SPECIALTY

Cancer, Rupture or Deafness NAMES Cost \$20.00 per 1,000

ADDRESS ALL ORDERS TO THE MEDICAL MAILING LIST COMPANY, N. Y. C.

TERMS. CASH OR CHECK WITH ORDER. NO OTHER TERMS.

SEND YOUR ORDER FOR ANY CLASS OF NAMES YOU CAN USE.

WHO USES MEDICAL LISTS?

WRITE AND ASK

What they say about us.

DR. E. V. FIERCE,
 C. I. BLOOD & CO.,
 DR. F. R. OLESEN,
 I. S. JOHNSON & CO.,
 STERLING HERRICK CO.,
 DR. MARTIN FREUND DRUG
 MANUFACTURING CO.,
 WORLD'S DISPENSARY MEDICAL
 ASSOCIATION,
 STANFORD OIL CO.,
 DR. L. B. WILLIAMS,
 THE HELPFUL CORPORATION,
 HENRI DUVAL CORPORATION,
 HENRIER BENEFIT CO.,
 SYDIA B. FISHER'S MEDICAL CO.

Original Medical Lists

ARE SURE BEYOND A DOUBT
 ADVOCATE ORIGINAL SPECIALTY
 WITH OUR ORIGINAL MEDICAL LISTS.

100,000 NAMES \$10.00 PER 1,000
 500,000 NAMES \$40.00 PER 1,000
 1,000,000 NAMES \$75.00 PER 1,000
 2,500,000 NAMES \$150.00 PER 1,000

ALL NAMES COMPILED DURING THE
 CURRENT YEAR AND REVISED CARE
 FULLY EVERY THREE MONTHS.

WHAT CLASS OF NAMES INTERESTS YOU?

Photographic reproduction (reduced) of a circular sent out by the Medical Mailing List Company. Notice that the names and addresses of sufferers from cancer, rupture and deafness are more expensive than the other lists. Notice also the list of "patent medicine" manufacturers who, according to the Medical Mailing List Company, use these lists.

every letter we offer was written in response to an advertisement, and therefore gives the name, address and other valuable information regarding a person accustomed to dealing through the mails.

In the case of medical letters you are immediately in possession of the names and addresses of sufferers from a particular disease

Medical Letters



AS we have millions of medical letters we can fill orders for any quantity from 1,000 up. Following is a list of some of the different classes of these letters that we can furnish promptly:

Asthma.	General Medical.
Blood Poison.	Hair Preparations.
Bust Developer.	Heart.
Cancer.	Kidney.
Catarrh.	Morphine.
Constipation.	Nervous Debility.
Consumption.	Obesity.
Deafness.	Paralysis.
Drunkenness.	Piles.
Dyspepsia.	Rheumatism.
Eczema.	Rupture.
Eye Troubles.	Syphilis.
Epilepsy.	Stomach.
Female Complaints.	Skin Disease.

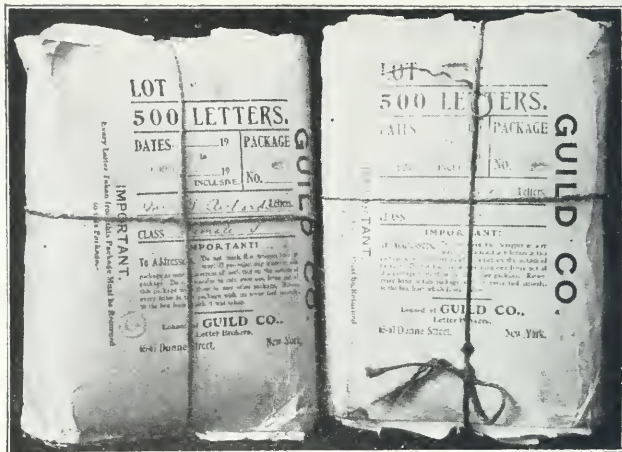
Etc., Etc., Etc.

These letters were all written to well known and successful medical advertisers, and are a very profitable class of letters for anyone with a legitimate medical proposition to use.

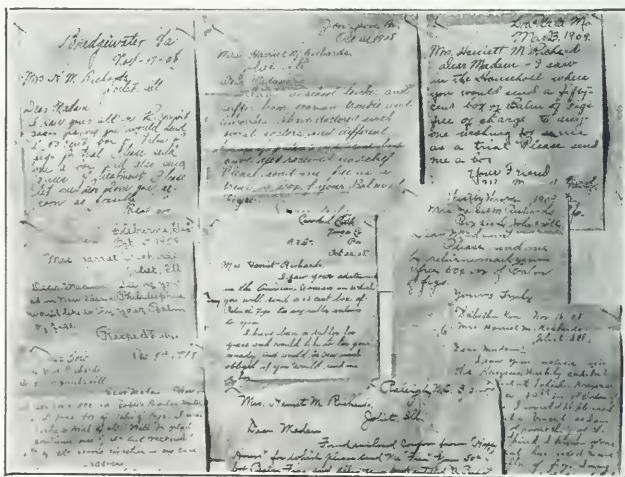
If you have a medical proposition to get before the people it is most important that you should use original letters. By this plan you can avoid all waste of time and money, addressing only people who are interested in what you have to offer.

Write us for particulars and prices regarding the class of letters you are interested in.

or ailment and do not waste time and money aiming promiscuously at thousands of people of whom only a few are likely to be receptive of your proposition.



Mrs. Harriet M. Richards, which is the name under which the Woman's Mutual Benefit Co., Joliet, Ill., advertises, assures her victims "your letter will be treated strictly confidential." The photographic reproduction of two bundles of Harriet Richards' letters, that may be rented by any quack who is willing to pay \$5 a thousand, shows how confidentially letters are treated. The company which makes a business of buying and selling letters of this sort claims to have for rent more than 140,000 of the Harriet Richards letters.



Photographic reproduction (much reduced) of a few letters sent to Harriet M. Richards. Mrs. Richards says in her advertisements: "If you prefer to write a letter you can address me in all confidence." More than 140,000 letters sent to Mrs. Richards, some of them of a most private and confidential nature, can be rented by anybody who cares to pay \$5 a thousand for them.

Samuel Hopkins Adams, writing in *Collier's*, wisely said, referring to a similar list:

"If you have ever been foolish enough to write to any of the quacks and frauds in that list, you may know that your letter is now for sale. You may know that all the things you have said about your health and your person—intimate details which you carefully conceal from your friends and neighbors—are the property of any person who cares to pay four or five dollars for the letters of yourself and others like you." (*From The Journal A. M. A., March 28, 1908.*)

THE AMERICAN COLLEGE OF MECHANO-THERAPY

"Nothing is more dangerous than active ignorance."—Goethe.

In the realm of the new "drugless" quackery probably no field has been more thoroughly worked than that of "manipulation." The absence of laws in many states and the inadequacy of such laws as do exist makes the "treatment" of disease by mechanical means a veritable gold mine for the unscrupulous and incompetent.

In his "Great American Fraud" series Samuel Hopkins Adams calls attention to the absurdity of the proposition put forward by numerous quacks that it is possible to treat diseases by correspondence. As Mr. Adams says, it is "like mending chimneys by mail." On a par with this is the teaching of "manual manipulation" by correspondence. This feat is accomplished (?) by an institution calling itself the "American College of Mechano-Therapy" having its headquarters in Chicago.

The advertisements of this concern put the "science of mechano-therapy" as taught by it on a frankly commercial basis. The important and much-emphasized point is that by studying mechano-therapy you can "earn from \$3,000 to \$5,000 a year."

14

An Electric Belt Free

Send Your Application At Once To
The Physician's Institute.

They Will Send You Absolutely Free One of Their 1000 Charge Supreme Electric Belts, the Best We Have Ever Made on Earth. Without Fail!—You Needn't Send Even a Postage Stamp, Just Your Name and Address.



Seven years ago the State of Illinois granted to the Physician's Institute of Chicago a charter.

There was need of something above the ordinary methods of treatment for chronic diseases, something more than any one specialist or any number of specialists working independently could do, so the State, through the power granted it by its general laws, gave the power to the Physician's Institute to furnish the sick with belts as would make them well and strong.

Every one who has used this Institute has experienced in every possible way to carry out the requirements of the establishment under the best medical laws of the State.

There you see the Physicians' Institute, realizing the value of electricity in the treatment of certain general diseases, created belts the superlatively of its kind of producing an electric belt, and this belt has been proved to be of great value as a curative agent. From time to time it has been approved until it is now the best medicine which is prepared in the present time of "quackery."

This belt is the most effective of all belts in the treatment of rheumatism, lumbago, labor pain, nervous debility, weakness of back, neuralgia, sciatica, catarrhs, hemorrhoids and many other conditions.

The Physician's Institute Electric Belt will cure all the ailments which are cured by electric belts and will cure all the ailments which are cured by electric belts and will cure all the ailments which are cured by electric belts.

Write today to receive your belt. It is yours to keep forever without any more money.

Address: Physician's Institute, 1724 Erie Street, Chicago, Ill.

EARN \$3,000 TO \$5,000 PER YEAR

An advertisement of the "Physician's Institute."

WHAT IS A "MECHANO-THERAPIST?"

The individual who, attracted by this get-rich-quick proposition, is anxious to learn something about the general principles of the cult, is told:

"His [the mechano-therapist's] medicines . . . are not drugs but scientific combinations of food, circumstance, idea, water and motion."

After mentally digesting this somewhat abstruse proposition, descriptive of the fundamental principles of mechano-therapy, the reader learns further, that:

"His instruments are not knives and saws, but his own deft hands and the vital processes of the body itself, the circulation, respiration, secretion, etc., which he manipulates as he sees fit and his judgment dictates."

In other words the graduate of the American College of Mechano-Therapy "manipulates as he sees fit" his patient's "secretion" by "scientific combinations of food, circumstance, idea, water and motion." It would surely be hard to find a more meaningless jargon of words outside of Mrs. Eddy's "Science and Health."

The dean of this "college" is W. C. Schulze, M.D., who, we are told, "has had a thorough European training, and so

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**YOUR BUST
DEVELOPED
SIX INCHES FREE**

The Secret Free for a Beautiful Bust and a Perfect Figure.

Full information how to develop the bust 6 inches will be sent you free in plain sealed package, also new Beauty Book, photos from life, and testimonials from many prominent society ladies, who have used this safe, sure and rapid method.

Inclose stamp to pay postage.

AURUM CO., Dept. S4
79 Dearborn St.,
CHICAGO, Illinois.



Reproduction of a typical "bust developer" advertisement of the Aurum Company. The address—79 Dearborn Street—was also that of the defunct "Physician's Institute."

combines all the learning of the great schools of the world." [Italics ours.—Ed.] The subjects taught at this institution of learning are, according to the catalogue, the following:

"Anatomy, Physiology, Diagnosis, Hygiene, Dietetics, Hydrotherapy, Manual Manipulation, Swedish Movements, Vibration, Oscillation, Mechanics (curative), Suggestive Therapeutics . . . Ethics, Establishment, Promotion and Business Methods."

In addition to these numerous subjects, "Osteopathy" is thrown in for good measure; and all this is taught by correspondence! Apparently there is no limit to human credulity

when cupidity beckons. In referring to the time required to complete the "course" and thus receive the diploma, which is "handsomely executed on art parchment," we are told:

"In six months you can begin practicing mechano-therapy."

Of course the acquirement of the "skilled touch" is all-essential, "but it is no more difficult than learning to ride a bicycle." And incidentally that suggests the commercial possibilities of teaching bicycle riding or even equestrianism by mail!

THE "BUSINESS SIDE"

In addition to the various subjects from anatomy to suggestive therapeutics that are taught by this "college" the curriculum includes "The Business Side of Mechano-Therapy." This important subject deals with such problems as:

"How to approach a Patient."

"How to get the Fees at once."

"The Business talk that will make the Patient willing to pay the fee."

"How to handle the Question of the size of a Fee."

"Real Money Talk."

"Always get Cash down."

The "business side," too, is particularly emphasized in the advertisements of the college:

"Opportunities to make money in Mechano-Therapy are everywhere. You need not leave home to make your fortune."

" . . . we guarantee success . . ."

"We fit you in a few months so you may become successful and earn from \$3,000 to \$5,000 a year."

"Unlimited income to graduates."

"We know of no other calling . . . which promises the same financial returns that Mechano-Therapy does."

Such is the bait, which, judging from the amount spent in advertising, is so productive of results in catching the ignorant and avaricious.

The "instructor" in "business methods" is one S. J. Tinthoff, who also is treasurer of the "college." We learn from the prospectus that as instructor, he "is eminently well qualified for this position." In fact:

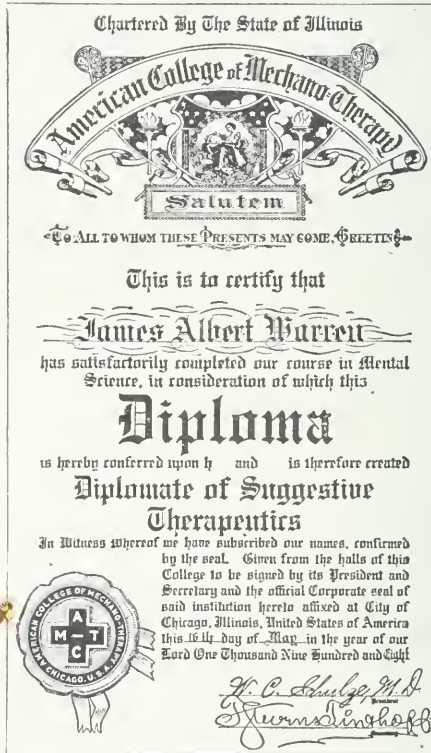
"His knowledge of the proper methods a physician, specialist or Mechano-Therapist may pursue in order to build up a large practice, is perhaps unsurpassed by that of any other man in the United States."

We are told, too, that F. S. Tinthoff, brother of S. J. Tinthoff, and "Director of the Correspondent Department, is also a trained business man and expert correspondence instructor." We understand that F. S. and S. J. Tinthoff operate the "Aurum Company," which does a mail-order business in "Vestro," which is modestly claimed to be "the only true Bust Developer on the market to-day." If we are not mistaken, too, F. S. Tinthoff was president and treasurer of the now defunct "Physician's Institute" of Chicago. The question arises: Does an experience in operating a "physician's in-

Mechano-Therapy." The natural inference to one not conversant with the facts would be that the "college" occupied the entire building. In reality, however, it occupies some rooms on the sixth floor of the building in which it is located, and the building carries no such legend as is shown in the picture.

VARIABLE TUITION RATES

The form letter, after expatiating on the virtues and money-making possibilities of the "course" winds up by calling attention to the fact that the tuition is \$100 cash "for the complete



Osteopathy, mechano-therapy and "curative mechanics" are not the only "sciences" taught by this versatile mail-order "college;" a "diploma in Mental Healing" that "is a work of art, handsomely executed in two colors," may also be had, price \$10. "This includes everything, diploma and all. No extras." Of course, "the regular price of this course . . . is \$40," but "through a happy coincidence we were able to obtain enormous concessions" —hence the bargain-sale price. Who would not be a "Diplomate of Suggestive Therapeutics" and possess a "handsomely executed work of art" when it only costs a paltry \$10?

The Sliding Scale

Letter

\$100

\$200

\$200

\$60

\$30

\$25

\$3

\$1

No. 1

No. 2

No. 3

No. 4

No. 5

No. 6

No. 7

No. 8

CHARTERED BY THE STATE OF ILLINOIS

American College of Mechano-Therapy

MECHANIC HEALTH THROUGH MECHANICAL THERAPY

W.C. SCHULZE, M.D. DEAN
F.S. TINTHOFF, D.D.S. DEAN
S.J. TINTHOFF, TREASURER

120-122 RANDOLPH ST.
CHICAGO, ILL.

Distance Branch
Randolph, Ind. 47464

Dear Friends:-

Several weeks ago we sent you our prospectus and wrote you a letter giving our terms and full information regarding our correspondence course in Mechano-Therapy. Up to this time we have not heard from you regarding the matter and we are writing you again to learn if you received our letter, etc. There may have been some point regarding Mechano-Therapy that was not perfectly clear to you. If such is the case, we will be glad to have you write us again.

If you are not perfectly satisfied with your present vocation it will certainly pay you to investigate and take up Mechano-Therapy as taught by us. It is advisable for you to ACT PROMPTLY in this matter as we expect shortly to advance our fees \$200.00. If you will send us the enclosed enrollment blank with your resistance within the next 10 days, we will enroll you at our special reduced summer rates of \$1.00. As quoted you in our former letter, you would make no investment of time or the small amount of money that we ask for tuition fees.

As the time goes on, the opportunities will be much smaller than now. (Our tuition fees will be double.)

I hereby offer you once more the chance to enter this profession at the low fee the secretary at first submitted to you.

And listen, I am enclosing you an enrollment blank, giving you the same low rates and terms. Use this blank for enrollment and return it to me.

At the time you first wrote us our price was \$100.00 cash for the complete course in Mechano-Therapy. We told you that we expected, in a short time, to advance our fees to \$200.00 cash. This we have done, and our present terms are \$200.00 cash, or a little more according to the plan under which the student enrolls.

HERE IS OUR SPECIAL PROPOSITION TO YOU: Use the enclosed enrollment blank and we will accept you as a student at the old special reduced rate of \$100.00 cash, which is exactly ONE-HALF of our present terms. We have also the special half price quotation on the enclosed enrollment blank.

Fill out and return to us the enclosed special enrollment blank inside of the next 15 days and we will accept you as a student and furnish you with a COMPLETE correspondence course, (including Diploma on graduation) for \$100.00 CASH in advance, or if it is not convenient for you to pay this amount in cash you can pay \$50.00 down and the balance in five consecutive monthly payments of \$10.00 each. (All money earned by Mechano-Therapy. This is my promise to you.) You may enroll for the full regular course by sending with your enrollment \$200.00 cash and pay \$45.00, within the first year after your graduation out of each year and you have actually earned over and above your expenses.

Now as to price: we would be glad to furnish you with our regular \$100.00 correspondence in Mechano-Therapy for only \$25.00 CASH, or \$5.00 per month for six months. Remember this is a CONFIDENTIAL price to you for the reason that we want Mechano-Therapy better recognized to your immediate neighbors.

Now, here is our partial Free Scholarship offer to you: Send us only \$1.00 by return mail on receipt of which we will send you our copyrighted Lessons Nos. 1 and 2. We will also send you our entire course in Mechano-Therapy.

\$1.00 ONLY WILL START YOU IN MECHANO-THERAPY!

Read this letter through very carefully!

Send us a one dollar bill in the enclosed envelope at our risk - simply fill out enclosed blank telling us you want to investigate and satisfy yourself about our Correspondence Course in Mechano-Therapy.

When we receive the \$1.00, we will send you at once our Copyrighted Lessons Nos. 1 and 2, our magnificent, Copyrighted, complete course in Mechano-Therapy.

HOW THE PRICE VARIES!

Photographic facsimiles of portions of consecutive "form letters" sent out by the American College of Mechano-Therapy to prospective victims. Notice how the prices vary from \$200.00 to \$1.00!

course." The tuition rates, however, seem to vary. One person who inquired about the course was told in the first letter that it cost \$100; in the second letter he was told that "we expect shortly to advance our fees to \$200"—but they would still accept him at the \$100 rate; in the third letter he was told that the advance had been made "and our present terms are \$200 cash," but as a special proposition he would be accepted "at the old special reduced rate"; in the fourth letter he was offered the "complete course" for \$60, but he must "hold this special reduced price strictly confidential." Letter number five brought the enrollment price down to \$30, while a price of \$25—also "confidential"—was made in letter six. In letter number seven, Secretary Tinthoff explained that "at a special meeting of the faculty . . . I gained their consent to allow me to make a partial free scholarship offer to a few representative persons." In view of this they would start him on his way to fortune if he would "send us only \$3 by return mail." Even this offer failed to land a victim and the eighth and last letter came: "\$1.00 only will start you in mechano-therapy!" This final appeal being unsuccessful, the American College of Mechano-Therapy was compelled to charge the postage and stationery up to profit and loss and close the account.

Another individual was offered the course for \$50—and this, too, within a few days of the time that the first person received notice that the fees had been "advanced" to \$200. Other persons have been offered a 50 per cent. discount (\$50 cash) with the first letter. It should be said that all the "enrollment blanks" which we have seen—and they are many—give the cost of the course as \$100.

The extensive advertising done by this concern would seem to demonstrate its profitableness. On both sides of the Atlantic the public has been advised through the daily and weekly press of the commercial possibilities of "mechano-therapy" as taught by this "college." In commenting on the part that the press plays in making such concerns as this profitable, London *Truth* says:

"It passes my understanding how wealthy newspaper proprietors . . . can condescend to take money for foisting this sort of bunkum on their readers: but as long as they do so, cheap postage to America will certainly put money into some pockets."

Elsewhere the same publication, in describing the "college," calls it "a concern which proposes to give postal tuition in quackery to British fools"—a description which can only be improved by the substitution of "English-speaking" for "British."—(*Modified from The Journal A. M. A., Aug. 28, 1909.*)

CARNEGIE UNIVERSITY

The following article describes an imposingly-named "school of drugless healing"—Carnegie University. This concern gives diplomas and grants degrees for a cash consideration; moreover, it will grant these degrees and diplomas to individuals even after they have given documentary proof of their unfitness to treat disease. For \$50 the degree of "Doctor of Meehanotherapy" and an ornate "diploma" was offered to one whose ignorance of physiology and anatomy was such that he could not distinguish between the circulation of the blood in the liver and the digestion of food in the stomach and who did not know the difference between a part of the brain and the throat. Think of it! In most of the states of the Union, a man exhibiting this colossal ignorance of the human body is permitted to treat any disease that flesh is heir to—providing he does not use drugs. And almost the only ones who protest against such mneheeked malpraetice are physicians—who are at once accused of ulterior motives and charged with persecuting "competitors."

As such schools exist only for the sale of worthless diplomas and worse than worthless "courses," so also the individuals patronizing them do so for one purpose and one purpose only—that of engaging in an easy and lucrative business. The dominant idea expressed throughout all the catalogues of the various "colleges" of "drugless healing" is the amount of money that can be made by following this trade. For trade it is—and a disreputable one. These schools are attempting to influence state legislatures to grant them legal recognition. Such recognition once granted, the thousands of sordid ignoramuses who have purchased the degrees offered by these institutions are turned loose to work their will on the sick and the suffering. When will the granting of charters to such worthless and fraudulent institutions cease? The editor of London *Truth* once stated that it seemed easier to start a university in the United States than it was to start a grog-shop in Great Britain. And he might have added: "or in the United States, either."

A Drugless-Healing Diploma Mill

The greater attention now paid to non-medicinal therapeutics by the medical profession has aroused popular interest in these methods of treatment. As always happens in such cases, quacks and charlatans have been quick to avail themselves of the opportunities thus offered. Every little while a new "school" of "drugless healing" comes into existence and attempts to work the public and, if commercially successful, has the audacity to insist that its methods shall be recognized by legislative enactment.

The result of this condition has been, and is, that the country is flooded with incompetent ignoramuses who have not brains

enough to become shoe-blacks, or enough energy to be street-sweepers, but who possess cheaply purchased "diplomas" from some school of "drugless healing" and who hold themselves out as competent to treat that most complicated piece of machinery—the human body. And the tragedy of the whole thing is, that the state instead of stepping in between the charlatans who conduct these "schools" and the public that is victimized by their graduates, grants such institutions charters and empowers them to confer "degrees."

The Carnegie University, Wilmington, Del., is a corporation chartered by the state of Delaware. Affiliated with this "uni-



Alleged photographs of the "Officers, Members of the Board of Regents and Professors of Carnegie University" as they appear in the "Annual Announcement." The picture of A. I. Stolk, M.D., D.O., who seems to attend to the business part of the institution, is conspicuous by its absence.

versity" is the National Institute of Mechano-Therapy of New York City, chartered by the state of New York. The "officers and board of regents" of the Carnegie University are:

J. J. HOMAN VANDERHEIDE, Ph.D., M.D., D.O., president of the university.

A. B. WIERSMA, M.D., vice-president.

A. I. STOLK, M.D., D.O., treasurer.

J. E. LINTOTT, M.A., D.C., M.T.D., secretary.

PHILIP KOHNSTAMM, Ph.D., M.D., D.O., president of the board of regents.

F. T. DES BRISAY, B.A., LL.B., vice-president of the board of regents.

A. H. VANDERHEIDE, M.A., LL.B., D.C.L., member of the board of regents.

F. HAYMAN, M.D., LL.D., Ph.D., member of the board of regents.

Of this imposing list it will be seen that five of the eight men have "M.D." after their names. A careful search of official records shows no such individuals as licensed practitioners of medicine. Of course it is possible—and, in the light of what follows it seems probable—that these enter-

prising diploma dispensers have seen fit to confer the degree of doctor of medicine on each other. What is the use of running a diploma mill unless you can furnish yourself with any title that may strike your fancy? And judging from the picturesque string of letters affixed to the names of the "officers and board of regents" these gentlemen have apparently availed themselves to the full of the favorable opportunity they have of accumulating "degrees."

WHAT THE "UNIVERSITY" IS

The following description of the Carnegie University is taken from the "Annual Announcement":

"Carnegie University is the oldest and most celebrated institution of learning of its kind in the United States of America. It was initiated, promoted and financed by a few of America's most prominent gentlemen in the financial as well as the professional world. These gentlemen, knowing the progress that Drugless Therapy (healing) has made in the last twenty years, and understanding the great future for this science, saw the necessity of devoting one of the Colleges of a great University to Drugless Therapy, so that those earnestly desiring to become Drugless Physicians and Bloodless Surgeons could acquire a thorough and scientific knowledge of the various sciences which constitute the natural method of healing. The University was named in honor of Carnegie, the great philanthropist, who has done so much for the dissemination and promulgation of knowledge and education."

WHAT IT DOES

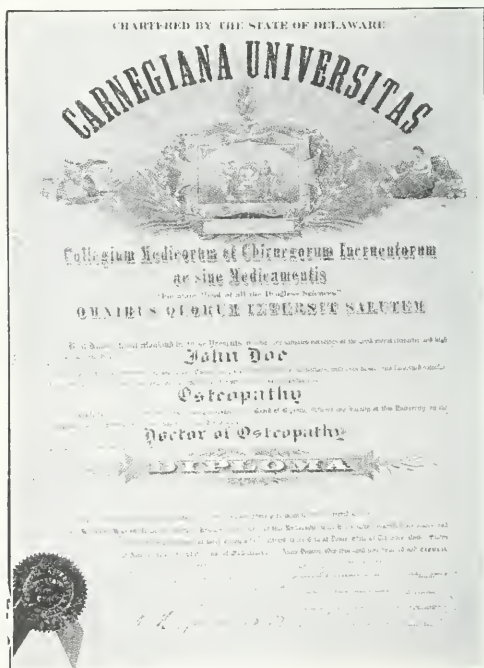
We learn from the same announcement that: "By virtue of the powers invested in the University by the government of the State of Delaware, it gives instruction in all Drugless Arts, Sciences and Philosophies and in any other Art, Science or Philosophy. It also confers degrees in any Art, Science or Philosophy." Then follows a list of the numerous "degrees" conferred by this institution of learning. Here are a few:

M.D.	M.A.	D.C.
L.L.D.	Sc.D.	M.T.D.
Ph.D.	D.O.	Ps.D.

AN INVESTIGATION

Being desirous of looking into the Carnegie University more thoroughly, a member of THE JOURNAL staff wrote for a catalogue. In return a five-page form-letter, on the stationery of the Carnegie University and signed "A. I. Stolk, M.D., D.O., Treasurer," was received. The letterhead bore half-tone pictures of Wilmington's two largest office buildings on which the words "Carnegie University" had been inserted to give the impression that this institution occupied these buildings. An "Annual Announcement" was also received (from which

quotations have already been given) in which were glowingly described the possibilities of "Drugless Healing" and the wonderful financial success that would follow a "course" of instruction taken at this "most celebrated institution of learning." A number of pictures also were sent purporting to be the photographs of "Officers, Members of the Board of Regents and Professors of Carnegie University." There were photographs, too, of a handsome building in New York City that was labeled "National Institute of Mechano-Therapy, Affiliated with Carnegie University." Of course, no such let-



Photographic facsimile of the ornate diploma issued by the Carnegie University. Price \$50, with or without "trimmings."

tering actually appears on this building. Fac-similes of the diplomas issued by "Carnegiana Universitas" were also received, showing the ornate magnificence of this "magnificently engraved" piece of "white parchment"—"19 by 24 inches." The recipient was told that whatever "course" he might take, "the degree is legal in every country on the globe and the graduates are protected by the high standing of the corporation with its immense resources."

On the receipt of this matter from the Carnegie University this—the second—letter was written:

CARNEGIE UNIVERSITY,
Wilmington, Del.

CHICAGO, ILL., Oct. 24, 1911.

DR. A. I. STOLK.

Dear Sir: I have read the catalogue you sent me about mechano-therapy. Now I am soon going back to England where I expect to start an office as a "bone setter." I have had a good deal of experience over here doing massage and have also studied some medical books. Would you be willing to let me have a diploma of mechano-therapy without having to wait for the course? I haven't time to take it and I want to leave for London in two or three weeks. I will pass an examination if you want to send me the questions and I will be willing to pay for the full course without taking any of the charts, etc. Please let me know the best you can do.

Yours truly,

This plan to purchase a diploma outright was eagerly taken up by the "University" as the following reply shows:

Mr. _____
Chicago, Ill.

WILMINGTON, DEL., Oct. 27, 1911.

Dear Sir:—Enclosed please find examination questions which we desire you to answer at your earliest opportunity. If this examination proves to be satisfactory to us, we will grant you the degree of Doctor of Mechano-Therapy upon the conditions mentioned in your letter of October 24th.

Hoping this may be satisfactory to you, we are,

Yours very respectfully,

A. I. STOLK, M.D., D.O.,

Treasurer.

The examination questions referred to in this letter were twenty-two in number and were typewritten on a plain sheet of foolscap under the following typewritten heading:

CARNEGIE UNIVERSITY.
EXAMINATION. MECHANO THERAPY.
(Leading to the Degree of DOCTOR of Mechano Therapy)
Prepared by the BOARD OF REGENTS OF CARNEGIE UNIVERSITY

AN EXAMINATION

Lack of space prevents printing all of the questions and the answers given by the supposed seeker of a diploma. Needless to say the questions were answered in such a way as to make perfectly plain to anyone that the examinee was ignorant to a degree and was in no sense competent to treat disease. A few of the questions asked and the answers given will make this fact clear:

QUESTION: What is Histology?

ANSWER: Histology is the study of the history of the anatomy and physiology of the body.

QUESTION: What is Embryology?

ANSWER: Embryology is the study of the new-born baby and how to care for it.

QUESTION: Describe the portal circulation.

ANSWER: The portal circulation is the circulation of the chyle and chyme which is found in the stomach when the food is being digested. It then goes into the blood to build up the body.

FORWARD ALL MAIL TO TELEPHONE 4236 COLUMBUS

National Institute of Mechano-Therapy
 Incorporated for \$10,000.00. Under the Laws of the State of New York
 128 West 66th Street, New York City, U. S. A.
AFFILIATED WITH

Carnegie University
OF
Naturopathy

"FOUNTAIN HEAD OF ALL THE DRUGLESS SCIENCES"

CHARTERED under the laws of the state of Delaware, Incorporated for \$100,000.00

<small>J. J. HOMAN VANDERHEIDE, Ph. D., N. D.</small>	<small>J. E. LINTOTT, M. A. D. C., M. T. D.</small>
<small>PRESIDENT OF BOTH INSTITUTIONS</small>	<small>SECRETARY</small>
<small>A. W. LINTOTT, M. D., D. O.</small>	<small>A. I. HOMAN VANDERHEIDE, M. T. D. D. E.</small>
<small>VICE PRESIDENT</small>	<small>TREASURER</small>

New York.

Photographic reproduction (much reduced) of the letterhead of the National Institute of Mechano-Therapy.

QUESTION: Describe the fornix.

ANSWER: The fornix is that part of the throat at the back of the tonsils which is affected in catarrh. An adjustment of the vertebra of the neck will often help it.

QUESTION: What is Keratitis? Give course of treatment.

ANSWER: Keratitis is inflammation of the eye. It should be treated by manipulating the muscles and nerves of the neck and by adjusting the vertebra of the neck. Cold-water bandages may also be used.

QUESTION: Give the treatment for Iritis.

ANSWER: Iritis is also an inflammation of the eye and should be treated as described in Keratitis.

QUESTION: How would you replace a dislocated lower jaw?

ANSWER: The jaw should be pulled forward or pushed back, as the case may be, and the joint massaged and adjusted.

QUESTION: Give Pathology, Etiology, Symptoms and Treatment for Malaria.

ANSWER: Malaria is found in the South and in swampy places. The patient should be given massage to make the bowels move and the spine should be adjusted to improve the circulation. It is also better to have the patient move from a malarial place to where it is dry.

QUESTION: Why does Mechano-Therapy cure disease? Give Pathological explanation.

ANSWER: It cures disease because it puts things right that have got wrong. It brings the vital force to the part that is ill.

QUESTION: Give Pathology, Etiology symptoms and treatment for Bronchial Asthma.

ANSWER: Bronchial asthma is very common in damp countries, like England. It should be treated by massage of the chest and back. Also the vertebra of the middle of the back should be adjusted. Sometimes cubeb cigarettes will help relieve it.

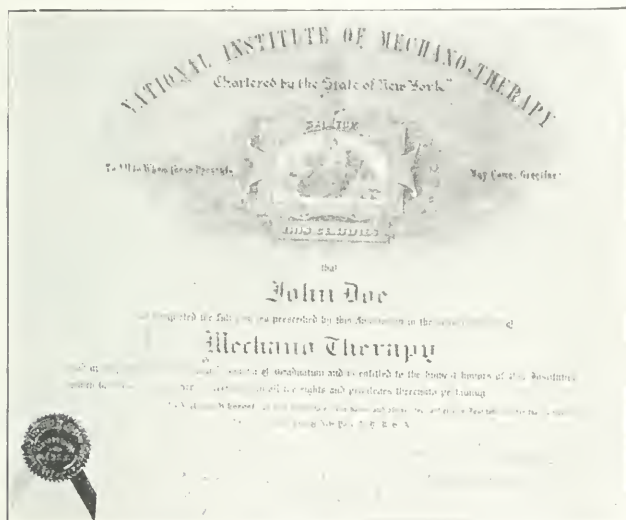
It is not necessary to have a medical education to realize that a person making such answers as those quoted above has not the knowledge of physiology and anatomy usually possessed by the average "eighth grade" public school pupil. Nevertheless, when these answers were sent in, the Carnegie

University authorities decided that the person sending them had knowledge enough to be graduated, as the following letter indicates:

WILMINGTON, DEL., Nov. 4, 1911.

Mr. _____,
Chicago, Ill.

Dear Sir: We herewith have the pleasure to inform you that you have passed your examination very satisfactorily [Italics ours—Ed.], and that the Carnegie University has conferred on you the degree of Doctor of Mechano-Therapy. The diploma will be forwarded to you on receipt of post-office money order of \$50, as mentioned in your previous communication, being the cash price for the entire course.



Here we have a facsimile of the "magnificently engraved diploma 19 by 24 inches, on white art parchment" granted by the National Institute of Mechano-Therapy.

If you think that you have not sufficient time to receive the diploma at your Chicago address, and as we presume that you will, before leaving America, arrive in New York City, you can call at the offices of the National Institute of Mechano-Therapy, 128 West Sixty-Sixth Street, New York City, and your diploma will be ready. However, if you still have time to receive the diploma, it will immediately be forwarded to you after the post-office money-order has been received by the Carnegie University. If you cannot call at the institute, we will forward you your diploma wherever you may be.

You can also communicate with us through our representative in London, Jonathan Nicholson, LL.D., M.D., 32 Highfield Hill, Upper Norwood, Surrey, England.

Hoping to hear from you as soon as possible, we are,
Yours very respectfully,

A. I. STOLK, M.D., D.O.,

Treasurer.

P. S.—The proper address of our representative in England will be forwarded to you, because he has just moved to London.

WHAT IT ALL MEANS

All of which means that the Carnegie University exists for the evident purpose of selling diplomas and granting degrees to such individuals as wish to engage in the practice of "drugless healing." Whether the M.D. degree, which they claim to grant, can be purchased on the same basis, we do not know. And this parchment factory has the effrontery to make the following claim:

"ARE OUR GRADUATES COMPETENT?"

"We have given so much thought and time to our system of instruction that our students, when graduated, are able to work entirely on their own responsibility and be ultra successful as Drugless Physicians, Bloodless Surgeons, Beauty Specialists and Pedic Surgeons."

Incidentally, it is worth noting that Carnegie University's London representative, Jonathan Nicholson, LL.D., M.D., is also known—unfavorably—on the other side. London *Truth*, which has exposed so many medical and pseudo-medical frauds, has called attention to Mr. Nicholson on several occasions. The following quotation from *Truth's* "Cautionary List" gives tersely and expressively that publication's opinion of the London representative of Carnegie University:

NATIONAL COLLEGE OF ELECTRO-THERAPEUTICS, 22, Budge-row and 9, Walbrook, London, E. C.—The name under which Mr. Jonathan Nicholson practises the art and mystery of magnetic healing, and having succeeded in humbugging himself into a belief in himself, now strives to humbug others.

We have said that the answers to the "examination" questions submitted by this "diploma mill" made perfectly plain to everyone the ignorance of the individual writing them. Nevertheless only physicians can fully realize the tremendous amount of harm that might be done by an individual holding himself out as a "drugless healer" whose ignorance of anatomy and physiology is as colossal as that indicated by the "examination" referred to. Yet in many states of the Union an individual without even an elementary education and with absolutely no technical training can do business as a "drugless healer" and carry on his malpractice with impunity so far as the law is concerned. And should the machinery of the court be set in motion against him the cry of persecution is at once raised.

The time must come—and, for the safety of the public the sooner it comes the better—when an enlightened state will not issue charters indiscriminately to any group of ignorant fakers who choose to organize a "university." (*From The Journal A. M. A., Nov. 18, 1911.*)

ALLEGED OFFICIALS OF "CARNEGIE INSTITUTE" SENT TO WORKHOUSE

**Vanderheide and Lintott, Arrested
When Government Officers Raid
Unable to Furnish - Bail.**

Failing to secure the \$3,000 bail in which they are held, J. J. Herman Vanderheide and James L. Lintott, said to be the president and the secretary of the Carnegie University, at 213 West street, yesterday were taken from the police station to the workhouse. They were in charge of a deputy United States marshal. The prisoners were handcuffed, and

Photographic reproduction of a part of a news item from a Wilmington (Del.) paper of May 4, 1912. After the exposé of the Carnegie University fraud in THE JOURNAL of the American Medical Association the federal authorities looked into the matter with the result here set forth.

MOLDING OPINION ON FOOD PRESERVATIVES

Booming the Borax Business

The methods which are used to secure the adhesion of physicians to a failing cause are well illustrated by the work which is now being undertaken by a writer who sometimes signs his name "H. H. Langdon" and sometimes "H. L. Harris." This man, as is well known, writes much and often for newspapers and for such medical journals as will publish his matter, for the purpose of combating the theories that preservatives are harmful substances. The patent object of his enthusiasm is the promotion of the sale of borax to be used in foods. He is connected with the Pacific Coast Borax Company and, in the company's interest, has been sending a letter and question blank to various physicians throughout the country.

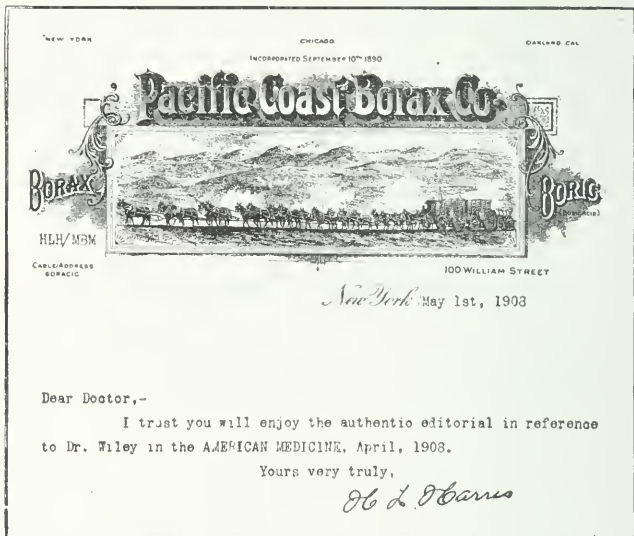
The question blank is headed by a quotation from a bulletin issued by the Department of Agriculture regarding the action

of salt on meat. This, removed from its context, gives the reader the impression that salt is distinctly harmful as a preservative. Below this is a series of six questions, the first four of which ask for an opinion regarding the edibility and nutritive value of foodstuffs preserved by salt, saltpetre, etc. The fifth question reads as follows:

"Do you believe if the above-mentioned articles (salt-cured fish, ham, dried beef, etc.) were mildly cured with 1 per cent. or less of borax, or 0.5 per cent. or less of boric acid, and 75 per cent. less salt, so that it would not be necessary to parboil or soak them, that they would be more healthful, more nutritious and more easily digested?"

The sixth and last question asks:

"Have you ever read an AUTHENTIC account, or do you know from personal experience, of any person ever having been injured by partaking of foods preserved with borax or boric acid?"



Photographic reproduction (reduced) of a letter from H. L. Harris on the stationery of the concern for which he is press agent—the Pacific Coast Borax Company. The "authentic editorial" referred to was an attack on Dr. Wiley. The "borax trust," apparently fearing that the editorial would not be widely enough disseminated, sent out typewritten copies of it.

The explanatory letter states that the company "is desirous of obtaining the opinion of the best medical authority in the United States in reference to boron compounds when used in quantities necessary to preserve food." For the benefit of those physicians who have no firm opinion of their own on the subject the letter goes on to enumerate several well-known men in Europe and in this country who, it is claimed, are

"unanimous in stating that boron compounds are innocuous when used as food preservatives." We doubt very much whether the reputable physicians mentioned care to be presented to the profession in this light. Eminent physicians of Europe and the United States are represented by him as favoring his theories, but Liebreich's advocacy of boron does not seem to be shared by his professional brethren in Germany. As is well known, the German Imperial Board of Health has pronounced borax extremely injurious. Now comes a commission of the physicians of Berlin who have just published a condemnation of borax in foods in the following language: "The Prussian Scientific Deputation on Medical Conditions, in a written opinion, on request of the president of the Berlin police service, has decided against the use of boron preparations for the preservation of foods, because these substances, even when taken in small quantities, are injurious to the human organism. Further, the public is deceived by the addition of these preservatives in regard to the quality of the debased foods, since decayed and wholly inedible meat products take on a fresh appearance as a result of the addition of these substances so that they resemble the unspoiled articles. The Scientific Deputation has, moreover, rejected the contrary conclusions received from Herr Geheimrat Prof. Dr. Liebreich relating to the harmlessness of boron preparations for the human organism as being unjustified."

Allowing that the question is still unsettled, this method of securing the endorsement of physicians for a process of food preservation which is regarded by many physiologists and hygienists as injurious should not bear much fruit. It is to be hoped that physicians will be on their guard against inadvertently lending the use of their names to such a bare-faced attempt to find a market for a chemical product in foods. (*From The Journal A. M. A., Oct. 5, 1907.*)

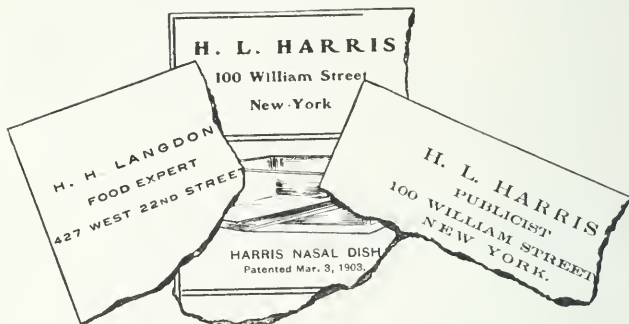
Preservatives and Press Agents

Many and devious are the ways by which those who would "doctor" our food attempt to create public sentiment in favor of chemical preservatives. During the last few months a harmless looking letter signed "H. L. Harris" has appeared in the newspapers of those cities and towns in which deaths from ptomain poisoning (much-abused term) have recently been chronicled. This letter—we use the singular advisedly—does not vary in its wording in different papers, except for the opening sentence [and the figures representing the number of cases of alleged ptomain poisoning]. It begins by referring to the death which the writer has seen reported in the paper written to, and then continues:

"It is certainly appalling to learn how rapidly ptomain poisoning cases have increased since the enforcement of the pure food law. According to press dispatches there have been in the United States since the enforcement of this law 16,192 cases of ptomain

poisoning, 573 of which were fatal. Prior to the enactment of the pure food law, borax and boron compounds were used on meat, fish, fowl, sausages, oysters, etc., consequently such food, which readily becomes contaminated, was kept in a hygienic healthful condition. . . ."

And much more to the same effect. The letter closes with the suggestion that the law should be so amended "as to permit the use of modern non-injurious preservatives." Not only in the form of letters do we find these much-reiterated sentiments of Mr. "Harris." Overworked editors occasionally use



Photographic reproduction (reduced) of three styles used by "H. L. Harris." As "H. H. Langdon" he writes from 427 West 22d Street as a "food expert"; as "H. L. Harris" he writes from 100 William Street (the same address as the Pacific Coast Borax Co.) as a "publicist." Harris also seems to sell a "nasal dish" as a side line. He recommends a solution of borax and water for use with this dish!

them *en bloc* to fill a gaping void on the editorial page. For instance, we find in the *Alliance (Ohio) Review*, Dec. 4, 1909, an editorial¹ (?) entitled "Ptomain Poisoning," which begins:

"A recent case of ptomain poisoning in Alliance has caused the thought that it is certainly appalling to learn how rapidly ptomain poisoning cases have increased since the enforcement of the pure food law. According to press dispatches there have been . . ."

And so on; the "Harris" letter *verbatim et literatim*. As many of our readers will remember,² the "H. L. Harris" who thus champions the cause of boron compounds as food preservatives is the press agent of the Pacific Coast Borax Company, sometimes called the "borax trust." "Harris" also writes under the name of "H. H. Langdon," and on the stationery which carries this name he calls himself a "Food Expert," although the New York City directory has him listed as a "journalist." He has for years, under one or the other of these names, been writing "articles" systematically attacking pure-food legislation in general and Dr. Wiley in particular.

1. See photographic reproduction of this "editorial" accompanying this article.

2. See preceding article.

It would be well for physicians to notice with some care both the correspondence and editorial columns of their local newspapers when cases of ptomain poisoning have been chronicled.

PTOMAIN POISONING.

A recent case of ptomain poisoning in Alliance has caused the thought that it is certainly appalling to learn how rapidly ptomain poisoning cases have increased since the enforcement of the pure food law. According to press dispatches there have been in the United States since the enforcement of this law 16,761 cases of ptomain poisoning, 588 of which were fatal. Prior to the enactment of the pure food law borax and boron compounds were used on meat, fish, fowl, sausage, oysters, etc., consequently such food which readily becomes contaminated was kept in a hygienic, healthful condition.

The pure food law compels truthful labels on all articles, packages or containers of food; a truthful label however upon meat, fish, fowl, sausage, oysters, etc., will not prevent them from spoiling, so that conditions are favorable for the propagation of poisonous germs. Thus, while the pure food law compels truthful labels, it does not, on account of prohibiting preservatives, insure that food will reach the customer in a pure, healthful condition; neither does the label prevent perishable articles of food from deteriorating when in the consumer's hands so as to become a menace to health and life.

The authorities should realize the above facts and amend the laws so as to permit the use of modern non-injurious preservatives on all articles of food that favor the propagation of poisonous germs.

CORRESPONDENCE.

Food Preservatives.

To the Editor of The Post-Standard.

I saw in your January 6th issue that twenty-seven persons in Syracuse were made ill by partaking of food in which poisonous ptomaines had developed. It is certainly appalling to learn how rapidly ptomain poisoning cases have increased since the enforcement of the Pure Food Law. According to press dispatches there have been in the United States, since the enforcement of this law, 17,001 cases of ptomain poisoning, 628 of which were fatal. Prior to the enactment of the Pure Food Law borax and boron compounds were used on meat, fish, fowl, sausage, oysters, etc., consequently such food which readily becomes contaminated, was kept in an hygienic, healthful condition.

The Pure Food Law compels truthful labels on all articles, packages or containers of food. A truthful label, however, upon meat, fish, fowl, sausage, oysters, etc., will not prevent them from spoiling, so that conditions are favorable for the propagation of poisonous germs. Thus, while the Pure Food Law compels truthful labels, it does not, on account of prohibiting preservatives, insure that food will reach the consumer in a pure, healthful condition; neither does the label prevent perishable articles of food from deteriorating when in the consumer's hands, so as to become a menace to health and life.

The authorities should realize the above facts, and amend the laws so as to permit the use of modern non-injurious preservatives on all articles of food that favor the propagation of poisonous germs.

H. S. HARRIS.

New York, January 12.

Mr. Harris is a New York publicity agent writing in behalf of the manufacturers who want to use preservatives.

The Harris "letter" which has been sent to so many editors. On the left, the "letter" is shown used as an "editorial" (save the mark!); on the right, the letter is printed with editorial comment which, of course, permits the reader to see the motives that prompted the writing of the letter.

The chances of a pro-borax article appearing subsequently are good in proportion to the care exercised by the clipping bureaus which furnish the borax company with such news

items, and the carelessness of the editors of the papers which accept the "Harris-Langdon" inspired communications—either for correspondence or as "editorials."

These articles are not likely to appear in the metropolitan dailies, because nearly all such papers belong to an association which furnishes them with lists of press agents. But it is the papers of the smaller towns that Harris-Langdon delights to dupe into printing his contributions in favor of chemical preservatives. It is in such towns that the wide-awake physician can do yeoman service in the interest of

WARNING AGAINST PTOMAINES

To the Editor of The Tribune.

Sir: An article in The Tribune of June 24 gives an account of sixty-five children in San Bernardino, Cal., being afflicted with ptomaine poisoning. I believe no better work can be done by the press than to warn the public of the danger of partaking of foods not properly preserved and of the necessity of utilizing canned goods as soon as possible after opening the cans.

The formation of ptomaines generally, although not always, accompanies putrefaction. Therefore great care should be taken that meat, fish, fowl, oysters, canned goods, etc., are eaten only when they are in good condition. It is not economy to partake of food when putrefaction has begun. Food can be kept in a hygienic condition either by heat or refrigeration, by the exclusion of air or by the application of substances which, on account of their antiseptic properties, prevent the growth of poisonous germs.

Statistics show that since the enactment of the pure food law there have been 26,208 cases of ptomaine poisoning, 1,072 of which were fatal. Such distressing conditions will continue to prevail as long as consumers ignore the danger of consuming foods not kept in a hygienic condition.

H. L. HARRIS.

New York, June 28, 1911.

Ptomaine Poisoning

To the Editor of 'The Bulletin'

Sir: An article in your June 14 issue gives an account of families in Moorestown and Riverton, N. J., being afflicted with ptomaine poisoning. I believe no better work can be done by the press than to warn the public of the danger existing from partaking of foods not properly preserved, and of the necessity of utilizing canned goods as soon as possible after opening the can. Scientific experiments have determined time and time again that numerous articles of food when not kept in a hygienic condition rapidly deteriorate so as to become poisonous substances. The formation of ptomaines generally, although not always, accompanies putrefaction. Therefore, great care should be taken that meat, fish, fowl, oysters, canned goods, etc., are eaten only when they are in good condition. Food can be kept in a hygienic condition either by heat or refrigeration, by the exclusion of air or by the application of substances which on account of their antiseptic properties prevent the growth of poisonous germs.

H. L. HARRIS.

New York

Mr. Harris is getting more conservative! No longer does he openly recommend the use of boron compounds when he writes to the editors about the ravages of ptomain poisoning. Here are two letters reproduced from New York and Philadelphia papers, respectively.

public health by enlightening those editors who, through no fault of their own, are, or may yet be, misled into giving free publicity in the interests of the sophisticators of foodstuffs. Of course, in those cases in which the editor calmly appropriates Harris' "dope" and prints it as his own, the physician will not be thanked for mentioning the fact—but the editor should be advised, just the same. (From *The Journal A. M. A.*, Jan. 1, 1910.)

[Since the article on "Preservatives and Press Agents" appeared, THE JOURNAL has been following up the reported cases of alleged ptomain poisoning. In a large number of instances the result of this investigation has been that cases originally reported as "ptomain poisoning" turn out to be

anything from "acute indigestion" to "arsenical poisoning, self-administered."

Physicians throughout the country have, moreover, put the local editors in possession of facts given above. Hence it is becoming increasingly difficult for the borax people to get in their free advertising; in some cases, too, editors publish Harris' "letters" with such comments as must cause chagrin and disgust at the headquarters of the Pacific Coast Borax Company.—Ed.]

PATENT MEDICINE MAKERS AND THE PRESS

The Advertisers' Protective Association

Probably every newspaper and magazine in the United States has received, within the last week or ten days, a circular letter from an organization calling itself the "Advertisers' Protective Association" or, more briefly, the "A. P. A." No office address is given, but merely a post-office box number in New York City. The secretary of this association is Frederick W. Hooper, who asserts that this organization "is composed of manufacturers of foods, beverages and drugs, representing an investment of \$400,000,000.00, whose advertising expenses are annually over \$100,000,000.00." The circular letter is addressed "Dear Mr. Editor," and the opening paragraph reads:


"During the past five years, the Bureau of Chemistry of the Department of Agriculture has made a number of very vicious and uncalled-for assaults on foods, beverages and drugs, greatly to their injury, as well as *damaging to the Press which has been carrying the advertising contracts in these lines.* Many publications have, no doubt, felt the effect of these assaults *by a reduction in amount of advertising patronage from the manufacturers of foods, beverages and patent medicines.* We are, therefore, presenting the following facts, to show why the earning power of your publication has been, or will be, diminished in these lines, unless these attacks are stopped." [Italics ours.—Ed.]

Then follows a scurrilous attack on Dr. Wiley, chief of the Bureau of Chemistry, because of his activity in repressing frauds in foods and drugs. The implication is made that Dr. Wiley was rewarded by the Kentucky whisky distillers because he fought the vile concoctions that are frequently sold as whisky; that he got some material benefit from Heinz, the pickle manufacturer, for his attitude against the use of sodium benzoate and, finally, that "in the fight on proprietary medicines, the American Medical Association, better known as the 'Doctors' Trust,' furnishes the sinews of war." The Advertisers' Protective Association tells the papers:

"If this condition of affairs is not changed, *it will result in greatly cutting down the support you receive from the manufacturers of almost numberless Foods, Beverages and Proprietary or Patent Medicines,* and the question presents itself: Will you and your influential paper stand for such a condition? We think not!" [Italics again ours.—Ed.]

The papers are then instructed: first, to bring pressure to bear on the Secretary of Agriculture and their congressmen and senators to curb the activities of the Bureau of Chemistry; second, "to take the matter up in the editorial columns" of their papers and show how Dr. Wiley is "squandering" the people's money "to advance the interests of . . . his particular friends." The letter closes by again urging the papers "to let your senators and your congressmen know your atti-

Advertisers Protective Association



NEW YORK CITY LOCK BOX 2124

New York City May 25, 1911

THIS Association is composed of manufacturers of foods, beverages and drugs, representing an investment of \$400,000,000.00, whose advertising expenses are annually over \$100,000,000.00. Its objects are mutual protection against unjust, unwarranted and malicious assaults by Legislatures, Executive Officers and Government Bureaus. The legitimate enforcement of the Food and Drug Act meets with our full approval, but we are opposed to judgment being rendered in the newspapers and by the Dep't. of Agriculture's unauthorized "Farmer's Bulletins," before a fair trial in the Courts.

FREDERICK W. HOOPER
Secretary

Dear Mr. Editor:—

During the past five years, the Bureau of Chemistry of the Department of Agriculture, has made a number of very vicious and uncalled for assaults on foods, beverages and drugs, greatly to their injury, as well as damaging to the Press which has been carrying the advertising contracts in these lines. Many publications have, no doubt, felt the effect of these assaults by a reduction in amount of advertising patronage from the manufacturers of foods; beverages and patent medicines. We are, therefore, presenting the following facts, to show why the earning power of your publication has been, or will be, diminished in these lines, unless these attacks are stopped.

We recognize that there are some adulterated foods and beverages, and some bad proprietary medicines, as there are also bad doctors and bad lawyers; yet as a whole, the manufacturers of foods and drugs are as honest as those in any other lines of business. The manufacture of valuable remedies in a form to provide inexpensive medicines for the people, is a most commendable business. As is well known, every such medicine is the outcome of some Doctor's successful prescription. While the Doctor used it and charged his fee for the prescription, it was a great remedy, but when it was placed upon the market, so that the people could get it without paying the Doctor his fee, it suddenly became, in the minds of the Department of Agriculture, "a medicine" against which the public must be warned.

Dr. Harvey W. Wiley, Secretary of the Department of Agriculture, Editors, on the witness stand in the U. S. Supreme Court, to consider as a chemist, and not as a Doctor, his personal motives, as to be

We are American citizens, and not Russians, and that Bureau-made law and the same power are contrary to the spirit of our American citizenship. Let your Senators and your Congressmen know your attitude in this matter, and you will be rewarded, not alone by an improvement in your business, but by the feeling that you are standing up for your rights as well as ours!

Yours respectfully,

ADVERTISERS PROTECTIVE ASSOCIATION

Fred. W. Hooper
Secretary

Photographic reproduction (reduced) of the opening and closing parts of the letter sent out by the Advertisers Protective Association to American publishers. The attempt to coerce the press failed miserably.

tude in this matter," and it promises that if this is done "you will be rewarded . . . by an improvement in your [advertising?] business."

It is evident that the "Advertisers' Protective Association" is but a new alias for the "patent medicine" interests. Apparently, this circular is a final desperate attempt on the part of the nostrum-makers to retain their grip on the press of the country. It remains to be seen whether the American news

paper editor will jump at this crack of the whip or whether he has emancipated himself from the thralldom of "patent medicine" slavery.

It is significant that this wide-spread attempt to control the editorial policy of the newspapers of the United States by the promise of bribes in the form of advertising contracts should have been made at this time. In *Collier's* excellent series by Will Irwin on "The American Newspaper" the influence of the advertising department over the editorial policy of newspapers was being discussed at about the same time that the "A. P. A." sent out its circular letter.

We shall watch with interest the attitude of the press of the country in this matter. Will it maintain a "conspiracy of silence" and refuse to publish any matter that, while of vital interest to the public, may be inimical to the interests of its advertisers? Will it go further and aggressively attack the admirable work that has been and is being done by the Bureau of Chemistry? We believe that it will do neither, but that it will assert itself as a free press should and, by exposing the methods of the "patent medicine" fakery and their attempt at intimidation and bribery, retain the prestige and influence which some of our American newspapers seem to have lost. (*Editorial in The Journal A. M. A., June 10, 1911.*)

AMERICAN AND BRITISH LABELS

How the Food and Drugs Act is Protecting the American Public

The federal Food and Drugs Act, popularly known as the "pure food law," contains this clause:

" . . . the term 'misbranded' . . . shall apply to all drugs . . . the package or label of which shall bear any statement . . . which shall be false or misleading in any particular . . ." [Italics ours.—Ed.]

For nearly five years after this law was passed, the courts held, and the "patent medicine" manufacturers and the people believed, that this statement naturally meant that it was illegal to make any kind of false claims on the label. Then came the Supreme Court's decision declaring that what the law really meant was that false statements regarding composition and source of origin were prohibited, but that no cognizance should be taken of falsehoods that were confined to the curative effects claimed for nostrums. The decision was not unanimous, three out of the seven Supreme Court justices dissenting therefrom.

In the meantime, between the passage of the act and its interpretation by the Supreme Court, many "patent medicine" manufacturers changed their labels so as to eliminate the

grosser untruths and thus avoid prosecution by the federal authorities. It is instructive to note the changes that were made in the labels of some of the most widely advertised American nostrums.

In spite of its many weaknesses and in spite of the limitations that have been put on it by the Supreme Court's interpretation, the American public has much to thank the Food and Drugs Act for. Most of us do not realize the changes that it has brought about. In one phase alone, that of truthfulness in labeling, the results have been marked. We know of no better way of showing what the law has done to protect the American consumer than by comparing the labels on "patent medicines" to-day with the same labels of six or seven years ago. This comparison is most easily made by placing in juxtaposition the American and English labels of those nostrums made in the United States that are sold on both sides of the Atlantic. For the English label of to-day is the American label of six years ago. The British law, while protecting the purchaser of haberdasheries or groceries from misrepresentation and fraud, is a dead letter so far as its application to the sale of "patent medicine" is concerned. We are giving in this article photographic reproductions of labels and cartons from American "patent medicines" purchased within the past few weeks in London and Chicago, respectively.

SYRUP OF FIGS—AND ELIXIR OF SENNA

Syrup of Figs is a laxative whose chief advertising asset is its name. For years, the general public has held the idea that figs possess a particularly valuable laxative effect and the manufacturers of Syrup of Figs have attempted to capitalize this popular fallacy. For years, their preparation was put out labeled "Syrup of Figs." The impression was given that the laxative effect of the "patent medicine" was due to the figs in it. Such was never the case. The purging action of this nostrum has been, and is, due to senna, which, in the form of an elixir, makes up 25 per cent. of the preparation. The British public, not insisting on truthfulness, is still in ignorance of the fact that the product is a senna preparation; the American public, thanks to the Food and Drugs Act, is told not only that it contains senna but, also, that it has 6 per cent. of alcohol in it. More than that, the name of the product, as sold on the American market, has had to be modified so as to incorporate in it the words "elixir of senna." The British label still contains the claim that it will "permanently overcome habitual constipation"; the American label more conservatively claims that it will merely "assist in overcoming habitual constipation."

BRITISH LABEL.

AMERICAN LABEL

CALIFORNIA SYRUP OF FIGS
 GENTLE AND EFFECTIVE

DIRECTIONS, TO CLEANSE THE SYSTEM THOROUGHLY WHEN BILIOUS OR COSTIVE AND TO DISPEL COLDS AND HEADACHES AND PREVENT FEVERS TAKE FROM ONE-HALF TO ONE TABLESPOONFUL AND REPEAT AS OFTEN AS REQUIRED.

GENTLE AND EFFECTIVE
SYRUP OF FIGS
 AND
ELIXIR OF SENNA
 CONTAINS SIX PER CENT OF ALCOHOL

DIRECTIONS-ADULTS. TO CLEANSE THE SYSTEM THOROUGHLY CONSIDERATED TAKE 10

CALIFORNIA FIG SYRUP CO. SAN FRANCISCO, CALIF.

SYRUP OF FIGS

THIS EXCELLENT REMEDY PRESENTS IN THE MOST ACCEPTABLE FORM THE MEDICALLY LAXATIVE PRINCIPLES OF PLANTS KNOWN TO ACT MOST BENEFICALLY TO CLEANSE THE SYSTEM EFFECTUALLY TO PERMANENTLY OVERCOME HABITUAL CONSTIPATION AND THE MANY ILLS DEPENDENT ON IT, TO DISPEL COLDS AND HEADACHES AND PREVENT FEVERS. TO ACT GENTLY YET PROMPTLY ON THE KIDNEYS, LIVER AND BOWELS.

MANUFACTURED BY CALIFORNIA FIG SYRUP CO.

INCORPORATED
 Agents for Great Britain and Colonies
 26 CLEVERLYWELL ROAD, LONDON, E. C.

PRICE 1s. 1½

CALIFORNIA FIG SYRUP CO. SAN FRANCISCO, CALIF.

SYRUP OF FIGS
 and ELIXIR of SENNA

CONTAINS SIX PER CENT OF ALCOHOL

THIS EXCELLENT REMEDY PRESENTS IN THE MOST ACCEPTABLE FORM THE MEDICALLY LAXATIVE AND CARMINATIVE PRINCIPLES OF PLANTS KNOWN TO ACT MOST BENEFICALLY TO CLEANSE THE SYSTEM EFFECTUALLY TO ASSIST IN OVERCOMING HABITUAL CONSTIPATION, TO ACT GENTLY YET PROMPTLY ON THE KIDNEYS, LIVER AND BOWELS. IN THIS EXCELLENT REMEDY WE COMBINE WITH SEVENTY FIVE PARTS OF OUR SYRUP OF FIGS, TWENTY FIVE PARTS OF OUR AROMATIC ELIXIR OF CHOICEST SENNA MANUFACTURED BY OUR ORIGINAL METHOD, AND THIS COMPANY ONLY.

MANUFACTURED BY THE CALIFORNIA FIG SYRUP CO.

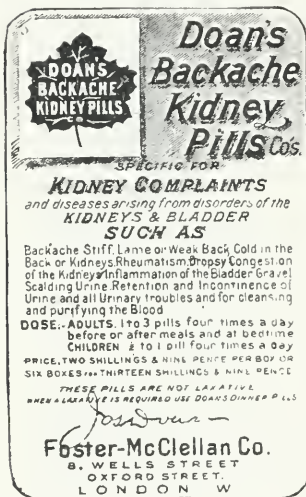
INCORPORATED
 SAN FRANCISCO, CALIF.
 LOUISVILLE, KY. NEW YORK, N. Y.
 PRICE, 50 CENTS.

The laxative principle of Syrup of Figs is not figs but senna. The British purchaser is not told this; neither is he told that the stuff contains alcohol. Thanks to the Food and Drugs Act, the American public is given this information. The upper illustrations are reproductions of parts of the British and American bottle labels; the lower are reproductions of the British and American cartons.

DOAN'S KIDNEY PILLS

"Doan's Kidney Pills" or, as they are sold in the British market, "Doan's Backache Kidney Pills" are, in this country, sold as a "remedy"; in Great Britain, they are a "specific." The difference, is that between truth and falsehood. The British label also differs from the American label in having a larger list of diseased conditions for which the nostrum is recommended. Across the Atlantic, Doan's Kidney Pills are sold as a "specific" for the following conditions, which are not

BRITISH LABEL



DOAN'S BACKACHE KIDNEY PILLS

Doan's Backache Kidney Pills Co's.

SPECIFIC FOR

KIDNEY COMPLAINTS
and diseases arising from disorders of the
KIDNEYS & BLADDER
SUCH AS

Backache Stiff Lame or Weak Back Cold in the Back or Kidneys Rheumatism Dropsy Congestion of the Kidney Inflammation of the Bladder Gravel Scalding Urine Retention and Incontinence of Urine and all Urinary troubles and for cleansing and purifying the Blood.

DOSE.—ADULTS. 1 to 3 pills four times a day before or after meals and at bedtime
CHILDREN ½ to 1 pill four times a day

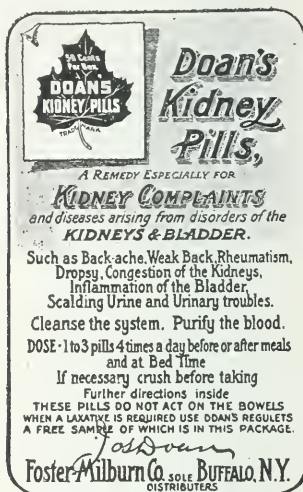
PRICE, TWO SHILLINGS & NINE PENCE PER BOX OR SIX BOXES THIRTEEN SHILLINGS & NINE PENCE

THESE PILLS ARE NOT LAXATIVE.
NEED A LAXATIVE IS REQUIRED USE DOAN'S DINNER PILLS.

Jos. Doan

Foster-McClellan Co.
8, WELLS STREET
OXFORD STREET,
LONDON W

AMERICAN LABEL



DOAN'S KIDNEY PILLS

Doan's Kidney Pills,

A REMEDY ESPECIALLY FOR

KIDNEY COMPLAINTS
and diseases arising from disorders of the
KIDNEYS & BLADDER.

Such as Back-ache, Weak Back, Rheumatism, Dropsy, Congestion of the Kidneys, Inflammation of the Bladder, Scalding Urine and Urinary troubles.

Cleanse the system. Purify the blood.

DOSE.—1 to 3 pills 4 times a day before or after meals and at Bed Time

If necessary crush before taking

Further directions inside

THESE PILLS DO NOT ACT ON THE BOWELS
WHEN A LAXATIVE IS REQUIRED USE DOAN'S REGULETS
A FREE SAMPLE OF WHICH IS IN THIS PACKAGE.

Jos. Doan

Foster-Milburn Co. SOLE DISTRIBUTORS
BUFFALO, N. Y.

In Great Britain Doan's Kidney Pills are sold as a "specific." They are not a "specific," and to avoid prosecution under the Food and Drugs Act the preparation on the American market is labeled merely a "remedy."

mentioned on the American label: "lame back," "cold in the back or kidneys," "gravel," and "retention and incontinence of urine." While the labels on the Doan product as sold in the United States are inferentially misleading, they at least avoid the "lie direct."

KILMER'S COUGH CURE—OR REMEDY


Dr. Kilmer & Co., Binghamton, N. Y., are best known by their most widely advertised preparation, "Swamp Root." They have another product, however, that apparently is sold in large quantities—"Dr. Kilmer's Cough Remedy." That is the name by which the preparation now goes in this country. In

Great Britain, it goes by its older designation "Dr. Kilmer's Indian Cough Cure." So many outrageous falsehoods have been eliminated or toned down since the Food and Drugs Act taught Dr. Kilmer & Co. the elements of truthfulness, that we cannot do better than place in parallel columns the claims as they appear on the British and American labels:

BRITISH LABEL

AMERICAN LABEL

DR. KILMER'S
INDIAN
COUGH CURE
Consumption Oil.




This healing Syrup has a wonderful effect on those suffering with **COUGHS, COLDS, CROUP, HOARSENESS, CONGESTION, INFLAMMATION, TIGHTNESS across the chest, CATARRH BRONCHIAL CATARRH, ASTHMA, BRONCHITIS, CONSUMPTION,** and all Diseases of the CHEST, THROAT AND LUNGS.

PRICE 1/1½

Dose—1-2, 1 or 2 teaspoonfuls every 1-2, 1, 2, 3, or 4 hours as the case may require. **Children**—Less according to age.

Shake Before Taking.
Prepared Only by
DR. KILMER & CO.,
TEMPLE CHAMBERS,
TEMPLE AVE., LONDON, E.C.
MADE IN U. S. A.

Dr. Kilmer's COUGH REMEDY



This healing Syrup is intended for Coughs, Hoarseness, Colds, Tickling in the Throat, Croup, Congestion, Inflammation, Tightness across the Chest, Catarrh, Bronchial Catarrh, and Bronchitis.

Guaranteed by Dr. Kilmer & Co. under the Food and Drugs Act, June 30, 1906. No. 666.
PRICE 25 CENTS.

DOSE—1-2, 1 or 2 teaspoonfuls every 1-2, 1, 2, 3, or 4 hours as the case may require. **CHILDREN**—Less according to age.

Shake Before Taking.
Cough Remedy is Compounded by
DR. KILMER & CO.,
Binghamton, N. Y.

Cough Remedy contains ten per cent of pure grain alcohol.

English and American labels from bottles of "Dr. Kilmer's Indian Cough Cure—Consumption Oil." It is not "Indian;" neither is it a "cure" nor a "consumption oil," and the manufacturers have eliminated these claims from the American label. The English purchaser is told that the stuff "has a wonderful effect on those suffering with" various complaints; the American buyer is, more conservatively, notified that the stuff "is intended for" various—though not as numerous—complaints.

BRITISH LABEL

AMERICAN LABEL

"Dr. Kilmer's *Indian Cough Cure—Consumption Oil.*"

"Dr. Kilmer's *Cough Remedy.*"

"The quick *cure* for colds, coughs, catarrh, croup, bronchitis, *asthma.*"

"The quick *help* for colds, croup, coughs, catarrh, bronchitis."

SWAMP ROOT

No less mendacious than those made for its "tough cure," are the claims made by the Kilmer concern for its worthless fraud, "Swamp Root," when sold to the British public. In fact, the British labels are the same as those used in this country before the federal Food and Drugs Act caused Dr. Kilmer & Co. to assume a conservativeness of statement entirely foreign to its nature. While the company approximates truthfulness on its American labels, this is, apparently, not due to any inherent honesty in the concern for it is still falsifying on the British labels as much as ever. We know of no better way than by the use of the "deadly parallel" to make clear the power for comparative righteousness that is wielded by the pure food law, as exemplified in the case of Dr. Kilmer & Co., of Binghamton, New York:

BRITISH LABEL	AMERICAN LABEL
"Swamp Root, Kidney, Liver and Bladder Cure."	"Swamp Root, Kidney, Liver and Bladder Remedy."
"Cures acute and chronic kidney, liver, bladder and urinary disorders, Bright's disease, dropsy, swelling of the feet, pain in the back, joints, bones or rheumatism."	"Numerous testimonials are to the effect that it has been used with benefit in cases which have been diagnosed as acute and chronic kidney, liver, bladder, urinary disorders, pain in back, joints, bones and rheumatism and Bright's disease."
"Restores disordered liver to a healthy condition, corrects constipation."	[Statement eliminated.]
"Enriches the blood, kills hereditary taint of scrofula, erysipelas, salt rheum, cancer humor or old ulcers."	[Statement eliminated.]
"It cures skin diseases and all disorders arising from an impure state of blood."	[Statement eliminated.]
[No mention of alcoholic content.]	"Swamp Root contains 9 per cent. pure grain alcohol."
"This great specific cures Bright's disease."	"This is recommended for troubles which often lead to Bright's disease."
"Dissolves, expels gravel, stone in bladder."	[Statement eliminated.]
"It heals and cures irritation, inflammation, ulceration or catarrh of bladder."	"It proves of great value in most cases that are diagnosed as irritation, inflammation, ulceration or catarrh of bladder."
"Builds up a run down constitution and is the best remedy and most reliable for liver complaints, torpid liver and biliousness."	"It is intended as a remedy for a run down constitution, liver complaint, torpid liver and biliousness."
"Expels gallstones."	[Statement eliminated.]

BRITISH LABEL

"It cures enlargement of prostate gland, seminal weakness, spermatorrhoea, impotence, generative debility and general languor."

"Drives malarial poison out of system."

"Cures when all other remedies have failed."

"It purifies the blood."

AMERICAN LABEL


"It will be found very beneficial in cases of debility."

[Statement eliminated.]

[Statement eliminated.]

[Statement eliminated.]

BRITISH LABELS



DR. S. ANDRAL KILMER

SWAMP

Cures Acute and Chronic Kidney, Liver, Bladder and Urinary Disorders, Bright's Disease, Dropsy, Swelling of the feet, Pain in Back, Joints, Bones or Rheumatism.

ROOT

Restores disordered Liver to a healthy condition, corrects Constipation


KIDNEY, LIVER

Enriches the Blood, kills Hereditary taint of Scrotula Erysipelas, Salt Rheum Cancer tumor or old Ulcers

AND BLADDER CURE.

It cures Skin diseases and all disorders arising from an impure state of blood

PRICE 1/4



DR. KILMER'S
SWAMP ROOT
CURES **KIDNEY, LIVER & BLADDER** CURE.

THIS GREAT SPECIFIC CURES
Acute and Chronic Diseases of the Kidneys, Liver, Bladder or Urinary Organs, Kidney Complaint and all Uric Acid Troubles.

CURES
BRIGHT'S DISEASE
Dissolves, expels Gravel, Stone in Bladder, It dissolves cystitis, Irritation, Inflammation, Ulceration or

CATARRH OF BLADDER

Blood or Mucus in Urine Retention of Urine, Pain to Urinating, Frequent Calls, Highly Colored Urine, Brick Dust to Urine, Stoppage of Urine, Thick, Stagnant, Scanty Urine. Builds up a run down Constitution and is the Best Remedy and most reliable for Liver Complaint, Torpid Liver and Biliousness & expels Gall Stones.

DIABETES, DROPSY

It cures Enlargement of Prostate Gland, seminal Weakness, spermatorrhoea, Impotence, Generative Debility and General Languor. Drives Malarial Poison out of system.

GRAVEL

removes the causes producing Nerve Diseases, Sleeplessness, Headache, Neuralgia, Nerve Fever, Inward Heat and Thirst and cures when all other remedies have failed.

IT PURIFIES THE BLOOD!

This remedy is always kept up to its High Standard of Excellence.

PREPARED ONLY BY
DR. KILMER & CO., LONDON, E. C.
10 Old Bailey

SOLD BY ALL CHEMISTS.
MADE IN U. S. A.

Put the above picture and printed matter on the inside package of Swamp Root from the store and the large name hanging from the neck.

Trade Mark and Copyright Registered to Dr. S. Andral Kilmer & Co. Patent Office by Dr. Kilmer & Co.


Here are the labels on Kilmer's Swamp Root as sold in Great Britain. Practically every statement on them is a falsehood. Compare with the American labels shown on the opposite page.

These few examples make one point clear: "Patent medicine" manufacturers, as a general rule, will sell their products under fraudulent claims unless the law specifically prohibits such claims. The argument that extravagant statement and misrepresentation are merely unhealthy growths that have gradually attached themselves to the "patent medicine" business and will be removed as soon as the attention of the firms making them has been called to it, does not hold water.

For nearly six years every one of the "patent medicine" makers referred to in this article have had their attention vigorously directed to the false claims under which the various products were being sold. In those English-speaking countries that do not demand that the labels shall tell the truth, the

AMERICAN LABELS

Guaranteed by Dr. Kilmer & Co. under the Food and Drugs Act, June 30th, 1906. No. 666.



S. ANDRAL KILMER, M. D.

SWAMP

Numerous testimonials are to the effect that it has been used with benefit in cases which have been diagnosed as acute and chronic Kidney, Liver, Bladder, Urinary Disorders, Pain in Back, Joints, Bones and Rheumatism and Bright's Disease.

ROOT

SWAMP-ROOT CONTAINS NINE PER CENT PURE GRAIN ALCOHOL

KIDNEY, LIVER AND BLADDER REMEDY.

Swamp-Root is Compounded by DR. KILMER & CO., Binghamton, N. Y.

DR. KILMER'S SWAMP-ROOT

KIDNEY, LIVER AND BLADDER REMEDY

THIS REMEDY IS RECOMMENDED FOR Acute and Chronic Diseases of the Kidneys, Liver, Bladder, Urinary Organs, Kidney Complaint and Uric Acid Troubles, which often lead to Bright's Disease.

It proves of great value in most cases that are diagnosed as Irritation, Inflammation, Ulceration, or Catarrh of Bladder.

Blood or Mucus in Urine, Retention of Urine, Pain in Urinating, Frequent Calls, Highly Colored Urine, Brick Dust in Urine, Stoppage of Urine, Thick, Sluggish, Scanty Urine.

It is intended as a remedy for a run-down Constitution, Liver Complaint, Torpid Liver, and Biliousness.

It will be found very beneficial in cases of Debility.

SWAMP-ROOT

MAKES FRIENDS

— PREPARED ONLY BY —
Dr. Kilmer & Co., Binghamton, N. Y.

This Remedy is always kept up to its high Standard of Excellence

PRICE 50 CENTS.

SOLD BY ALL DRUGGISTS

Get the above picture and printed matter on this size package of Swamp-Root to save the value of the dollar when bought 1909

TRADE-MARK and COPYRIGHT—1901—1906—1909
By Dr. Kilmer & Co., Binghamton, N. Y.

Here are the labels on Swamp Root as sold in this country since the Food and Drugs Act forced the Kilmers to eliminate some of their lying claims. The label used in the United States previous to the passage of the Food and Drugs Act is still used in Great Britain. See the page opposite.

same old lies obtain. In the United States, the "lie direct" has given place to the "lie by inference" and this has been brought about by the presence on the statute books of a law that presumably made lying illegal as well as immoral.

Much yet remains to be done to strengthen the Food and Drugs Act so as to eliminate falsehood—inferential and direct—from drug exploitation. Much has been done and the American people may congratulate themselves on what has been accomplished. It should be borne in mind, however, that the Food and Drugs Act as it now stands does not prohibit false statements regarding therapeutic effects; the Supreme Court has so interpreted it. It, therefore, behooves the peoples' representatives in Congress so to amend the act that its meaning in this connection shall be so plain as to admit of no discussion. In addition to this, the act should be further strengthened by extending the scope of the definition of "misbranding" as to include statements made not only on the labels but wherever the products may be advertised. More people read the claims made by "patent medicine" manufacturers in the newspapers than read labels on the bottles after purchasing. A law, therefore, which while prohibiting falsehoods on the label still permits the wildest mendacity in newspaper advertisements, is but a partial protection. When truthfulness is required on all "patent medicine" advertising wherever it may appear, a vast number of these preparations will be relegated to the limbo of forgotten frauds. (*From The Journal A. M. A., July 20, 1912.*)

MRS. PRICE'S CANNING COMPOUND

When the federal Food and Drugs Act went into effect, the use of certain chemical preservatives which had been proved injurious was prohibited in food-stuffs that entered into interstate commerce. One of these preservatives was boric acid. As the harmfulness of this chemical became generally known, housewives and others who had been in the habit of using it for preservative purposes abandoned it. It was then that unscrupulous exploiters of chemical preservatives took a leaf out of the note-book of "patent medicine" fakers and put on the market, under fanciful names, preserving compounds composed largely of boric acid, but giving no indication of the presence of this chemical.

Mrs. Price's Canning Compound is sold on the claim that it will "prevent canned fruits and vegetables from souring and spoiling" and that it "may be used in canning all kinds of fruits" and "in making catsup, sweet pickles or anything that is liable to ferment." The Kansas State Board of Health has published at different times the results of two independent analyses of this "compound." These indicated that the stuff varied in composition. In view of this fact and because inquiries have been received, another analysis was made of Mrs. Price's Canning Compound, in the Association laboratory. The report of the Association's chemists is as follows:

"Mrs. Price's Canning Compound, manufactured by the Price Compound Company, Minneapolis, Minn., as received in the Association laboratory, was contained in an envelope bearing the name of the preparation, the name and address of the manufacturer and directions for its use.

"The envelope contained about 30 gm. of a white powder soluble in water, possessing a salty taste and having an odor of benzoic acid. Qualitative tests indicated the presence of borate, chlorid, benzoate and sodium. Further experiments and the quantitative estimations indicated that the constituents found existed as boric acid, sodium chlorid and benzoic acid (possibly in part as benzoate) corresponding to the following amounts:

Boric acid, 94.74 per cent.

Salt, 4.71 per cent.

Benzoic acid (calculated from total benzoate), 0.40 per cent.

"While the first analysis (Bulletin Kansas State Board of Health, October, 1909, p. 267) showed that the preparation consisted entirely of commercial boric acid, the second examination (Bulletin Kansas State Board of Health, November, 1909, p. 282) showed that about 6 per cent. of the boric acid had been replaced by sodium chlorid. The present analysis shows that the composition has been again altered by the addition of a small amount of benzoic acid. For all practical purposes, these changes are unessential. The variability is evidently the result of carelessness in the manufacture or it is made with the idea of misleading and confusing."

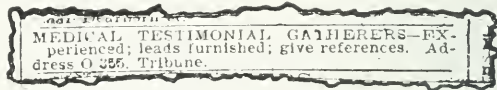
The housewife who uses this mixture does so, of course, not knowing that the chemical she is putting into her foods has been declared injurious as a food preservative by the federal government. Neither does she realize that she is paying for what is essentially boric acid, worth 15 cents a pound, at the rate of \$1.66 a pound.

TESTIMONIALS

There is not a quack trading on the credulity of the public. This has not at some period or other received testimonials—perfectly genuine documents and truthful in so far as the untrained mind is able to record facts without embroidering them. This is because even the most flagrant quacks have their happy flukes"—F. W. Yellon

There never was a "patent medicine" firm that did not claim that it had "thousands of unsolicited testimonials," and that "lack of space" was its only reason for not publishing more endorsements of its product. As a matter of fact the testimonial does not come as easily as these claims indicate. To get most of them requires some effort and at least a small expense. The gift of a dozen pictures to the individual who will testify to belief in the curative power of the nostrum is not much, to be sure, yet it is sufficient to make the adjective

"unsolicited" an untruth. The fact is, the majority of "patent medicine" testimonials are far from being "unsolicited," as there are men who make a business—and a well-paying one—of getting such endorsements. They do so big a business that it becomes necessary for them to hire men to gather the material; the employer furnishes the information—or "leads," as it is technically called—regarding the persons to be approached and the preparation for which the testimonial is needed. During the past week the following "classified" advertisement has appeared several times in at least one Chicago newspaper under "Male Help Wanted":



It would be interesting to learn the name of the concern which requires the services of the "medical testimonial gatherers," and it would be still more to the point to know what nostrums were to get the benefit of the "unsolicited" endorsements thus obtained. (*From The Journal A. M. A., Oct. 15, 1910.*)

How They Are Secured

An article by George Frank Lord on "Testimonials in Advertising" (*Printer's Ink*, Feb. 3, 1909), undoubtedly deserves the prize for a cynical unveiling of the unscrupulousness that underlies the modern advertising method. He supports the use of the testimonial on the following ground: "Until the evolution of a perfect man with infallible judgment and universal knowledge, we must all of us depend on the experience and opinion of others—and that is exactly what a testimonial represents." He then proceeds to demonstrate that that is exactly what a testimonial does not represent, in very many cases: "The average 'patent medicine' testimonial is genuine . . . because the 'patent medicine' ad. appeals chiefly to hypochondriacs who are not sick, but imagine they are when they read their 'symptoms.' The same ad. creates the sickness and effects a cure *à la* Christian Science. The purchase of the medicine is really unnecessary except from the advertiser's viewpoint."

Another instance of the value of the so-called experience and opinion of the testimonial giver is displayed in the following advice: "The best time to get a testimonial is shortly after the purchase is made, while the buyer's first enthusiasm is at its height. . . . Further, advantages resulting from the use of an article are not always permanent, and unless the testimonial is secured at the psychologic time it can not be obtained at all."

If the principles involved in the foregoing excerpts are not blankly dishonest, then we must confess that the meaning

of the term dishonest is not clear to us. And yet they are the principles that are adopted in securing "patent medicine" testimonials. (*From The Journal A. M. A., April 10, 1909.*)

Schedule of Rates

At different times we have discussed the value—or worthlessness—of testimonials. As evidence, their scientific value is *nil*; as psychic stimulants, they rank high. It is for the latter quality that they are sought by the "patent medicine" and "ethical proprietary" exploiters. Testimonials to "patent medicines" are always paid for in an indirect way, though this fact is not given any undue prominence. It has remained for an English quack concern to come into the open and offer a spot cash remuneration for letters which detail the virtues of their goods. This is done by the "Dr." Gardner's Remedies, Ltd., of London, who advertise in the British press:

"One Guinea each paid for every *bonâ fide* testimonial
that is printed or used in any way as an advertisement, and
ONE HUNDRED POUNDS CASH
for the best testimonial received
on or before December 1 next."

London *Truth*, a lay weekly that is aggressively exposing "patent medicine" frauds and quacks, says: "Any one who comes across in the newspapers, after this, surprising personal evidence of the miraculous effects of 'Dr. Gardner's Pink Tablets' or any other specific sold at the same shop will have no difficulty in accounting for the milk in the coconut."

To the initiated, the source of the milk has always been fairly evident, but it will be interesting to see whether the psychic—and only—value of the testimonial will be in any way weakened when the secret of its birth is a matter of public knowledge.

In the proprietary world a recent letter from the Manola Company to physicians shows a similar method of procuring testimonials. Not, of course, that they are called testimonials—that would be too suggestive—no, "clinical reports" if you please, or "clinical data." Neither does the company offer to pay cash for such testimonials—that is to say "clinical data"—nothing so useful as money. Says the Manola Company:

"We are now preparing a book containing clinical reports."

". . . we would like to have whatever clinical data you can give us in regard to your experience with Manola, even if it only covers one case."

"As a token of our appreciation of such a report we will send you three full-sized bottles of Manola, express prepaid, for your personal use."

In the future, "personal evidence of the miraculous effects" of Manola will—at least to the initiated—at once conjure to one's mental vision three bottles of Manola! Isn't this pretty cheap? Those addicted to the testimonial habit have, therefore, three schedules: Lehm & Fink's, \$10.00 a page: the Manola Company, 3 bottles a report: and "Dr." Gardner's,

from 1 guinea to 100 pounds. (\$5.00 to \$500.00) a testimonial. From a purely business standpoint, it would appear that the out-and-out "patent medicine" firm offers the highest inducements.

The Manola people are evidently profiting by past experience. They it was who conceived the idea of getting the physician to act as a peddler for Manola, and at the same time force the druggist to fill up his shelves with their stuff. The price for this service also, was—three bottles!

Will the time ever come when the medical profession will administer such a rebuke to firms of this type that fear of commercial annihilation will compel in them that regard for decency which less drastic methods seem unable to effect? (*From The Journal A. M. A., Dec. 19, 1908.*)

Chemists' Certificates and Proprietary Medicines

Some time ago we pointed out that the chemists' certificate used by the exploiters of hydrocaine, "hydrooxidized hydrocarbon," did not furnish a correct statement of the composition of this nostrum. Recently we noted that the chemist's analysis on the label for uriseptin did not correctly indicate the composition of that article.

The *Druggists' Circular*, October 19, editorially discusses the value which should be attached to chemists' certificates when used to exploit proprietary remedies. As an explanation of the disparity sometimes noted between the published analysis of proprietary medicines and the facts, a conversation overheard by the writer of the editorial is given. A manufacturer accosted a chemist, an old friend, in a breezy, hail-fellow-well-met way, and, during the conversation, incidentally remarked:

"By the way, professor, I'd like to have your certificate of analysis of my preparation."

"Certainly," said the professor, "I'd be glad to make an analysis for you, and I won't charge you much, either. Send me a package as soon as you like."

"Oh, never mind the price; I'll pay you well; and don't bother about the sample, either; I have a certificate of analysis here in my pocket" (producing it), "and all you need to do is to sign it."

The chemist looked straight into the eyes of the manufacturer for an embarrassing second, and then calmly informed him that he had selected the wrong man. The brazen manufacturer, not to be so easily silenced, retorted:

"Oh, come off, now; they all do it; you know they do, and you might just as well pocket the fee as to see it go to the next man."

Presumably the fat fee went into the pocket of the "next man," and no doubt the latter's name is now going all over the country in the advertisements attached to a certificate of purity which druggists and the public are expected to accept as if it were gospel.

As another kind of deception which tends to bring discredit to chemists' testimonials is mentioned the practice of publishing a certificate as to the quality of goods, written by a chemist who is connected with their manufacture, such connection being carefully concealed by the advertiser of the product. This form of deception has, as its counterpart, the practices of the manufacturer of proprietary remedies who has the degree of M.D. and who as a physician writes glowing articles as to the value of the remedy which he as a manufacturer sells to his "colleagues," the doctors. (*From The Journal A. M. A., Jan. 9, 1909.*)

A Repudiated Testimonial

Physicians in various parts of the country recently have received the following printed letter:

**FROM ONE OF EUROPE'S MOST
EMINENT PHYSICIANS.**

"THE SID-OL COMPANY,
Brooklyn, N. Y.

Dear Sirs.

Your preparation "SID-OL" has been placed before me for opinion, and after careful trial I think you have furnished in your wonderful combination (SID-OL) the greatest upbuilding power and constructive force against the depleting and destructive force of the BACILLI of TUBERCULOSIS, I HAVE EVER MET. The blood becomes richer in red corpuscular elements with its use, digestion improves, and as far as I have been able to demonstrate, the most delicate stomach has not been deranged by its action.

Truly yours,

Robert Koch, M. D.

Berlin, Germany.

Obtainable through the drug trade. Sample sent upon request.

*Sid-ol, formerly known as Barnaby's Chyle.

Dr. H. Strosser, of New Britain, Conn., after receiving one of these advertisements of Sid-ol and doubting that Professor Koch had written any such endorsement, wrote to him regarding the testimonial and sent a copy of it with his letter. The following is a translation of the answer received by Dr. Strosser:

BERLIN, Jan. 20, 1910.

Dr. H. Strosser, New Britain, Conn.

Professor Dr. Robert Koch desires to thank you very cordially for your friendly letter of the fifth of the month, and to state that he has had absolutely nothing to do with the testimonial for the preparation "Sid-Ol," a copy of which you enclosed, or with the "Sid-Ol Company," and that the testimonial consequently was not given by him, but is a complete forgery [*durchweg gefälscht ist*].

Dr. Koch has no objection to your publishing this communication in periodicals there.

With best respects of Dr. Koch,

Very respectfully,

ROBERT, Secretary.

It is conceivable, of course, that there may be another Dr. Robert Koch in Berlin besides *the* Dr. Robert Koch. If such is the case, however, it is not true that this second Dr. Robert Koch is "one of Europe's most eminent physicians." Whether the Sid-Ol Company has been guilty of manufacturing the testimonial, or merely of raising a medical unknown quantity to the *n*th power, makes little difference; that it has been guilty of attempting to deceive the medical profession seems undeniable. (*From The Journal A. M. A., Feb. 12, 1910.*)

A Testimonial that Proved a Boomerang

From a scientific standpoint—which merely means from a standpoint of actual facts—all "patent-medicine" testimonials are valueless. As a business asset of the "patent-medicine" maker, however, they are indispensable. Many nostrum manufacturers attempt to stimulate a local demand for their wares by publishing local testimonials, that is, testimonials from persons in the same locality as that in which the advertisements appear. From an advertising standpoint, there is but one objection to this: the very element that makes a local testimonial of value may, if great care be not taken, prove a boomerang. We present a case of this kind.

The Blackwell (Okla.) *News* for August 24, 1911, contained an advertisement in which a Mrs. Charles Butcher of that city testified to the virtues of Doan's Kidney Pills. As a matter of fact, Mrs. Charles Butcher had been dead nearly two months before the advertisement appeared; and she died of kidney disease!

From the standpoint of the advertiser, this episode merely means poor business management. From the standpoint of the public it means more. Doan's Kidney Pills are a fraud and a dangerous fraud. While they are advertised to "cure all kidney ills" the assertion is a false one. While they are said to be "a simple vegetable remedy," the analysis contradicts this

Aside from the positive dangers of self-drugging with so-called kidney cures there is an even greater negative danger that people afflicted with kidney disease will neglect proper treatment until they have reached the incurable stage.

OKLAHOMA, THURSDAY, AUG. 24, 1911

HOME-ENDORSED

With Proof as The Noted Compiler As Blackwell (Cites)

The public endorsement of a local "cure" is the best proof that can be produced. None better than a testimonial can be had. When a man comes forward and testifies to his fellow-men, his address and friends and relatives you may be sure he is thoroughly convinced as to the worth of it. Testing one's reputation is a bad thing for the public and a worse act of a business man than to give a testimonial to the many who have experienced the following state of affairs: "I have been afflicted with kidney disease for some time and have tried many remedies but have not been able to get any relief. I have been told that Doan's Kidney Pills are the best and I have tried them and they have done me a great deal of good. I feel better and my back is no longer so sore. I have been able to get on my feet and I feel that I will be able to get on my feet in a day or two." For sale by all druggists. Price 50 cents. Doan's Kidney Pills, Buffalo, N. Y.

Form No. 18

CERTIFICATE OF DEATH

BUREAU OF VITAL STATISTICS

GUTHRIE, OKLA.

4-20-00 (REV.)

AGE: _____ Years _____ Months _____ Days

Full Name: Mrs. C. Lee Butcher

Place of Death: Blackwell, Okla.

City: Blackwell County: Kay Date of Birth: June 30, 1911

PERSONAL AND STATISTICAL PARTICULARS			PHYSICIAN'S CERTIFICATE OF DEATH	
Sex: <u>Female</u>	Color: <u>White</u>	Birth Place: _____ (State or Country)	Date of Death: <u>June 30</u>	Year: <u>1911</u>
Single	Married <input checked="" type="checkbox"/>	Divorced	I Herewith Certify, that I attended the deceased on or June 30, 1911, at _____ and that I last saw her alive on <u>that day</u> and that death occurred on the date <u>with William and Catherine</u>	
Name of Father: _____			Duration of Illness: _____ Days	
Birth Place of Father: _____ (State or Country)			Cause of Death: <u>Progression of about five months' duration</u>	
Maiden Name of Mother: _____			Signed: <u>D. S. Keiser</u> M.D.	
Occupation of Deceased: <u>Housewife</u>			Special Instructions, only for Hospitals, Transfers or Insurance: _____	
Place of Burial: <u>Blackwell</u>			Usual Residence: _____ How long of place of death? _____ Days	
Date of Burial: <u>July 2, 1911</u>			Remarks: _____	
The above particulars are true to the best of my knowledge and belief.				
Signed: <u>D. S. Keiser</u> , M.D.				
Notary Public for Oklahoma, <u>Blackwell, Okla.</u>				

NOTICE:—Write plainly, without ink. The certificate must be delivered to the County Clerk or Clerk of Public Health.

Photographic reproduction (greatly reduced) of a Doan's Kidney Pills advertisement that appeared in the Blackwell (Okla.) News, August 24, 1911, and a certified copy of the death certificate of Mrs. Charles Butcher, Blackwell, Okla. The advertisement contains a testimonial by Mrs. Charles Butcher, testifying to the value of Doan's Kidney Pills. The death certificate shows that Mrs. Butcher succumbed to kidney disease two months before her testimonial was published.

The viciousness of the "patent medicine" business lies not so much in its assault on the public purse as in its insidious dangers to the public health.

PRESS-CLIPPINGS AND NOSTRUM ENTERPRISE

Of the many charges that may be preferred against the "patent medicine" makers, lack of enterprise in obtaining prospective victims is not one of them. We have referred before to that brilliant stroke of advertising done by the exploiters of Purgen, who panegyricized their purgative on sheets of toilet paper. More recently two cases have been

brought to our attention in which "patent medicine" makers have resorted to the use of the press clipping bureaus, for lists of possible purchasers. The following news item appeared in the Brockton (Mass.) *Times*.

"Mrs. Wm. Wilcox is at the Jordan Hospital, suffering from an attack of acute rheumatism."

This piece of news was garnered in by a clipping bureau and sent to one of its customers—the exploiters of the nostrum "Angeline." If its manufacturers are to be believed—which they are not—"Angeline will permanently cure acute and chronic rheumatism." So the Angeline booklet is sent to Mrs. Wilcox, evidently in the belief that advertising bread cast on the waters may come back after many days in the form of an order.

Raymond & Co., who sell "Raymond's Pectoral Plasters," also use press-clippings. A Sunday-school superintendent, of a small village in Virginia, recently received one of Raymond's "positive cures" for whooping-coughs, bronchitis, etc., with the following ingenious note:

Dear Sir:—We noticed in the ———— *Journal* that Whooping Cough is interfering with the attendance of your school and are of the opinion that RAYMOND'S PECTORAL PLASTERS are not known in your vicinity, or this would not be the case. We wish you would hand the one inclosed to the mother of one of the little ones affected, that she may see for herself what they ACCOMPLISH. Then when you are both satisfied as to their MERIT will you kindly advise us, on the inclosed card the name of the merchant in ———— who sells medicines of any kind that we may take up with him the sale of these Pectoral Plasters in your community.

(From *The Journal A. M. A.*, June 3, 1911.)

GETTING A MAILING LIST

The ramifications of quackery are many and various. Last November, physicians in various parts of the country received a short letter from a physician in central New York, stating that its writer was preparing a paper on locomotor ataxia and, wishing to make it exhaustive, desired "to get into personal communication with as many of these sufferers as possible." With this object in view, he asked:

"May I not ask your assistance to the extent of sending me the names and addresses (not for publication) of any you may know in your city or county?"

Several physicians wrote to THE JOURNAL asking if there was a "nigger in the wood-pile." Inquiries made brought the information from the New York physician that "the statements made are genuine and honest and requests are legitimate." Some of the physicians who received the request, however, sent in names of hypothetical cases of locomotor ataxia. The results were interesting. Those whose names were sent in received no letter from the New York man, but did receive at intervals imitation typewritten communications consisting

of testimonials relative to the wonderful cure for locomotor ataxia by a Dr. C. H. Burton of Detroit, Mich. The same individuals also received an elaborate booklet of thirty-two pages describing the cure of tabes by Burton's wonderful serum. Burton, who is a graduate of the Detroit Homeopathic Medical College, used to live at Hastings, Mich., where he was associated with that notorious fraud "Drs. Mixer," the cancer-cure fake which was put out of business by a fraud-order issued by the Post-Office and by prosecution under the Food and Drugs Act. Since the Mixer concern has ceased to be a source of income for Burton, he seems to have turned his attention to the exploitation of an equally cruel fraud, that of selling a fake cure for locomotor ataxia.

This matter was dealt with at some length, editorially, in THE JOURNAL of the American Medical Association of May 18, 1912. Some little time after this, a gentleman wrote to Burton mentioning the fact that he had read THE JOURNAL'S exposé. In reply, he received a long letter from Burton in the course of which appeared the following:

"I never was in the laboratory of Dr. Mixer, never had anything to do with him and I scarcely know the man at all. My first thought was to sue THE JOURNAL for slander, but on looking them up I find that they are not worth anything, so a judgment would do me no good."

From this, it appears that Burton does not confine his lying to that department of his business where it is greatly needed—the exploitation of a "cure" for locomotor ataxia. On Dec. 7, 1909, Burton gave a testimonial for Mixer, his one-time employer, in which he declared under oath:

"I visit the office of Drs. Mixer daily and give advice in regard to the selection of remedies for patients who write for treatment. I examine all question sheets and either approve of the use of Drs. Mixers' remedies in suitable cases or throw out the sheets because I deem the treatment unsuitable for some."

PERUNA REDIVIVUS—KA-TAR-NO

Six years ago Peruna was sold by car-load lots where it is now sold by the case. Its popularity has waned since, as now manufactured, it cannot be used as an alcoholic beverage. In 1906, the Peruna company was notified that it either must put some medicine in its "booze" or it could be sold only in saloons or other places carrying liquor licenses. The company thus found itself between the devil and the deep blue sea. If it left its nostrum as it was, it could only be sold by one who held a retail liquor dealer's license; this, of course, would at once make its real character evident to the purchaser. If, on the other hand, appreciable quantities of drugs were put into the stuff it would spoil its sale as a beverage. Evidently believing that the preparation was so popular that nothing could hurt its sale materially, the company chose

the latter course. A laxative was added and Peruna was still permitted to be sold as a medicine.

Incidentally, the public was not given the real reason for the change in Peruna's make-up. The excuse offered by Hartman—who is the Peruna company—was:

"For a number of years requests have come to me from a multitude of grateful friends, urging that Peruna be given a slight laxative quality."

The results of the change were what might have been expected. Those who had been taking their toddy in the form of old-style Peruna found themselves in for a bad quarter of an hour when they attempted to obtain the accustomed stimulation from the modified Peruna, to which a laxative had been added. The sale of Peruna diminished enormously. Now we learn from the newspaper advertisements that the old-time Peruna is again on the market under the name Ka-tar-no. A booklet is issued giving some of the alleged reasons for the resurrection of the old Peruna. With the "patent-medicine" makers' belief that the public soon forgets and is easily fooled it is now frankly admitted that the reason for the change in the Peruna formula was, to use the company's own words, because "the government decided that Peruna contained too great a percentage of alcohol and too small a percentage of other drugs to protect it from misuse among people inclined to use alcoholic beverages." To quote further from Hartman's interesting and amusing booklet:

"Dr. Hartman has always been a strict temperance man himself, and when the government proposition was made to him that he must either manufacture and sell Peruna as an alcoholic beverage or change the formula he was shocked beyond all measure. . . . He could not bring himself to engage in anything that looked like liquor traffic."

In spite of the fact, however, that "a multitude" of Dr. Hartman's "grateful friends" had desired the change in the Peruna formula it seems that there was even a greater multitude that objected to it, for we learn:

"Ever since the new Peruna was offered thousands of people who had used Peruna as a family medicine for many years began to complain of the change. . . . The new taste acquired by additional drugs, the new effect that the drugs produced, was all strange and caused them to hesitate and some of them to be actually afraid to use it. Thus it was that the sale of the new Peruna fell below the sale of the old Peruna."

The many requests for the old-style Peruna—combined doubtless with the diminishing sales of the new Peruna—have had their effect on Dr. Hartman even though he is "a strict temperance man" and "was shocked beyond measure" by the government's demand that he put medicine in his preparation.

"The continuous requests of such a multitude of people have caused him to relinquish in so far that he allows the old Peruna (now called Ka-tar-no) to be manufactured and sold as an alcoholic beverage."

If the idea is to recuperate the failing fortunes of Peruna, we predict that it will fail. In the first place, Ka-tar-no cannot be sold except by those who hold a liquor dealer's license. This means that those who, in the past, honestly believed that Peruna had a physiologic action other than that due to alcohol will now know better. Those, on the other hand, who used to purchase Peruna because they wanted alcohol but preferred it in the form of "patent medicine" rather than whisky, will be unwilling to go to the saloon or retail liquor dealer for their toddy. The attempt to resurrect the old Peruna is foredoomed to failure. Those who are honestly opposed to the use of alcohol will not purchase it; those who use alcohol surreptitiously will hesitate to go into a saloon for their "medicine;" those who want alcohol and frankly admit it can buy, for less money, a better grade of whisky than Ka-tar-no.

THE INDEPENDENT PRESS

We have before us a news item from which we learn that Mrs. Murray of Roxbury, Mass., is asking \$2,000 damages for the loss of her hair. About a year ago, so the newspaper says, the lady had auburn hair that reached to her waist; she used Birt's Head Wash and now has to wear a wig. We have before us, also, a large advertisement of Birt's Head Wash. These two facts considered individually would hardly be worth comment; the element of interest lies in their relation. The news item and the advertisement both appeared in the same issue of the newspaper—the *Boston Herald*. In these days when it is commonly reported that news is modified, softened or repressed to meet the real or supposed wishes of the big advertisers it seems worth while to call attention to what might otherwise be but uninteresting facts. Such episodes help to restore public confidence in the press; they also make for optimism and hopefulness. (*Editorial from The Journal A. M. A., June 21, 1911.*)

WHAT THE DRUGGIST THINKS OF NOSTRUMS

In the November, 1912, issue of the *Druggists Circular*, a high-class and independent drug journal, an editorial appeared under the title "Old Nostrums Pass and New Ones Appear." It referred specifically to an old-time nostrum whose birth, growth and demise were described elsewhere in the same issue. So well does the editor express the attitude of the conscientious druggist toward the nostrum evil that it seems particularly fitting to reproduce the editorial as the concluding article in this book. Here it is:

"Certain obvious things seem never to impress themselves upon the guzzler of nostrums, so perhaps it is not surprising that it does not occur to him that if the 'patent medicines' of

a past generation had possessed the powers claimed for them, they would continue to sell when no longer advertised, or at least that if they did not, it would be because they had banished sickness from the earth. Reasoning by analogy he might conclude that the present-day nostrums will drop out of sight and be forgot when their advertising—the only thing which now sustains them—is discontinued.

"These thoughts came to mind as we read the paper, published elsewhere in this issue, on the career of a druggist who achieved world-wide fame as a nostrum manufacturer. Less than half a century ago this man was selling one of his preparations at the reputed rate of something like a million dollars worth a year. There is no record that the remedy ever did what its label and the circular which accompanied it claimed that it would do, although doubtless many men and women wrote testimonials in which they certified that it had cured them of all manner of ills, ranging from Bright's disease to consumption. That is a way that takers of 'patent medicines' have, and not only those who imbibe 'dope' but those who use utterly inert mechanical appliances as well—so great is the power of suggestion and so ignorant is the average layman concerning the origin, duration and cause of the cessation of the disease of his flesh.

"In another generation the best selling 'patents' now on the market will probably be only memories—if that. But there are always fools, and there are always plenty of people who will manage by some means to aid each fool to part with some of or all his money, so there seems to be no prospect that the near future will see us rid of the various 'fake' pills, potions, and paraphernalia now offered to the people as means by which they may rid themselves of their multiform ailments.

"The best selling 'patent' of yester-year, the one which was curing chronic troubles after doctors had failed—if we believe those who were pushing it—is now dead stock on the druggists' shelves, and a new cure-all, backed by extensive publicity and extolled in flamboyant phrases, is sold at cut rates in the department stores and passed over the druggist's counter at a loss to him of actual money and much of the respect of discriminating people.

"However, pure food and drugs laws, post-office fraud orders, the taxing of too alcoholic 'bitters' as whisky, exposés in the popular periodicals, the teaching of hygiene in the schools, and other causes are cooperating to bring about an improvement of conditions. And so the world moves on, getting a little better all the time perhaps, but still bad enough to make some of the weak-kneed who are striving for its improvement to become so discouraged as to fall by the wayside. This is all the more reason for those of us who are optimistic to hold on to what we have accomplished, and to strive to accomplish still more."

INDEX

PAGE	PAGE
A. D. S. 116, 639	Analyses, British 462, 511
Sarsaparilla Compound 617	Lake, Griffiths, A. B. 264
A. P. A. 669	Mascarenhas 188
Abbott, C. A. 173	Morse, W. H. 265
Abe, E. J. & M. 561	Sharpe, G. H. 622
Able (Dr.) 22	Anderson, M. 183
Acetanilid, antipyrin and acetphenetidin, harmful effects of... 494	Anderson, W. H. 569
Acetanilid habit and sanatoriums.. 495	Angeline 689
Acetanilid mixtures 497	Angle, S. M. 104, 415
Aceton 532	Anglo-American catarrh powder... 486
Aceton medical company..... 532	drug company 433
Acetphenetidin, antipyrin and acetanilid, harmful effects of.. 494	Angostura aromatic tincture bit- ters 587
Aeme mills company..... 579	Animal therapy company, Ameri- can 277
Adkin, T. F. 20, 310	Aniseed syrup 552
Adlerika 582	Anodyne, Hooper's 486
Adlerika company 582	Watkin's 486
Adonis vernalis 357	Antidiabeticum 458
Advertisers' protective association. 669	Anti-Cori-Zinc chemical company. 505
Advertising specialists 13	Antikamnia 497
Goldberg medical company..... 13	Antineurasthin 468
Hale, Dyar and Register..... 14	Anti-Phthisis 79
Marston remedy company..... 18	Antipyrin, acetphenetidin and acetanilid, harmful effects of. 494
N. Y. institute of physicians and surgeons 20	Appolzer's mixture 581
Taylor company 22	Arbaugh's newport bitters..... 587
Agnew's powder 486	Arberry, J. J. 92
Aiscol 78	Armstrong, J. 347
Alcoholism, cures for..... 183	Arnold's cough cure..... 486
Alcoba 183	Arnold's zymotoid company..... 452
Aldine laboratories 578	Aroma bitters 587
Ale and beef 587	Aroma stomach bitters..... 587
Allen's restorative tonic..... 587	Aromatic bitters 587
Almozoin 630	Ascatco 424
Alpha medical institute..... 77	Asphinte 587
Alps bitters 587	Association, St. Paul..... 193
Amenoretts 211	Asthma-cures 424
American alimentary elixir..... 587	Ascatco 424
and British labels..... 671	As-Ma-Syde 551
animal therapy company..... 277	Hair's 557
college of mechano-therapy..... 647	Hayes 425
druggists syndicate 146	Munyon's 559
eclectic college 18	Plantoxine 425
elixir 587	Stello's 573
granule and tablet company... 557	Tucker's 427, 486, 509
health college 328	Asthma remedy and manufacturing company 531
health instructor 340	Athens bottling works..... 533
home treatment company..... 278	Atkins, L. V. 277
journal of health 571	Atkinson, T. H. 503
oxidaze company 147, 163	Atlanta remedy company..... 224
stomach bitters 587	Atwood's lagrippe specific..... 587
Amer picon 587	Augauer bitters 587
Ames, F. M. 459	Augauer kidney-aid 587
chemical company 459	Augustiner health and stomach bitters 587
Ammon phenyl 565	Aura-Alpha 207
Ammonol 497	Aura-Maga 267
Amolin chemical company..... 538	Aurum company 649
deodorant powder 583	Austrian laboratory 424
Amvita 201	Aycock, C. F. 169
Anadol 553	Ayer's sarsaparilla 617
Analgin tablets 534	Az-Ma-Syde 590
tablet company 534	

	PAGE		PAGE
Baby killers	431	Branaman, G. M.	252
Emery-Coderre's infant syrup....	576	Branaman remedy company.....	252
Fahrney's teething syrup.....	527	Brant, J. W., & company.....	552, 627
Gauvin's aniseed syrup.....	552	Brant's soothing balm.....	552
Hodnett's soothing syrup.....	538	Breakfast food, Manana gluten....	545
Kopp's baby's friend.....	431	Break-up-the-grip tablets.....	549
Moffett's teething.....	567	British and American labels.....	671
Monell's teething syrup.....	432	British medical institute.....	16
Sabine's blackberry soothing drops	564	Brod's celery pepsin bitters.....	587
Winchell's teething syrup.....	548	Bromidia	589
Winslow's soothing syrup.....	432	Bromin-iodin chemical company....	89
Wood's soothing syrup.....	578	compound	89
Badgley, F. G.	93, 636	Bromo Febrin	529
Baker, L.	626	Bromo-Seltzer	499
Baker, W. H.	136	poisoning from	499
Baker, Z. T.	404	Brookline chemical company.....	493
Balgue, Mrs.	335	Brou's injection	486
Baptist record	267	Brown, C. H.	59
Barber, O. P.	151	Brown manufacturing company.....	542
Barbour, C. H.	404	Brown's aromatic cordial bitters..	587
Barrett, F. T.	557	Brown's utryme tonic.....	587
Bauer's anti-diabeticum	458	Brown's vin nerva tonic.....	587
Beecham's cough pills.....	455	Bruce, J. E.	345
Beecham's pills	518	Bruce, R. C.	196
Beef, wine and iron.....	587	Brunner, J.	557
Bellevue medical institute.....	315	Brunner's greaseless peroxid cream	557
Belvedere stomach bitters.....	587	Brush chemical company.....	641
Bendiner & Schlesinger.....	92, 580	Brush's remedy for seasickness....	641
Benetol	584	Buchanan cancer cure.....	36
Ben Hur kidney and liver bitters..	587	Buchanan medical company.....	36
Benson, C. P.	89	Buckeye bitters	587
Benzonizer treatment	88	Buckhead lithia water.....	565
Bergelt's magen bitters.....	587	Buckhead springs company.....	565
Berg's hawkeye bitters.....	587	Bull's cough syrup.....	456
Berry, C. H. company.....	577	Burnham, E. P.	437
Berry's freckle ointment.....	577	Burns, G. W.	554
Billings, Clapp & company.....	562	Burrell, Mr.	232
Bioplasm	436	Burton, C. H.	690
Bioplasm company	437	Burwell's instantaneous headaches	553
Birmingham celery cola company..	537	cachets	553
Birt's head wash.....	692	Bye (B. F.) cancer cure.....	26
Bismark laxative bitters.....	587	Bye (D. M.) combination oil cure	26
Bismarck's royal nerve tonic.....	587	company	26
Bitter wine	587	Bye, W. O., cancer cure.....	32
Bitters, cocainized pepsin cinchona	551	Cactico hair grower.....	550
Black tonic	587	Cafe-coca compound	533
Blackberry cordial	587	Calahan's sarsaparilla	617
Blackberry and ginger cordial....	587	Caldwell, chemical company.....	550
Blackburn, R.	524	Caldwell's anti-pain pills.....	580
Blackburn products company.....	626	Caldwell's rheumatism cure.....	580
Blenz and company.....	440	California waters of life.....	556
Blenz's remedy	440	Calocide compound	599
Blood cure, Munyon's.....	559	Campbell, H. W.	138
Bloomingdale, H., I. I. and S. J. ...	541	Campbell & Edwards.....	133
Bobo, W. T.	104, 570	Campbell, J. B.	338
Bohemian oats and red line wheat company	124	Cancer cures	25
Bonekamp bitters	587	Buchanan	26
Bonekamp stomach bitters.....	587	Bye, B. F.	26
Boone, U. S.	495	Bye, D. M.	26
Borax business, booming.....	663	Bye, W. O.	32
Borax company, Pacific coast.....	663	Cancerine	540
Boschee's German syrup.....	486	Cancerol	547
Boston medical institute.....	315	Chamlee	37
Botanic bitters	587	Curry	45, 544
Bourke, W. H.	266, 388	Dupuis, D.	68
Bouvier's buchu gin.....	587	Leach	52
Bowden, C. C. & F. H.	533	Miller	549
Bracers	587	Mixers, Drs.	55, 554
Bradbury's capi-cura	561	Radio-sulpho	62, 568
Bradenberg's colocynthis.....	587	Radol	529
Bradfield regulator company.....	531	Septicide	562
Brain food, Harper's.....	522	Toxo-absorbent	64
		United specialists	45
		Wells, Rupert	68

PAGE	PAGE		
Cancerine	540	Columbo elixir	587
Cancerol	52, 547	peptic bitters	587
Cancer and scrofula syrup, Mixer's	554	tonic bitters	587
Canning compound, Price's	680	Columbus pharmaceutical company	172
Canthrox	629	Colwell's Egyptian oil	486
Captol	486, 489	Combs, D. E.	497
Capudine	500	Combs chemical company	197
Capudine chemical company	500	Comfort, children's	486
Carel, H. C.	584	Compound extract benne, Ma- guire's	486
Carnegie university	655	oxygen	190
Carney common sense cure	486	oxygen association	193
Carpathian bitters	587	Concentrated oil of pine compound	523
Carr, C. S.	281, 314, 332	Confidence of quacks	641
Carslake, W. H.	540	Consumption cures	76
Carson, D.	302	Aiesol (Lloyd)	78
Carson, C. H.	328	Alpha medical institute	77
Carter, H.	201	Benzonizer	88
Cartilage company	406	bromin-iodin compound	89
Casca-royal pills	524	Cowles institute	147
Cassebeer's coca calisaya	573	Eckman's alterative	90
Castoria	518	Hill, J. L.	93
Castor-oil pills	524	Hoff's	92, 580
Catarrh-cure	590	Kennedy's cherry balsam	575
Anglo-American	486	Kurakoff	551
Lane's	590	Lung germine	108
Munyon's special	590	Miller's international institute	115
Stuart's	550	Nature's creation	131
Catarrh and hay fever company, Ryno's	535	oxidaze - oleozone - hydrocine- oxydase	146
Celery bitters and angostura	587	sanosin	165
cola	537	sartolin	164
cracker medicine company	542	tubercleicide	165
extract	587	tuberculooids	172
Cerrodanie capsules	569	Wilson	173
Chamlee, S. R.	37	Yonkerman's tuberculozyne	175
cancer cure	37	Convictions under the food and drugs act	521
Chamley and company	37	Cook, W. B.	403
Chancellor, Dr.	226	Coen, H. F.	266, 388
Chandler's headache buttons	563	Cooper's nerve tonic	587
Chandler medicine company	563	Copenhagen institute	364
Chappell, A. W.	578	Cordial, Godfrey's	486
Chemical company, anti-cori-zine	505	Cordial panna	587
Chichester	591	Corish, J. L.	205
Combs	197	Corish's okola method	205
Delta	196	Corsetiere	406
T. B.	443	Cowles, H. L.	147
Chichester chemical company	591	Cowles institute	147
diamond brand pills	591	Cramer, J. J.	561
Children's comfort	486	Cramer drugs company	561
Childs, F. L.	93	Cream, Brunner's greaseless per- oxid	557
Choleral	594	Cream ale	556
Cinchona bitters	587	Crescent star Jamaica ginger	587
Clarke's rock candy cordial	587	Crescent tonic bitters	587
Clayton's and Russell's stomach bitters	587	Crittenden, E. W.	426
Clifford's cherry cure	587	Crosby's balsamic cough elixir	454
Clifford's peruvian elixir	587	Cross bitter wine	587
Coblentz, J. W.	190	Crossman's specific mixture	486
Coca-bola	487	Crytos	630
Coca calisaya	573	Cuforhedake brane-fude, Harper's	522
Coca wine	587	Cuningham, E.	392
Cocainized pepsin cinchona bitters	551	Cough cures, kickapoo	555
Cochran, M. R. and R.	557	Cough cure, one day	486
Cocktail bitters	587	Cough killer, Arnold's	186
Cod-liver-oil compound, Water- bury's metabolized	535	Cough medicines	154
elixir of	546	Beecham's cough pills	455
Cohen (Mrs.)	145	Bull's cough syrup	456
Coke extract	535	Crosby's balsamic cough elixir	454
Colasaya	587	dangers of	455
College, American health	328	Eileri's extract of tar and wild cherry	599
metropolitan medical	346	Gowan's pneumonia cure	156, 527
psychic sarcology	335		
Columbia scientific academy	407		

PAGE	PAGE		
Hoxsie's croup remedy.....	573	De-vit-ol	53
Indian tar balsam.....	560	De Witt's stomach bitters.....	587
Jayne's expectorant.....	455	Diabetes cures	458
Kay's linseed compound.....	454	Antidiabeticum	458
Keating's cough lozenges.....	455	Diabetol	459
Kickapoo	555	Dill's diabetic mixture.....	463
Kilmer's Indian cough cure, 454,	675	Pesqui's vin urané.....	463
one-day cough cure.....	486	Diabetic flour, Acme.....	579
Owbridge's lung tonic.....	454	Diabetol	459
Pape's cold compound.....	598	Didier' bitters	587
Powell's balsam of aniseed.....	454	Dill's diabetic mixture.....	463
Rex cough syrup.....	456	Diphtheria cures	464
Roache's embrocation.....	457	Hancock's liquid sulphur.....	523
veno's lightning cough cure.....	455	Hesperian tonic	464
Cough medicines, dangers of.....	455	Humbug oil	566
Cunningham, W. C.	392	Muco-solvent	524
Cunningham company	392	Rathburn's remedy	466
Cure, Shiloh's	486	Dixie fever and pain powder.....	572
Cure-alls	436	Doane, (Dr.)	22
bioplasm	436	Doan's kidney pills.....	512, 674, 687
Blenz's remedy	440	Doble, A. H.....	551
Brant's soothing balm.....	552	Doctor Fizz	556
En-Ar-Co oil	595	Dodge, and company.....	620
Greene's improved compound of		Doline (Dr.)	22
sarsaparilla	598	Don kola	553
Haarlem oil capsules.....	506	Dozier's apple bitters.....	587
Jones' beaver and oil compound,	533	Dr. Brown's Blackberry Cordial.....	587
Kennedy's herculine tonic.....	575	Brown's Tonic Bitters.....	587
Lasanadora	569	Bouvier's Buchu Gin.....	587
Liquid life	441	Bergelt's Magen Bitters.....	587
Oxy-Tonic	444	Fowler's Meat and Malt.....	587
Radam's microbe killer.....	447, 532	Gray's Tonic Bitters.....	587
Smith's quininets	565	Hortenbach Stomach Bitters.....	587
Sulphume	448	Hopkin's Union Stomach Bitters.....	587
Sulphuro	449	Hoffman's Golden Bitters.....	587
Vitae-Ore	450	Rattinger's Bitters	587
Walker's tonic	565	Sterki's Ohio Bitters.....	587
Zymotoid	452	Sherman's Peruvian Tonic and	
Cures for drunkenness, drug habit,		Systematizer	587
etc.	183	Worme's Gesundheit Bitters.....	587
Curry cancer cure.....	544	Drake (Dr.)	22
Curry, G. M.	45	Drake's german syrup.....	486
Curtis (Dr.)	21	Drake's plantation bitters.....	587
Cuticura resolvent	594	Dreyfuss, S.	565
		Druggists and nostrums.....	692
D. D. D. remedy.....	486	Drugs and foods, misbranded.....	521
Damana gentian bitters.....	587	Drug cures, etc.	183
Damiana nerve invigorator.....	543	Alcola	185
Damiana, Nyal's compound extract		compound oxygen	190
of	537	Habitina	194
Dana, Professor	201	Morphina-cura	197
Dandelion bitters	587	St. James' society.....	576
Dandruff cure, Graham's.....	542	Starnes	549
Dandy bracer	587	Tucker's	549
Dangers of cough medicines.....	455	Waterman institute	578
Darwin medical company.....	265	Woods, E. J.	200
Davis, R. W., drug company.....	551	Drunkenness, cures for.....	183
Day (Dr.)	21	Dubonnet	587
Day, B. C.	211	Dubonnet wine	587
Dean, Swift & company.....	532	Ducro's alimentary elixir.....	587
Dearborn manufacturing company,	618	Duffy's malt whiskey.....	68, 587
DeBarthe, J.	346	Dupuis, D. R.....	68, 529
DeBarthe treatment	345	Duxanima, fraternity of.....	299
DeBmond remedy company.....	609	Duxanima, vow of.....	300
Delaware drug company.....	549	Dyar, A. S.....	14
Della Carson company.....	392	Dye's, J. H., medical institute.....	236
Delta chemical company.....	196		
Deodorizer and germ killer, Egypt-		E. Z. laxative bitter.....	587
ian	558	Eame's tonic headache wafers.....	542
Derbyshire, L. McK.	212	East (Dr.)	21
Des Brisay, F. T.	656	Eau sublime	490
Detchon, I. A.	571	Eau sublime hair dye.....	541
Detchon rheumatism cure.....	571	Eckman, T. T.....	90
DeTrey, E., and sons.....	546	Eckman's alterative	90

PAGE	PAGE		
Eckman manufacturing company.....	90	Ferrati, W. B.	127
Edmondson, G. W.	315	Fort Henry ginger compound.....	388
Edwards and Campbell.....	137	Foster, N. C. and E. J.	636
Egyptian deodorizer and germ killer	558	Dr. Fowler's meat and malt.....	387
Egyptian oil, Colwell's.....	486	Frain, A. K. and M. J.	121
Eilert's extract of tar and wild cherry	599	Franco-American chemical com- pany	576
Elder's celebrated tobacco specific.....	561	Frantz, J. F.	316
Electropoise	295	Fraternitas duxamine.....	291
Elixir of bitter wine.....	587	Freckle ointment, Berry's.....	577
Elixir of calisaya.....	587	Frederick Stearns and company.....	510
Elixir of calisaya bark.....	587	Freidman, H.	546
Elixir, capu-hicks	500	Fruitola	479
Elixir of cod liver oil.....	546	Funny bow-quick headache cure.....	511
Embry, S. E.	318	Furst Brothers	531
Emergency Laboratories	613	Ealrney's teething syrup.....	486, 527
Emery-Coderre's infant's syrup.....	576	Failing's headache powder.....	548
Emmert proprietary company, 548, 599		Failing nellis drug company	518
Emmons, Dr.	380	Falek, J. A., company.....	310
En-Ar-Co oil	595	Falek's one minute headache cure.....	510
Eno's fruit salt.....	519	Famous weiner bitters	587
Enteronol	594	Farr's gray hair restorer.....	493
Epilepsy cure, Lindley's.....	570	Female-weakness cures.....	211
Peeble's.....	570	Amenoretics	211
Town's	571	Day, B. C.	211
Trench's	622	Miller, C. B.	225
Epileptic institute company, 348, 572		Mitchella Compound	226
Epp-o-tone	511	Mother's friend.....	531
Erdtmann (Dr.)	22	Yale's fruitura.....	525
Estrella del norte.....	507	Viavi	228
Eucalyptus cordial.....	587	Fernet-carlisi fernet bitters.....	587
Eureka stomach bitters.....	587	Ferro-china berna	587
Expectorant, Jayne's	486	Ferro china.....	574
Eyelin	528	antimalarico	574
Eyelin company.....	528	basal	587
Eye remedy, Murine.....	603	bissleri	587
Eye salve, Petit's.....	486	blotto	587
Ez-X-Ba	609	di carlo.....	588
Ferro-china carlisi tonic bitters.....	588	Gallstone-cures	479
citro bitters	588	Fruitola	479
columbia	588	Mayr's	489
ideal	588	Gardner, E.	310
salus	588	Gardner's remedies.....	683
tito manlio	588	Gastrophon	588
universale	588	Gatlin institute.....	345
vitanova	588	Gauvin, J. A.	552
Ferro quina bitters.....	588	Gauvin's aniseed syrup.....	552
Figs, syrup of.....	672	Gearan, J. F.	515
Finallavora	588	Gearan headache powders.....	515
Fine old bitter wine.....	588	General drug company.....	599
Fitch remedy company.....	567	Gentian bitters.....	588
Fitch rheumatic cure.....	567	Genuine bohemia milled bitter wine tonic.....	588
Flag-salt	543	Germ killer and deodorizer, Egyp- tian	578
remedy company.....	543	German American doctors.....	367
Flint, Dr.	376	German headache powders.....	576
Florney, T. N.	567	German seidlitz salts.....	587
Flowers, J. C.	183	German stomach bitters.....	588
Flowers of oxozoin.....	597	German syrup, Bosc's.....	486
Folger's aromatic bitters	588	German syrup, Drake's.....	486
Foods and drugs, misbranded.....	521	Germania herb, root and fruit tonic bitters.....	588
Food and drugs act, convictions under	521	Getsinger, E. C.	119
Food and drugs act, how it pro- tects	671	Getwell tablets.....	504
Food preservatives molding opin- ion on	663	Ginger tonic	588
Food-tonics	468	Gin-seng gin	539
Antineurasthin	468	Gin-seng gin company	539
Sanatogen	470	Ginseng cordial	588
Foose, A. P.	523	Globe medical company.....	597
Foot Drafts, Magic.....	636	Globe pharmaceutical company.....	592, 593
Force of Life Chemical Company.....	407	Gloria tonic.....	636

PAGE	PAGE		
Glycerin tonic	588	Hair asthma cure.....	557
Godfrey's cordial.....	486	Hair-dyes, etc.....	489
Goldberg, S.	13	Birt's head wash.....	692
Goldberg medical company.....	13	Cactico hair grower.....	550
Good work in North Dakota.....	597	Captol	489
Gowan medical company.....	527	Eta Sublime.....	490, 541
Gowan pneumonia cure., 436, 486,	527	Farr's gray hair restorer.....	493
Graham, G.	542, 550	Graham's dandruff cure.....	542
Graham brand orange bitters.....	588	LaTosca hair tonic.....	536
Graham dandruff cure.....	542	Potter's walnut juice hair stain.....	491
Graves, W. H.....	211	Well's hair balsam.....	574
Graydon, T. W.....	77	Yale's excelsior hair tonic.....	525
Greene's improved compound of		Hair restorer, Farr's gray.....	493
sarsaparilla	598	Hair tonic, Yale's excelsior.....	525
Greene, F. R., medicine company.....	598	Hale, W. H.....	14
Green's chill tonic.....	588	Hale, Dyar and Register.....	14
Greiner's blackberry cordial.....	588	Hall, F.....	175
Griedsieck	505	Hall, O. F.....	606
Griffin, W. M.	212	Hall, R. McM.....	121
Griffith, E. H.....	62	Hall, T. P.....	121
Griffiths, A. B.....	204, 420	Hamilton dispensary.....	348
Gregg, R. C.....	197	Hamlin's wizard oil.....	600
Gross Bros.' blood and liver tonic	588	Hancock's liquid sulphur.....	523
Guertin, A. L.....	359	Hanson, E. F.....	275
Guild, H. M.....	312	Harmful effects of acetanilid, anti-	
Guild company.....	350, 644	pyrin and acetphenetidin.....	494
Guilmard, H.....	490, 541	Harper, R. N.....	522
Gun Wa.....	16	Harper's brain food.....	522
		Harper's euforhedake brane fude.....	522
H. H. H. medicine.....	559	Harriet Meta.....	406
Haarlem oil capsules.....	566	Harriman, J., drug company.....	545
Habitina	194, 486	Harris, H. L.....	663
Habit-forming nostrums	486	Harris' lithia water.....	563
Agnew's powder	486	Harrison's opium elixir.....	486
Anglo-American catarrh powder.....	486	Harrison's quinine tonic.....	588
Arnold cough killer.....	486	Hartmann, Dr.....	468
Boschec German syrup.....	486	Hartwell, A. D. and H. W.....	505
Brou's injection.....	486	Houser, W. J.....	110
Captol	486	Hawley, L. B.....	20, 310
Carney common sense cure.....	486	Hawley's device.....	310
Children's comfort.....	486	Hay fever and catarrh remedy,	
Coco-Bola	487	Ryno's	535
Colwell Egyptian oil.....	486	Hayes, C. E.....	403
Crossman specific mixture.....	486	Hayes, E. D.....	266, 388
D. D. D. remedy.....	486	Hayes, P. H.....	425
Drake German croup remedy.....	486	Hayes asthma cure.....	425
Fahrney teething syrup.....	486	Hayman, F.....	656
Godfrey cordial.....	486	Head wash, Birt's.....	692
Gowan pneumonia cure.....	486	Health grains.....	600
Habitina	486	Health grains company.....	600
Harrison opium elixir.....	486	Headache-cures	494
Hooper anodyne.....	486	acentanilid	494
James soothing syrup.....	486	aceton	532
Jayne expectorant.....	486	acetphenetidin	494
Maguire compound extract benne	486	ammon phenyl	565
Mexican oil.....	486	anadol	553
Moffet teethina.....	486	analgin tablets	534
One day cough cure.....	486	antikamnia	497
Petit eye salve.....	486	antipyrin	494
Pierce smart weed.....	486	Bradbury's capi-cura.....	551
Piso cure.....	486	Break-Up-The-Grip tablets.....	549
Rexal cholera cure.....	486	Bromo-febrin	529
Shiloh cure.....	486	bromo-seltzer	499
Taylor sweet gum and mullein		Burwell's	553
compound	486	capudine	500
Tousely sneezeless snuff.....	486	Chandler's buttons.....	563
Tubercine	486	Dixie fever and pain powder.....	572
Tucker asthma cure.....	486	Eame's tonic wafers.....	542
Victor lung syrup.....	486	Failing's headache powder.....	548
Watkin anodyne.....	486	Falck's one-minute.....	540
Winslow soothing syrup.....	486	flag salt.....	543
Wright instant relief.....	486	funny-how-quick	545
Hageman, D. and W.....	365	Gearan headache powders.....	545
Hair, B. W.....	557	German headache powders.....	576

	PAGE		PAGE
Getwell tablets.....	504	Hoxsie croup remedy.....	573
Harper's brain food.....	522	Hughes, M. R.....	199
Howe's.....	545	Humbug oil.....	566
Huthwelker's.....	531	Hunt (Dr.).....	22
Infallible.....	561	Hurt, J. B. and T. D.....	560
Kephalose.....	507	Huthwelker, A. C.....	531
Kinne's.....	538	Huthwelker's headache tablets.....	531
Knox's.....	540	Hydrocine.....	146
Kohler's antidote.....	536	Hyomei.....	601
Midol.....	508		
Nurito.....	508	I. X. L. bitters.....	588
Nyal's.....	561	Iamatological bureau.....	314
O. K.....	531	Ideal sight restorer.....	313
painease.....	558	Independent press.....	692
Parker's universal.....	529	Indian stomach bitters.....	588
Peters'.....	549	Indian tar balsam.....	560
Preston's hed ake.....	533	Infallible headache tablet.....	561
Ramon's pepsin.....	542	Ingraham, C. W.....	89
Rexall,.....	544	Ingram, F. F., and company.....	546
shae.....	510	Inman, J. T.....	436
Sherman's.....	550	Instant relief, Wright's.....	486
Stanley's.....	550	Institute, N. Y., of physieians and surgeons.....	20, 407
Summers'.....	548	Institute of science, New York.....	406
sure pop.....	548	International chemical company.....	565
telephone.....	539	International institute.....	115
u-re-ka.....	533	Interstate remedy company.....	266, 388
Wells' dime.....	547	Isham's water.....	536
White's headache.....	564		
"Health".....	314	Jack's Indian tonic.....	588
Health, American journal of.....	571	Jack pot laxative bitter tonic.....	588
Health bitters.....	588	Jackson (Dr.).....	22
Health food company.....	545	Jaffe's intrinsic tonic.....	588
Health products company.....	407	Jameison's compound extract of sarsaparilla.....	617
Health reports, United States.....	20, 313	James' soothing syrup.....	486
Healthtone-obesity-bath powder.....	399	Jameson, S. H.....	569
Heidelber institute.....	364	Janss, H. and P.....	13
Help-to-hear company.....	310	Japanese oil, wonderful.....	596
Hemavitae.....	147	Jaroma.....	602
Hepatic salts.....	639	Jayne's expectorant.....	455, 486
Herb bitters.....	588	J. B. L. cascade.....	311
Herbton.....	588	Jerome's dandelion stomach bitters.....	588
Herrick, E. B.....	22	Jessamine, C. A.....	319
Hersch, (Dr.).....	22	Johnston's cherry elixir.....	588
Hesperian tonic.....	464	Jones, W. B.....	615
Heublein's calisaya bitters.....	588	Jones' beaver and oil compound.....	533
Hibbard, E. R.....	315	Jones' stomach bitters.....	588
Hibbard, F. L.....	327	Jordan, L. W.....	558
Hick's capudine.....	500	Jordan company.....	558
Higgins, H.....	310	Joslen, O. C.....	22
Hill, J. L.....	93	Journal of Health, American.....	571
Hodnett, A. T. G.....	538	June-kola.....	588
Hodnett's gem soothing syrup.....	538	Juniper kidney cure.....	588
Hoff's consumption cure.....	92, 580		
Hoffman's golden bitters.....	587	K. K. K.....	588
Hoge, W. M.....	509	Kahn's iron and malt whiskey.....	588
Holland medicine company.....	566	Kahnus, O.....	348
Hollowell, A. K.....	570	Kardene.....	629
Hood's compound extract of sarsa- parilla.....	617	Kargon.....	632
Hooper, F. W.....	669	Kargon extracting company.....	632
Hooper's anodyne.....	486	Karle's German stomach bitters.....	588
Hop bitters.....	588	Karlsbader stomach bitters.....	588
Hopkins' union stomach bitters.....	587	Kataro.....	588, 600
Horke vino bitter wine.....	588	Kay's linseed compound.....	451
Horn, C. W.....	539	Keating's cough lozenges.....	455
Hortenbach stomach bitters.....	587	Kellogg, F. J.....	385
Horter (Dr.).....	22	Kellogg's safe fat reducer.....	386
Horter, J. W.....	580	Kells company.....	573
Hospital, St. Luke's.....	29	Kempe, O. A.....	319
Houston drug company.....	531	Kennedy, D., company.....	575
Howard, E.....	163	Cherry balsam.....	575
Howard, G. C. C.....	618	Heruline tonic.....	575
Howe's headache tablets.....	545	Worm syrup.....	575
Howe medicine company.....	545	East India bitters.....	588

	PAGE		PAGE
Kephalose	507	Laxatives	518
Kickapoo cough cure	555	Beechan's	518
Kickapoo Indian medicine com- pany	555	boro pepsin	575
Kidd, J. W., company	212	castoria	518
Kidney cure	512	castor oil pills	524
Doan's	512, 674	Eno's fruit salt	519
Kutnow's powder	513, 514	purgen	519
Munyon's	513	Leach, L. T. 26, 52,	547
Swamp root	677	Leach, W. A.	634
Veno's seaweed tonic	513	Leach cancer cure	52
Warner's safe cure	512	Lee's celebrated stomach bitters..	588
Kidniwell	588	Lehn and Fink	683
Killie, (Dr.)	22	Lehman-Rosenfeld company	543
Kilmer's Indian cough cure	454, 675	Leipsie doctors	367
Kilmer and company	675	Lekko stomach bitters	588
Kingsley, O. C.	615	Lenke, A. J., medicine company	564
Kinne, H. E.	538	Lemon ginger	588
Kinne medicine company	538	Leslie's weekly	244
Kinne's sure headache cure	538	Letter-brokers, guild company	644
Kintho beauty cream	577	medical mailing list company	644
Kline, (Dr.)	21	Leucke, H. J.	349
Kline, R. H., company	567	Lewis, C. A.	551
Kline's great nerve restorer	567	Lexington drug and chemical com- pany	578
*Knapp medical company	266, 389	Lindley's epilepsy remedy	570
Knox, J. A.	404	Lindsay, J. C., and company	537
Knox's head-ake powders	540	Lintott, J. E.	656
Ko-ea-ama	588	Liquid life	441
Koca nola	530	Liquid sulphur, Hancock's	523
Kodal tablets	581	Liverine	588
Koehl, V. and company	509	Lloyd, J. Q.	78
Koehler's headache powders	497	Lloyd's specific	78
stomach bitters	588	Lombardo, J. L.	536
Koehn, Dr.	315	Lombardo's La Tosca hair tonic	536
Kohlers' antidote	536	Londonderry lithia water	555
Kohler manufacturing co.	536	Londonderry lithia spring water company	555
Kohnstamm, P.	656	Lowe, W. H., company	553
Kokomo medicine company	225	Lung germine	108
Kola and celery bitters	588	Lung syrup, Victor's	486
Kola-ade	534	Lutz stomach bitters	588
Kola-ade company	524	Luxor	629
Kola cordial, Nichol's compound	562	Lymphol	415
Kola wine	588	Lynnott, T. F.	287
Kopp's baby's friend	431	Lyon's stomach bitters	588
Kos kola	534	MacArthur, R. S.	281
Koskott laboratory	201	Mae Edna Wilder	406
Kotalko	202	Magador bitters	588
Kreuzberger's stomach bitters	588	Magen bitters	588
Krummel's bonekamp maag bitters	588	Magie foot drafts	636
Kudros	588	Magie regulators	638
Kumfort company	535	Magistral chemical company	509
Kurakoff	551	Maguire's compound extract benne	486
Kutnow, S.	515	Mailing list, getting a	689
Kutnow brothers, Ltd.	515	Mail-order medical concerns	252
Kutnow's powder	514	Branaman remedy company	252
Kydms	268	Darwin medical company	265
Laboratory, plapac	415	Interstate remedy company	266
Laboratory, Austrian	424	Nutriola	275
Koskott	201	Rainey medical company	277
La Cottel Manufacturing company	541	Samuels, "Prof."	282
Laevison, A. M., and company	556	Society of universal science	279
Lambert pharmaceutical and chemical company	531	Turnoek medical company	287
Lambert's wine of coca	531	Van Bysterveld medicine com- pany	289
LaMotte Sage	407	Make-man tablets	530
Lanc's catarrh and cold cure	590	Mallory, H. H.	94, 637
Langdon, H. H.	663	Manana gluten breakfast food	545
Langham, J. D.	549	Manola	634
Laranz, C.	310	Manola company	683
La Sanadora	569	Marjorie Hamilton obesity cure	390
La Tosca hair tonic	536	Mark's famous stomach bitters	588
Law, H. and H. E.	241	Marmola	388
Laxa bark tonic	588		

I A.	I A.
Marmola company	267
Marrs, W. T.	501
Marston remedy company	18
Martyn, M.	628
Mascarenhas, J. C.	188
Master specialist	364
Mayatone	633
Mayr, G. H.	489
Mayr's stomach remedy	482
McClelland, W.	557
McConnell, A.	279
McCarrison's compound of golden seal	588
McFatrach, G. W. and J. B.	606
McKesson and Robbins	640
Mechanical fakes	295
Electropoise	295
Hawley's	310
Help-to-hear	310
Ideal sight restorer	313
J. B. L. cascade	311
Oxybon	295
Oxydonor	295
Oxygenor	295
Oxypathor	295
Oxytonor	295
Strenva vacuum treatment	314
Mechano-Therapy, American College of	647
National institute of	656
Medical food company	148
Medical formula company	599
Medical institutes	315
Bellevue and Boston	315
British	16
Carson, C. H.	328
Copenhagen	364
DeBarthe	345
Epileptic	348
Hamilton dispensary	348
Heidelberg	364
Master specialist	364
Vicma	364
Wisconsin	364
Medical mailing list company	644
Menefee, R. N.	523
Mercolized wax	603
Meta	406, 597
Meta multa	588
Metropolitan medical college	346
Metz, G. P. and H. A.	509
Mexican oil	486
stomach bitters	588
Microbe killer, Radam's	447
Midol and nurito	508
Mikalo wine tonic	588
Milburn's kola and celery bitters	588
Miller, A. D. and A. L.	120
A. J.	549
brand bitters	588
C. B.	225
cancer cure	549
F. D.	225
G. McA.	120
H. J.	120
international institute	115
J. F.	551
O. E.	115
Z. L.	120
Minges, K. L.	406
Miod honey wine	588
Misbranded drugs and foods	521
Miscellaneous nostrums	582
Mitchell, C. L.	487
Mitochondria compound	571
Mixer, Drs.	699
C. W.	51
cancer cure	51
L. N.	48
Medicine company	60
scrofula syrup	51
Moffett, C. L., medicine company	567
Moffett's teething	186, 567
Monell's teething syrup	462
Moran, G. E.	633
Moras, E. R.	728
Morley, G. B.	148
Morphin cure, Waterman institute	58
Morphin-cura	195
Morris Morton drug company	572
Morse, H.	574
Morse, W. H., 310, 305, 311, 371, 685	685
Morse's cream	574
Mortimer, G. and company	576
Mother's friend	561
Mothersill remedy company	612
Mothersill's seasick remedy	611
Muc-solvent	524
Muco-solvent company	524
Millhens and Kesspf	184
Mullin compound and sweet gum	186
Muller, W. H.	573
Multo-fruto	585
Munyon's asthma cure	559
homeopathic home remedy company	559
kidney cure	513
pile ointment	603
remedy	559
special catarrh cure	590
special liquid blood cure	559
Murine eye remedy	603
National fraternal sanitarium	78
National institute of mechano-therapy	656
National remedy company	595
Nature's creation	131
remedy for kidney troubles and blood poisoning	588
Naturopathy, Carnegie university of	660
Neal, B. E.	315
Neal, E. V.	20, 407
Neal biscuit company	407
Neal institute	315
Neal reducing belt	414
Nerve invigorator, daniana	547
Nerve restorer, Kline's great	567
Nerve vitalizer, Wheeler's	697
Neuropin	588
Newton, B.	398
Newton's nutritive elixir	588
New Vienna medicine company	579
New York institute of physicians and surgeons	20, 310, 617
New York institute of science	606
Nichols, A. B.	119
Nichol's compound kola cordial	562
Nicholson, J.	661
Noel, J. R.	431
Noel, T.	454
Norrell, L.	664
North Dakota, good work in	507
Northern Illinois college of ophthalmology and otology	675
Norton, (Dr.)	21
Norton, B.	57

	PAGE		PAGE
Nostrums and druggists	692	Patent medicine makers and the press	669
Nostrum enterprise and press-clip- pings	688	Paul manufacturing company	558
Novak's stomach elixir	588	Pectoral plasters, Raymond's.....	689
Nurito and midol.....	508	Peeble's epilepsy cure	570
Nutriola	275	institute of health	570
Nyal's compound extract of Dam- iana	537	Pellagracyde	609
headache wafers	561	Pennyroyal pills, Chichester's	591
spring sarsaparilla compound ..	617	Penrose, B.	618
O. K. headache cure	531	Pepsin stomach bitters	588
O'Beirne, J. R.	407	Peptonic stomach bitters	588
Obernuller's bitters	588	Perkins, Dr.	259
Obesity cures	385	Perkins, J. B.	68
Kellogg's	385	Perlicht's prescription pharmacy..	533
Marjorie Hamilton's	390	Peroxid specialty company.....	557
Marmola	388	Perspiro	611
Society of associated physicians.	404	Peruna rodivivus, ka-tar-no	690
Turner's	405	Peruvian bitters	588
Yale's fertilizer tablets	526	Pesqui's vin urane	463
Odol	608	Peters' headache powders	549
O'llare's bitters	588	Peter Paul stomach bitters	588
Oil, Mexican	486	Petit's eye salve	486
Oil-of-pine compound, concen- trated	523	Peychaud's bitter wine cordial....	588
virgin	634	l'henalgin	497
Okola laboratory	406	Phillip's face lotion	558
Okola method, Corish's	205	Phillip's medical company.....	558
Old Dr. Jacque's stomach bitters..	588	Physicians cooperative association.	183
Old Dr. Scroggin's bitters	588	Physicians' institute	649
Oleozone	146	Pierce's smart weed	486
Oliver, R. A.	94, 637	Pierson, S. K.	550
One day cough cure	486	Pile ointment, Munyon's	603
Ophthalmology and otology, north- ern Illinois college of	606	Pilkinton, W. E.	523
Opium elixir, Harrison's	486	Pills, Beecham's	518
Orange bitters	588	Pills, castor oil	524
Orangeine	497	Pilsbury coke extract	533
Osborne, D. C.	546	Pilsbury, Jr., A. L.	533
Otology and ophthalmology, north- ern Illinois college of.....	606	Pilsener bitter wine	588
Ottignon, W.	314	Pine compound, oil of.....	523
Our ginger brandy	588	Pinus medicine company.....	479
Ovelmo company	224	Pioneer ginger bitters	588
Overdear, B. M.	220	Piso's cure	486
Owbridge's lung tonic	454	Pitcher, S.	518
Oxidaze	163	Planck, F. M.	335
Oxidaze-oleozone-hydrocine	146	Plank, W. R., drug company.....	529
Oxien tablets	609	Plantoxine	425
Oxybon	295	Plapao laboratories	415
Oxydase	155	Plas-tr-pads, Stuart's	415
Oxydonor	295	Pneumonia cure, Gowan's.....	486, 527
Oxygen, compound	190	Poisoning—from acetanilid.....	495
Oxygenor	295	antipyrin	495
Oxyphathor	295	bromo-seltzer	499
Oxy-tonic	444	Bull's cough syrup.....	456
Oxytonor	295	Capudine	503
Oxozoin, flowers of	597	Kopp's baby's friend.....	431
Ozark stomach bitters	588	Jayne's expectorant.....	455
Ozonol lung developer	97	Monell's teething syrup.....	432
Pacific coast borax company.....	663	phenacetin	495
Painease	558	Potter's walnut hair dye.....	492
Pale orange bitters	588	Purgen	519
Panama bitters	588	Rex cough syrup.....	456
Pape's cold compound	508	Winslow's soothing syrup.....	434
Paris academy of beauty arts.....	406	Pollock (Dr.)	22
Parke, Davis and company.....	276	Pollok, Professor	201
Parker-Blake company, Ltd.	533	Pond's ginger brandy.....	588
Parker's universal headache cure..	529	Pond's rock and rye.....	588
Parkview sanatorium	547	Poslam	612
Parnotis	629, 631	Potter, M. C.	265
Patch, C. L., Mfg. Co.	276	Potter company, Darwin.....	265
		Potter drug and chemical corpora- tion	594
		Potter hygienic supply company.....	491
		Potter's walnut juice hair stain....	491
		Powder, Kutnow's	514

	PAGE		PAGE
Powell's balsam of aniseed.....	454	Reeves-to	189
Prescription-fakes	628	Rex cough syrup.....	456
almozoin	630	Rex ginger	588
concentrated oil of pine com- pound	523	Rex ginger and brandy tonic.....	588
crystos	630	Rexal cholera cure.....	486
kardene	629	headache waters	544
kargon	632	sarsaparilla tonic	617
luxor	629	Reynolds, J. M.	125
mayatone	633	Rheinstrom's stomach bitters.....	588
mercolized wax	603	Rheumatism-cures	636
parnotis	631	Caldwell's	580
quinola	629	Detchon's	571
spurmax	631	Fitch	547
toris compound	597	Gloria tonic	626
vilane powder	625	Magic foot drafts.....	636
virgin oil of pine.....	634	Sal hepatica	639
Preservatives, food, molding opin- ion on	663	Tartarflithine	640
Press, independent	692	Rice, W. S.	115
Press-clippings and nostrum enter- prise	685	Rice rupture cure.....	115
Preston's head-ack	533	Richards, H.	646
Prewitt, R. C.	196	Riley's kidney cure.....	588
Price's canning compound.....	680	Rimsovo malto-sove vino chino.....	588
Price compound company.....	680	Roberts, C. S.	116
Progressive home treatment for deafness	207	Roberts, J. W.	461
Protective association, advertisers'. Protone	669	Robinson, A.	266
Psychic world	387	A. E.	266
Pullen-Richardson chemical com- pany	540	Roche's embrocation	457
Pulver, T. A.	29	Rockandy cough cure.....	588
Pure food law, see also food and drugs act.		Rococola	543
Pure food law, how it protects....	671	Roman solvenc laboratory.....	406
Purgen	519	Rombauer, E. R.	505
Pyle	349	Romero, B.	509
		Romero drug company.....	509
Quacks, confidence of.....	644	Rosolio	588
Quinin whiskey ?.....	560	Ross, J. A.	346
Quinola	629	Royal lithia water	509
Quinquina Dobonnet	588	Royal pepsin stomach bitters.....	588
		Royal pepsin tonic.....	588
Radam's microbe killer.....	477, 532	Ruffner, J. M.	305
Radi-sulpho	62	Rupture-cures	415
brew	62, 568	Rice	415
cancer cure	62, 568	Stuart's plas-tr-pads	415
Radol	69, 529	Ruskin industrial guild.....	122
Rainey, J. M.	277	Ruskin university	120
Rainey medicine company.....	277	Ryno, E. H.	535
Ralston's acme diabetic flour.....	579	Ryno's hay fever and catarrh remedy	535
Ralston health breakfast foods.....	579	Sabine's blackberry soothing drops	504
Ralston's select bran.....	579	Safe cure, Warner's.....	512
Ramon's pepsin headache cure.....	542	Sage, X. La M.	407
Ramsey, E. W.	46	St. James society drug cure.....	570
Rathbun, G. M.	466	St. Louis sanitarium.....	44
Rathbun's remedy	466	St. Louis sanitarium company.....	44
Dr. Rattinger's bitters.....	587	St. Luke's hospital.....	29
Raymond and company.....	689	St. Luke's society.....	120
Raymond's pectoral plasters.....	689	St. Paul association.....	193
Raynor, H. C.	268	St. Rafael quinquina.....	588
medical company	266, 389	Salacatin	497
Red line wheat company, bohe- mian oats and	124	Sal hepatica	639
Red raven	599	Sal lithin	436
Reed, A. S.	502	Salts, German seidlitz.....	557
Register, R.	14	Samuels, H.	282
Reinhardt, F. A. H.	364	Sanatogen	470
L. J. M., W. A. and W. F.	365	Sanatoriums and the acetanilid ha- bit	495
Rengo	387	Sanatorium, Parkview	517
Resinol	613	Sanche, H.	295
Re-stor-all	82	Sanin-Gesellschaft	458
		Sanitarium, St. Louis.....	44
		Sanitarium Company, St. Louis ..	44
		Sanitarium, national fraternal.....	78
		Sanitol	614
		Sanitone wafers	385

	PAGE		PAGE
Sanosin	165	Sartoin	521
Sarasina stomach bitters	588	Yale's antiseptic	527
Sarcology, psychic	335	Yale's blush of youth	526
Sargol	614	Yale's excelsior complexion	
Sargol company	615	bleach	526
Sarsaparilla	616	Yale's excelsior skin food	524
A. D. S.	617	Smart weed	588
Ayer's	617	Smart weed, Pierce's	486
Calahan's	617	Smaw & company, W. H.	529
Greene's	598	Smith, C. E. R.	565
Hood's	617	H. K.	13
Jamieson's	617	J. A.	636
Nyal's	617	J. F. M.	566
Rexall	617	Smith's bitters	588
Sayle's	617	quinnets	565
Wilson's	617	vitalizing bitters	588
Sartoin skin food	521	Smithwick, J. W. P.	151
Sartolin	164	Sneezeless snuff, Tousley's	486
Sartolin company	165	Society of associated physicians ..	404
Saunig, A., & company	574	St. Luke's	120
Saxolite	618	of science, letters and art,	
Sayle's compound extract of sar-		29, 88, 188, 205	
saparilla	617	of universal science	279
Scarff, F. W.	634	Sœmnoform	546
Scheetz bitter cordial	588	Soothing balm, Brant's	552
Schier's famous bitters	588	Soothing drops, Sabine's black-	
Schlesinger, M. C.	580	berry	564
Schmidt's celebrated strengthen-		Soothing-syrup, Hodnet's gem	538
ing bitters	588	James'	486
Schneider, R.	165	Winslow's	432, 486
Schoenling, Dr.	349	Wood's	578
Schönke treatment	348, 351	Specific mixture, Crossman's	486
Schroeder's German bitters	588	Spiegel, M.	533
Schuch, Jr., P.	568	Sporty days invigorator	539
Schulze, W. C.	648	Spurmax	631
Science, New York institute of ..	406	Stace, E. F.	183
Science, society of, letters and art,		Stange's genuine antispasmodic or	
29, 88, 188, 205		cramp drops	561
Scientific academy, Columbia	497	Stanley's instant headache cure ..	550
Scott, J. A.	535	Stark, G. R.	291
Scott, J. T.	118	Starnes, W. A.	549
Scott, W. E.	201	Starnes drug-habit cure	549
Scrofula and cancer syrup, Mixer's	534	State medical institute	266
Seasickness cures	641	Stearns, F., & company	510, 537, 561
Brush's remedy	641	Steinhardt Bros. & company	543
Mothersill's	641	Steinkonig's stomach bitters	588
Seaweed tonic, Veno's	513	Stello's asthma cure	573
Secor, H. T.	121	Stewart sulphur company, C. M. C. .	449
Senoret chemical company	575	Stolk, A. I.	656
Septicide	562	Stomach bitters	588
Sethness company	534	Stoughton bitters	588
Shac	510	Stradus, R. T.	404
Shafer, C.	300	Strauss exhilarator	588
Sharp and Dolme	505	Strenva vacuum treatment	314
Sharpe, G. H.	622	Stuart, F. A., company	550
Shaw, C. H.	387	F. J.	415
Shepard pharmaceutical company ..	573	catarrh tablets	550
Sheppard, J. R.	546	plas-tr-pads	415
Sherman's headache cure	550	Sturman	29
Shield's, V. E. and W. H.	536	Sulphume	448
Shiloh's cure	486	Sulphurro	449
Sid-ol	686	Summers, G. R.	548
Simon, J., I. & H.	539	Summers' headache remedy	548
Simon's aromatic stomach bitters ..	588	Superlatone	581
Sirena tonic	588	Sure pop headache powders	548
Skin-food, sartoin	521	Sure thing tonic	534, 588
Yale's	524	Sussus wasser	537
Skin-preparations, Berry's freckle		Sulton, S. F.	224
ointment	577	Swamp root	677
Epp-o-tone	541	Sweet gum and mullein compound,	
Kintho beauty cream	577	Taylor's	486
Phillip's face lotion	558	Sweet's honey vermifuge	571
Poslam	612	Symond's London stores	201
Resinol	613	Syrup of figs	672

PAGE	PAGE		
T. B. chemical company.....	443	Universal science, society of.....	279
Tallman, W. D.	576	University, Ruskin.....	179
Tansan mineral water.....	618	U-re-ka headache powder.....	562
Tar and wild cherry, Eiler's extract of.....	599	Urikol.....	288
Tartarothine.....	610	Vaginela.....	276
Tatra.....	588	Van Bysterveld, A. W.....	289
Taylor company.....	22	Van Bysterveld medicine company.....	289
Taylor's sweet gum and mullein compound.....	486	Vanderheide, A. H. and J. J. H.....	666
Teethina, Moffett's.....	486, 567	Vanderhoof & company.....	548
Teething syrup, Fahrney's.....	486, 527	Vani-kola company.....	563
Monell's.....	432	Vani-kola compound syrup.....	565
Winchell's.....	548	Van Leuven, H. D.....	18
Telephone headache tablets.....	539	Van-Vleet Mansfield company.....	571
Temperine.....	556	Vapo-Cresolene.....	626
Temple of health.....	328	Veno's lightning cough cure.....	453
Testimonial.....	681	Veno's seaweed tonic.....	513
Testimonial that proved a hoem-erang.....	687	Vermituge, sweet's honey.....	571
Thacher medicine company.....	619	Vermouth excelsior.....	541
Thacher's worm syrup.....	619	Vestro.....	619
Therapeutic company.....	136	Viavi treatment.....	238
Thompson, G.....	224	Victor Koechl & company.....	569
Thornton, N.....	232	Victor lung syrup.....	486
Tilden's febrisol.....	553	Victory remedy company.....	524
Tilden company.....	553	Vienna medical institute.....	361
Tindall, C. A.....	310	Vigo bitters.....	588
Tinthoff, F. S. and S. J.....	649	Vilane powder.....	626
Tiz.....	629	Vin de Michael.....	588
Tobacco specific, Elder's celebrated.....	564	Vin Mariani.....	588
To-kalon keapshape reducing corset.....	113	Vin urané, Pesqui's.....	463
To-kalon manufacturing company.....	406, 597	Vine-kolafra.....	588
Tokay quinin iron wine.....	588	Virgin oil of pine.....	624
Tolu rock and rye.....	588	Vita-ore.....	150
Tomlinson, D. D.....	559	Vital science system.....	329
Tonic, sure thing.....	534	Vitaline.....	277
Toris compound.....	597	Vitaopathy.....	29
Tousley's sneezeless snuff.....	486	Vitapathic system.....	338
Town's epilepsy cure.....	571	Wa, Gnn.....	16
Town's medical company.....	571	Walker's tonic.....	566, 588
Toxo-absorbent cancer cure.....	64	Waller, F. C.....	310
Trench's epilepsy cure.....	622	Walnut juice hair stain, Potter's.....	491
True's magnetic cordial.....	588	Ward, Mr.....	318
Tubercine.....	486	Warner, F. W.....	64
Tuberclecid.....	165	Warner-Jenkinson company.....	553
Tuberculoids.....	172	Warner's safe cure.....	512
Tuberculozync, Yonkerman's.....	175	stomach bitters.....	589
Tuckahoe lithia water.....	540	Water, buckhead lithia.....	565
Tuckahoe mineral springs company.....	540	Harris' lithia.....	563
Tucker, N.....	427, 569	Londonderry lithia.....	555
W. J.....	549	Royal lithia.....	569
asthma specific.....	427, 486, 569	Tansan mineral.....	618
drug-habit cure.....	549	Tuckahoe lithia.....	539
Turner company.....	406	Waterbury chemical company.....	535
F. A.....	406	Waterbury's metabolized cod liver oil compound.....	535
P. A.....	310	Waterman institute morphia cure.....	578
obesity cure.....	405	Waters of Life, California.....	556
Turnock medical company.....	287	Watkin's anodyne.....	486
Tyree's antiseptic powder.....	624	Webb, M. E.....	183, 200
elixir buchu and lyosecyamus compound.....	625	Webb's A No. 1 tonic.....	589
Tyrrell, C. A.....	311	Wells' dime headache cure.....	547
U-go.....	588	E. S.....	574
Uncle Josh's dyspepsia cure.....	588	hair balsam.....	571
Underberg's boonekamp maag bit-ters.....	588	medicine company.....	547
United doctors.....	115	R.....	529
drug company.....	544	W. A.....	547
specialists cancer cure company.....	45	Wendt, C. R.....	108
states health reports.....	20, 313	Wertz, H. F.....	101
		Westphalia stomach bitters.....	589
		Wetzel, H. S.....	49
		Wheeler, C. G.....	553
		chemical works.....	553
		H. N.....	532
		nerve vitalizer.....	627

	PAGE		PAGE
Whiskey, quinin	560	Wolf, M. C.	365
White, O. P.	564	Woman's health institute.....	224
White-cross bitters	589	mutual benefit company.....	646
White's dyspepsia remedy	589	Wonderful japanese oil.....	596
headache	564	Wood, E.	406
Whiteley, G. H.	546	E. J.	97
Whitney (Dr.)	22	M.	404
Wiersma, A. B.	656	soothing syrup	578
Wild cherry and tar, Eilert's ex- tract of	599	W. J.	578
Wilder, M. E.	496	Woods, E. J.	183, 200
Will, J. P.	115	Woodbury's brand bitters.....	589
Will-do	589	Woodward, O. F.	550
Williams' kidney relief.....	589	Worme's gesundheit bitters.....	587
Wilson, A. J.	374	Worm syrup, Kennedy's.....	575
C. H.	540	Wright's instant relief.....	486
compound sarsaparilla	617	Yale, Mme.	524
consumption cure	173	Yale's antiseptic	527
E. A.	173	Blush of youth.....	524
M. Y. B.	524	Excelsior complexion bleach.....	526
Winchell's teething syrup.....	548	Fruitcura	525
Windsor laboratories	578	Hair tonic	525
Wine of chenstohow.....	589	Skin food	524
Wine of Pomelo with beef and iron	589	Fertilizer tablets	526
Winnen, A. and J.	121	Yonkerman, D. F.	177
Winslow's soothing syrup.....	432, 486	Yonkerman's tuberculozine	175
Winter (Dr.)	22	Zeman's medicinal bitter wine....	589
Wisconsin medical institute.....	364	Zien's stomach bitters.....	589
Wise, P. M.	440	Zig-zag	589
Wiscola	546	Zymole company	510
Wissmann, J.	110	Zymotoid	452

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