

**Nostrums and quackery : articles on the nostrum evil and quackery
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Contributors

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Dr O.S. Gibbs

with best wishes of

J.W. Crane
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NOSTRUMS AND QUACKERY

Articles on the Nostrum Evil and Quackery
Reprinted from The Journal of The
American Medical Association

PART I.....	QUACKERY
PART II.....	NOSTRUMS
PART III.....	MISCELLANEOUS

FIRST EDITION

[1912]

PRESS OF
AMERICAN MEDICAL ASSOCIATION
FIVE HUNDRED AND THIRTY-FIVE DEARBORN AVENUE
CHICAGO

ACKERY : U.S.A.

S.A. : Quackery

PROPRIETARY MEDICINES : U.S.A.

Galler

CBQ.6



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NOSTRUMS AND QUACKERY

PREFACE

In the latter months of 1905 the first of a series of articles appeared in *Collier's Weekly*, 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 “proprieties.”

PART I.

QUACKERY

ADVERTISING SPECIALISTS

DR. TAYLOR & CO.

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 "Dr. Taylor & Co.," 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 Dr. Taylor & Co., 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 Dr. Taylor & Co. 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 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 were to see Arberry, the young man was examined by three reputable

POST-INTELLIGENCER, TUESDAY, JULY 13, 1906

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

Come and Be Taught How Wonderfully You Are Made, and How to
Avoid Diseases and Miseries.

We have opened an office for exhibits in establishing our new branch of anatomy and science, which is now open to receive you here. We are showing over 100 pieces including wax and plaster models, skeletons, whole, imported French, paper, death mask, etc., also many natural specimens preserved in alcohol.

The Dr. Taylor Co. is well known as the largest and most reliable concern in its particular field on the coast, and the greatest care has been exercised in the arrangement of the collection to secure anything calculated to shock or offend the most susceptible, and the inherent modesty of any kind is absent. Just as our methods of treatment are to a distinct and superior class, so also is our museum as far superior to anything seen in the line ever shown here that there is absolutely no comparison.

OPEN EVERY DAY, 9 A. M. TO 9 P. M. SUNDAYS, 11 TO 4.

Oldest, Most Reliable and Longest
Established

SPECIALIST ON THE COAST

Offices at Portland, Seattle,
San Francisco, Los Angeles



DR. TAYLOR,
Leading Specialist

I Cure Men's Diseases

I have treated hundreds of men who have long suffered a greatest distress of physical and mental misery, all a result of general debility, and have been incured in curing the worst general impotency that comes a thorough cure of the mind disease. My success in curing difficult cases of long standing has made me the foremost specialist treating men's diseases. This success is due to several things. It is due to the study I have given my specialty, to my having ascertained the exact nature of men's debility, and to the efficient, delicate and thoroughly scientific methods of treatment I employ.

To those to doubt as to their true condition, who wish to avoid the serious results that may follow, and who, I offer free consultation and advice either at my office or through correspondence. All your case is one of the few that has resulted in "curative" work. I will not accept of my treatment, nor will I urge my services upon any one. I must receive some coin, and more all than I want.

THE DR. TAYLOR CO. 426 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. From the *Seattle Post Intelligencer*.

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.*)

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 prom-

ised 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 penitentiary 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

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 Bladder
 Troubles, Weak
 Back, Burning
 Urine, Stricture,
 receive searching
 treatment, prompt
 relief and cure for
 life. Both sexes
 treated confidentially
 and privately. Piles, Fissure
 and
 Rupture, Nervous Debility, Falling
 Memory. All cases can be as successfully
 treated by mail as by personal interview.
 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.

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.]

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. It was also shown that, in addition to Herman Janss and Samuel Goldberg, there was a Dr. Peter Janss and a Dr. H. K. Smith employed by this concern. The business was a mail-order treatment of "diseases of men." After incorporating under the title of "Dr. Gold-

berg 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

Dr. Goldberg's Diplomas



1. Certificate received in Anatomy, Physiology and Chemistry. 2. Diploma conferring degree of Doctor of Medicine and Surgery. 3. Special Diploma received as to ability to examine Cases in Venous and Scurvy. 4. Special Diploma received on Eye and Ear. 5. Special Diploma received for work done as the Oculist (Gripes). 6. Special Diploma received from the New York Post Graduate Medical School and Hospital as Chairman of the Staff. 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. License State Board of Medical Examiners, recognizing the standing of Dr. Goldberg in 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 conclusively that I am a physician of learning and ability.

Dr. Goldberg,
SPECIALIST
Chronic, Private and
Nervous Debility
Diseases
208 Woodward Ave.
PHONES MAIN 1532
AND GRAND 1735

MY MOTTO
You can pay when you
are convinced that you
are Thoroughly and
Permanently Cured.

PAY WHEN CURED

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.

No. OF CASE _____

Address all Letters to _____

Post Office Box 126.

DETROIT, MICH.

Name of Patient _____

Street _____

Town _____

Post Office Address _____

County _____

State _____

Town in which the nearest express office is located _____

Postings & no Medicines shipped without Written Orders from Patient.

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

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.

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 stereotyped 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 and Messrs. E. V. Neale 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.

1. Hawley has been connected with other frauds. See index.

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.

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 Puzzled.

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 scores 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 'Vitaopathy.' In these days of quackery and fakes, every advance in science is imitated 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 Vitaopathy, 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. Vitaopathy is not Christian science, it is not Hypnotism nor Divine Healing. It is infinitely more thorough and far-reaching than any of them.

"Vitaopathy" is a subtle force of nature, regulating the intellectual and spiritual being which controls the physical man. It puts the system in a receptive condition, which enables the body to receive the full benefit of my Vitaopathic 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 death's door. 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 any one 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, and have been treated by other methods without avail. 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 constant 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 having 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 Vitaopathy, 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 left 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 doctors had given her up to die, and I wrote for your free 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. Moore,
Box 638, 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. Physician 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. Refer 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. SWATNE, Ph.D.,
Prosper Spring, Clear Lithia 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 1911, 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 been. Vitaopathy is unquestionably the most wonderful science 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." Flower had previously been president of a mail-order medical concern run by the notorious quack and swindler, R. C. Flower.

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:

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.

CANCER CURES

"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 charlatanry 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 year or two 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. H. W. Wiley, 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.

"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

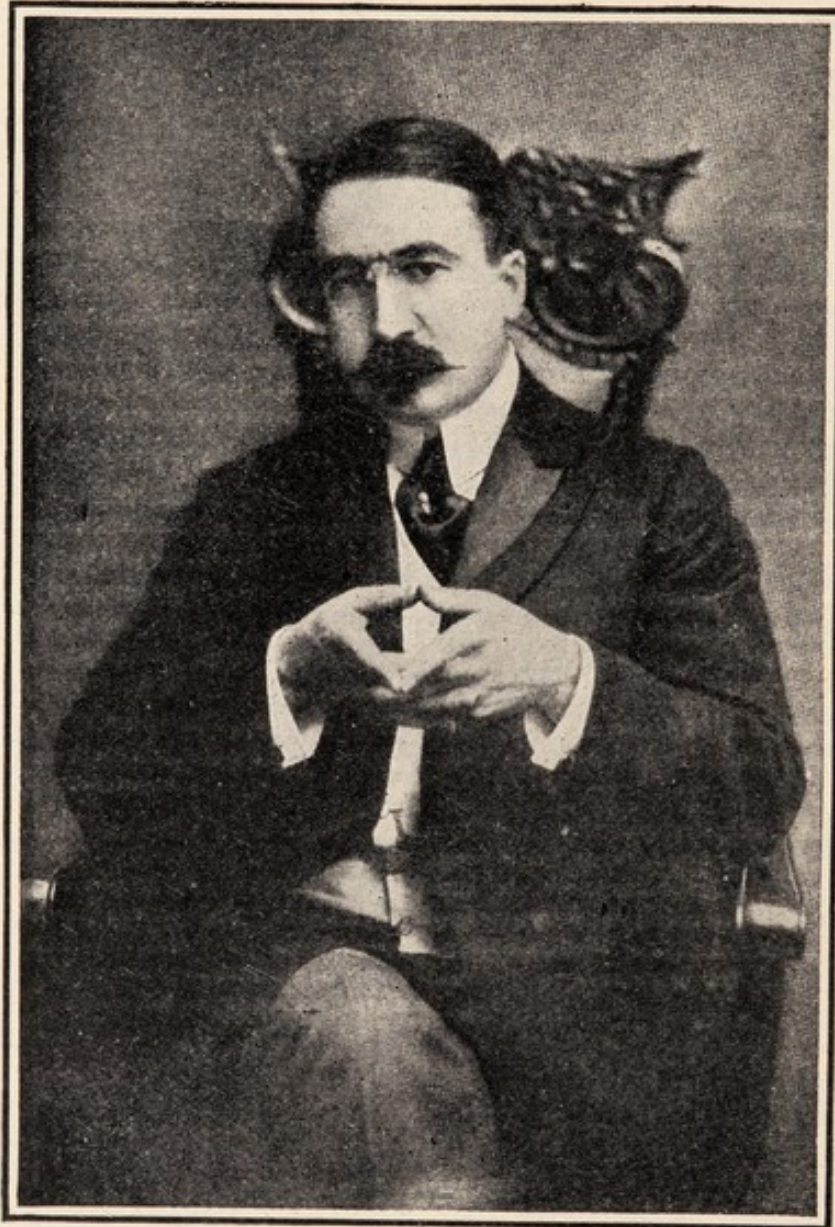
The scheme which the Government charged Dupuis *alias* Wells with operating was in brief:

"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, 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



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

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 unfailing 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 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 in-

vestigations 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 $1\frac{1}{4}$ 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

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 RADIO ACTIVITY BEYOND FORTY DAYS FROM DATE OF THIS LABEL	
FOR INTERNAL USE.	
NAME	Mr. <u>B. H. H. H. H.</u>
ADDRESS	<u>Bear Run, W. Va.</u>
DATE	<u>Aug 12th. 1907</u>
DIRECTIONS	<u>Take one tablespoonful in</u> <u>a wineglass of water before each</u> <u>meal and at bed-time.</u>
SIGNATURE	<u>Rupert Wells,</u>
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."

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 advertising 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."

I Can Cure Cancer

At Home Without Pain, Plaster or
Operation and I Tell You
How, Free.



**I Have Proven Cancer Can be Cured at Home
No Pain, No Plaster, No Knife—Dr. Wells**

I have discovered a new and seemingly un-
failing remedy for the deadly cancer. I have made
most astonishing cures. I believe ev-
ery cancer should know of this
remedy.

This advertisement of Wells was for a long time a familiar picture in numerous religious and lay journals.

"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 themselves 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.

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."

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.

White soles, while you wait

I WILL GIVE \$1000

IF I FAIL TO CURE ANY CANCER or TUMOR I TREAT BEFORE IT POISONS DEEP GLANDS

Without KNIFE or PAIN
No Pay until Cured.
No X Ray or other swindle. An island plant makes the cure.
ABSOLUTE GUARANTEE.
A Tumor, Lump or Sore on the lip, face or anywhere six months is Cancer. **THEY NEVER PAIN** until last stage; 130-PAGE BOOK sent free with testimonials of thousands cured at home.
WRITE TO THEM

ANY LUMP IN WOMAN'S BREAST
Is CANCER, and if neglected it will always poison deep glands in the armpit, and kill quickly.
Address **DR. & MRS. CHAMLEE & CO.** Chamlee Building
"Most successful Cancer specialists living."
201 and 203 N. 12th St. ST. LOUIS, MO
KINDLY SEND TO SOMEONE WITH CANCER

CURED AT HOME

KAS. BANK ROBBERY ET \$2,900

A typical Chamlee advertisement. Note the claim "No Pay until Cured" in connection with the evidence given in exposing this fraud.

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



Letter-head from stationery sent out by Chamlee to his prospective dupes.

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 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.

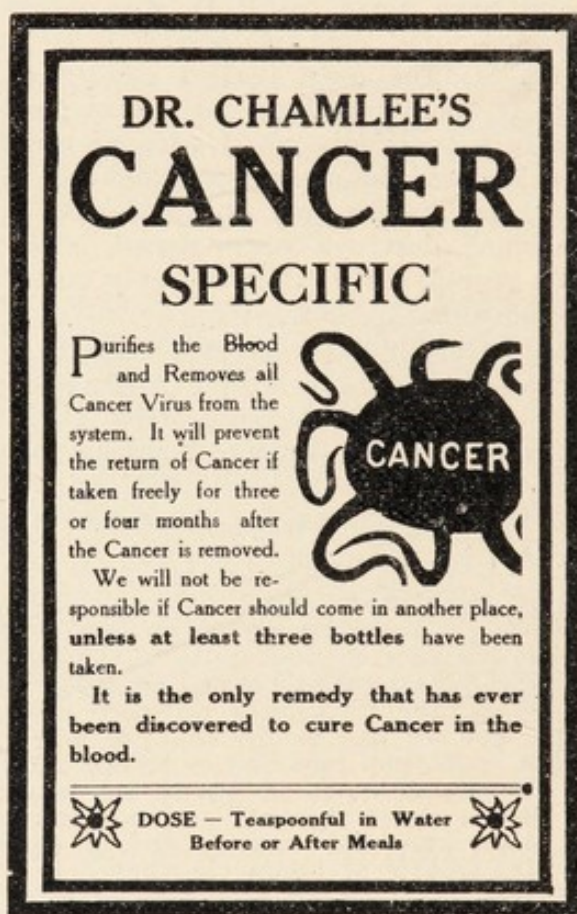
'Even in the last stage of cancer, it checks the growth and prevents poisoning.

'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:'



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.

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.

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."

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 elite: "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.

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

Curry built up. From the report which Mr. Goodwin transmitted to the Postmaster General, we abstract the following:

THE CURRY CANCER CURE COMPANY

This company was engaged in treating, through the mails, patients afflicted with cancer. E. W. Ramsey was its sec-



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 Weekly*, 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."

retary and manager and the advertisements informed prospective 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."

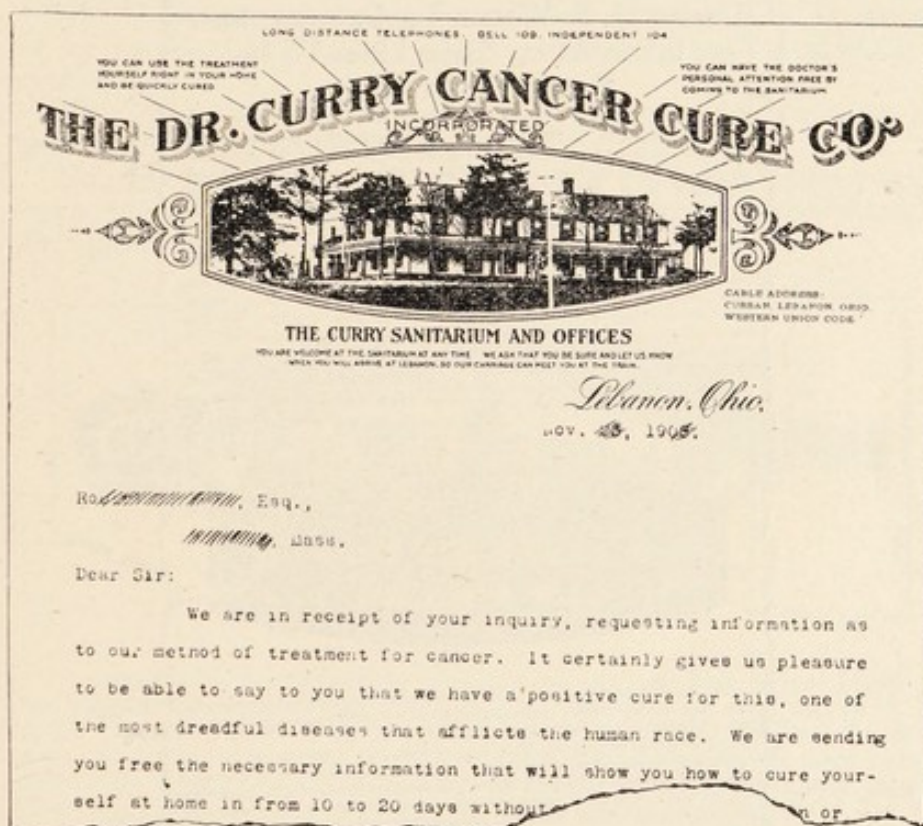
"The percentage of deaths from cancers which have been treated with the Curry cure is absolutely down to nothing."

"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



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

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.

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

tendrils" 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 purported to

FAMOUS CURRY CANCER CURE TO BE REOPENED-NEW FIRM

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

The famous Curry Cancer Cure Sanitarium 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.

The new firm will probably call themselves "The Cedar Hill Sanitarium Company" and the new institution 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.

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 deserted as a sanitarium and the owners then sold it to Doctor Wetzel.

Doctor Wetzel is one of the most prominent physicians of Dayton and is well known in the medical profession. 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. Lebanon needs every citizen and buyer which it can get, as do all cities and



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 Weekly, the institution cured many cases of cancer and refused to treat all patients who seemed to have neglected the disease until it could not be cured. Many persons left the institution thanking the physicians and directors and willing to pay twice the price of the treatment for the results that had been obtained.

towns, and the reopening of the sanitarium will tend to increase business locally.

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 institution throughout the entire country will attract attention to the Village of Lebanon and tend to benefit other large institutions and business houses here.

Photographic reproduction (reduced) of a Lebanon (Ohio) newspaper article, calling attention to the change in name of the Curry fraud. This change occurred following the government's exposures of Curry's concern.

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:

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.



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; now (May, 1911) E. W. Smith, M.D., seems to be running the concern. Beside advertising to cure cancer under the name "Cedar Hill Sanitarium," Smith also advertises to cure "foul breath" under the style, "Dr. Smith Remedy Co."

"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.

"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.

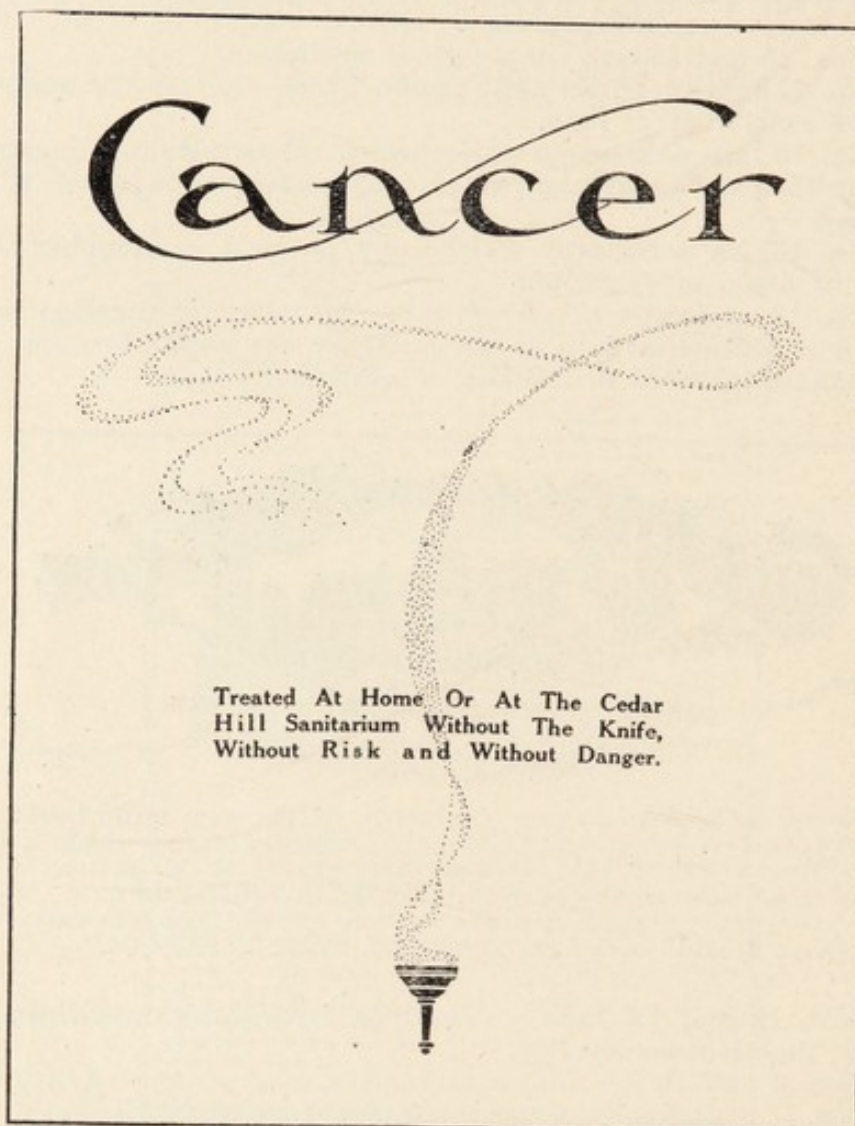
"No. 2. Crystallized carbolic acid is a dangerous and pernicious substance in the hands of the layman. It is a corrosive poison and while decidedly a tissue destroyer it acts destructively both on diseased and healthy tissue and, moreover, is liable to produce gangrene when applied to ulcerated surfaces.

"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.'



Photographic reproduction (reduced) of the cover of a booklet sent out by the "Cedar Hill Sanitarium."

"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."

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 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 submitted 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

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 D.M. BYE CO.

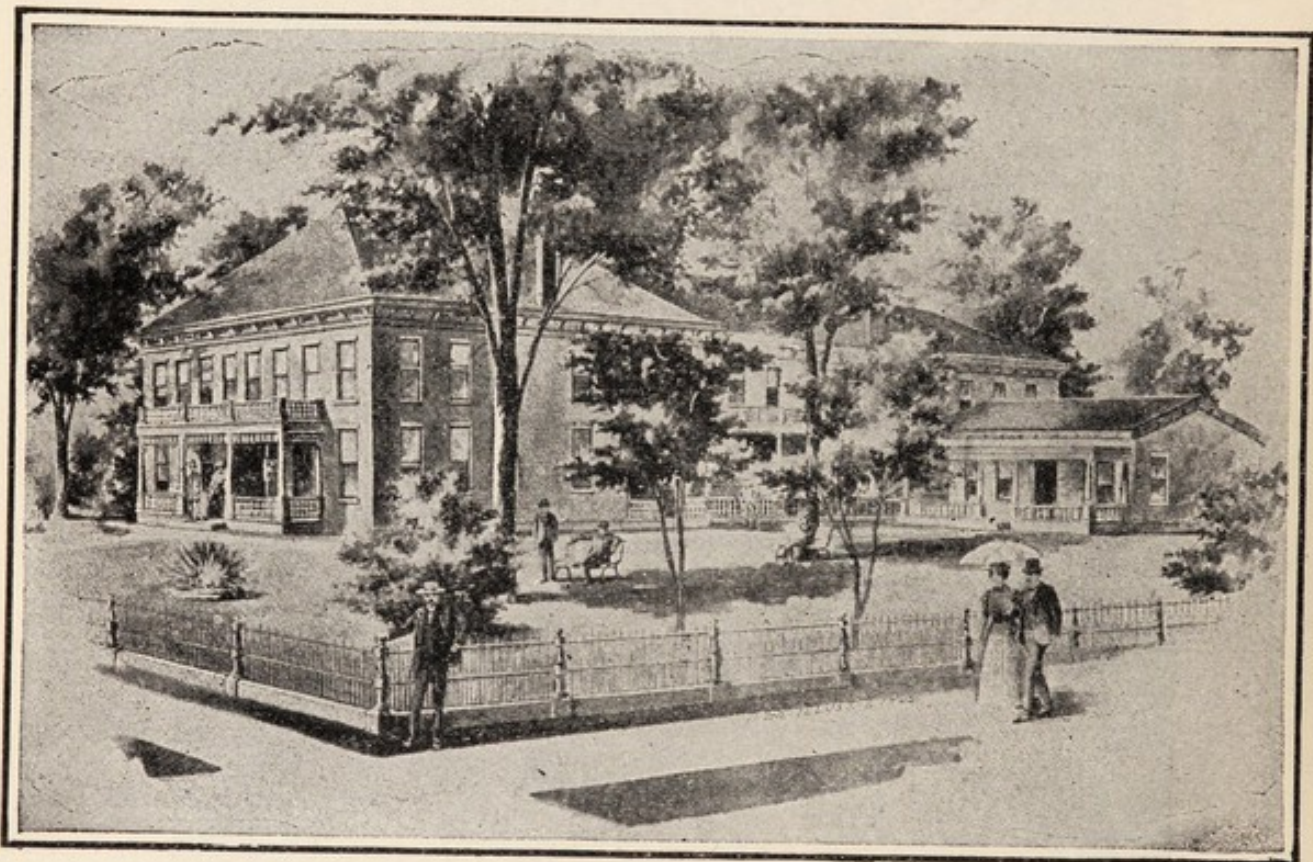
issuance of a fraud order. While Dr. Bye advertises to have a sanitarium at Indianapolis where he treats personally pa-

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

tients 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 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 Hills-



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."*)

boro 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.

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. 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 Insurance 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



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*.")

false. Dr. Bye is a graduate of the American Medical School⁴ of Indianapolis, 1896, and claims to have studied in the Kansas City Homeopathic School. He has never been in private

2. See page 84 of this book for a more extended exposé of this fake.—Ed.

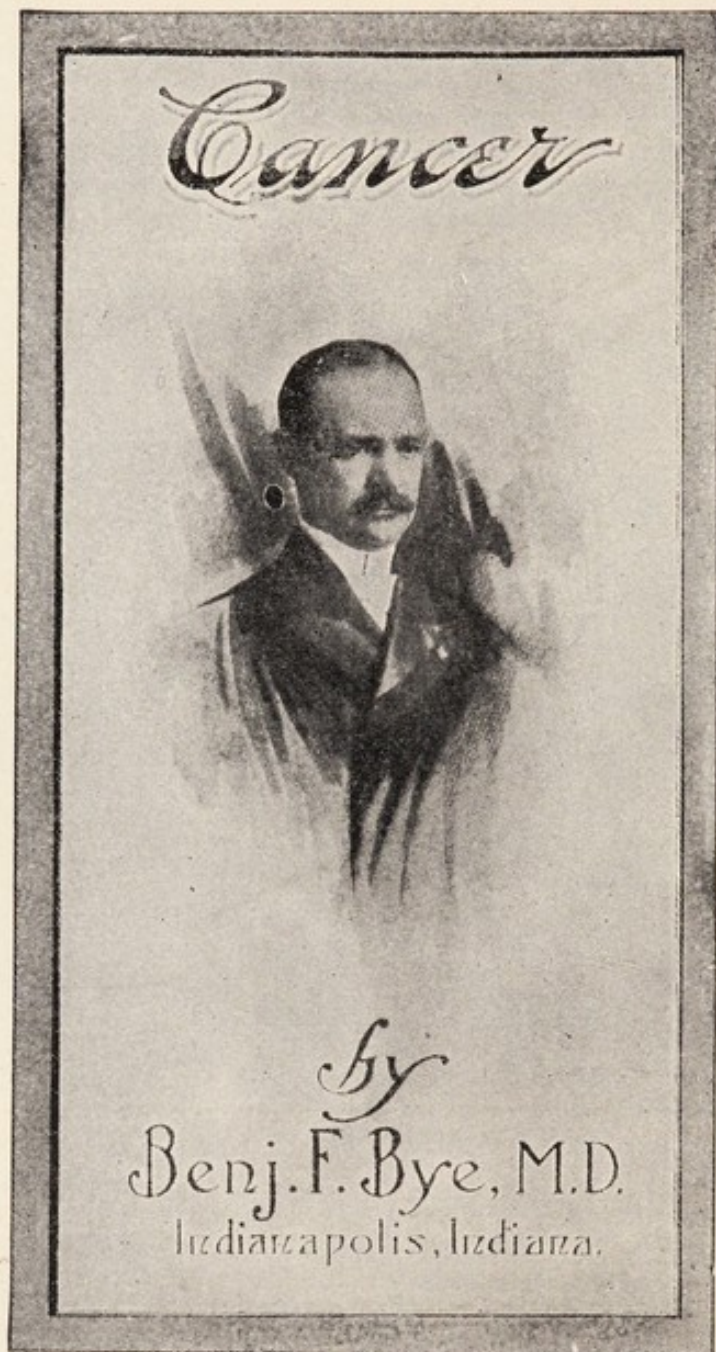
3. Also exposed in *THE JOURNAL*, June 24, 1899; Oct. 21, 1899; Nov. 16, 1901; May 23, 1903, and June 6, 1903.—Ed.

4. Now extinct.—Ed.

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



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*.")

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 treat-

ment \$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, where 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."

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

THE PERCENTAGE OF "CURES"

"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 pretences, 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.

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 suppositious 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 pend-

ing 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 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.



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

"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.

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 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.

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

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 con-

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.**

As a specimen of advertising done by Leach, we reproduce an advertisement that appeared in the *Kansas Farmer*, Nov. 21, 1907. This seems to have been the stock "copy" used by this concern in obtaining its victims. It is interesting in this connection to note that a subscriber to the *Kansas Farmer* who criticized the "medical" advertisements which that publication carried was told by the editor, that "we will not . . . assist in any kind of a swindle."

tended 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."

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 micro-

scopic 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 fairly evident that Leach's business was that of using the United States mails as a means of obtaining money by fraud. This being the case, the assistant attorney-general recommended that the Postmaster-General should issue a fraud order against Leach. This was done.

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 "toxos-absorbent 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 advertisers'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.

**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. 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.

"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

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	Typhoid Fever
Bronchitis	Gastritis
Diphtheria	Ulceration of Stomach
Swelled Glands	Chronic Diarrhoea
Hay Fever	Catarrh of Stomach
Catarrh of Throat	Neuralgia of Stomach
Consumption	Kidney Diseases
Inflammation of Lungs	Bright's Disease
Congestions	Abscesses
Pleurisy	Fever Sores
Pneumonia	Varicose Ulcers
Malaria	Blood Poison
Congestion of Liver	Rheumatism
Biliousness	Cancers
Jauridice	Fibroid Tumors
Gall-Stones	Scrofula
Appendicitis	Erysipelas
Peritonitis	Chilblains
Ivy Poison	Syphilis

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.

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."

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 therefore 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.

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. A few months ago Mixer was cited by the postal authorities to show why a fraud order should not be issued against his concern. A full hearing was given at which were present, not only the proprietor of the business and his attorney, but also E. L. Hamilton, who is member of congress from the district in which Mixer lives. Congressman Hamilton made some remarks in behalf of the defendant.

The charges brought against Mixer were that he was conducting a scheme for obtaining money through the mails "by means of false and fraudulent pretences, 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."

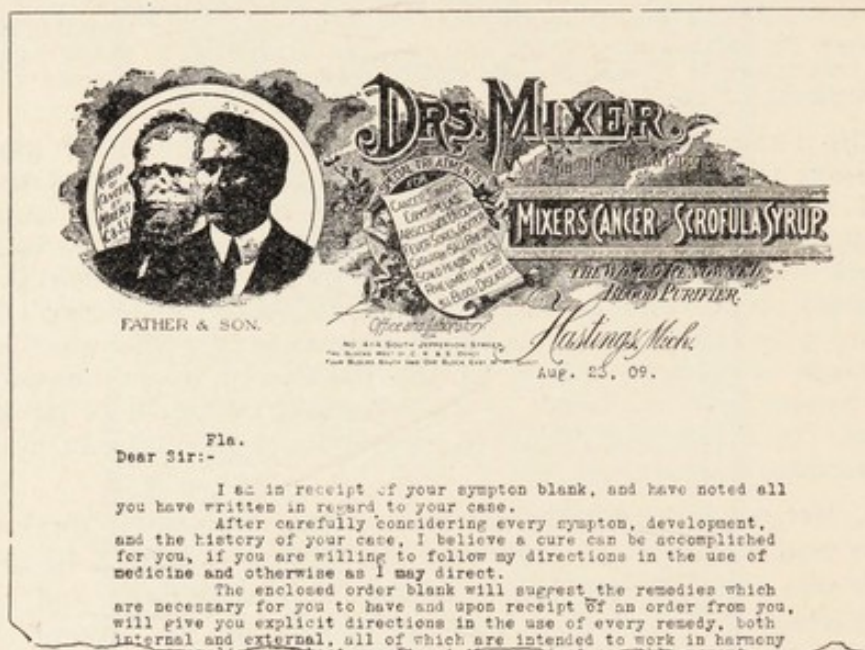
Dr. Morgan filled out the symptom blank and sent it to Drs. Mixer and was told in reply that the patient described in the blank was afflicted with cancer of the "epithelial type" and he was further told that there was "no reason why you cannot be cured." The "treatment" sent to Dr. Morgan consisted of 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. 'CLEANOINE 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 Fruthful 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 which

are amenable to treatment and which in some instances do yield to treatment. 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 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 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 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.

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.

Incidentally, Schuch, Jr., has recently leaped into the limelight of newspaper publicity by proposing to introduce at the coming session of the Colorado legislature a bill making it a penal offense to perform an appendicectomy on any but a diseased appendix. Mr. Schuch's love for the medical profession has waned, apparently, since the State Board of Health of Colorado condemned his odoriferous "cancer cure,"

saying that it is "misbranded, of no medicinal value and that it contains sewer gas."

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

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."

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 products were analyzed by the Colorado State Board of Health, and the state chemist, Dr. 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" fakers 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.*)

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.
Molsture	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.*)

CONSUMPTION CURES

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 psychology 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.

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

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 Aicsol (Lloyd), and postcards 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* Aicsol (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.]

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



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

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 "herculean 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.

In his office were twelve stenographers, all very busy writing letters of some kind. He said that he was sending out one hundred thousand marked copies of the *St. Louis Star*, and it looked fully that much. He also said that he was not doing any work with animals now nor was he experimenting, as he had done all that, and now he was busy putting up the medicine.

_____, M.D.

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 riper 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 who lend the weight of their names and the authority of their profession that they, too, may soil their hands with the tainted money of the nostrum-exploiter?

And this is the disgraceful thing—for us—in this disreputable business: that some physicians are partners in it. It seems hardly believable, but we have sufficient evidence to

warrant the conclusion that at least some physicians have been so misled as to invest in the stock of this concern. Have the glowing advertisements of certain proprietary houses which offer for sale their "stocks" and "bonds" to physicians so hypnotized the medical profession that some of its members are willing to become financially interested in the exploitation of that cruellest of fakes—a consumption cure? (From *The Journal A. M. A.*, Dec. 5, 1908.)

Lloyd Gets a "Diploma of Merit"—Price Five Dollars

On two occasions we have given space to a "consumption cure" fake known at various stages of its career as "Lloyd's

Diploma of Merit Awarded Judd Q. Lloyd by the London Society of Science, Letters and Art in recognition of his valuable services to mankind.



Literal Translation from the Latin:

To each and every one who shall read these letters. The President and Council of the London Society of Science and Letters and Art in virtue of the law of the year 1854 concerning Institutions fostering Letters and Science, in seventeenth and eighteenth year of Queen Victoria, Chapter CXII. GREETING through the name of the Lord. Know ye by these present letters that it has been our good pleasure to choose Judd Quinn Lloyd, as a member of the London Society of Science and Letters and Art, and that therefore he deserves to enjoy all the rights and lawful privileges that belong to such member. Given at London, on this fifteenth day of the month of December, in the year of the Lord, one thousand nine hundred and eight.

Photographic reproduction of what Lloyd calls his "diploma of merit," issued by the "Society of Science, Letters and Art," of London, England. These "diplomas" come at \$5 (1 guinea) apiece and seem to be much sought after by "patent-medicine" fakers.

Specific," "Sol. Anti-Phthisis (Lloyd)," "Aicsol," and finally "Re-Stor-All," the promoter being one Judd Q. Lloyd of St. Louis. Under the first three names it was advertised as an "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 inten-

tion. 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, "Aicsol." 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 achievements of each year, awarded a diploma of merit to Judd Q. Lloyd in recognition of his valuable services to mankind in discovering

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, 1898.

100, HOLLAND ROAD, KENSINGTON, LONDON, W.

Formal Certificate of a Candidate for Admission as Fellow.

Name _____

Residence _____

Qualification _____

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 Subscription, Five Guineas.

Gentlemen and Ladies interested in Science, Literature, Art, or Music, etc., are eligible as Members. Annual Subscription, Half a Guinea; Life Subscription, Three Guineas.

Latin Diplomas of Fellowship and Membership 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.

'Aicsol,' 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 serio-comic literary society, the members of which were entitled to attend *conversazioni*, 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.)

INTERNATIONAL INSTITUTE FOR THE TREATMENT OF TUBERCULOSIS

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 say-

ing 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:

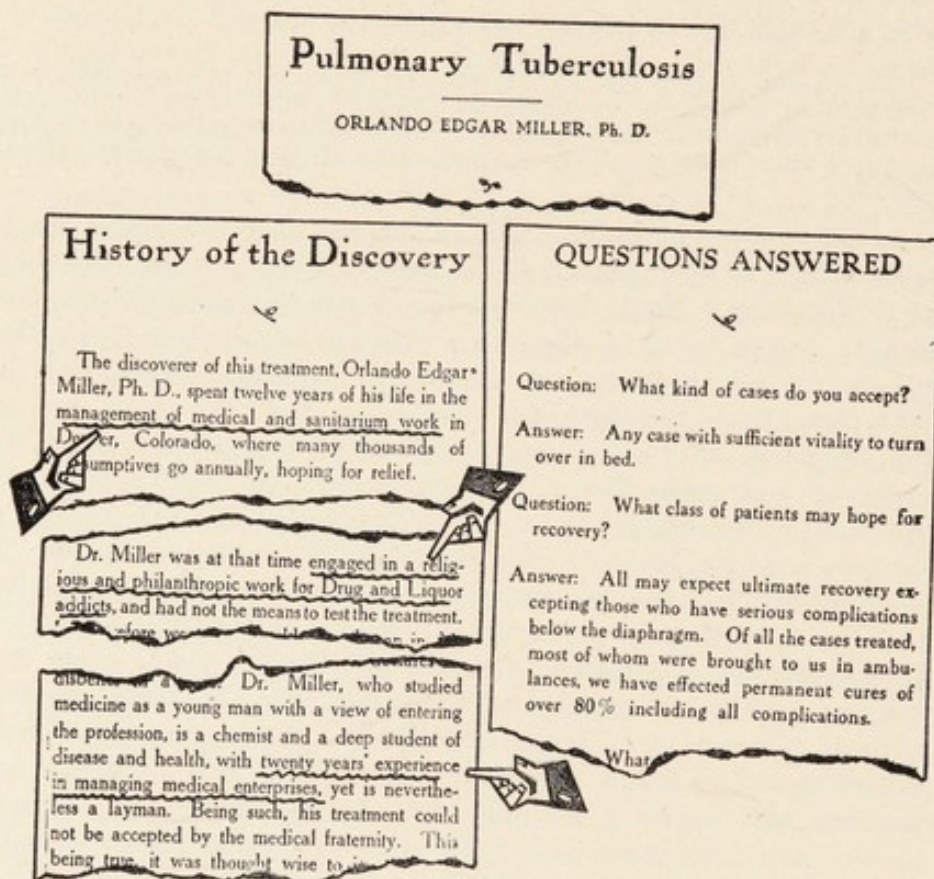
"... it would be impossible for this scientific treatment to be given anywhere else than in our hospital here in Chicago, or our sanitarium in Wisconsin."

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:



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."

"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 dia-

phragm. What such statements mean to the public—and what doubtless they are intended to mean—is, that any sufferer from laryngeal or pulmonary tuberculosis, 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 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 checkered 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.



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: 403 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 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 movement" 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.

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.

ADMIR 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 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 mineral 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.

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-Hydropathy.

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 thoroly taught.

and Hydrotherapy will receive treatment.

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.

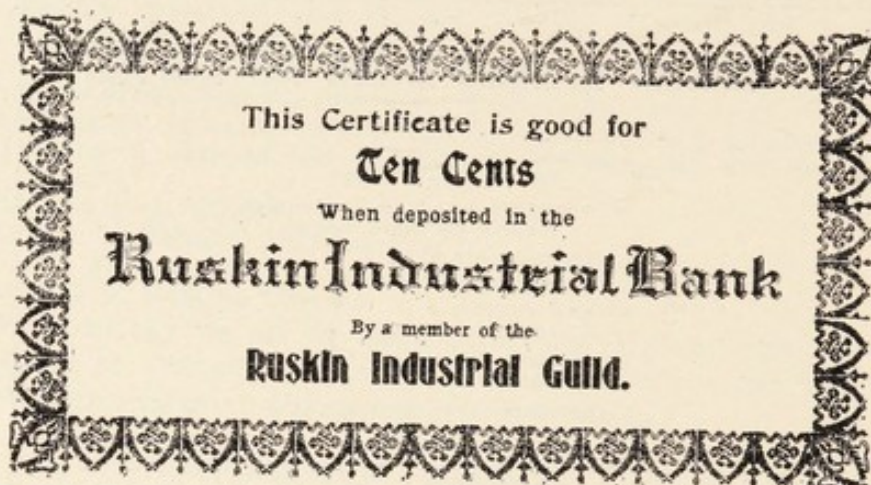
THE CASE OF RAYMOND FORSYTHE

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. . . ."



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 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 in-

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.

formed, 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 car-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 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 gruesome 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:



**ORLANDOE MILLER'S
CONSUMPTION CURE
AMAZES PARIS
SCIENTISTS**

Five Dying Paupers Brought
Back to Health by His Mys-
terious Treatment.

EXPERIMENTER'S RECORD

Has Been Healer and Financier
and Is Backed by Rocke-
feller'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 moribunds were turned over to the experimenter.



Orlando E. Miller, the experimenter, is shown in a portrait. He is a man with dark hair, wearing a suit and tie. The portrait is framed within the article's border.

**AMERICAN HEALER
HAS AMAZED PARIS**

Orlando E. Miller's Consump-
tion Cure Is Puzzling Noted
French Scientists.

HAS INFLUENTIAL BACKING

Five Dying Paupers Brought
Back to Health by Mys-
terious Treatment.

By Vance Thompson.

(Special by cable to New York, and by leased wire the longest in the world.)

PARIS, January 30.—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 moribunds were turned over to the experimenter. This is the first time the Parisian authorities have ever permitted an outsider to establish himself in a French hospital to try an experiment. The most remarkable thing about the experimenter is that he is a doctor not scientist.



Orlando E. Miller, the experimenter, is shown in a portrait. He is a man with dark hair, wearing a suit and tie. The portrait is framed within the article's border.

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."

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."

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

* Mr. Daum has died since this article appeared.

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. [In reprinting this matter for this booklet, the table which follows has been brought down to date.]

WHAT THE INSTITUTE HAS ACCOMPLISHED

<i>Case.</i>	<i>From.</i>	<i>Admit. 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.
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.*)

[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 and defeated this attempt to experiment on the city's patients. From the *World's* article, it appears that Miller is at present in London, England, operating a "sanitarium."]

YONKERMAN'S "TUBERCULOZYNE"

Time was when the United States was the dumping ground for the British quack and nostrum vender. The absence of

Consumption

Book

FREE



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 to a cure. Even if you are in the advanced stage of the disease and feel there is no hope, this book will show you how others have cured themselves after all remedies they had tried failed, and they believed their case hopeless.

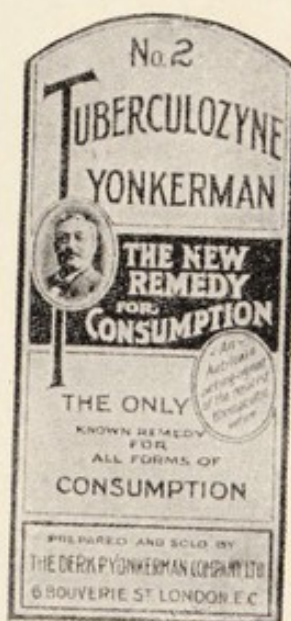
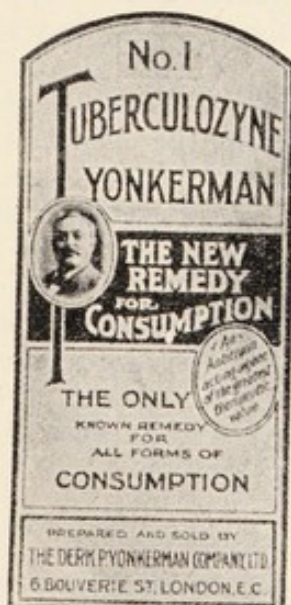
Write at once to the Yonkerman Consumption Remedy Co., 4195 Water Street, Kalamazoo, Mich., and they will gladly send you the book by return mail free and also a generous supply of the New Treatment, absolutely free, for they want every sufferer to have this wonderful remedy before it is too late. Don't 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. From *Happy Hours*.

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 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



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.

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."

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. Evidently it is on the strength of his qualifications

as a horse doctor that he presumes to dispense mail-order treatments for the "cure" of tuberculosis in human beings.

The British Medical Association exposed Yonkerman's consumption cure fraud in its book, "Secret Remedies." Following the publication of this book, there appeared a small pamphlet, written by one Frederick Phillips of Southampton, England, defending the various nostrums dealt with in the British Medical Association's publication. Phillips invited the con-

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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 emulsiuns 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 organised 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*.

cerns that were exposed, to send him any particulars they might care to, relative to the originators of the remedies. The Yonkerman Company's response to this invitation is given as follows:

"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 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 if 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:



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."

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

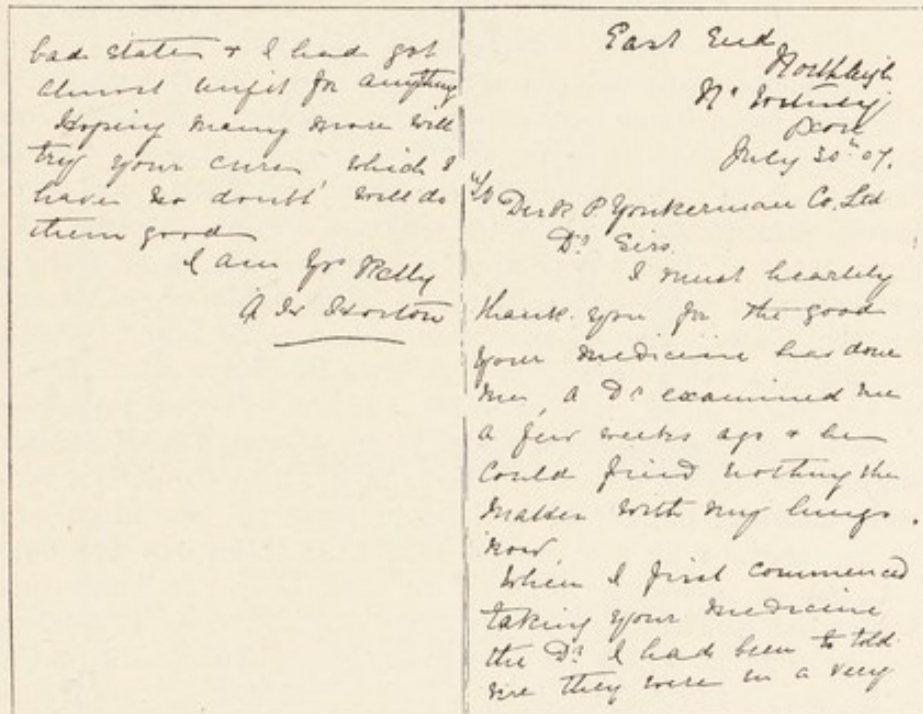
"No. 2 was a brown liquid, one specimen being bright and another containing a little sediment. Analysis showed it to contain in 100 fluid parts, 18 parts of glycerin, sufficient essential oil of almonds to give a flavor, and a coloring matter which appeared to be burnt sugar. No copper was found in the 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," is 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.)

LUNG GERMINE

Lung Germiné, which is advertised as having cured "severe and advanced cases of consumption," is put on the market by the Lung Germiné 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 Germiné 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 treatment 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 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 Germiné in your locality." The "something" is an offer to accept a mere \$2.00 for "one full month's treatment of Lung Germiné, the regular price of which would otherwise be \$5.00." If this doesn't bring the money the Lung Germiné Company charges the form letters, postage and "free trial treatment" up to profit and loss and closes the account.

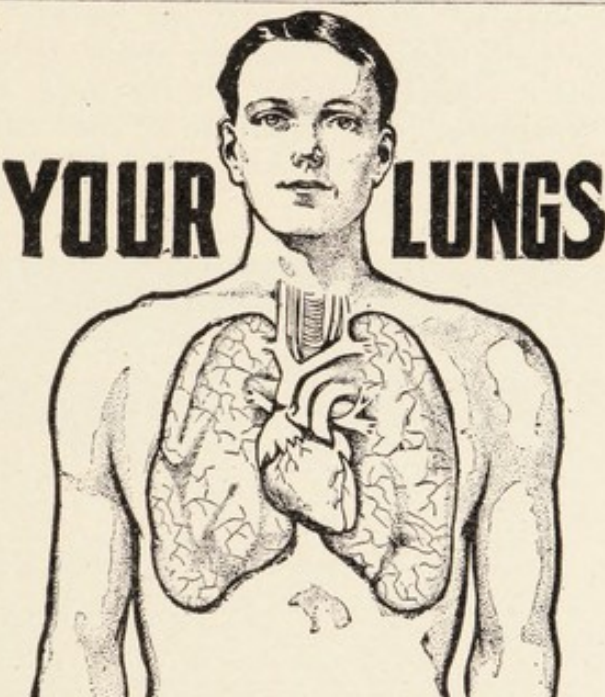
THE WORTHLESS GUARANTEE

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."

FEBRUARY 10, 1910.



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

You should take immediate steps to check the progress of these symptoms. The longer you allow them to continue and develop, the more deep-seated and serious your condition becomes.

WE STAND READY TO PROVE TO YOU

absolutely, that Lung-Germine, the German Treatment, has cured completely and permanently even after years of advanced Consumption (Tuberculosis), Chronic Bronchitis, Croup of the Lungs, Croup of the Bronchial Tubes and other Lung Disorders.

Many sufferers who had lost all hope and who had been given up by physicians have been permanently cured by Lung-Germine.

It is not only a cure for Consumption, but a preventive. If your lungs are merely weak and the disease has not yet manifested itself, you can prevent its development, you can build up your lungs and system to their normal strength and capacity.

Lung-Germine has cured advanced Consumption. In many cases over four years ago, and the patients remain strong and in splendid health today.

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

We will gladly send you proof of their remarkable cures, after a FREE TRIAL of Lung-Germine, together with our new book on the treatment and cure of Consumption and Lung Trouble.

JUST SEND YOUR NAME

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, which in the original measured 9 by 15 inches, is from the *Nashville American*.

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.



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.


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 years after taking the "treatment," such a publication would be composed largely of obituary notices. Not entirely, of course, because there is always a goodly number of neurotic individuals who are convinced that they have some one or more fatal diseases—of their own diagnosing—and who after taking a course of self-prescribed "treatment" are with equal facility able to declare themselves "cured." It is from this class of hypochondriacs that the most dangerous of "testimonials" come—whether they be for a "patent medicine" or for Christian Science.



LUNG-GERMINE

MONTHLY BULLETIN

MAR. 1910

Issued the 1st of Every Month JACKSON, MICH., MARCH 1, 1910 Mailed Every Month FREE

Current Reports from Lung-Germine Patients

The many letters from patients from all parts of the United States which are reproduced in the pages of the "Bulletin" are published in the interests of the great multitude suffering from consumption and other lung and bronchial diseases. All of these reports are from patients who are at the present time under Lung-Germine treatment and are convalescing. The "Bulletin" does not publish letters or reports from cured patients. Letters of endorsement and recommendation from patients who have finished the course of treatment and are completely cured are sent to our readers in book or bound form. The "Bulletin" undertakes to keep its readers in close touch with the progress of Lung-Germine patients, and a complete change of letters and reports is published every month.

The monthly circulation of the "Bulletin" at the present time ranges between 30,000 and 40,000 per month and is constantly growing. Anyone who is interested in its columns and desirous of obtaining this little publication from month to month may have his name entered upon our subscription list absolutely without charge.

Read the "Bulletin" carefully and then hand it to your neighbor—he may be interested.

RAISED FROM HIS BED AND GAINED IN LESS THAN TWO MONTHS
GERMINE.
 Feb. 15, 1910.
 Dr. C. E. Woods, M. D.,
 Jackson, Mich.
 Dear Sir—Will write you a few lines to tell you what Lung-Germine has done for my son, Gary Wilson. When I sent for the first bottle he was very ill and was able to take almost no food. He had lost his weight and was very weak. After taking your medicine a little over three weeks he has gained eighteen pounds and is feeling like a new man. He is taking his fourth bottle of Lung-Germine and only takes it twice a day—morning and evening. He is going to school. He is feeling like a new man. I am writing you to tell you a little bit about my son's progress. I am writing you to tell you a little bit about my son's progress. I am writing you to tell you a little bit about my son's progress.

ANOTHER MONTH'S TREATMENT.
 Feb. 15, 1910.
 Long-Germine Co.,
 Jackson, Mich.
 Dear Sir—You will find enclosed \$1.00 for another bottle of Germine. I have taken two bottles and have improved wonderfully. Do not cough any more and have a good appetite. I am feeling like a new man. I am writing you to tell you a little bit about my son's progress. I am writing you to tell you a little bit about my son's progress. I am writing you to tell you a little bit about my son's progress.

NEARLY WELL AFTER TAKING TWO MONTHS' TREATMENT.
 Feb. 15, 1910.
 Long-Germine Co.,
 Jackson, Mich.
 Dear Sir—You will find enclosed \$1.00 for another bottle of Germine. I have taken two bottles and have improved wonderfully. Do not cough any more and have a good appetite. I am feeling like a new man. I am writing you to tell you a little bit about my son's progress. I am writing you to tell you a little bit about my son's progress. I am writing you to tell you a little bit about my son's progress.

WOULD YOU HAVE BELIEVED IT POSSIBLE TO GAIN SO MUCH IN TWO WEEKS?
 Feb. 15, 1910.
 C. E. Woods, M. D.,
 Jackson, Mich.
 Dear Sir—Enclosed find the second weekly report of my dear son's progress. I am excited that my son has improved so much in so short a time. I could not have believed it or realized that it could be possible had anyone told me it would be so soon. I am writing you to tell you a little bit about my son's progress. I am writing you to tell you a little bit about my son's progress. I am writing you to tell you a little bit about my son's progress.

Photographic reproduction of part of the front page of the Lung Germine testimonial monthly. Notice that the statement is made that "the Bulletin does not publish letters or reports from cured patients." Letters from those who are just beginning "treatment" are naturally more favorable to the nostrum than those that might be sent later.

WHAT THE TESTIMONIALS ARE WORTH

This is indicated by the replies received from physicians in regard to some of the "cases" reported in the Lung Germine Bulletin. THE JOURNAL sent letters of inquiry to physicians regarding the condition of "patients" whose names appeared in some of the older Bulletins. In each case the poor victim had written telling of the wonderful improvement that Lung Germine had wrought; here are facts as given by the local physicians:

Regarding C. G. N. of W. Va.: "The enclosed clipping from a local paper, I think, will answer your questions." [The clipping referred to was the obituary notice of C. G. N.—Ed.]

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."

Improving in Every Way.

On Feb. 22nd we received the following report from Mr. Clarence G. 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."

The upper notice appeared in the *Lung Germine Monthly Bulletin* for March, 1909; it consists of a letter, hopeful in tone, from a victim of this "cure." The lower 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."

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.

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 alkalis, 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 batten 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.*)

A Letter About a Victim

Shortly after publishing the preceding article on Lung Germine the following letter was received:

To the Editor: I was much interested in the article on "Lung Germine" that appeared in THE JOURNAL, Aug. 6, 1910. Two years ago, when I was at Adell, Wis., a young man, aged 26, came to my office complaining of "lung trouble." His temperature was 103 F., pulse 120, appetite poor and he had lost weight in about eight weeks from 170 to 130 pounds.

He complained of great weakness, shortness of breath, persistent cough and sleeplessness. I found a tuberculous patch in the right upper lobe and the examination of the sputum was positive. I put him on the open air treatment, rest, diet, etc. Six months later his temperature was normal, his weight had increased from 130 to 165 pounds, expectoration and cough very much decreased; he slept well, had a ravenous appetite and was able to take long walks without tiring himself.

About this time he called on me and wanted to know when he could go to work again as bookkeeper. I advised him to wait another six months. This apparently seemed too long for him and he got in correspondence with the Lung Germine Co., and began to take their Lung Germine. Immediately after he commenced using it, he became weaker, began to show signs of cyanosis in the tips of his fingers and ears; was very restless, lost appetite and could not sleep. From day to day he grew worse, but on communicating with "Dr." C. R. Wendt of the Lung Germine Company, he was told to keep right on with the medicine as these were favorable symptoms and he surely would get well. In ten or twelve days I was called in to see him. I found him very cyanosed over the entire body with frothy expectoration from the mouth and nose and very rapid breathing. Five minutes later he was dead. I called a coroner's inquest and signed the death certificate; cause of death due to the use of Lung Germine.

After the patient's death, I wrote to the Michigan State Board of Medical Examiners and asked for information concerning this Dr. C. R. Wendt. The secretary informed me that Dr. C. R. Wendt had no license to practice medicine in Michigan.

C. U. SENN, M.D., Milwaukee, Wis.

COMMENT: The experience of our correspondent seems to verify the statement made in the exposé of this wretched fraud, *viz.*, that the nostrum is not only worthless but positively dangerous. If it were possible to get information on the point, we do not doubt that it would be found that hundreds of poor victims had had their lives very materially shortened by the use of this vile concoction. (*From The Journal A. M. A., Aug. 20, 1910.*)

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 news-

papers as are not above sharing the blood-money of the consumption-cure ghouls—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:

Dr. J. Lawrence Hill's

Personal Guarantee



Name _____


Address _____

Date _____

I hereby agree. That in the event of the first month's treatment, sent to the person whose name appears above, does not benefit the patient, the entire amount paid for same will be refunded.

Further, That the person to whom this certificate is issued shall use and take the treatment faithfully according to my directions and report her or his condition at the end of 15 days and 30 days as requested.

J. Lawrence Hill, M.D.
E. J. Wood
 Notary Public



I hereby certify that I am well acquainted with Dr. J. Lawrence Hill, that he stands well in this community and I believe he will carry out any and all agreements made by him.

My commission expires April 25, 1928.

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

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.

Lockport, Ill., 6-20-'08.
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.

Yours,

FRANK WACHTER.

City of Lockport

Office of
DR. F. W. SCHOOP, Mayor

Lockport, Ill., Dec. 21, 1910. 19

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. Muehlenpfordt
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 and find it does wonders. I would not give it for a farm if I could not get another.

Yours sincerely,

OTTO BRUCE.

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. <u>9</u> Page No. <u>106</u>	
City of _____ (No. _____) (To be filled out by the register of deeds)		SL. _____ Ward _____	
(If an infant or child give family name) 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> (Month) (Day) (Year)	
DATE OF BIRTH <u>10</u> <u>5</u> <u>1871</u> (Month) (Day) (Year)	AGE <u>31</u> <u>7</u> <u>months</u> (Years) (Months) (Days)	I HEREBY CERTIFY That I attended deceased from <u>Mch. 1</u> <u>1909</u> to <u>Mch. 5</u> <u>1909</u> that I last saw him alive on <u>Mch. 5</u> <u>1909</u> and that death occurred on the date stated above at <u>6</u> <u>P.M.</u> THE CAUSE OF DEATH was <u>tuberculosis</u>	
SINGLE, MARRIED, WIDOWED, OR DIVORCED <u>Single</u>	BIRTHPLACE <u>Wisconsin</u>	One and one half yrs. (Duration) _____ days	
(Name of Father) <u>Henry Bruce</u>	(Name of Mother) <u>Sophia Schuman</u>	Contributory _____ (Duration) _____ days	
(Name of Father) <u>Germany</u>	(Name of Mother) <u>Germany</u>	(Signed) <u>J. W. Monsted</u> M. D.	
(Name of Father) <u>Germany</u>	(Name of Mother) <u>Germany</u>	<u>19</u> (Address)	
DOMESTIC <u>Domestic</u>		SPECIAL INFORMATION why for Hospital, Institution, Transient, or Rest Home.	
THE ABOVE STATED PERSONAL PARTICULARS ARE TRUE TO THE BEST OF MY KNOWLEDGE AND BELIEF		Where was death contracted? _____	
(Informant) <u>Paul Bruce</u>		Place of burial or removal <u>Hartford</u>	
(Address) <u>Hartford #1</u>		DATE OF BURIAL <u>3/8</u> <u>1909</u>	
Filed <u>3/6</u> <u>1909</u> <u>T. 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 ease 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 3½ 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 I will close.

Yours truly,

MISS IDA SCHULTZ.

(Copy)

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

Place of Death Amherst
County of La Crosse
Township of Amherst
Village of Amherst (No. 1 St. 1 Ward: 1)
City of Amherst

Registered No. 779

Full Name of Deceased Ida Anna Schultz
(If an infant not named by father 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 (Name and Country) Germany
Name of Father Chris Schultz
Birthplace of Father (Name and Country) Germany
Name of Mother Brotha Danke
Birthplace of Mother (Name and Country) Germany
Occupation None

THE ABOVE STATED PERSONAL PARTICULARS ARE TRUE TO THE BEST OF MY KNOWLEDGE AND BELIEF
(Informant) Chris Schultz
(Address) Amherst Wis.
Filed Sept. 2, 1909 M. C. Camp Legal Registrar

Medical Certificate of Death

Date of Death Aug. 21 1909
(Month) (Day) (Year)
I HEREBY CERTIFY That I attended deceased from Aug. 17 1909 to Aug. 21 1909
that I last saw her alive on Aug. 17 1909
and that death occurred on the date stated above, at 4 20 P. M.
The CAUSE OF DEATH was as follows:
Consumption
Underlying Consumption
(Signed) F. J. Christy Surgeon
Aug. 22 1909 (Address) Amherst Wis.
SPECIAL INFORMATION, only for hospitals, institutions, prisons, sanatoriums, etc.
Form of Death At Home Place of Death Amherst
What was disease continued, if not at place of death?

PLACE OF BURIAL OR REMOVAL Lower Amherst DATE OF BURIAL Aug. 24 1909
UNDERTAKER M. C. Camp ADDRESS Amherst

Signed Sept. 2, 1909 M. C. Camp Legal Registrar
I hereby certify that the above is a true and correct copy of transcript no. 779 as it appears in the records. M. C. Camp

MARGIN RESERVED FOR BINDING
Plainly With Unfading Ink—This is a Permanent Record to be Preserved by the Local Registrar in Each Town, Village and City

Dated 13/6 1910 W. H. Hill

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 contained 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." [On page 127 is a letter sent by Rev. Van Kirk to Hill regarding Hill's use of the minister's personal endorsement.]

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 page 128 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.

Lincoln Park Church
West Newton Station, Boston, Mass.

ROBERT W. VAN KIRK, MINISTER

November 22, 1910

Dr. J. Lawrence Hill,
Jackson, Mich.

My Dear Sir:

Your letter and the printed matter concerning your treatment of Consumption and other diseases came to hand in due time and I have examined them carefully. You say if I am not satisfied to have you continue the use of my name that you will cheerfully comply with my request to discontinue it. I am therefore writing you to ask that you do not use my endorsement any further.

I did not suppose my name would be used in any such manner when I gave you my note of commendation of character. I am made to practically endorse your remedies, which I cannot do, inasmuch as I know nothing of them. It seems to me that you have abused the confidence of your friends and have tried to make merchandise of their good name. I never would have given my name to be used in the exploitation of a mail-order business such as you are conducting.

Your methods are exactly like those of the faker and quack, and even though they should have virtues, they are at once discredited in the eyes of sensible and honest people by your methods of advertising and your appeals to the afflicted. The testimonials are not convincing and they bear the ear-marks of ignorant and gullible people. Your letters to sick people would be exceedingly offensive to persons of good taste and sense because of the ingratiating character of these letters.

When you or any other man claims to cure consumption he lays himself open to grave suspicions as to his honesty and truthfulness. It seems to me that if your remedies and treatment are all that you claim for them, you would not be obliged to exploit them in the same way that quacks are employing to foist their nostrums upon unfortunate victims of disease, but that they would commend themselves to the medical profession in such a way as to claim recognition and general use. If you can do all you claim to do, you ought to have the recognition and honor that have come to Pasteur, Koch and Jenner.

I cannot bring myself to believe that such marvelous discoveries, which the world has been waiting for for centuries, should not be hailed with enthusiasm and gratitude and that their discoverer should not be exalted as a benefactor of the human race. And what irony that your discoveries and inventions should be obliged to go begging for recognition, and be compelled to be classified with the panaceas of mercenary quacks and conscienceless imposters!

In conclusion I can only say that I regret exceedingly that your methods and claims have made you fall from that high position of respect in which you stood with your friends, as indicated by their letters of appreciation of your abilities. I wish you were employing your gifts—and you certainly have them—in a manner which would not subject you to such grave suspicions of quackery.

Very truly yours,

ROBERT W. VAN KIRK

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 Townesly, 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, Hartford, 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.

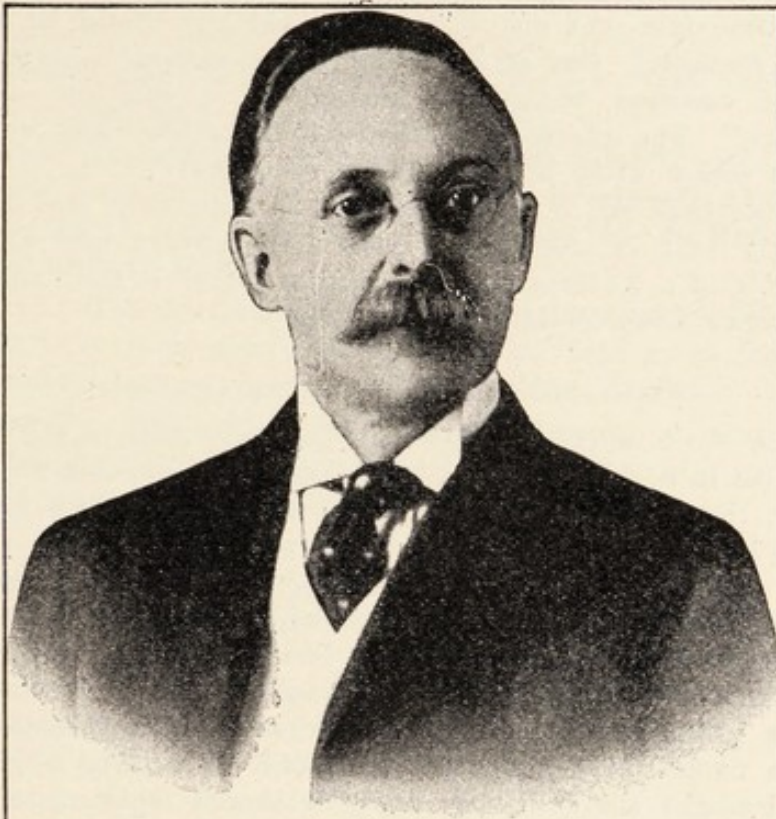
for the last ten years, she has never had tuberculosis. At all times she has presented the appearance of a strong healthy girl."

Miss Ida Schultz, 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."

J. 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. f. 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 we have received 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-erangs. 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 treating 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.*)

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 unfailing 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 Anti-toxin 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 said to be:

"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 is said to *be*, pales into insignificance when compared with what it was claimed to *do*:

"Creates an appetite."

"Strengthens the heart."

"Reduces the temperature."

"Developes atrophied 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

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 knows 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.

Buffalo, N. Y. April 21st, 1909
Office hours from 9 to 5
Bell Phone Sen. 1144

EDWARDS & CAMPBELL
Sales Agents for Nature's Creation
Suite 531 Brisbane Bld'g.
Buffalo, N. Y.

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.

"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:

"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.

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 nothing 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 11½ by 9 inches.

Louis variously known as "Lloyd's Specific," "Re-Stor-All" and "Aicsol," is a case in point. "Nature's Creation" apparently 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 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, however, one important omission in the advertising that goes to physicians, but which appears in that sent to the laity. 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:"

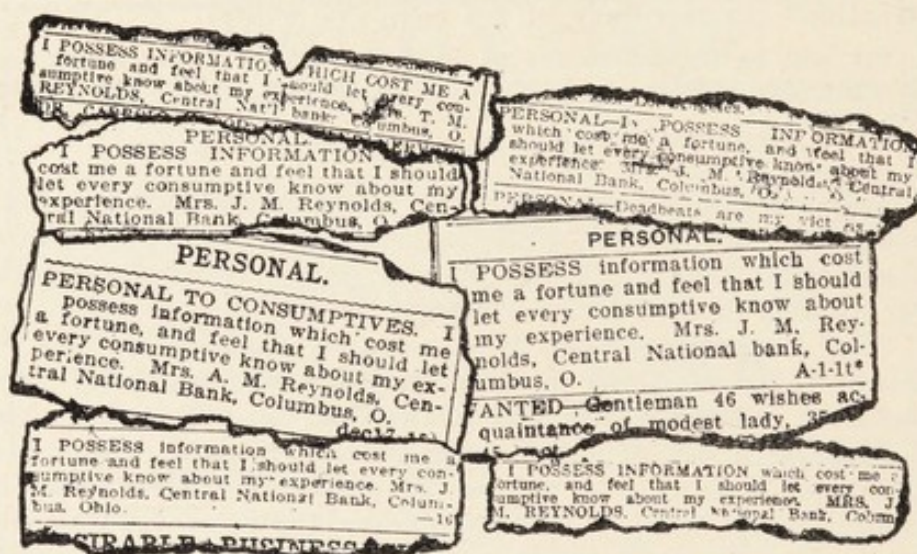
"Take from the nostrum venders the means by which they influence the millions, and there will pass to the limbo of

pricked bubbles a fraud whose flagrancy 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. The advertisements here shown are taken from the *Mobile (Ala.) Register*, the *Peoria (Ill.) Star*, the *Boston (Mass.) American*, the *Los Angeles (Cal.) Examiner*, the *Montgomery (Ala.) Advertiser*, the *Binghamton (N. Y.) Press* and the *Chicago (Ill.) Daily News*. 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

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. Since my recovery hundreds have come to me to get the details of my amazing recovery. Among them have been many consumptives themselves who have since taken the treatment and are today enjoying perfect health. What a blessing it would be if every one. ut knew that Nature's Creation really cures.

Very truly,

Herbert E. Immel

219 Deshler Avenue

CHAS. T. CLICK.



Westerville, O.

In July, 1908, I was given up by my family physician, and with good reason, too, as I was "all in," not being able to walk over 15 feet. I had gone all to pieces, just the same as I've seen many other consumptives. In a short time after starting on Nature's Creation, which was July 24th, I was able to be about as usual and have gained right along ever since. I have gained about forty pounds and am feeling better and better. I can't say too much for Nature's Creation, particularly as I know of many cases which are even more remarkable than mine.

Very truly,

Chas. T. Click

Mr. Click's recovery is the talk of the town—most everyone knows him, and wherever he goes he is met with—"Hello, Charley! Who would ever have thought it possible—we all thought you were a 'goner' sure." He is now working every day at his trade of paper-hanging.

(From Columbus Citizen, May 7, 1909.)

MRS. GEO. S. HEWITT.



1318 Center Street,
Portsmouth, O.

What Nature's Creation has done for me is truly miraculous. Before taking upon the advice of my physician, I started West, but en route became so low that we gave up all hopes and returned home. I soon began taking Nature's Creation and it has made a new woman of me, the same as many other cases that I know of.

Knowing what it has done for me, I say without hesitancy that as long as there is life there is hope, and trust that this statement will save many other unfortunates.

Respectfully,

Mrs. Geo. S. Hewitt

(From Press-Post, April 28, 1909.)

DIED , DEC. 3, 1910.

DIED , DEC. 23, 1909.

DIED , OCT. 19, 1910.

Photographic reproduction (reduced) of three pages from the Nature's Creation testimonial booklet. In each case the person testifying to his "cure" of tuberculosis by Nature's Creation has died of that disease.

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.

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 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."

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 April 18, '07, 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 through the worst condition for eleven weeks. The doctors had given up all hopes and said I couldn't live over one week.

Now 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 stronger and able to work every day. I have taken no 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 case 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

to 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 9:30 a. m. of tuberculosis, with which he had been suffering for seven years. He was 26 years old. Burial will be Tuesday.

Rev. D. R. Rucker, pastor of the First Baptist church, 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 18, 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.

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

Columbus, O., Dec 10 1910
 This is a correct copy of the death return of Herbert Edward Immel now on file in this office.
 Attest: John W. Keegan, Registrar.

JOHN W. KEEGAN, Registrar.

BOARD OF HEALTH
 COLUMBUS, OHIO

PLACE OF DEATH
 County of Franklin No. 851
 Township of _____ Registration No. 186 File No. _____
 Village of _____ Primary Registration District No. 5025 Registered No. 3042
 City of Columbus (No. 219 Deshler Ave)
 Full Name Herbert Edward Immel

Personal and Statistical Particulars		Medical Certificate of Death	
SEX <u>Male</u>	COLOR OR RACE <u>White</u>	<u>Dec - 3</u> 1910	
DATE OF BIRTH <u>Jan 16 1884</u>	AGE <u>26</u> years, <u>10</u> months, <u>17</u> days	I hereby Certify, That I attended the deceased from <u>July 1</u> 1910 to <u>Dec 3</u> 1910	
SINGLE, MARRIED, WIDOWED OR DIVORCED <u>Single</u>	BIRTHPLACE (State or Foreign Country) <u>Columbus, Ohio</u>	and I last saw him alive on <u>Dec 2</u> 1910	
OCCUPATION <u>None</u>	NAME OF FATHER <u>Fred J. Immel</u>	and that death occurred, on the date stated above, at <u>9.10 A.M.</u> The Cause of Death was as follows:	
BIRTHPLACE OF FATHER <u>Columbus, Ohio</u>	NAME OF MOTHER <u>Katharine Elizabeth King</u>	<u>Pulmonary Tuberculosis</u>	
BIRTHPLACE OF MOTHER <u>Columbus, Ohio</u>	RESIDENCE <u>47 W. Main St.</u>	(Duration) <u>1 yr</u> days	
THE ABOVE STATED PERSONAL PARTICULARS ARE TRUE TO THE BEST OF MY KNOWLEDGE AND BELIEF.		SPECIAL INFORMATION only for Hospitals, Institutions, Transients, or Recent Residents.	
(Informant) <u>Fred J. Immel</u>	Former or Usual Residence _____	How long at Place of death? _____ days	
(Address) <u>219 Deshler Ave</u>	Where was disease contracted, If not at place of death? _____	DATE OF BURIAL <u>Dec 6 1910</u>	
Filed <u>12/6 1910</u>	By <u>J. L. Davis</u> Registrar	ADDRESS <u>Green Lawn</u>	
		By <u>J. Schoedinger & Bro.</u> <u>Cole, O.</u>	

Photographic reproduction (reduced) of a certified copy of the death certificate of Herbert Immel.

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 two testimonials taken from the Nature's Creation advertising. In both cases 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" frauds: 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 Phillos	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.*)


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 "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 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.*)

<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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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 Brooklyn, 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

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."

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

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.

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

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.*)

SARTOLIN

When an American quack or nostrum-vender has milked his gullible native clientèle dry he often transfers his field of operations to Europe where he goes through the same pro-



Photographic reproduction of two advertisements of Sartolin—American and English. The American advertisement appeared in the *Chicago Daily News*; the English, in the *London Daily Mirror*. The small picture between the two advertisements represents the way in which this vicious fraud is supposed to work.

cess. 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.*)

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.*)

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 that the lay journal takes 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 "bromin-iodin" treatment. The layman who received one of the leaflets was told that if he was suffering from "asthma, bronchitis, colds, consumption, coughs, eczema, 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.*)

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.

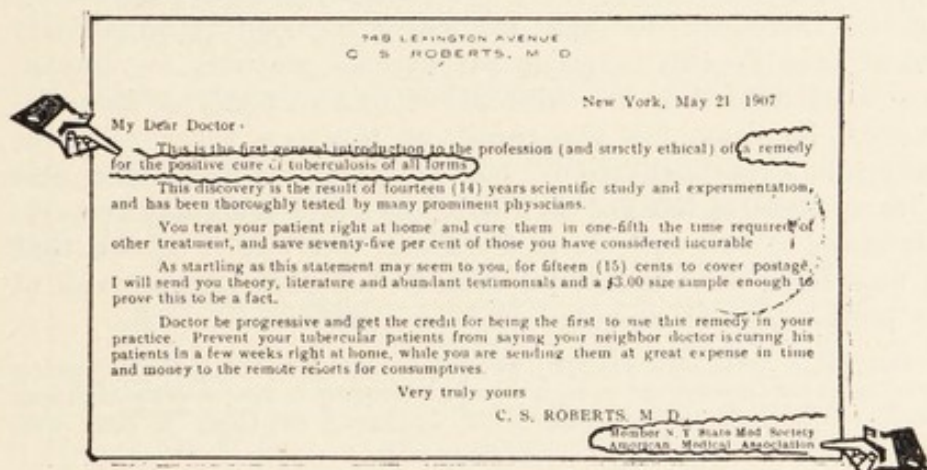
The latest change (March, 1911) in the name of Getsinger's product is Oxidaze put out by the American Oxidaze Company,

This company claims to have purchased the formula of Get-singer who is no longer connected with the business. The concern is, if we are correctly informed, controlled by a group of business men; although one of the individuals connected with it—Eugene Howard—is said to be a physician.

The matter which follows is a reprint (slightly modified) of three 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, tuberculosis offers



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 most promising field for such vampires, 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

1. This was written in August, 1907.

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 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:

"Doctor, a trial will 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 the "Medical Food Co.," and evidently the postal card is the initial move in a scheme to exploit the medical profession.

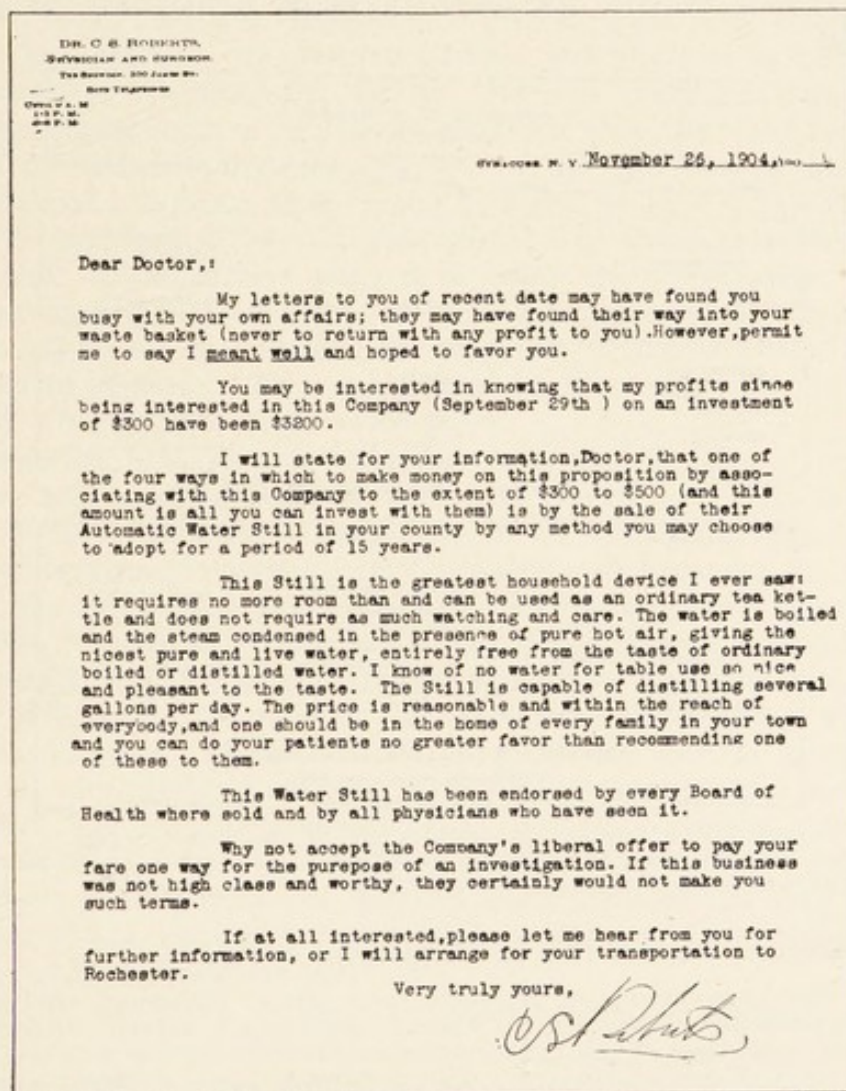
Incidentally, it might be said that some two or three years ago Roberts was interested in a scheme to work the doctors by getting them to invest in a water still, and the circular letters he sent to physicians at that time sound very similar to the circulars he is now sending out puffing this specific for consumption. In one of the "still" letters he states that he made \$3,200 in less than two months on an investment of \$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

2. He was dropped at the September, 1907, meeting.

and a \$3 size sample to prove what we say." This part of the 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



Photographic reproduction (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."

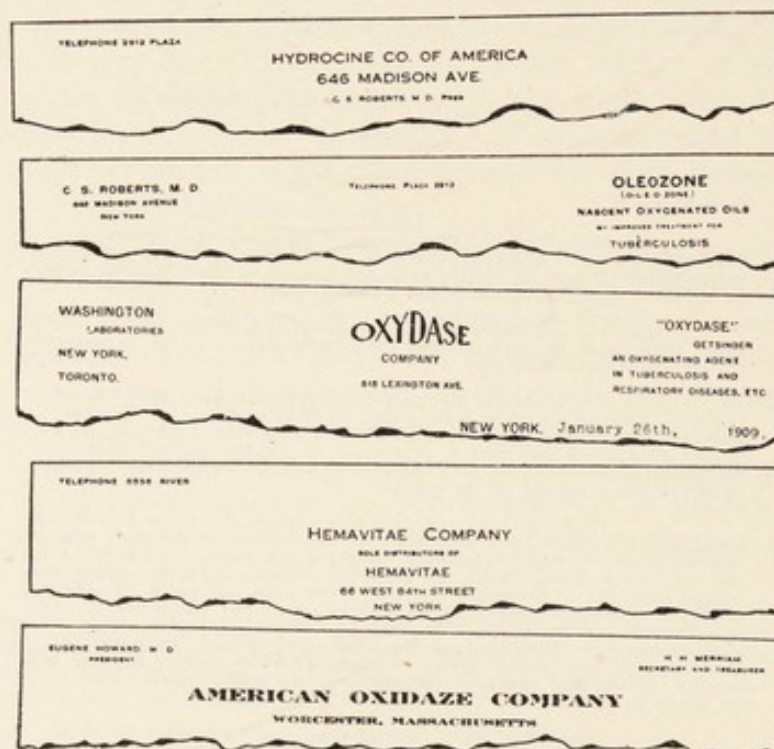
is unquestionably entitled to a full, frank and candid statement of the composition, nature and character of any and every medicinal preparation he is asked to prescribe." This sounds excellent, and then follows the formula:

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 reproductions (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, conlin, peppermint, spruce, myrtle, chekan, marrubium, myrrh, turpentine and thymol, is then condensed, and positively all toxic properties are eliminated. The residue is hyper-oxidized, predigested 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, Maltopepsine, Eethol, 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 oxids 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, conlin, 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 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:

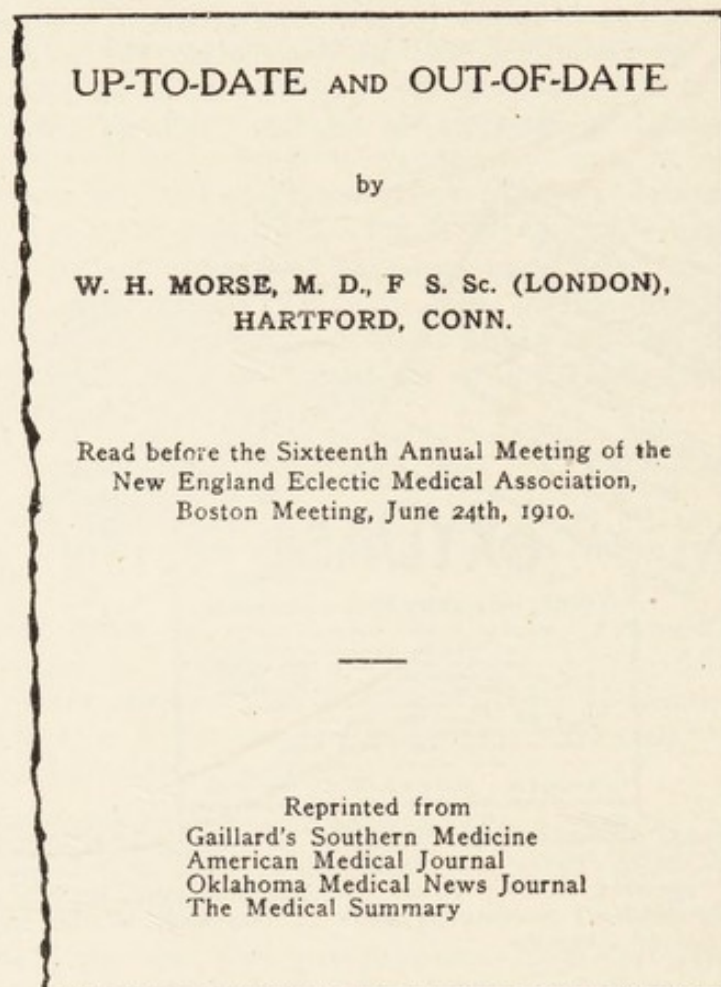


Photographic reproductions (reduced) of some advertisements of the various sugar "cures" for tuberculosis. The advertisement of Hydrocine appeared in the *Texas Medical Journal*; that of Oleozone, in the *Medical Summary*; that of Oxydase, in the *International Journal of Surgery*.

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 tur-

pentine, 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 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



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.

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 that Getsinger and Roberts have parted company, for the country is being flooded with letters from Roberts in which he says:



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
No. 1000**

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.

PREPARED FOR
AMERICAN DRUGGISTS SYNDICATE, MAIN OFFICES, NEW YORK

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.


"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.'"

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."



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-oxydized, 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 oxydized. 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.

A shell of Hydrocine Tablets. Exact Size.
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.

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."

We called attention in our previous article to the somewhat unusual course of a physician administering a remedy of whose

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.

1 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~~

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.

2

~~His appearance was marked in the extreme~~

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.

3

~~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.

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 therapeutic possibilities of rock candy—even though there may be money in it. Knowing what we do of testimonials and their

SATURDAY, MARCH 7, 1914

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.

About one year ago you sent me a large number of testimonials from physicians and patients in various parts of this country and Mexico, concerning the prompt effects of Oxidaze Tablets. As these testimonials were handed me in a reliable physician of my acquaintance I felt compelled to give this remedy a fair trial in my practice. The results I have obtained have been far greater than I anticipated. Now, January 1st, at the end of one year's experience in every day practice and after using many thousands of these Oxidaze Tablets, I find that all that was claimed for them is not only true but that the tablets are most effective in several other diseases not mentioned in the testimonials referred to. For instance, in addition to Tuberculosis, Pneumonia and Whooping Cough, I find that this remedy is effective in many cases of Asthma, which is quickly relieved. In Laryngitis I have observed most marked results and have witnessed the complete restoration of the voice where it was practically lost.

For singers and Public Speakers with impaired voices, I know of nothing in medical practice that has so far produced such quick, satisfactory and permanent results as Oxidaze Tablets. I want to thank you for calling my attention to this valuable remedy. I now keep my medicine cabinet well supplied with these tablets as I have feeling confident that they will secure equally good results from their use.

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 declare their real merit.

American Oxidaze Company

CAPITAL \$250,000
Massachusetts Charter.

Frederic Howard, M. D., President
Henry H. Merriam, Treasurer

F. P. Knowles,
F. H. Hamblin,
Gen. C. W. Wood,
E. J. Ross,
Henry H. Merriam

Object of Corporation—The manufacture and distribution 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 \$3.00 Box 50 Tablets \$1.50 Trial Box Tablets 3c

Photographic reproduction (much reduced) of a newspaper advertisement of Oxidaze, the latest name for Getsinger's product. This stuff is now being sold direct to the laity.

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 SUTLE 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 dis-

COMPARISON OF CLAIMS OF THE TRIO OF CONSUMPTION "CURES"

COWLES TREATMENT

"... composed of a base of *saccharum* and two enzymes, one gastric and the other *pancreatic*. To this... is added the *highly oxygenated* active principal [sic] of the essential oils of *thymus*, *terebinthina* and eucalyptus with chlorophyll and aromatics."

"... a safe, feasible method of rapidly furnishing the blood with the necessary oxygen properly combined."
"It is *non-toxic*."

"Instruct patient to *avoid taking water* within *fifteen minutes before or after taking* a tablet, as water in some cases, combined with the oils in the tablets, produce slight nausea."

"... 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."

"... full recoveries in uncomplicated cases of tuberculosis are generally made in from *six to nine months*."

"... 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."

"In Pneumonia we find this tablet undoubtedly a specific for this disease."

GETSINGER TREATMENT (OXYDASE)

"Oxydase tablets contain Oils of Wintergreen, *Cinnamon*, *Peppermint*, *Coniin*, *Sassafras*, *Thyme* and *Turpentine* and *Sugar*, all *highly oxidized*."

"Oxydase is... a prolific oxygenating agent in medicine."
"... *no toxic* dose possible."

"Have patients drink milk at any time, but *not so with water*, which decomposes the tablet... causing cumulation and nausea."

"Twenty days thereafter... dull, *twinging pains* over infiltrated *areas*; *tinges of blood in sputum*."

"Course of treatment lasts from *six to twelve weeks*."

"There are substitute hydro-carbon treatments now being exploited which are not an oxidized product."

"In... Pneumonia... Oxydase will give you surprising results."

ROBELTS TREATMENT (OLEOZONE)

"Oleozone is prepared from the oxygenated principles of the oil of *cassia*, *conin*, *peppermint*, spruce, myrtle, myrrh, *marrubium*, *turpentine* and *thymol*... combined with rock candy, *sugar* and *pancreatin*."

"It purveys a constant supply of oxygen to the blood."

"... a harmless compound positively not injurious from prolonged use."

"*Drink no water within fifteen minutes before or after taking* the tablets, as water disturbs the oils in the tablet."

"Soon *twinges of pain* and great soreness in the chest may be noticed, with perhaps *tinges of blood in the sputum*."

"... this new treatment requires only *six to sixteen weeks* to perfect a permanent cure."

"... 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 anyone confusing it with my improved treatment."


"In cases of acute Pneumonia it will cure them so quick that it will surprise you."

tribute 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 nascente.
 Son el mejor específico para AFECCIONES PULMONARES.
 Curan las PULMONIAS en 3 ó 5 días.
 Curan las TUBERCULOSIS en 4 ó 6 meses.
 Curan rápidamente TOS Y CATARRO.
 Curan eficazmente la BRONQUITIS.
 Úsele la "OXYDASE" en los CATARROS.
 Para procurarse de las 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 (Page 167) 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.*)

TUBERCLECID

Tuberclecid is a consumption cure fake exploited by the Tuberclecid Company with headquarters at Los Angeles, Cal. The reputed discoverer of this remedy is one Charles F. Aycock, formerly of Oklahoma. Tuberclecid is brought to the

attention of newspaper readers not only by display advertisements, but by means of advertisements in the form of news items. Its method of exploitation differs little from that of similar fakes—the inevitable “follow-up letters” and other paraphernalia of the mail-order medical quack being used. Some of the claims made for this nostrum are:

“The discovery of the age—Tubercleide.”

“Consumption can be cured by Tubercleide.”

“Tubercleide is an unfailing Germicide for all Tubercle Bacilli.”

“Tubercleide is a specific that eliminates tubercle bacilli from the human body.”

“This treatment will cure tuberculosis in anyone who has enough vitality to survive twelve weeks independent of our treatment.”

Tubercleide, which is a pale yellow, oily liquid, comes in a 2-ounce bottle, for which \$15 is asked. The instructions are to take eight drops on a raw egg, followed with a glass of milk. It is to be taken three times a day during or after each meal, the dosage to be increased until fourteen drops has been reached. An original sealed bottle of this nostrum, sent in by Dr. Edward P. Fick of Seattle, was submitted for examination to the Association Laboratory. The Association's chemists reported:

“Examination of the contents of a sealed, original bottle of Tubercleide shows it to be essentially a solution of creosote or guaiacol in some bland oil, probably olive oil.”

This is but another verification of the statement so often made, that practically all nostrums that contain any medicinal ingredients whatever, consist of drugs that have been used for years by the medical profession. The “patent-medicine” manufacturer, for the purpose of deceiving the purchaser, invests such drugs with virtues they do not possess.

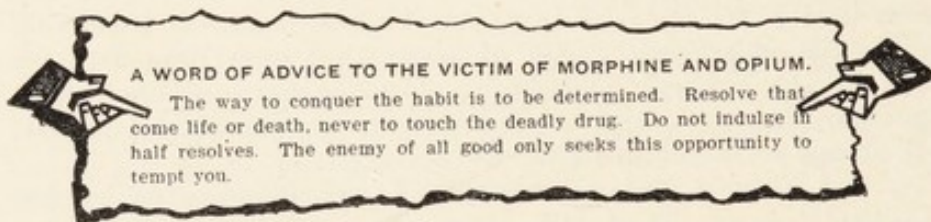
In the case of Tubercleide, we find, as indicated by the chemists' report, that the tuberculous patient, after being instructed as to diet and hygiene, is given as an accessory treatment small doses of creosote or guaiacol, remedies that have been in use for years. It is easily conceivable that a consumptive who should strictly follow the rules regarding the methods of living, which every intelligent person now knows to be the essential treatment in tuberculosis, would in all likelihood be benefited, whether he took minute doses of creosote or not. The viciousness of the Tubercleide treatment is two-fold: First is the fact that individuals taking it will be led to rely on the medicine—which has no curative value—rather than on the dietetic and hygienic treatment which, while really the all-important part of it, is made to appear as incidental and subordinate. Second, it is little less than robbery to charge anyone, well or ill, \$15 for a mixture of olive oil and creosote that is not worth 15 cents. In the preposterousness of the claims and in the inordinate price charged for it, Tubercleide is typical of the many cruel consumption cure frauds with which the country is afflicted. (*From The Journal A. M. A., May 13, 1911.*)

DRUG CURES

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



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?

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.

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!

This, in brief, describes the Government’s case against Coblentz and his “drug cure.” The details of the Government’s action, as given in the memorandum of the acting assistant attorney general to the Postmaster General, are, in part, as follows:

The Government’s Report

“Post Office Inspector J. N. Hunter, of the Cincinnati Division, testified that he had investigated Dr. Coblentz’ business. He said that under the name of W. R. Johnson, of Franklin, Indiana, he had carried on correspondence with Dr. Coblentz, representing himself as a man of 50 years of age, who had been addicted to the morphin habit for about six years and using about 15 grains each 24 hours, and that he had paid \$11.00 to Dr. Coblentz for treatment to cure the case. He produced copies of his letters to Dr. Coblentz and the originals of Dr. Coblentz’ replies to him. Dr. Coblentz’ letters advised that a sure cure could be had at patient’s home in four treatments at \$11.00 each. His letters were all written on printed letter heads, reading as follows:

Emmett S. Coblentz, M.D.
President and
Treasurer.

M. S. Coblentz, M.D.
Secretary and
Stenographer.

J. W. Coblentz, M.D.
Medical Director
and Manager.

OFFICE OF
COMPOUND OXYGEN ASSOCIATION

OXYGEN CURES THROAT AND NERVOUS DISEASES

**Opium, Morphin, Tobacco and Whiskey Habits
Cured in 30 to 60 Days, Without Pain or
Interference With Business.**

All business confidential. Full first course sent by Express only.

921 W. Berry Street.

FORT WAYNE, IND.

COBLENTZ' CLAIMS

"He also sent to the Inspector printed leaflets advertising his treatment, which represented the same to be a 'permanent and positive cure for the morphin habit,' and implied that the treatment contained no morphin. Passages from the printed leaflets are quoted below:

'Do not take every cure you see advertised, for how easy it is to disguise the drug under the garb of a new cure and beguile the poor, unsuspecting victim into the belief of being cured while all the time he is taking the drug under a different name.'

'The cure is simple and harmless. Every bottle sent out is prepared and put up by myself.'

'I do not send out trial bottles. This is the method pursued by the medical shark. Half the time you receive your old drug (from whose clutches you are trying to escape) with the taste disguised.'

'I can truthfully say I can and will cure you if you will put your case in my hands.'

'Some cures are marvelous and a failure has as yet been unknown where the medicine has been taken according to my directions.'

'Directions are easily followed, and 60 per cent. of my patients are cured on the first treatment. My treatment is endorsed by the medical profession of Europe and America.'

'Terms for treatment: To those taking 5 grains or less, a month's treatment will be \$6; those taking from 5 to 20 grains, a month's treatment will be \$11.'

"The medicines purchased by Inspector Hunter were turned over to the United States Department of Agriculture for chemical analysis. Dr. C. M. Kimberly, a chemist of that department, attended the hearing at the request of this office. He testified that he had made chemical analysis of the medicines and obtained the results detailed in the letter of the Secretary of Agriculture to the Postmaster General, dated March 29, 1910. That letter in part reads as follows:

CHEMICAL ANALYSIS OF THE "CURE"

'The treatment comprising seven medicines, was submitted to analysis of this department for investigation and results obtained were as follows:

'1. A sixteen ounce bottle containing a dark brown liquid found to be a vegetable product containing about 71.84 per cent. of water, alcohol 19.5 per cent. and vegetable matter 8.66 per cent. including capsicum and morphin, the latter to the extent of 7.18 grains per 100 c.c.

'2. A sixteen ounce bottle containing a dark brown liquid similar in appearance to No. 1. Found to contain about 72 per cent. of water, 19.5 per cent. alcohol and 9 per cent. of vegetable ingredients, the latter of a resinous and alkaloidal nature. Total alkaloid 0.51 per cent., chiefly morphin, equivalent to 7.87 grs. per 100 c.c. The presence of a quinin salt is also indicated.

'3. An eight ounce bottle containing a dark brown liquid resembling Nos. 1 and 2. Found to contain water about 72 per cent., alcohol 19 per cent. and solid vegetable matter about 9 per cent., consisting of resinous and alkaloidal-bearing materials in which were found 0.23 per cent. morphin derivatives, representing 3.61 grs. morphin per 100 c.c. and 0.06 per cent. caffen.

'4. A two ounce bottle containing a dark brown liquid. A stomachic preparation composed of water, alcohol and vegetable matter containing resinous substance and alkaloids or derivatives of morphin, with capsicum, water and moisture 91.28 per cent., alcohol 19.5 per cent., total solids 8.72 per cent. The quantity of this sample submitted was not sufficient to permit of quantitative alkaloidal tests.

'5. "Nervine Tablets." Chocolate coated tablets composed of metallic iron, quinin sulphate, sugar and traces of vegetable matter, massed with siliceous material, sugar coated and colored.

'6. "Stomach Tablet." Yellow tablets composed of sodium bicarbonate, capsicum, strychnin and small amounts of vegetable matter resembling rhubarb with an excipient containing compounds of aluminum and calcium, the whole coated with sugar and colored.

'7. "For the Bowels." Laxative tablets, containing aloes cascara, ginger and licorice masses with earthy matter, sugar coated and colored pink.

Dr. Kimberly testified that the patient, when using the treatment as directed by Dr. Coblentz, would take about 20 grains of morphin a day.'

COBLENTZ NEVER CURED THE HABIT

"Inspector Hunter testified that he had interviewed Dr. Coblentz; that Dr. Coblentz had told him that he had about 25 patients under treatment for morphin habit at the time of the interview, whom he had been treating for from 5 to 20 years; that Dr. Coblentz further stated 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; that Dr. Coblentz further advised him that he had never really cured the appetite of any one addicted to the

morphin habit; that patients reached the point where he called them cured, but that the patient had to keep up the use of the medicine just the same.

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!"

"Inspector Hunter also produced at the hearing, correspondence which he had had with one H. B. Pigott, of Worthington, W. Va., by which it appeared that Pigott had paid \$35.00 to Dr. Coblentz for a cure of the morphin habit and that he had

not been cured. Inspector Hunter also submitted correspondence which he had had with W. Hutchins, Mattoon, Wis., by which it appeared that Hutchins had paid money to Dr. Coblentz, for the cure of the morphin habit and had been taking treatment 15 years and was still taking it!

"Dr. William A. White, superintendent of the Government Hospital for the Insane, was present at the request of this office and testified that the treatment as was disclosed by the analysis was not a cure for the morphin habit; that to effect satisfactory results, more or less physical restraint is necessary in practically every case; that Coblentz' treatment contains morphin in large quantity, and by its use the habitué is deluded into the belief that he is overcoming his habit by comparatively easy means and without restraint, whereas, as a matter of fact, he is just as much dependent on the use of the drug as before, the only difference being that instead of taking it as morphin, he receives it under the guise of a cure.

THE DEFENSE OFFERED

"Dr. Coblentz, in his defense, denies the charge that he is engaged in a fraudulent scheme. He states that he is authorized by the laws of Indiana to practice medicine and has been practicing medicine for the past 50 years; that he was addicted to the use of whiskey and narcotic habit, including the use of morphin, and that after trying other treatments, he finally cured himself; that about 1890 he advertised extensively to cure persons addicted to the morphin habit; that for many years he carried on an extensive mail-order business for the cure of that habit; that in 1902 he ceased advertising for morphin patients and since that time his practice has rapidly diminished and consists now of but 20 patients, whom he has been treating for from 5 to 20 years; that two of these are morphin patients, and that the other patients were at one time morphin patients, but have been cured, and that he is now treating them for various diseases, they looking to him as their family physician; that since 1902, he has only sent out his printed matter on receipt of letters of inquiry, and that he believes that such letters were written on the suggestion of other patients who had had satisfactory professional relations with him previously.

"He admitted the correspondence in the inspector's decoy case. His claim was that he prepared the medicines in the honest belief that they would be efficacious in the treatment of the case, and that such belief was based on his knowledge as a medical practitioner and on his experience in the treatment of the morphin habit. He further admits that the medicines sent out by him for the morphin habit contain morphin, but claims that "no other means of cure is known to the medical world." He submitted letters received from patients expressing satisfaction with his treatment of them. He also

submitted letters to show that he is a man of good reputation in the community where he lives. He also stated that he alone is interested in and conducts this business.

THE GOVERNMENT'S CASE

"My conclusion on all the evidence in the case is 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 morphin 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 charlatanry 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."

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:

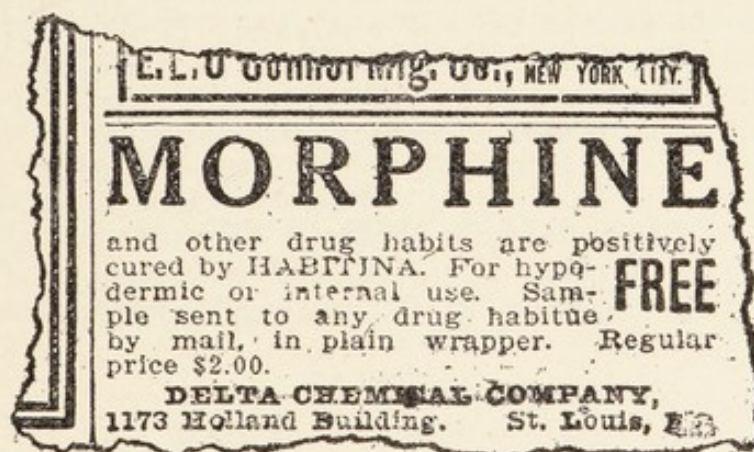
"An Antidotal, Eliminative and Supportive Compound."

"Does not Poison the System Like Plain Morphin."

"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.



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.

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 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 "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 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.*)

1. THE JOURNAL A. M. A., March 12, 1910.

"FEMALE WEAKNESS" CURES

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 Amenoretts 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 Pyrolingenous Acid, Iodin, Picric Acid, Boracic Acid, Quinin, Tetraborate of Soda, Glycerin, and Oil of Theobromo." The formula for the tablets is given as Pyrolingenous 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.*)

"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:

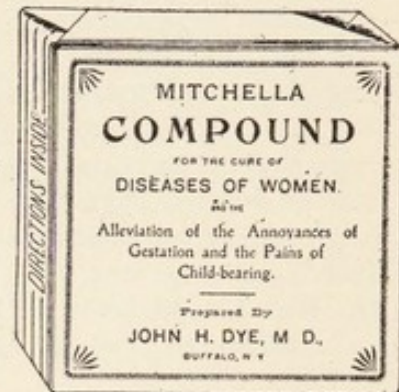
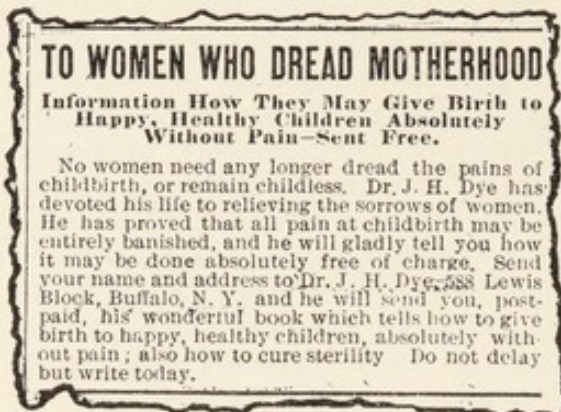
"Go, sister, and seek freedom and peace in the use of *Mitchella Compound* and in following the teachings of that book."

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:



Photographic reproduction (reduced) of a typical advertisement of J. H. Dye and of the package in which he sent out his nostrum.

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 Partridgeberry or Squaw-vine.

"*Chamaelirium 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 useless. 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 innumer-

able 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 suppositious 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 shrewness 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 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 daugh-

ters 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 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 uncured or incurable 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 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, morphin, 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 indentified 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?

VIAVI 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

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ARE AMERICAN WOMEN BECOMING HEALTHIER?

By Elizabeth Stuart Medley

STATISTICS and medical records show that nine-tenths of the women of the United States are sufferers 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 just now whether or not American women are becoming healthier 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—is making the women of the United States a stronger, more vigorous, and hardy being 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 subject.

The doctors and the books on hygiene and health of women. One of these is their lack of outdoor exercise, the second is their manner of dressing, and the third the nervous tension under which all American women live. And when we say "manner of dressing," we are referring to the custom of lacing. A few months ago we were gliding in the belief that the old enemy of women, the habit of tight lacing, was gradually disappearing, because the "small waist" had ceased to be stylish. The desired and "proper" lines of the feminine form were broad shoulders and comparatively narrow hips, and to produce this effect the laces at the waist were not drawn too closely. It was assumed that we had become more sensible, that we were reacting at last the error of our ways, that we had at last acknowledged the cause of a great deal of our unhappiness, and had solemnly decided to check 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 hints 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 benefits may have resulted from the fashion that permitted 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 suffer more pain than men. They even feel a sort of pride in taking this attitude; they resign themselves to it and then point out the fact that they are making a sacrifice to the race. They maintain a sort of mystery about this suffering, about the pain that makes them pale and languid and un-

happy. How absurd this is and how different from the attitude of men on the same subject! You never saw a man, certainly not one who approached the normal state, who took a pride in his afflictions. They are anxious enough for care and attention, I believe, 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 disease is unnatural. 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 sooner these general facts are understood 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 unnatural for women to suffer more pain than men, has made during the last ten years tremendous progress throughout the United States and Europe. This new propaganda 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 many in Europe and other parts of the world. The Viavi adherents are conducting a campaign of education, endeavoring to dispel the false custom that has countenanced and even compelled ignorance among women of facts that are necessary for their own happiness and well being.

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 cult hold that women should know more about herself. They are opposing the impositions which many unscrupulous practitioners, claiming to be that which they are not, inflict upon women, and they are striving to a remarkable degree the riot 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 feel 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 centre of the nervous system. The next stage is pain in the region of the affected organ itself. Unless the conditions which caused the first signal are removed, the unhealthy state continues, increasing until it begins to affect organs and tissues, producing actual physical changes, which, be-

coming chronic, are called disease. The condition is then more serious, and cannot be removed always by altering the conditions that brought the disease into existence. The unhealthy state is both local and general, and in 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 steps in the alimentary canal, and through the pores as well. The next step is local application of harmless but effective material to the local conditions which are the result of disease. In advocating this common-sense method for the restoration of health I am promulgating 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 evidence of the success of this idea, for I saw 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—these women enthusiastic members of the Viavi organization, 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 office 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 can 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, no doubt, 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 views of life are warped. There is no better soil for the development of evil character than the unhealthy body. We all admire the happy, hearty, healthy man or woman. The leaders of the race are the men who are vigorous, normal, and sound, and the mothers of these men.

NOTE.—This article was written after the subject received careful consideration, and was previously brought to notice by the personal experience of a most intimate friend, who after years of suffering was made entirely healthy by the application of the Viavi principle.



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 quack concern about which *Leslie* has published a "special article."

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 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 "Leucorrhea," we learn:

"This is a complaint from which almost every woman suffers at some period in her life."

"It is the very life force ebbing 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."

"Leucorrhea 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 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."

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 shekels from the pockets of poor, suffering women in an anxious pursuit of health?

VIAVI 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.

VIAVI 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.*)

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 leucorrhea, a displaced uterus 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 in by the victims. Miller claimed that his concern employed a "consulting physician" in the person of Dr. Chancellor, who 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.]

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 leucorrhea, 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 leucorrhea 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, leucorrhea, 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 child birth)."

"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, cacao 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.

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 leucorrhea 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



MRS. CORA B. MILLER CO.
MANUFACTURERS OF
MRS. MILLER'S
HOME TREATMENT.

KOKOMO, IND.



NEW OFFICES AND LABORATORY

July 27, 1901

Mrs.
Chicago, Ill

MY Dear Friend:

I would feel that I was not doing my duty did I not make one more EARNEST 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 20 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 reproduction 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.

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 con-

ducted 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

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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-laid 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.

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 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 patients 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.

"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."

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 letters 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 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*."

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 25-47."

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 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."

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, there were received a letter and five printed prescriptions (see also Fig. 3); each of these 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	7½	grains.
	Strychnin Sulphate	¼	grain.
	Ext. Quassia	7½	grains.
	Bicarb. Soda	45	grains.
R.		"B"	
	Strychnin Sulphate	¼	grain.
	Ext. Rhubarb	15	grains.
	Ext. Cascara Sagrada.....	15	grains.
	Bicarb. Soda	30	grains.
R.		"45"	
	Cascarin	4	grains.
	Aloin	4	grains.
	Podophyllin	2½	grains.
	Ext. Belladonna Leaves.....	2	grains.
	Strychnin Sulphate	¼	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	½	grain.
	Fluidextract of Pulsatilla.....	30	m.
	Fluidextract Gelsemium	3½	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 ½ grain (¼ 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 stated to contain ¼ or ½ 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 fakers, sent a series of follow-up letters. The general object of these letters

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 advise the Board of Health. In this capacity the Board of Health has been advised by her in many cases.

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!

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

PRIVATE OFFICE OF DR. BERTHA C. DAY SPECIALIST IN DISEASES OF WOMEN FORT WAYNE, INDIANA PRESCRIPTION BLANK	
R No. 8	Dess. Thyreoids gr. 15 Ex. Phytolacca Berry gr. 30 Base qs ad dr. 2 1/2 Misce et fiat No. xxx suppositoires. Sig: Take according to special directions.
R No. 58	Strych. Sulph. gr. 1/6 Pulv. Ipecacuanhae gr. 1/2 Oleo. Capsici gr. 1/12 Misce et fiat No. xv tab trit. sut. cachet. Signe: Take according to the special directions.
R No. 45	Cascarini gr. 4 Aloini gr. 4 Podophylli gr. 2 1-2 Ext. Bella. Lvs. gr. 2 Sulph. Strych. gr. 1/4 Olei Zingiberi gr. 2 Misce et fiat No. xv pilulae sut tab trit. Signe: Take according to special directions.

Photographic reproduction (reduced) of three prescriptions printed in imitation typewriting and sent by Dr. Bertha C. Day to a person supposed to be suffering from obesity. Notice that prescription No. 8 directs that the drugs be compounded *in the form of a suppository*, yet the directions sent by Dr. Day state that they must be "prepared *in tablet form*," one tablet to be taken before breakfast and one after dinner!

No. 4 is one of those frankly, 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 . . ."

Thus 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 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,

Financial References: GERMAN-AMERICAN NATIONAL BANK - HAMILTON NATIONAL BANK

"It requires the services of a specialist to cure woman's ills."
Dr. Day



DR. BERTHA C. DAY
SPECIALIST
IN DISEASES OF WOMEN

Belle M. Overton, Chicago, Ill. 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 23-47.

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.

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?"

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.*"

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 obtaining the treatment requesting the return of your money I positively agree to return to you the \$_____ you pay for the treatment. I make this guarantee only to such persons as I feel absolutely sure can be cured by my treatment.

Dr. Bertha C. Day

2439

Hamilton National Bank

CORNER OF CHURCH AND MAIN STS. FORT WAYNE, IND. CAPITAL \$300,000.00 RESERVE \$400,000.00

Fort Wayne, Indiana, Feb. 17, 11

Mrs. W. S. _____
 Chicago, Ill.

Dear Friend:-

We will refund to you the sum of \$3.00 if Dr. Bertha C. Day should fail to do so according to the terms of her guarantee made to you.

We have done 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 write this letter to let you know that her guarantee is authorized.

Yours respectfully,
W. S. Pool
 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.

"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, as may be seen by the photographic reproductions.

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. 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.*)

MAIL-ORDER MEDICAL CONCERNS

BRANAMAN REMEDY COMPANY

The Dr. Branaman Remedy Company, of Kansas City, Mo., was a mail order concern, conducted by Dr. G. M. Branaman, 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.

FREE DEAFNESS CURE.

A remarkable offer by one of the leading ear specialists in this country, who will send two months' medicine free to prove his ability to cure Deafness, Head noises and Catarrh. Address Dr. G. M. Branaman, 1234 Walnut St., Kansas City, Mo.

Photographic reproduction of a typical Branaman advertisement.—From *Word and Works*.

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:

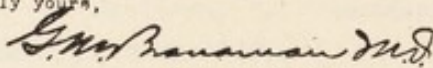
The Assistant Attorney General's Report

"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 treatment, 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

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

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 Quincy Telegram Engelstein Drug Co. Sedgwick Co. A. C. Pharmaceutical J. L. Douglas</small>
Chicago, Ill.	KANSAS CITY, MO. /10
 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 membranes, 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>Awaiting the return of this blank, I remain, Very truly yours,</p> <div style="text-align: right;">  G. M. Branaman, M.D. Medical Director. </div>	
 Steno. #0.	

Photographic reproduction (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.

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 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.'

Doctor Branaman Remedy Co.	
<small>G. M. BRANAMAN, M. D., Medical Director.</small>	
<small>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.</small>	
Date _____	
Name _____	
Postoffice Address _____	
Express Office _____	
SYMPTOM BLANK	
Age _____ Married or Single _____ Occupation _____	
Height _____ Sex _____ Weight _____	
Gained or lost in weight recently? _____	
How long has your trouble existed? _____	
What in your opinion was its origin? _____	
What treatment have you had for it? _____	
What cause 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 forehead? _____	
YOUR EYES—Weak or watery? _____ Smart or burn? _____	
Ache? _____ Spot before them? _____	
Inflamed? _____ Wear glasses? _____	
YOUR NOSE—Is it dry? _____ Watery? _____	
Stuffed up? _____ Bad odor? _____	
Crusts form? _____ Bleed easily? _____	
Sore at mouth impaired? _____ Lost? _____	
Any pain in it? _____ Sneezing? _____	
YOUR EARS—Deafness and ear troubles often result from Catarrh passing along the Eustachian tube that leads from the throat to the ear.	
Is your hearing good? _____ Do your ears discharge matter? _____	
Is your it _____ Do the ears itch and burn? _____	
Is there a _____	

Much-reduced reproduction of part of the "symptom blank" sent with the letter shown on page 218.

"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 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 hav-



Photographic reproductions from Branaman's booklet, "The New Treatment That Cures," showing the highly imaginative pictures of the "electro-magnetic head-cap" in action.

ing 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 deluging 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 dur-



ing 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.

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.

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



An advertisement of Nu-tri-ola Skin Food that appeared in the *Chicago American*. 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.

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. 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," "Vaginela" 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 salicylic 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.*)

"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 unfailing 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 \$25.00 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.*)

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

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 withdrew from the "Dr. Rainey Medicine Company" and opened in the same building a rival concern called "Dr. James M. Rainey, incorporated." The similarity of names of the two companies caused much trouble and confusion in the delivery of the mail and recently Atkins had changed the name of his concern to the "American Home Treatment Company."

As is common with mail-order medicine companies, one of their methods of getting the names of prospective victims was to purchase them from "letter brokers." These "brokers" buy and sell the letters of those unfortunates who have been so unwise as to write to quacks or "patent medicine" houses. Not only did Rainey and Atkins buy the names of possible "patients" but they evidently sold the original letters of their past customers. In the list sent out by one of the largest "letter brokers" in the country we find tabulated under "Female Complaint Letters," "7,900 Dr. Rainey Med. Co. 1908 & 1909" letters for sale. It was this very practice of buying letters that led to the tragedy. Atkins had received and cashed a money-order that was intended for Rainey and when the return of the money was demanded Rainey was accused of having taken the name of the person sending it from Atkins' mailing list. Rainey claimed, however, to have purchased the name from a "letter broker" and the quarrel commenced which ended in Atkins' death. It would be interesting to trace back the chain of events which led up to the homicide; 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 con-

ducts 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.*)

THE RICE RUPTURE CURE

This concern is run by one W. S. Rice, Adams, New York. 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 of 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 consists of 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.....	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.

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 unasked 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."

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. T. FRANK LYNOTT

To all who suffer from kidney trouble, bladder trouble or rheumatism may know with our experience that at last a genuine and reliable cure for these diseases has been found. I will send to any victim of these ailments a free treatment and such simple instructions, that anyone can cure himself at home, free. I say free and I mean free. I will make no charge, nor have you to write me a letter, giving me your symptoms and telling me how you feel. I will do as I please.

So that all who suffer from kidney trouble, bladder trouble or rheumatism may know with our experience that at last a genuine and reliable cure for these diseases has been found. I will send to any victim of these ailments a free treatment and such simple instructions, that anyone can cure himself at home, free. I say free and I mean free. I will make no charge, nor have you to write me a letter, giving me your symptoms and telling me how you feel. I will do as I please.

1. Swelling in any part of the body.
2. Constipation or loose bowels.
3. Painfulness or pain under the breast.
4. Pain in the side or back.
5. Pain in the neck or head.
6. Pain or weakness in the shoulders.
7. Pain or swelling of the joints.
8. Pain and swelling of the muscles.
9. Pain and aches in the nerves.
10. Acute or chronic rheumatism.

You can describe your condition, or you can give the name of the disease, and the free treatment and the five treatment will be sent you free of cost. Write to Dr. T. Frank Lynott, 101 N. Dearborn St., Chicago, Ill.

Photographic reproduction (greatly reduced) of a small portion of a Turnock Medical Co.'s advertisement. From *Spare Moments Magazine*.

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 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.*)

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.

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 investigation 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:

"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."

Van Bysterveld Medicine Co., Ltd.



A. W. Van Bysterveld

Expert Inspector of
URINE

17-19-21 Sheldon Street
GRAND RAPIDS, MICHIGAN

It Is All Important

YOU SHOULD KNOW

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.

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.

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.

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.

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

Photographic reproduction (reduced) of the outside cover and the first page of the folder sent out by the Van Bysterveld Medicine Company.

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, 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."



MAIN OFFICE, 17-19-21 SHELTON ST

Van Bysterveld Medicine Co., Ltd.

Inspectors and Examiners of

URINE

MANUFACTURERS OF
PROPRIETARY MEDICINES

Grand Rapids, Mich., Dec. 26th, 1910.

Mrs. W. S. ~~Sheldon~~

~~17-19-21~~ 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 backache 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 reproduction (much reduced) of one of the "diagnosis" letters sent in reply to a supposititious patient who had submitted a mixture of hydrant water and glucose.

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 uranalysis 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."

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. (*From The Journal A. M. A., Jan. 7, 1911.*)

MECHANICAL FAKES

THE ELECTROPOISE—OXYDONOR—OXYGENOR— OXYGENATOR—OXYPATHOR—OXYTONOR

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.**

150 FIFTH AVE., N. Y., April 5th, 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' Cyclopaedia.)

**Often Cures
Cases
Pronounced
"Incurable."**

"HOW?" Write us for booklet that tells all about the Electropoise. Mailed free.

Electrotherm Co., 1722 Broadway, New York.
365 Fulton St., Brooklyn, Southern Electropoise Co., 202 King St., Charleston, S. C. Du Bois & Webb, 509 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

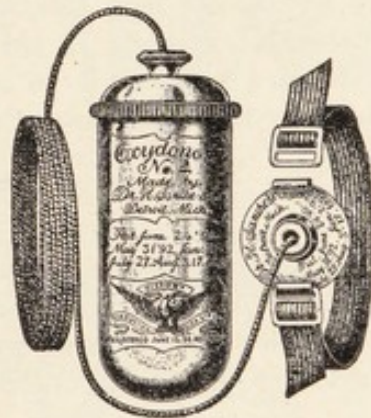
So popular did the electropoise become and so readily did the credulous respond, that Sanche extended his operations by putting on the market a modification of his first fake, which he christened the "Oxydonor Victory," or as it is more commonly known, "Oxydonor." The claims made for the Oxydonor were, 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."

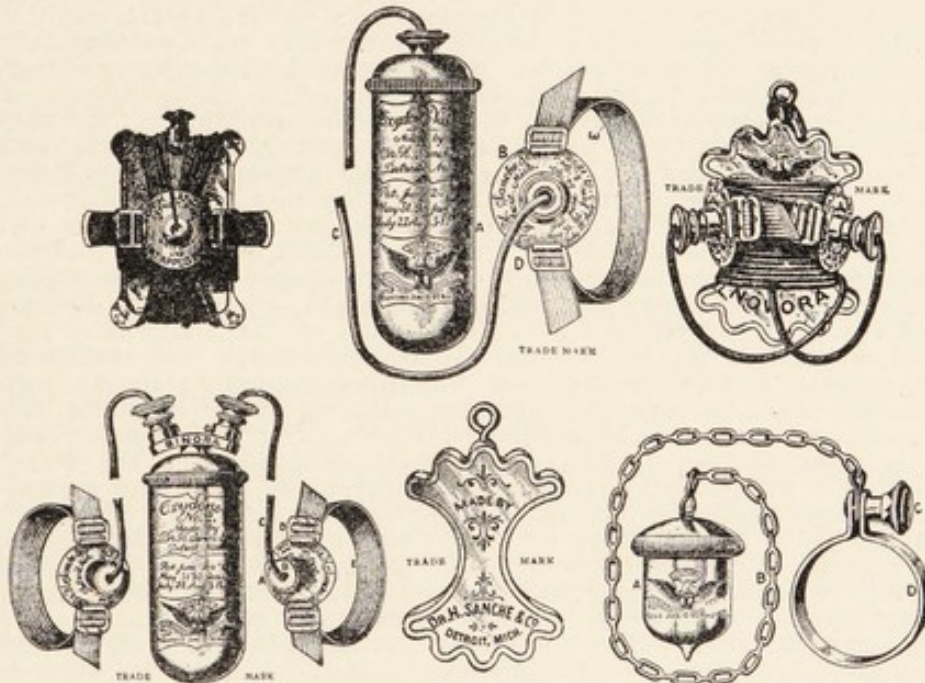
And again:

[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 DUXANIMÆ

Nor were the "instrument" and the "force" the only things founded by Sanche. *Fraternitas Duxanimæ*—the Fraternity of Duxanimæ—was the name of an organization evolved from the fertile brain of this exponent of gas-pipe cure. Naturally, the object of *Fraternitas Duxanimæ* 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 bed-mate. 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 are 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 Hercules 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.

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 Diaductu," 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.

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.

We also hereby agree that in the event of our death before the year A.D. 1925, with our death our donations shall become non-convertible and final.

Subscriptions Received in the City of..... in the State
or Province, of..... in the Government of (Name of Country).....
..... on the..... day of.....
in the year A.D., 190.....

Write the sums fully and also put them down in figures in the right hand column

.....	\$.....
.....	\$.....
.....	\$.....
.....	\$.....
.....	\$.....
.....	\$.....
.....	\$.....
.....	\$.....
.....	\$.....
.....	\$.....

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:

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 receipted 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

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 Oxygenor 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 "Oxygenator" is an elaboration of the "Oxydonor" fake. It, also, is supposed to "oxygenate" the simpletons 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

1. *THE JOURNAL A. M. A.*, July 30, 1904, p. 336.

put the name "Oxygenator" in ill repute, we do not know, but the change has been made.

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 "Diaduction" was imaginary force invented for the purpose of selling Oxydonors, so "Oxypathy," 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 from the Oxygenor in having no third—"force-controlling"—cord. The Oxygenator (or Oxypathor) comes in different



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."

sizes; that referred to as "'00' Duplex Oxygenator" has a cylinder 7 inches long and 1½ 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 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:

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 and sections 5,467-5,
471, Chapter 224 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) by the Vermont State Board of Health.

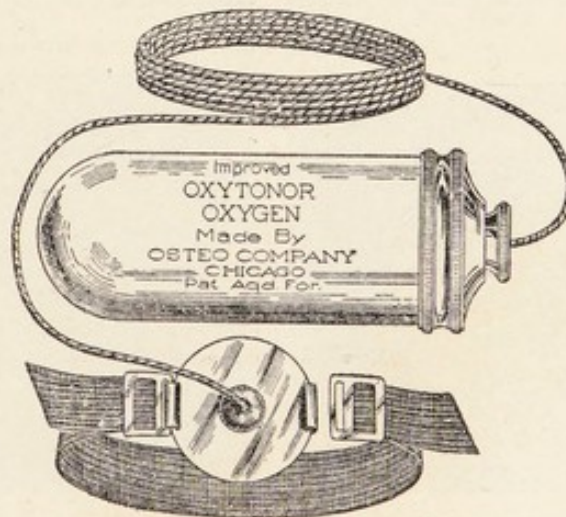
"The Oxygenator will not cure cancer and tumor nor will it restore a lung or other organ of the body that is gone."

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 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."

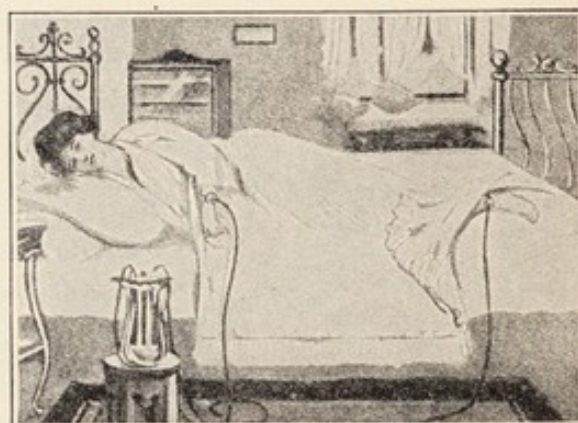


The Oxytonor—the latest exponent of gas-pipe therapy—put on the market by the Osteon Company of Chicago. It sells for \$20.

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:



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.

"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 (see page 254) the Oxygenator to be "physically and therapeutically inert" and prohibited the sale of the fraud.

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” (see p. 255). As the Oxygenor is an imitation of the Oxydonor, and the Oxygenator an imitation of the Oxygenator; 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 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 “cure” 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.

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

1. See page 20.

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.

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.

THE STRENTA VACUUM TREATMENT

The Strenta 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

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. Umbriet, 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, and that fact is in doubt. After their rather unpleasant experience in Minneapolis, these twin brothers came to Mil-



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 is 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, varicose, 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 Varicose in medical advertisements that every man ought to know if he has it or not. It is a solid fact, however, that we run across men every day that are complaining of weakness who have been so 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 "Varicose," a prevalent disease of man, is a dilation or enlargement of the veins, which from various causes become knotted and knotty, feeling like a bundle of earthworms when taken in the hand. It usually occurs on the left side and produces dragging sensations in the groin and back. It often impairs the general health and then causes much worry and you may grow dependent.

DON'T WAIT No sensible man should wait. He should realize that the longer he delays the more the parts affected will waste away. Don't live and linger. Have a good cure for your varicose and weakness and can make you a happy, manly man with mental and physical powers complete. We cure without cutting. Come for one visit. We cordially invite consultation. We cure after others fail.

Chronic Diseases

And skin diseases, eczema, discharge, ulcers, painful swellings, piles, constipation, itching, heart, kidney, liver, stomach, catarrh, rheumatism, gleet. 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.

BLOOD DISEASES

Ulcers in mouth, sore gums, falling hair, swellings, 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 diseases and deformities without knowing it. Others know they are not right. Regardless of any laws, 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 advise you 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 one 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. Believing the bladder is so slow and painful that it is a great dread. The trouble is due to closure in 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 ignorance, 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 animal 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 advice and go to the Wisconsin Medical Institute at Milwaukee and be cured.

Middle-Aged Men

The springtime of youth with you has passed. 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 no doubt paid the penalty, for punishment in these transgressions is swift. But written upon nature's calendar there are other and graver charges for which you are now probably suffering. Nature will make no compromise in your case; you must suffer the penalty of Sickness, Decay 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 8 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.

"Our Wonderful Electro-Medical Treatment is Saving Thousands and Will Save You."

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.

waukee 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 Reinhardts 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 Reinhardts 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 this 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.

.....19—.

For value received, I promise to pay 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



"WE LEAD THE NORTH-
WEST IN CURING
DISEASES OF
MEN"

RELIABLE TREATMENT Private consultation for all diseases—skin and blood diseases, bladder trouble, 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 despondent; debilitated; tired mornings; no ambition; listless; easily fatigued; excitable and irritable; 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 242-page 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. Consultation and advice free.

Heidelberg Medical Institute,

CORNER FIFTH AND JACKSON STREETS, ST. PAUL, MINN.
Entrance 151 E. Fifth St. Only Three Blocks 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 Janes-

ville 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 them 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 Reinhardts in Chicago. Every effort was made to secure a license for this

man, and in order to influence certain members of the board a judge of one of the circuit courts of Wisconsin, whose brother is a member of the board, was attempted to be enlisted in this campaign 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-

ers to investigate and secure evidence against the Reinhardts were also in their employ and consequently they were kept thoroughly posted as to every move made by the authorities against them. Consequently when the summons was issued in the civil action and the warrant in the criminal action the Reinhardts had all disappeared and gone beyond the jurisdiction of the State of Wisconsin. Jan. 19, 1907, F. A. H. Reinhardt came to Milwaukee and the civil process was then served on him and he was arrested on the criminal warrant. After a good many delays the case against him was finally called for trial in the district court of Milwaukee, and after a two weeks' trial and twenty-four witnesses had testified he was

**IF YOU NEED A
DOCTOR
COME TO US**

**WE CURE FOR
ONLY**

\$1 TO \$5

Per Course

CURES
BLOOD POISON,
SWELLINGS,
SKIN DISEASES,
KIDNEY
DISEASES,
CATARRHAL
DISCHARGES.



CONSULTATION FREE

If you have an old trouble that has been brought up, far worse or worse and getting medicine from doctors and druggists can't seem to cure right, such as blood and skin diseases, pains, etc., there is a better way. We have a scientific cure and will cure you quickly and cheaply. Don't let any disease drag you down and weaken you.

NERVOUS WEAKNESS

quickly restored. Do you feel you are not as you ought to be, or used to be? Are you weak, lame in the back, worried, can't sleep? We can cure you and make you robust again by supplying new, rich blood to every organ. We cure cheaply.

"RUPTURE ENLARGEMENTS"

Enlargements on test or both sides, blood "swellings" of testicles or veins, caused from straining, lifting, coughing, sneezing or lifting and the nervous, sedentary habits or injury, which produce swelling, aching, tenderness in groin, genital, hemorrhoids, etc., cured without cutting or chloroform. If you have some trouble there that you can't understand, come to us, we will examine you and tell you about it. **WE CLIP! CLIP! CLIP!**

WRITE IF YOU CANNOT CALL TO-DAY

Office hours. Every day from 9 a. m. to 6 p. m., Mondays and Thursdays till 9 p. m., Sundays, 9 a. m. to 1 p. m.

VIENNA MEDICAL INSTITUTE
120 Dearborn-st., Cor. Madison-st.
2D FLOOR—ENTRANCE ROOM 124.

THE DAILY NEWS — Chicago's most popular newspaper. — The Journalist, New York

The Vienna Medical Institute was the name of the Reinhardt's Chicago branch.

found guilty of the charge brought against him and fined \$500.00 and the costs. He immediately appealed from this conviction to the municipal court of Milwaukee County, where the case is now pending.

THE LAW'S DELAYS

Determined efforts were made to secure the extradition of the two twin brothers, Willis F. and Wallace A. Reinhardt, who were at St. Paul, Minn., and to bring them into Wisconsin for trial. An extradition warrant was issued by the gov-

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 SCOUNDRELISM

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. Consultation free. Call today. Everything 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

Sore 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 Varicose, 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 5 p. m. Evenings—Tuesday and Saturday till 3 o'clock for the benefit of those who work during the day. Sundays—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 Reinhardtts in any other state may be impossible.—(*From the Journal A. M. A., Oct. 3, 1908.*)

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," "Insane Asylums," "Lost Manhood," "Spermatorrhea," 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 medicines 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," "Gonorrhea," "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.

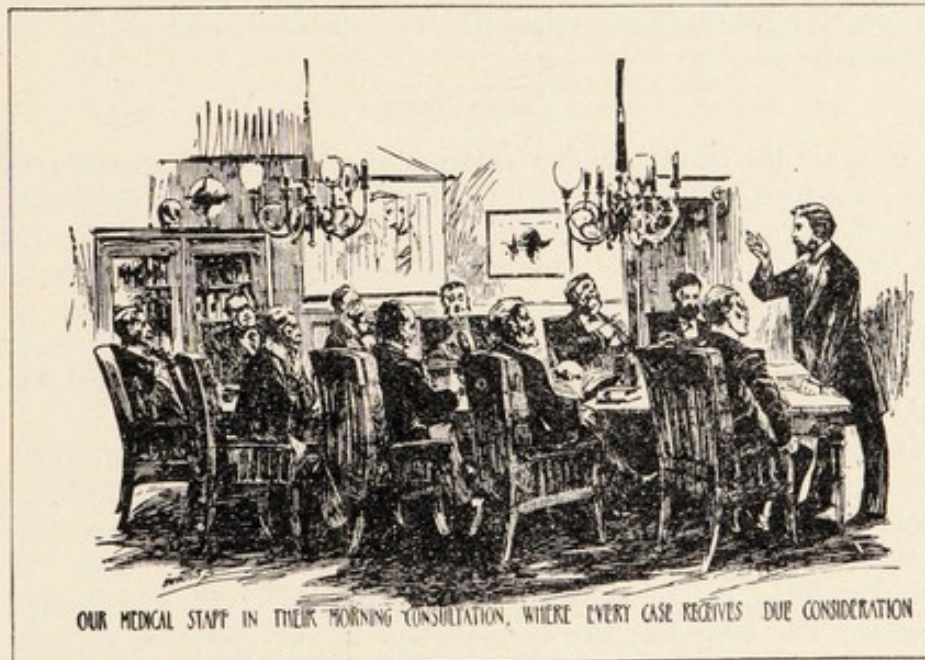
Hence it was that on the nineteenth day of October, 1907, the United States grand jurors, inquiring for the eastern division of the northern district of Illinois, found that Edward R. Hibbard, under the name and style of Boston Medical Institute, "had devised a scheme and artifice to defraud one Mr. 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 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.

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 in this pamphlet.

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. Gilbert 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



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.

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. B¹ 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 "spermatorrhea, 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 distributing 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. A¹ 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 case—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

1. See footnote, page 282.

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 (page 289) the threat made by these quacks to expose the weaknesses 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 physicians 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

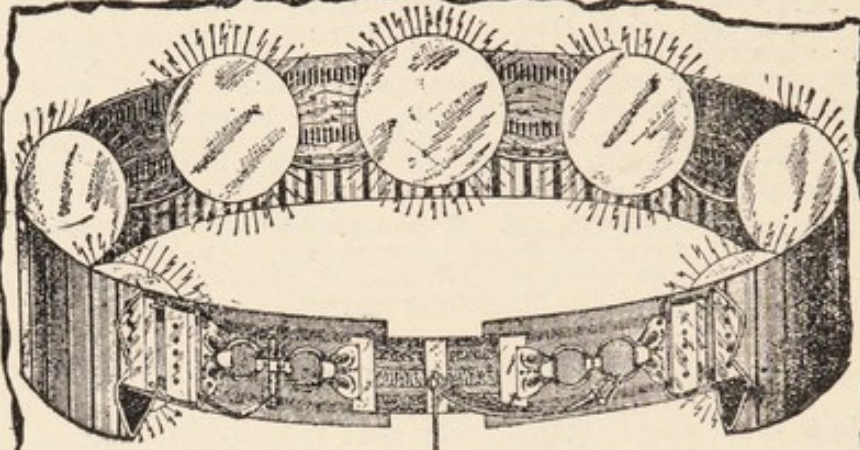
These tests show affirmatively that it was the practice and intent of this institute to endeavor to obtain money from the unfortunate by falsely and fraudulently pretending that it could treat them through the mails successfully and thereby inducing them to purchase treatment, although it knew it could 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.*)

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 willing-

ness 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?

For Females Only.

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, it is the practice 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 "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. Kalmus. 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 claimed, 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. Schoenling'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.

THE RESULTS OF THE TREATMENT

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. Leucke 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.

HARMLESS 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.

COSTLY MEDICINES

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.

THE BASIS OF TREATMENT

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 proposed 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 fore-

most 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 Kalmus, 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.*)

PART II.

NOSTRUMS

ASTHMA CURES

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 Pharmazeutischen 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 iodide, 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 iodides.

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 $2\frac{3}{4}$ 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 benumbing 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 skilful 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.

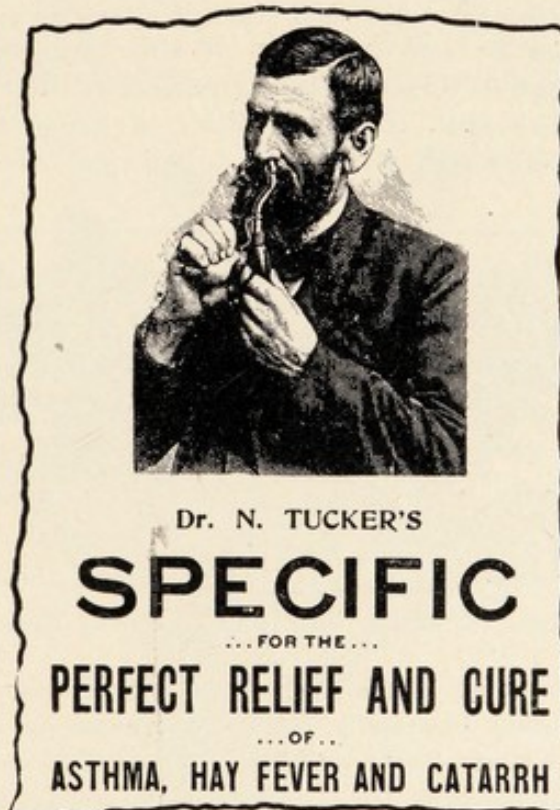
Still later O. Anselmino (*Pharmaceutische Centralhalle*, Dec. 6, 1906) reported that one of his analyses disclosed the presence of hydrocyanic (prussic) acid, but that the analyses of another sample did not show the presence of this drug. He also reported finding a nitrite in the first sample examined 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.



Photographic reproduction (reduced) of the front cover of a booklet issued by Tucker in exploiting his "Asthma Specific."

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 nostrums 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."

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-



Reduced photograph of the letter-head used by Tucker.

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 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



This is a much-reduced reproduction of a striking cartoon published by the Philadelphia *North American* to illustrate the dangers in the use of "soothing syrups" and "anodynes for infants."

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 awakened 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.

MRS. WINSLOW'S SOOTHING SYRUP

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.

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.

CURE-ALLS

A few years ago there was on the market a number of nostrums exploited, not as cures for some one or two specific diseases, but as panaceas for all the ills that flesh were heir to. They constituted, in fact, the "cure-alls." To-day, there are not so many nostrums of this type. A few are here given:

VITÆ-ORE

Strikingly apropos of the article on "Nostrum Advertising in Religious Papers," in THE JOURNAL, February 2, comes a voice from across the Atlantic in the form of an article in the *British Medical Journal*, January 26. The article is headed "The Transatlantic Quack." Surely every loyal American citizen must feel a glow of honest pride on reading the opinion, held in British professional circles, of American business methods. The writer says:

Many hard things have been said about American business ways, but nothing puts them in a more despicable light than the letters addressed by so-called companies carrying on a medical business in this country in the name of American quacks. One of the most repulsive of these purports to be sent out by the Theo. Noel Company, Limited, dating from 29 Ludgate Hill, London, E. C., whose vice-chairman is said to be J. R. Noel, M.D., and is addressed to clergymen. The merits of the company's nostrum called Vitæ-Ore are heralded in this style:

"Is it not a fact that sickness among the members of your congregation is a great hindrance to your plan and work? Do you not often wish that, like the Great Physician, you could heal the body as well as minister to the soul? You may be tempted to throw this letter down and conclude that we are talking cant for business purposes."

The writer of this circular anticipates, with marvelous clearness, the effect produced on any intelligent reader by his composition:

"We admit we are talking business, but what is the use of preaching that Christianity is applicable to all conditions of business life, if as soon as a Christian business man refers to Divine things, he is set down as a charlatan talking cant?"

Then follows an offer to supply, gratis, packets of "Nature's tonic and healer," to be paid for one month from receipt, only if benefit has been derived from them, "in the hope to benefit some of these poor persons and thus set them talking about Vitæ-Ore." The writer boasts

of the number of church ministers who have availed themselves of this offer and of the "editors of the leading medical and religious newspapers who have endorsed the claims of the company's remedy."

The cut here reproduced is from the *Cumberland Presbyterian*, Nov. 22, 1906. The English branch of the Theo. Noel Company asks English clergymen to use its nostrum, so that "like the Great Physician, you can heal the body as well as minister to the soul," and when a minister of the Cumberland Presbyterian church remonstrates against the prostitution of the pages of his paper, the Rev. James E. Clarke, editor, replies that it is "hardly the function of such a paper as the *Cumberland Presbyterian* to decide questions in accordance with any professional code of ethics," while the manager writes that "the very papers which, with axes to grind which other papers understand, are leading the crusade against 'patent medicines' are carrying in their columns at the same time lies galore, setting forth other wares."

Is one to conclude, from this specimen of ecclesiastical logic, that the argument of the management of the *Cumberland Presbyterian* is that since all advertising is founded on fraud, there is no reason why their paper should not derive as much profit as possible from such conditions? As mere laymen, we are led to remark that such a conclusion savors quite as little of early Christian ethics as it does of any known code of professional ethics, however much it may be in accord with the commercialism of modern religious journalism.

Would the Rev. Mr. Clarke wish his readers to believe that, if the Great Physician were to-day walking the earth among men, he would distribute advertising circulars and sample packages of Vitæ-Ore, instead of loaves and fishes to the multitude that hung on his words, and thus "heal the body as well as minister to the soul?"

Can one imagine Paul of Tarsus, who fought with beasts at Ephesus and who died a martyr for his faith, or the beloved John on the Isle of Patmos, taking the position that it was "hardly his function to decide questions in accordance with any professional code of ethics?"

Would the advertising manager of the *Cumberland Presbyterian* have been willing to certify that Luke, the beloved physician, was "personally known to the publishers of this paper as a reliable and competent physician" unless he had entered the office of this religious journal with a fat advertising contract in his hand?

Can the whole filthy, disreputable nostrum business boast of a more disgraceful piece of literature than this blasphemous and sacrilegious attempt—shown in the *British Medical Journal*—to use the personality of Jesus Christ to boom the sales of a nostrum and to make advance agents out of weak-minded Christian clergymen? And can any honest member—either lay or clerical—of the Cumberland Presbyterian church,

or any other church, look without shame on an editor and a paper which, while claiming to advocate the purity of the church have no better defense to offer than that all advertising is lying anyhow, and that other papers do the same thing? Yet much time has been spent in discussing the

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THE CUMBERLAND PRESBYTERIAN

November 22, 1926

KEEP YOUR WALLET CLOSED

Just Say the Word

Don't spend a cent, just ask us to send it. Don't send any money for it—not a penny. Send for it today, then watch its action for 30 days. Be prompt in sending for it, by trying it—be sure in judging it, by paying for it. Wait until you know, until you see, until you are sure. We give you thirty days to try it, to use it, to test it, to make sure, to see for yourself.

Don't Send a Penny

until you are sure—keep your wallet closed until you know. If you are not sure, you do not pay at any time—not a cent, for there is no risk in trying it. You pay for the benefit—not the medicine. You pay for results—not the treatment. If it does not help you, the matter is ended. You have nothing to return, as you use all we send you. You have nothing to lose, not a penny. How can you refuse such a fair, plain-speak, liberal offer? Over a million people in the United States and Canada have already accepted it.

If You Don't Feel Right

If there is something wrong in the workings of your system, something wrong with your sleep, your digestion, your blood, your nerves and your vitality, you cannot afford to suffer another day, when the thing that has set things right is offered you without a penny's risk, when it takes but a letter to start you on the treatment which has won international reputation by the work it has done for thousands. You cannot lose a penny—you win back health or pay nothing. Send one hundred trial offer and judge for yourself. Then send today for that which thousands have used and are using with the success denied them in other treatments.

Out of the Jaws of Death

Permanently Cured in One Month's Time of a Serious Kidney and Rheumatic Trouble—Was Broken Down, Disheartened and Almost Helpless.

ATLANTA, Ga.—When I look back on my condition and suffering during recent years, and think of the horror, pain, distress, poverty and loneliness I have known and endured with all its attendant horrors, I think that I was saved by one remedy with Vitae-Ore. I should thank and praise at the result. I feel that I have been brought back to the land of the living.

Thirty years ago I contracted a disease of the kidneys and continued passing gravel from them, the pain often becoming so intense, through only those who have passed through this ordeal can give an idea of the suffering connected with it. These spells continued at irregular but frequent intervals down to the present. During all this time my urine was highly colored, sometimes profuse and changed with a yellowish, albuminous, frothy discharge.

About three years ago I was attacked with Rheumatism in my right hip joint, knee and the distresses of my body. Physicians told me I had Rheumatism and marked symptoms of Bright's Disease and recommended that I use such remedies as salicylic acid, salicylate of soda, etc., and which were completely unavailing, and, worse, made me feel worse. I was broken down, disheartened and helpless.

For fifteen I had placed in my hand a paper containing an advertisement of Vitae-Ore, and like a drowning man, caught at it, read it, and decided to try it. I sent for it, and it came to me in a few days. I took the first dose and it seemed to me that I was getting to be the "strong" that I had been. I had no more of the "spells" that I had been having. I had no more of the "spells" that I had been having. I had no more of the "spells" that I had been having.

Now, after taking a dollar box of Vitae-Ore, I say I am better in health than I have been in thirty years. All this wonderful change in my condition is due to the virtue contained in one ounce of substance from Nature's Earth. Would that I could impress on every one suffering with Kidney, Rheumatism and Rheumatic Trouble, what I have said of Vitae-Ore. Take it according to directions and you will get the long, joyous, healthy life that is the promise of Vitae-Ore and grateful thanks to the discoverer of this wonderful remedy.

M. V. Easty

Re-affirmed Over One Year Later


ATLANTA, Ga.—My faith in Vitae-Ore grows stronger every day. I suffered with Kidney Trouble for years and never did any other until I used Vitae-Ore, upon which a year ago. That did the work, and I am still well. Can you imagine on my life in any company that accepts it as my life.

M. V. EASTY.

A WONDERFUL RESTORATION

Doctor Exhausted Medical Skill.

WASHINGTON, D.C.—I feel that I cannot praise Vitae-Ore enough, as it has restored me after being laid up for three long years. I had Rheumatism and Paralysis, and my Rheumatism and Paralysis had been very much damaged for years. Thousands of men in the Government were reduced from ill to well.



possible in fact was called a local wreck. I could not even walk, could not eat and much of the time I could not speak. We tried every physical and mental medicine, but the doctor said he had never seen anything to compare with Vitae-Ore and that he had exhausted the medical skill upon me. I have now been using Vitae-Ore for six months and I feel that I enjoy life and my work. My weight has been increased to 145 pounds. I can do all of my own work and go when and where I please. The doctor now tells me to recommend it. Max W. G. Taborian.

Our Trial Offer

If You Are Sick we want to send you a full sized \$1.00 package of Vitae-Ore, enough for 30 days' continuous treatment, by mail, and we want to send it to you on 30-day trial. We don't want a penny—we just want you to try it, just want a letter from you asking for it, and we will be glad to send it to you. We take absolutely no risk in this offer. You don't risk a penny. All we ask is that you use Vitae-Ore for 30 days and pay us \$1.00 if it has helped you. If you are satisfied that it has done you more than \$1.00 worth of positive, reliable, visible good, otherwise you pay nothing. We ask nothing, we want nothing. Can you not give \$1.00 during the next 30 days to try it? Can you not give \$1.00 to write for it, to receive it properly prepared for delivery, and I will send each day for 30 days to use it. That is all it takes. Cannot you give 30 minutes time if it means new vigor, life and happiness? You are to be the judge. We are perfectly honest, we are perfectly willing to trust to your sense, to your judgment, as to whether or not Vitae-Ore has benefited you. Send what V. O. is, and write today for a dollar package on the enclosed trial offer.

WHAT VITAE-ORE IS.

Vitae-Ore is a mineral remedy, a combination of substances from which every world's solid constructive springs derive its strength, power and healing virtue. These properties of the springs come from the natural deposits of minerals in the earth through which water forces its way, only a very small proportion of the medicinal substances in these mineral deposits being thus taken up by the liquid. Vitae-Ore consists of compounds of Iron, Sodium and Magnesium, elements which are among the chief purifiers agents in nearly every healing mineral spring, and are necessary for the creation and retention of health. One package of this mineral solution, mixed with a quart of water, makes a medicinal strength and curative, healing tonic, many gallons of the world's powerful mineral waters, drunk from the springs.

Thousands of People

In all parts of the United States and Canada have testified to the efficacy of Vitae-Ore in restoring and curing such diseases as Rheumatism, Kidney, Stomach and Liver Diseases, Dropsy, Stomach Trouble, Female Ailments, Neuritis, Heart Trouble, Catarrh of any part, Nervous Prostration, Anemia, Old Sores, and worn out conditions.

A TRIAL OF VITAE-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. Its strength would have been written about any other medicine; no better experience are truthfully told from a better source. If one can take Vitae-Ore, does not take confidence, does not take relief, does not take away more to cure with Vitae-Ore. It takes only a trial—all we ask. This medicine enters the veins of the sick and suffering, gives and cures, whistles the sufferer believe in it or not, even whether he wants it or not. The substance enters the blood, the vital organs and works, works, works—a work that cures.

THEO. NOEL COMPANY

CUMBERLAND DEPARTMENT

VITAE-ORE BUILDING

CHICAGO, ILL.

reasons why the church of to-day lacks the vigor and energy of apostolic times. A glance into some of our religious journals will supply at least a partial solution of the problem.

HISTORICAL

The interesting nostrum mentioned above 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 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 drunk. 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. In 1893, only fourteen years ago, 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." We are informed that he is the J. R. Noel, M.D., alluded to in the extract from the *British Medical Journal*.

LETTERS FOR RENT



300,000 Jas. Wm. Kidd medical file cards, representing all kinds of diseases (will sort) 1904.
 180,000 men's matrimonial, 35,000 women's '04, 1st.
 200,000 agents and canvassers.
 50,000 Dr. Pierce order blanks, '02, '03.
 20,000 Ozomulson order blanks, '03.
 30,280 Theo. Noel, '02, '03, medical file cards.
 59,000 Agents' directory, '03, '04, '05.
 250,000 Home work, '03, '04, '05.
 27,500 Rosebud trust, firsts, '03, '04.
 19,500 Bond Jewelry payups, trust, '04, envelopes.
 52,000 10c song orders, Star Music Co., '04, '05.
 17,500 Dr. May & Friar, ladies' regulator, '03, '04.
 6,000 Nervous debility, '03, '04, Appliance Co.
 Over 1,000,000 letters on hand, all kinds. Call or write me for samples and ads. Letters bought.
C. A. Davis, 1634 W. Ohio Street, Chicago.

The above is reproduced from the *Ladies' Home Journal*. Editors of religious papers will no doubt be pleased to learn that Brother Noel, in selling the names of those sufferers who have written him in hopes of obtaining relief, is following the scriptural injunction not to let his right hand know what his left hand doeth.

Isn't this a delectable mixture? To make a (financially) successful nostrum, take one pious but ignorant man who has dabbled in many things and who talks glibly of all, no money but unlimited nerve, a mixture of any ridiculous stuff, a pinch of mystery, and a plentiful supply of quackery. Put on to boil in a religious weekly, season heavily and *ad nauseam* with piety and cant of the celebrated Chadband variety and serve hot to an ignorant and gullible public on a Sunday School lesson leaf. (*From The Journal A. M. A., Feb. 16, 1907, with modifications.*)

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.	Kidney Disorders.
Asthma.	Rheumatism.
Fevers, all kinds.	Women's Diseases.
Dyspepsia.	Cancer.
Catarrh.	Piles.
Neuralgia.	Pneumonia.
Syphilis.	Tuberculosis.
Gonorrhea.	Smallpox.
Coughs, Colds.	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.*)

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 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

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 T. RECORD, HERALD]
ELGIN, ILL.
Court 10

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 in bioplasm the several enzymes* (ferments) of digestion which include nuclein, lecithin, 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. In the circular we also find this positive statement:

Bioplasm contains absolutely nothing besides the organic products stated, and its marvelous curative properties reside in the basic ferment resulting from action of the "mother substance" of the several digestive ferments upon each other.

We learn from another circular:

Bioplasm . . . non-toxic preparation of animal and vegetable enzymes so compounded as to preserve their original cell vitality.

Note we have just quoted that the vegetable ferments are no longer used, and that only the organs of young herbivorous animals are utilized. The enumeration of nuclein and lecithin as digestive enzymes is sufficient to show that the writer of the circular knows little of the subject on which he has written.

* Spelling and composition as in the original.

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.

It may be interesting for physicians who are prescribing bioplasm to have quoted for their edification some of the testimonials from the laity:

BROMIDROSIS (OFFENSIVE PERSPIRATION)

"I found relief in a short time after beginning Bioplasm, more noticeable to others than myself. I think it is due to say that, while I was taking it, I used no other remedies."

"IMPOTENCE"

"I became incompetent at the age of 45, as a result of a long nervous strain from overwork and unusual responsibility. For four years I have tried many doctors and many remedies, including the rest cure, with some improvement in my general health, but none in my functions. I was gradually drifting towards melancholia, when a physician advised me to try Bioplasm. I did so faithfully, and inside of a week noticed a change in my feelings. My depression disappeared and my ambition returned, and gradually all my powers and functions were restored to me. I used nothing but Bioplasm, except an occasional aperient. In my whole vigorous life I was never better in every way than I am now—and I consider myself a perfect man, thanks to Bioplasm. This should be made known to the million sufferers, such as I, and you may use this as you see fit."

"INFANTILE INDIGESTION"

"We had no more trouble with baby after using that sweet powder (Bioplasm), which she took greedily, and the only medicine you have prescribed which we have not had a struggle with her to take. The relief from suspense is great, I assure you."

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 the 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 ataxic' 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.*)

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."

[* 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 that on analysis it was found to be ninety-nine per cent. water with small quantities of sulphuric and sulphurous acids.—Ed.]

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_2SO_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."

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.*)

COUGH MEDICINES

SOME BRITISH ANALYSES

In another of its series of articles on "Secret Remedies," the *British Medical Journal*, Dec. 5, 1908, p. 1697, deals with the composition 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 40 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: Morphin, 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: Morphin, 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

Jayne'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 14, 1908.*)

Bull's Cough Syrup

Dr. J. W. Shafer, Morocco, Ind., reported the death of a child, aged 23 months, who had drank 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.*)

VIRGIN OIL OF PINE

In THE JOURNAL, March 16, 1907, page 967, we called attention to an alleged prescription which is shrewdly advertised in newspapers as a "simple home mixture which any druggist

can put up." One of the ingredients, however, is a nostrum. This method of advertising is one way of evading the Food and Drugs Act.

A recent number of *Printer's Ink* directs attention to a similar case. The preparation in this instance has been widely exploited in the lay press, largely in advertisements made to appear as though they were reading matter, and is advertised as "Virgin Oil of Pine." *Printer's Ink* says:

The preparation is put up in half-ounce bottles and is recommended in connection with glycerin and whisky, in a stated formula as a remedy for coughs and colds, lung trouble, etc. Under the pure food law, a cough remedy containing two and a half ounces of simple ingredients suspended in eight ounces of whisky would have to be marked with a label stating the percentage of alcohol. In such a case the percentage would be large. Eight ounces of whisky would be entirely truthful and not at all alarming to the purchaser, but the law prohibits such a statement and the percentage of alcohol, if stated, would appear so high as probably to cancel a good many sales where purchasers read the truthful label. To overcome this disadvantage in marketing the company advertises its preparation alone and the reader is given a formula whereby he can compound his remedy himself. As the formula may be advertised without any statement of percentage of alcohol, and as only whisky is mentioned, the remedy is divested of what under other circumstances might appear to be a dangerous remedy.

CONSUMPTIVES CAMPING OUT IN PINE WOODS

In the pine forests of Maine, in the northeastern quarter, a famous specialist in consumption and kidney troubles, has a camp in the deep pine woods. With the oil of the white pine trees he is effecting cures that are attracting the attention of the world, and are so 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 any 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:

Virgin Oil of Pine (Pure).....1/2 ounce.
Glycerine.....2 ounces.

Good Whisky.....8 ounces.

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 the 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 engraved 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 on 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. From Pueblo (Colo.) *Chieftain*, Jan. 15, 1907.

Whether or not this concern has evaded the law is a question for others to decide. It has certainly got around what would have been in its case a serious commercial drawback. (From *The Journal A. M. A.*, April 20, 1907, 1366.)

ROCHE'S EMBROCATION

To the Editor:—Can you give me the approximate composition of a preparation called "Roche's Herbal Embrocation," widely exploited for whooping-cough and many other conditions, and put on the market by E. Fougere & Co., of New York?

DAVID H. LUDLOW.

ANSWER.—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 gm. (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.*)

NOSTRUMS FOR DIABETES

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 aceton, 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 dioxid 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 "cures" 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.

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."

WHAT THE TESTIMONIALS SAY

"I received good results from sample."—A. M. G., Pa.

"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

"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."

"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 reports:

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."

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. (*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 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.*)

"Patent" versus "Ethical Proprietary" Medicines

(*From the Journal A. M. A., Sept. 25, 1909*)

To the Editor:—The enclosed clipping appears on page 11 of the *New York Herald* for Sept. 9, 1909. The ludicrousness of the paper appeals to my sense of humor. It assails so-called vivisection with a venom equaled only by its ignorance of the facts of animal experimentation, yet it submits its readers to

such obviously dangerous and untrue statements as appear in the enclosed advertisement. Such inconsistency makes one distrust the self-vaunting publication in which it appears.

HAROLD S. ARNOLD, M.D., New Haven, Conn.

COMMENT: The advertisement to which Dr. Arnold refers is here reproduced. It will be noticed that this particular nostrum is another of the "cures" handled by Messrs. E. Fougere & Co. Fougere & Co. was one of the firms that put themselves

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THE WINDWARD 58s.

SPECIAL NOTICES

DIABETES

surely and rapidly
CURED

TRADE MARK BY

VIN URANE PESQUI

which strengthens the system, assuages the thirst, rapidly decreases the sugar and prevents diabetic complications, gangrene, anthrax, &c.
Of all chemists, DEPOT IN NEW YORK,
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on record as being opposed to the work of the Council on Pharmacy and Chemistry when that body was first created. One of the preparations which this firm advertises to the public is "Santal Midy." "Cures in 48 hours," the advertisements used to read, but since THE JOURNAL called attention to the fact that promising to cure gonorrhea in two days was rather a large order, this has been modified—in American advertisements—to "relieved in 24 hours." We find in Australian newspapers, however, that "Santal Midy" still "cures in 48 hours."

"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 renewer 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.*)

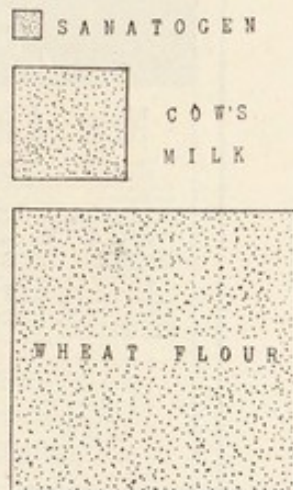
SANATOGEN—ITS FOOD VALUE

To the Editor:—Will you kindly tell me whether or not Sanatogen has any food value?

ARCH DIXON, JR., M.D., El Paso, Texas.

ANSWER.—Sanatogen is said to contain 95 per cent. of casein so that 30 gm. (1 ounce) of this preparation would contain approximately 28.5 gm. of protein, which would yield 117 calories. This is the equivalent in round numbers of one-third of a pint of milk or one and one-half eggs. The same amount of energy would be given by an equal weight of starch or by one and one-fifth as much of flour or other cereals. To present the matter even more graphically, it may be said that \$1 worth (4 ounces) of Sanatogen yields approximately no more energy than 6 cents' worth of good milk or 1 cent's worth of ordinary wheat flour. Sanatogen, therefore, like most preparations of this class, while a food, is a ruinously expensive one. The absurdly exaggerated claims regarding it were discussed in THE JOURNAL, Feb. 19, 1910, as follows:

"According to the manufacturers, this patent medicine—or food—is composed of 95 per cent. casein and 5 per cent. sodium glycerophosphate. The preparation is advertised very extensively both to physicians and to the laity, on both sides of the Atlantic. In Great Britain it is a 'tonic food,' in this country a 'food tonic;' whether this is a distinction with or without a difference, it is hard to say. The public is told that Sanatogen is a 'muscle builder and a nerve and brain food;' the medical profession, that 'it should not be regarded as a food preparation in the ordinary sense of the term and it is not offered as such to the medical profession. . . .' Many of the claims made for this combination of milk-curd and glycerophosphates are exaggerated and absurd. The following are taken from advertisements, appearing both in this country and abroad:



Graphic illustration of the amount of energy produced by one dollar's worth of Sanatogen, of cow's milk and of wheat flour, respectively. It is evident that it would require one hundred dollars' worth of Sanatogen to give the same energy as one dollar's worth of ordinary wheat flour!

"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."

THE GRAPHIC, NOVEMBER 22, 1909

A GIFT FROM THE
GODDESS OF HEALTH



New Life for Nervous Sufferers!

"My nerves are in an awful state!"
 This is the daily experience of millions of people whose lives are made miserable by nervous conditions which, if unchecked, may lead to the gravest consequences.

To such sufferers there is the possibility of a "new life" with the restoration of all the old feeling of physical strength and mental exhilaration which made life worth living.

The "new life" is offered by Sanatogen, whose merits more than ten thousand physicians have proclaimed in enthusiastic letters describing the marvelous results they have obtained by what is admittedly the world's greatest restorative of nerves, brain, and body.

Sanatogen is, therefore, pre-eminently beneficial in nervous debility and breakdown, weakened and disordered nerves, brain-lag, neurasthenia, loss of memory, disordered digestion and sleep, anæmia, loss of vitality, and the loss of weight and strength which are the terrible consequences of wasting diseases like Consumption.

Sanatogen's action is due to its constituents—milk powder and ~~phosphorus~~ ^{vitamins} of sodium, chemically combined to form a new compound which is at once a food and a tonic, profoundly powerful in its results, yet so bland and mild as could be desired constantly given to the young children.

Sanatogen is admittedly the supreme restorative in consumption from all acute diseases, for it is easily digested, rapidly assimilated, and perfectly absorbed.

Hundreds of thousands of people, among whom are many well-known men and women, have voluntarily testified that Sanatogen has restored them to perfect health. A selection from these letters appears on this page.

Sanatogen may be obtained of all chemists. Price 1/6 to 2/6. Descriptive pamphlet will be sent free on application to The Sanatogen Co., Ltd., Chelsea Square, London, W.C.

Send a postcard order, mentioning this paper.

Sir Gilbert Parker, M.P.:
 "I have used Sanatogen with extraordinary benefit. It has done much, raising the system, increasing the weight, and giving back vigour to the over-worked body and mind."

Mr. Frederick Miller, Bart.:
 "I have been using Sanatogen for some time, and it works well in restoring me to my former strength."

Mr. William Bayly, M.P.:
 "I consider your preparation, Sanatogen, to be a valuable tonic. It is perfectly pure, and I have found it to be a most effective tonic."

Sir Charles A. Cameron, C.B., M.D.:
 "Sanatogen is an excellent nerve tonic."

Sir John Ross:
 "I have found Sanatogen a most valuable tonic and stimulant."



The Lord Bishop of Norwich:
 "Sanatogen is a most valuable tonic and stimulant, and I have found it to be a most effective tonic."

The Rev. Father Bernard Vaughan,
 Farm Street, London, W.1.
 "Sanatogen is a most valuable tonic and stimulant, and I have found it to be a most effective tonic."

Lord Edward Churchill:
 "I have found Sanatogen a most valuable tonic and stimulant, and I have found it to be a most effective tonic."

Lord Oswald Sutherland-Gower:
 "Sanatogen has done me the most good of any of the tonics I have used."

Lady Henry Somerset:
 "Sanatogen is a most valuable tonic and stimulant, and I have found it to be a most effective tonic."

THE LIFE FOOD AND NERVE TONIC **SANATOGEN** **REJUVENATES AND REVITALIZES**

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.

"In one of the form letters sent to physicians, the makers of Sanatogen opine that 'you have likely noticed' an article that appeared 'in the May issue' of a certain medical journal. The ingenuousness of this intimation becomes apparent when it is known that a few days previous to receiving the letters, the physicians had been the recipients of pamphlet reprints of said article—'With Author's Compliments.'"

"That milk curd has a food value no one will deny; that the glycerophosphates of soda have a place in medicine may be admitted; but that a combination of these two products should become at once the summum bonum of medicinal foods is a proposition that will not appeal to the thinking physician."
(*From The Journal A. M. A., May 6, 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	
Capitol	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)
Brou'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 Benne (morphin)
Colwell's Egyptian Oil (opium)	Mexican Oil (opium)
Crossman's Specific Mixture (opium)	Mrs. Winslow's Soothing Syrup (morphin)
Dr. Drake's German Croup Remedy (opium)	One Day Cough Cure (morphin, also cannabis indica)
Dr. Fahrney's Teething Syrup (morphin)	Petit's Eye Salve (morphin)
Dr. James' Soothing Syrup (heroin)	Pierce's Smart Weed (opium)
Dr. Seth Arnold's Cough Killer (morphin)	Rexal Cholera Cure (opium)
Dr. Moffett's Teethina; Teething Powders (opium)	Shiloh's Cure (heroin)
Godfrey's Cordial (opium)	Taylor's Sweet Gum and Mullein Compound (morphin)
Gowan's Pneumonia Cure (opium)	Tousley's Sneezless Snuff (morphin)
Habitina (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 OPUM, in the treatment of those habits, it is invaluable.</p> <p>PROF. WM. F. WAUGH, M. D., in a paper read before the Pa. State Medical Society (<i>Pa. Medical Times</i>, March 1889), 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 last 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>

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 criticize it. I can do that. I am,

Yours very truly,

Dict. by C. L. M.

CHARLES L. MITCHELL, M.D.

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.

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

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,



Brown Your Hair

"You'd never think I stained my hair, after I use Mrs. 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 to your comb. Stained hair doesn't rub off, contains no poisonous dyes, sulphur, lead or copper. Has no odor, no sediment, no grease. One bottle of Mrs. Potter's Walnut Juice Hair Stain should last you a year. Costs for \$1.00 per bottle at first-class drugstore. We guarantee satisfaction. Send your name and address on a slip of paper, with this advertisement, and enclose 25 cents (change or coin) and we will mail you, charges prepaid, a trial package, in plain, sealed wrapper, with valuable booklet on Hair. Mrs. Potter's Hygienic Supply Co., 724 Grand Bldg., Cincinnati, Ohio.

Typical advertisement of Mrs. Potter's Hair Dye. From *Human Life*.

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." In the newspaper advertisements, however, we still (October, 1909), find it advertised as "Walnut Juice" Hair Stain, and the deception is carried still fur-



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.

ther in some cases by an accompanying 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.*)

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.*)

CAPTOL

"Captol" is the name of a hair tonic put on the American market by Mühlhens & 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 Mühlhens & 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 Med-

ical 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.

The 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.*)

HEADACHE CURES

HARMFUL EFFECTS OF ACETANILID, ANTIPYRIN, AND ACETPHENETIDIN

The United States Department of Agriculture Bulletin¹ 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 reply had no cases to report, the question may profitably be asked, if 925 physicians have observed 814 cases of poisoning

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 Philip Rupp, assistant chemists.

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
Acetphenetidin	70	3	1
Total	855	26	33

B.—DATA SUBMITTED BY PHYSICIANS

	POISONING.	DEATH.	HABITUAL USE.
Acetanilid	614	16	112
Antipyrin	105	5	7
Acetphenetidin	95	7	17
Total	814	28	136

C.—TOTAL NUMBER OF CASES

	POISONING.	DEATH.	HABITUAL USE.
Acetanilid	911	29	144
Antipyrin	593	15	7
Acetphenetidin	165	10	18
Total	1,169	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.*)

SANITARIUMS AND THE ACETANILID HABIT

To the Editor:—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.

G. H. BENTON, M.D., Chester, W. Va.

Sterling-Worth Sanitarium.

COMMENT: The letter which Dr. Benton encloses is in facsimile 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 information 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 (THE JOURNAL, July 24, 1909, p. 303) 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.—(From *The Journal A. M. A.*, Aug. 14, 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.
Ammonol	50	..	25	..	20
Koehler's H'ache Pwd. ..	76	22
Antikamnia	68	5	20	5	..
Orangeine	43	10	18
Phenalgine	57	..	29	..	10
Salacetin	43	..	21	..	20

ANTI-KAMNIA

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. In Great Britain, however, where there is no law requiring the presence of acetanilid to be made known, antikamnia was still sold, having the same composition as it did in America before the passage of the Food and Drugs Act.

Antikamnia is occasionally advertised directly to the public, as the reproduction from the New York *World* almanac shows. A more common method of reaching the laity 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 Codein" or "Laxative Antikamnia and Quinine" are recommended, demonstrating that the "prescriptions" are more "practical" than scientific.

In many respects the methods of the proprietors of "headache 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 recom-

Antikamnia Tablets

—1200 1400 1600 1800—

Adult Dose: Two every two or three hours.

FOR HEADACHES

NEURALGIAS, LA GRIPPE, PAIN AND FEVER

ANTIKAMNIA TABLET

FAC-SIMILE

PRESCRIPTIONS

FOR PAIN—(No matter when)

Dose—Two tablets.

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—(Dizziness)

Dose—Two every three hours.

MELANCHOLIA—(From Worry)

Dose—One every two hours.

NEURALGIA—(All kinds)

Dose—One every two hours.

OVERWORK—EXCESSIVE

Dose—One every two hours.

SHOPPER'S or SHOP-SEEKER'S HEADACHE

Dose—Two every three hours.



LIGHT ON PAIN

For Samples and Literature, Address

THE ANTIKAMNIA

CHEMICAL CO.,

St. Louis, U. S. A.

ANTIKAMNIA-CODEINE TABLET

FAC-SIMILE

PRESCRIPTIONS

FOR COUGHS AND COLDS

Dose—One dissolved on tongue.

BOWEL TROUBLES—(Diarrhoea and Pains)

Dose—One every two hours.

HYSTERICAL CONDITIONS

Dose—One every hour or two.

INSOMNIA—RESTLESSNESS

Dose—One at bed-time.

MIGRAINE—HEMIPLEGIA

Dose—One every hour.

NERVE SEDATIVE

Dose—One every three hours.

NEURALGIA—(Gripes)

Dose—One every two hours.

OVARIAN PAIN

Dose—One every three hours.

WOMEN'S ACHES AND ILLS

Dose—Two every three hours.

Antikamnia Tablets

THE name itself suggests what Antikamnia Tablets are, and what their remedial characteristics are:—Anti (Greek Anti), Opposed to—and Kamnia (Greek Kaine), Pain—thus we have "ANTIKAMNIA" 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 convenience and accuracy, recognized as the most approved form for taking this remedy.

—The Journal of Medicine.

ANTIKAMNIA & CODEINE TABLETS

FOR WOMEN'S ACHES AND ILLS

FOR SALE AT ALL DRUGGISTS

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 peddlers of its nostrum.

mended 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:

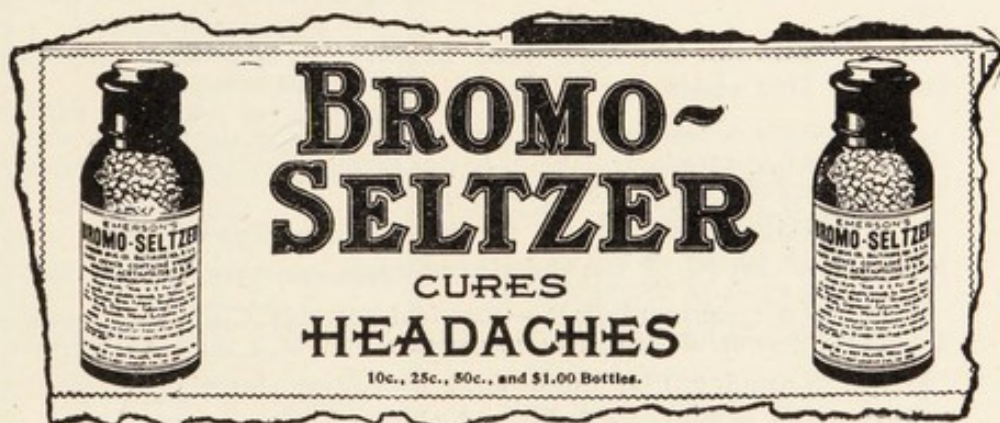
Potassium bromid	10.53 parts
Acetanilid	4.58 parts
Caffein	1.20 parts

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.



A reduced photographic reproduction of a typical Bromo-Seltzer advertisement that appeared in *Life*. While *Life* is very bitter against decent physicians and expresses great commiseration for any discomfort that may be caused a mongrel dog in animal experimentation, it does not seem to object to advertising a dangerous acetanilid mixture by means of a fraudulent claim.

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 dysmenorrhea, 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 founts, 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, caffein, antipyrin and salicylates. Quantitative estimations demonstrated the presence of about 1.25 gm. (19 grains) of antipyrin and caffein 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 preëminent in the annals of the "patent medicine" business—a business whose claims to deceit and mendacity are already high. That medical journals 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,¹ M.D., of Peoria Heights, Ill. As Dr. Marrs has recommended, at various stages of his literary career, such remedies as Neurilla, Antikamnia, Bromidia,

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 Acetanillide
 15c, 25c and 60c a bottle at Drug Stores

Reproduction (reduced) of an advertisement to the public appearing in a religious publication, the *Baptist Flag*.

Chionia, Arsenauro, 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"

1. See THE JOURNAL, March 14, 1908, p. 897.

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 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:



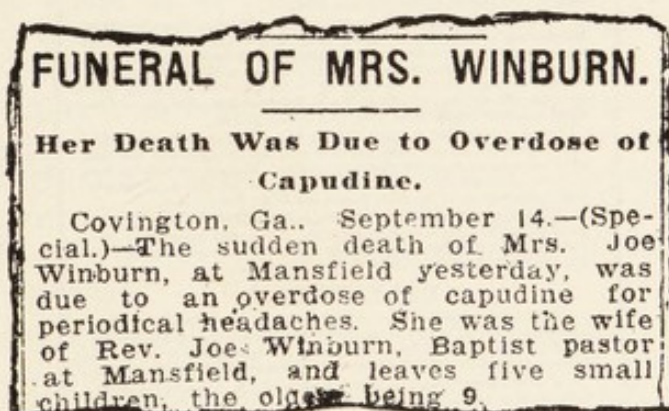
Diagnosis and treatment in the home! Reproduced from the "Laundry List" pamphlet sent out to the public.

"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 [! !]. Though some of our drug friends buy it labeled as Elixir 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 catspaw; 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 $C_{18}H_{20}N^3O_4$." 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 of "patent medicines," increasingly common of late, in which a heart-depressing drug is present, but one, unfortunately, which




Reproduction from the Atlanta (Ga.) *Constitution*, Sept. 15, 1908, which gives the lie direct to the statement that Capudine "does not contain poisonous drugs."

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 grounds that their preparations are advertised in medical journals. therefore they must be ethical. This placebo to pro-



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, sight 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, 2, 1 and 1/2 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.

fessional 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 caffen.....	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."

COMMENT.—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.*)

"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 "prepared for Stearns & Curtius (Inc.), 5 Platt Street, 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*:

SHAC FOR SHOPPERS

Shoppers and sightseers often have their pleasure spoiled by headache. This is unnecessary, as by carrying a box of SHAC in the pocket or shopping bag, an aching head may be relieved in a very short time. Wise travelers are learning this. Recommend SHAC to any one contemplating traveling and you will make a friend. SHAC costs you \$1.50 a dozen.

Is it any wonder that reports of "heart failure" are so frequent? (*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.

Dodd's Kidney Pills, which are advertised as the "only remedy that has cured Bright's disease," were found to consist of extract of cascarrilla, jalap, resin, hard soap, potassium nitrate, sodium bicarbonate, hard paraffin, turmeric, and wheat flour. Var's American Kidney Pills are similar to Doan's, containing also oil of peppermint and powdered squill and extract of henbane. Fitch's Kidney and Liver Cooler, a liquid preparation, was found by the analyst to consist simply of a solution of potassium nitrate in water, 56 grains to the ounce—that is, 14 grains in a dose. The estimated cost of a bottle, containing rather under 4 ounces and selling for 2 shillings (48 cents), is one-eighth of a penny ($\frac{1}{4}$ cent).

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.

Veno's Seaweed 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 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 rhubarb."

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

"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

FREE PRESS
JAN. 16, 1926.

PEARSON'S WEEKLY ADVERTISEMENT SUPPLEMENT.

589

ARE YOU SURE YOUR KIDNEYS ARE HEALTHY?

TO FLUSH THE KIDNEYS

We are all liable to derangement of kidney function, it stands on its own merits. 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 urea and poisons we are energetic and happy. If clogged up with gravel and poisonous sediment we are at the mercy of serious disease. If you have a blocked drain pipe you proceed to clear it by a process of flushing. You must apply the same hygienic principle to the kidneys and bladder. You must adopt Professor Lawson Tait's remedy and use Kutnow's Powder, which flushes and cleanses the kidneys and bladder of all toxins. You will thus avoid Bright's disease, all forms of 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 in diabetes. Urea acid is the chief cause of Rheumatism, Gout and other kindred diseases. Kutnow's Powder is not only a perfect solvent of urea acid, but it eliminates all excess from the system. No one, ill or well, ought to be without their 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 distressing 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, a 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 it, free of charge.

A FREE TEST.

SIGN THIS FORM.
Cut out and send to S. Kutnow & Co., Ltd., 41 FARRINGTON ROAD, LONDON, E.C. If return of post you will receive this famous remedy free of charge.

(WRITE QUICKLY.)

Name: _____

Address: _____

Postmark: _____

This form, posted in an open envelope, requires only 1d. stamp.

TEST IT, FREE OF CHARGE!

Rev. F. L. Bullen

WRITER:

Wallingley, Church Lane, Highfield.

Southampton, October 22nd.

"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, relieving the brain of any symptoms of pain or discomfort, and regulating generally the whole organic system."

Mrs. A. L. Whalley

WRITER:

42 Hornsey Road, Anfield, Liverpool.

22nd September, 1925.

"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 at 6d. per bottle, or direct from Kutnow's London Office for 1s. per bottle. In the United Kingdom see that the facsimile signature, "S. Kutnow & Co. Ltd." and the registered trade mark, "Kutnow's Powder" 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. KUTNOW & CO. LTD., 41 FARRINGTON ROAD, LONDON, E.C.

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 expressed himself as quite independent of any newspaper or journal, and able to take care of himself.

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 announce-

ments 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!

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

The Head Court Physician of their Majesties the KING and QUEEN of ITALY states:—
 "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 MACCORANI.

"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 1/1 per Box, or Sample and Booklet may be obtained free from
H. & T. KIRBY & Co., Ltd., 14, Newman Street, Oxford Street, LONDON, W.

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 exposés such humbugs as Purgen.

"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."

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. 14, 1907.*)

ENO'S FRUIT SALT

PHILADELPHIA, March 21, 1908.

To the Editor:—Can you furnish the formula of Eno's Fruit Salt? A patient under my observation took this preparation on the advice of a friend and has since developed signs of cardiac dilatation, weakness and arrhythmia. A. A.

ANSWER:—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.*)

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 Sennæ.—(*From The Journal A. M. A., Jan. 4, 1909.*)

MISBRANDED DRUGS AND FOODS

WHAT CONNECTICUT HAS DONE

Although we are in the age of scientific, diagnostic acumen, and more rational treatment of disease, the necessity for exact knowledge of food purities and values and drug strength and adulterations should not be overlooked. Consequently, some of the data furnished by the last report of the Connecticut Agricultural Experiment Station is both of interest and value.

This report shows that most breakfast foods are clean and good, but exception must always be taken to such terms as those which many of the labels exploit. In other words, most cereals are wholesome, starchy foods, but such assertions as that they are "brain foods," or give special "muscular vigor," is misstatement of fact, and comes under the head of "misbranding." Also, such attempts to keep within the law and yet to fool the public as offered by the "Holland rusk," which states in large type, under a picture of a typical Dutch windmill, that it is "made in Holland," and then in small, inconspicuous type, "Holland, Mich.," should be absolutely condemned. The phrase on "grape nuts" declaring that it is "a food for brain and nerve centers," and on "Saxon Wheat Food" stating that it is "a brain, nerve, and muscle food," are untrue statements that are uncalled for and should be eliminated.

It is pleasing to find that of 28 samples of coffee examined, 6 unground and 22 ground, none was found adulterated; while thirteen years ago 25 per cent. of the coffee examined was found adulterated.

Thirty-six samples of condensed milk, representing all the brands of both sweetened and unsweetened milk, were examined. Dr. Hand's condensed milk (page 177 of the report) is stated to be "made from low grade or partially skimmed milk."

On this same page it is further stated that if the directions for use given on the labels are followed, "the resulting mixtures will contain, in all but one instance, only about half as much solids or fats as good cow's milk." The prescriptions given for making substitutes for mother's milk by diluting condensed milk shows that "these dilutions supply very much less of the essential food ingredients than mother's milk, while two-thirds of the nutritive matter may consist of cane sugar." The Emery brand of sweetened condensed milk is the only one that yielded, when prepared according to directions, a solution "containing normal quantities of milk solids and fat, but even this contained a great excess of cane sugar." "The other sweetened milks yielded products containing from 5.5

to 8.8 per cent. of milk solids, and from 1.5 to 2.2 per cent. of fat; in other words, a mixture only a little over half as rich as milk of good quality" (page 187).

"Of the unsweetened milks, the Blue Label brand alone yielded a product approaching good milk in richness."

Gelatin is the chief constituent of connective tissue, and any form of connective tissue may be made to yield gelatin. Much commercial gelatin is really a purified glue obtained from hide clippings. The purest form of gelatin is stated to be made from isinglass, obtained from the swimming bladder of sturgeon and other fish. Gelatin obtained from calves' feet is of high quality. Though gelatin is easily digestible in the stomach, it is not a tissue builder, and is not a substitute for proteids, but it is claimed that it protects protein destruction, and in such a sense might become a conservator of nutrition. Therefore, gelatin is not a real food, although perhaps of value in convalescence or as a calcium carrier when there is a tendency to hemorrhage and the blood is short on calcium. The best gelatin for medicinal purposes, at a fair price, is that prepared from calves' feet.

The Connecticut Experiment Station found unmistakable traces of alcohol ranging from 0.17 to 0.68 per cent. by volume in grape juice. Of course, such a small amount of alcohol is a negligible quantity. In no sample of the nine examined was there found salicylic acid, benzoic acid, or saccharin.

It is urged in this report that the consumer should understand that the so-called fruit extracts, banana, pineapple, strawberry and raspberry, are usually synthetic, and therefore jelly powders which are used as quick desserts do not represent flavors obtained from the fruits named (page 200).

Of 104 samples of lard examined, 97 were found not adulterated. The adulterated brands were shown to be adulterated "with cotton-seed oil, with a certain percentage of beef stearin."

As the alcohol costs about four times as much, in a good extract of lemon, as all the other constituents together, some manufacturers substitute a dilute alcohol and, rarely, even wood alcohol. As some oils, especially lemon oil, are practically insoluble in dilute alcohol, this renders some of the preparations of lemon extract worthless so far as the lemon is concerned. Of 55 samples of lemon extract examined, 22 were found not to be adulterated.

Sixty-five samples of vanilla extract were examined; "41 were found not adulterated, 2 artificially colored, 12 were compounds illegally labeled, and 17 were compounds or imitations, but labeled as such."

Of 30 samples of maple syrup examined, 8 were found to be adulterated, and 22 were correctly labeled as compound in nature.

It is interesting to note that of 44 samples of olive oil examined, obtained from grocery and delicatessen stores, all

were found free from cottonseed, sesame and peanut oils, while of 65 samples obtained from druggists in 1907, 11 were found adulterated.

SOFT DRINKS

Eleven samples of "temperance drinks" were analyzed. "Raspberry shrub" and "wine mint" state on their labels that they contain benzoic acid. Neither benzoic acid nor salicylic acid were found in any of the other samples. "Wine mint," "coco-cola," and one sample of "Ron-Bre" contained over 1 per cent. of alcohol, while both samples of "iron brew" and a second sample of "Ron-Bre" contained smaller amounts. "Kolox," "Moxie," and "Phenix" contained no alcohol. The coloring was artificial in every case. In three samples a coal-tar dye was used, in the others caramel. The solid matter ranged from 0.60 to 64.41 per cent., consisting almost entirely of sugar. Saccharin was found in one sample of "Ron-Bre." "This was a very dilute preparation, consisting essentially of water, traces of sugar, and iron, colored with caramel, and sweetened with saccharin." "Coco-Cola" contained the active drug caffeine.

OTHER PREPARATIONS

The Anglo-American Medicine Co.'s Catarrhal Powder was found to contain 0.88 per cent. of cocain. Dr. Birney's Catarrh Pulver was found to contain 1.10 per cent. of cocain. Dr. Cole's Catarrh Cure (the word "cure" being a misbrand) contained, in two samples, 3.08 and 3.22 per cent. of cocain respectively. Gray's Catarrh Powder contained 1.68 per cent. of cocain. Later samples of Gray's Catarrh Powder contained no cocain. Six samples of a powder sold under the name of "Bing," contained from 1.95 to 2.81 per cent. of cocain.

The sale of coca wine in Connecticut without a physician's prescription is illegal. If the coca wine contains cocain, as it should, it comes under the cocain law requiring a physician's prescription. If, on the other hand, it contains no cocain, as is stated on the label of "Vin Mariani," it is misbranded.

Wampole's Kola Wine contained 20.75 per cent. of alcohol by volume.

Of 32 samples of hydrogen dioxid solution examined, 23 were guaranteed by the label to contain acetanilid as a preservative. Two samples were claimed to contain boric acid as a preservative. In the remaining 7 samples no preservative was indicated. As peroxid of hydrogen is generally used externally, its acetanilid content would be harmless, but still it is not generally known that this substance is contained in these solutions. Six samples were found below standard strength and to exceed the limit of acidity required by the Pharmacopeia.

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 they have shown their powers of divination to be poor. Thanks to a virile and fearless official at the head of the Bureau of Chemistry, aided by a wide-awake medical profession and supported by many of the better class of lay publications, the "Pure Food Law" is an ever-present reality. What has been accomplished may be realized when it is known that in nearly 300 prosecutions the government has secured conviction in all but 3 cases. The majority of these violations of the law have been by food manufacturers rather than by nostrum makers, but a number of them have been by the latter as the following list testifies.

Harper's Brain 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

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 stands at the head of the ladder as the quickest and most harmless relief of them all. It has not the slightest tendency to produce drowsiness, or any other objectionable effect, and is a most reliable remedy for all cases of Headache and Neuralgia.

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, Robert N. Harper, of Washington, D. C., manufactured a headache nostrum to which he gave the euphonious 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.]

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.]

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.]



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:

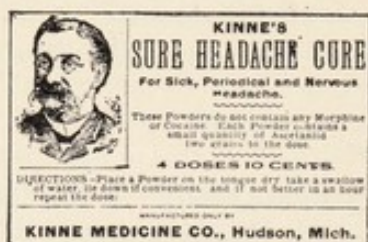
Acetanilid
Sodium bicarbonate

Caffein
Gummy material

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.*]

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. 346.*]

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.*]

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 analin, a coaltar derivative, and acetic acid. —[*Notice of Judgment, No. 392.*]



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.*]

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.*]

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.*]

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.*]

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.*]

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.]

Eames' 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 mis-

branded. The court imposed a fine.—[Notice of Judgment, No. 449.]

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.]



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.*]

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.*]

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.*]

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.*]



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. 624.*]

"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.*]



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, Bilious, Nervous or Hysterical . . ."

The product was analyzed by the government chemist and found to consist of caffeine, acetanilid and sodium bicarbonate. As this mixture is not a speedy and certain remedy for headaches of all origin, and, as it contained a large amount of acetanilid it was not a "safe" remedy, and, further, as the quantity or proportion of acetanilid present was not stated on the label, the product was declared misbranded. The defendant pleaded guilty and was fined.—[*Notice of Judgment*, No. 820.]

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.]

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.]

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.]

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.]

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.]

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.]

* This dangerous drug was exposed by the American Medical Association in *THE JOURNAL*, May 21, 1910.

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.*]

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 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 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."—[*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 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.]

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.*]

Philips' 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.*]

Sartoin Skin Food

The Globe Pharmaceutical Company, which has already been referred to in connection with the "Concentrated Oil of Pine Compound," also 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 sunburn, 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.*]

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.*]



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.*]

Epp-o-tone

This preparation was shipped in interstate commerce by La Cattel 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.*]

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.*]

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 res-

inous 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.]

Eau Sublime Hair Dye *

This stuff, shipped by Hippolyte Guilmard of New York City, was sold under the following claims:

"An instantaneous vegetable hair dye."

"Removes dandruff and prevents hair from falling out."

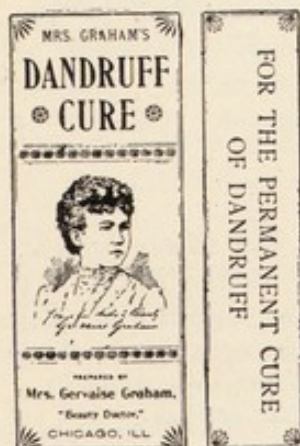
"Not only harmless but beneficial."

"Endorsed by the U. S. Health Board of New York."

The stuff was analyzed by the Government chemists and declared misbranded 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.]



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.]

Kurakoff

Charles A. Lewis, Somerville, Mass., shipped into the District of Columbia a quantity of a drug labeled, in part, as follows:

* This same nostrum was analyzed by the chemists of the American Medical Association; see index.

"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	Sugar
Turpentine	Salicylic acid
Oil of sassafras	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.*]

Kickapoo Cough Cure

This nostrum was shipped in interstate commerce by the Kickapoo Indian Medicine Co., Clintonville, 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.*]

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.*]

Gowan's Pneumonia Cure

This nostrum, which was marketed by the Gowan Medical Company of Chicago, has been referred to before in *THE JOUR-*

NAL,¹ a cursory examination having been made in the Association 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."

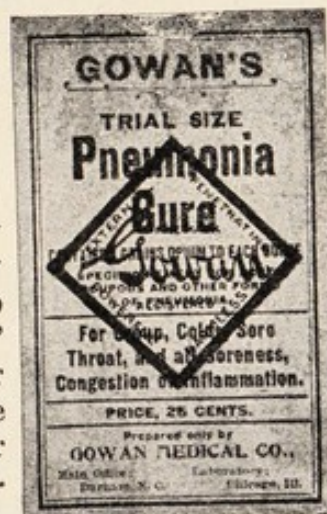
"It was endorsed and advertisement accepted by the *American Medical Journal* as a valuable therapeutic agent."

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.*]



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:

1. THE JOURNAL A. M. A., May 9, 1908; reproduced in "The Propaganda for Reform," p. 137.

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.*]

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 "gonorrhea," "gleet," "stricture" and "syphilis," while in the latter the cure of "leucorrhea," "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.*]

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.*]

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.*]

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 misbranded and, on a plea

of guilty, the court imposed a fine of \$100.00.—[*Notice of Judgment, No. 323.*]

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.*]

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.*]

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 mis-

branding was proved in each case and two fines of \$10 each imposed.—[*Notice of Judgment, No. 204.*]

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.*]



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.*]

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."

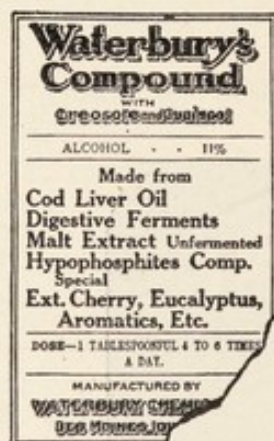
"Distilled by Modern Methods evolved from half a century of practical experience."

"Should be taken by every person, male or female, whether in need or not of a Tonic of its kind."

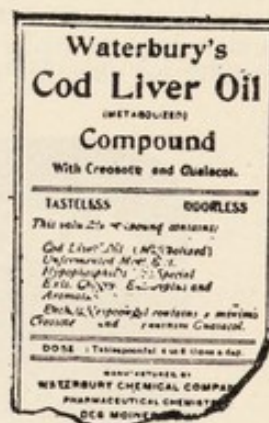
As the quantity or proportion of alcohol in the preparation was not given on the label, as the "booze" was not a "distilled product" as claimed and, further, as sweetened alcohol and water, flavored with juniper, will neither "restore nerve energy" nor "renew vital force," the product was deemed misbranded. The defendants pleading guilty were fined \$10 and costs.—[*Notice of Judgment, No. 261.*]

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



NEW LABEL



OLD LABEL

United States Government issued a notice of judgment in which it was declared that Waterbury's Metabolized Cod Liver Oil Compound was misbranded. The court rendered its decree of condemnation and forfeiture.—[*Notice of Judgment, No. 303.*]

* 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.

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.]

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.]

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.]

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.*]

Nyal's Compound Extract of Damiana

This product, sold by Frederick 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.*]

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.]

Damiana Nerve Invigorator

This drug was shipped by Steinhardt Bros. & Company, New York City, to Massachusetts. It was declared misbranded 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.]

Dr. Fahrney's Teething Syrup

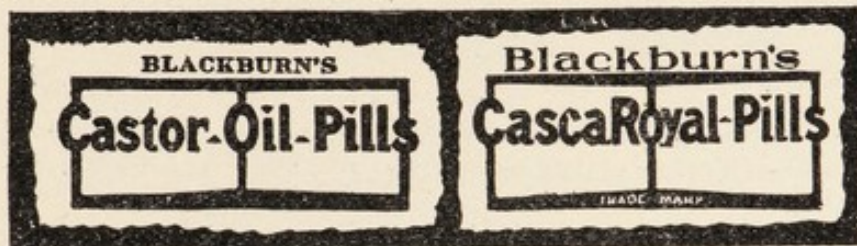
This preparation was put on the market by Drs. D. Fahrney & Son., Hagerstown, Md., and the following claims were made for it on the labels:

- "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:

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



BEFORE AND AFTER
The Passage of the Food and Drugs Act.

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. Blackburn pleaded guilty and paid the fine and costs of prosecution.—[*Notice of Judgment, No. 32.*]

Eyelin

This was a Chicago Product, marketed by the Eyelin Company and sold at one dollar a box. The label 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.*]

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."

MARRIED WOMEN
 Every woman needs a friend to help her through the most difficult period of her life. The bearing of children is often a painful and dangerous experience. All of this can be avoided, however, by the use of **Mother's Friend** before labor comes, as this great remedy always prepares the body for the strain upon it, and preserves the symmetry of her form. **Mother's Friend** preserves all the vigor of childhood, and carries the expectant mother safely through the critical period without pain. It is women's greatest blessing. Thousands gratefully tell of the benefit and relief gained from the use of this wonderful remedy. Sold by all druggists at \$1.00 per bottle. Our size 1000, selling all where this booklet will be sent free. **THE BRUNNEN MANUFACTURING CO., ST. LOUIS, MO.**

MOTHER'S FRIEND

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.*]

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:

Gasolin
 Oleoresin of capsicum
 Oil of sassafras

The product was declared misbranded.—
 [Notice of Judgment, No. 239.]



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.]

Sœmnoform

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 "Sœmnoform" 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.]

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 . . ."

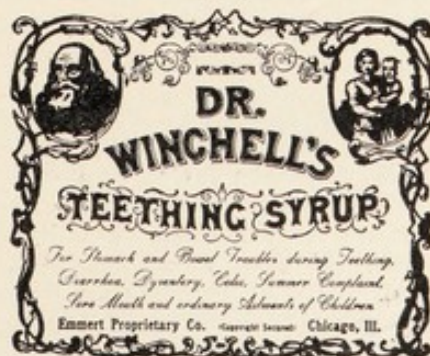
"Will positively cure every case if given in time."

"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.]

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 misbranded and a fine imposed.—[*Notice of Judgment, No. 235.*]

Hodnett's Gem Soothing Syrup

**HODNETT'S
GEM**



TRADE MARK REGISTERED

SOOTHING SYRUP

SUPERIOR TO ALL SOOTHING SYRUPS.

This preparation contains no
opium, 4 4/5 grains opium
and 61 2/3 grains in each ounce

Diarrhoea, Catarrh, Wind
Colic, Pain in the
Bowels, and
all Diseases Children are
Subject to.

PREPARED ONLY BY

A. T. G. HODNETT
CHEMIST
135 S. George Street,
YORK, PA.

PRICE **50** CENTS

Guaranteed Perfectly Harmless.

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.*]

"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.*]

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.*]

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.*]

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 misbranded. The defendant pleaded guilty and was fined.—[*Notice of Judgment, No. 309.*]

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.*]

Celery Cola

Celery-Cola, marketed by the Birmingham Celery Cola Company of Birmingham, Ala., was another soft drink found to contain cocain and caffen. 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.*]

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 caffen, which rendered the drink injurious to health. Furthermore, the label failed to bear a statement of the quantity or proportion of cocain and caffen. A plea of guilty was entered and fine imposed.—[*Notice of Judgment, No. 466.*]

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.*]

Radol *

This fake will have a familiar sound to many of our readers as it was exposed 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 more extended account of this fraud will be found elsewhere in this book; see index.

A plea of guilty was entered and fines of \$100 and \$50 respectively were assessed.—[*Notice of Judgment, No. 184.*]

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, caffen, 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.*]

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,"



* This cruel fraud is dealt with at greater length elsewhere in this book; see index.

not guilty, but later changed his mind and pleaded guilty, whereupon the court imposed a fine.—[*Notice of Judgment*, No. 606.]

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.]

Mixer's Cancer and Scrofula Syrup *

Charles W. Mixer, of Hastings, Mich., who did business under the name of Drs. Mixer (although he was not a physician), shipped out of the state a quantity of a drug product consisting of seven packages constituting an alleged treatment for the cure of cancer. The packages were labeled respectively:

"Mixer's Cancer and Scrofula Syrup"

"No. 1 Wash."

"No. 1 Alternative."

"Cancer Reducer."

"Cancer Paste."

"Cancer Salve."

"Cleanoine Soap Powder."

With these products there was a pamphlet entitled *The Truth*, in which there were numerous statements regarding the curative value of the so-called treatment. The labels on the packages also bore statements regarding the supposed virtues of the nostrums contained therein. The various preparations were analyzed by the Bureau of Chemistry with the following result:

Mixer's Cancer and Scrofula Syrup: A syrup containing potassium iodid, a small amount of vegetable ingredient, similar to sarsaparilla, about 6 per cent. alcohol and flavored with methyl salicylate.

No. 1 Wash: This was an ordinary solution of hydrogen peroxid.

No. 1 Alternative: This was a mixture of alcohol and water, containing a large amount of glycerin and a small amount of vegetable matter similar to gentian.

Cancer Reducer: A strong alcoholic solution of camphoraceous oils with considerable glycerin.

Cancer Paste: Vaseline with a large amount of ground flaxseed and camphoraceous oils and a substance resembling hyoscyamus or belladonna.

Cancer Salve: This was merely vaseline.

Cleanoine Soap Powder: A powdered soap with borax and thymol.

Some of the cruelly false claims made by this quack for his nostrum were:

* A more extended article, dealing with this fraud, appears elsewhere in this book: see index.

[illegible]

"Greatest cancer . . . remedy of the age."

"Gives safe, speedy and certain relief to the most horrible forms of cancer."

"Our blood remedies cures and cures to stay cured."

"Thousands of people die of cancer every year who would surely have been cured by our treatment."

"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.*]

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.*]

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.*]

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.*]

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.]*

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.]*

MISCELLANEOUS NOSTRUMS

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:

DEATH TO GERMS. LIFE TO HUMAN BEINGS

The Fearless Destroyer of Bacteria
With Which Professor Carel Hopes
to Save Thousands of Lives

"I have just received a letter from Prof. Herbert Charles von Fuerstenburg Carel, of the University of Minnesota, the inventor of Benetol. This letter contains a statement of the results of his experiments with Benetol in the treatment of cancer. He states that he has cured a large number of cases of cancer, and that he believes he has discovered a method of curing cancer which will save thousands of lives. He claims that Benetol is a powerful germicide, and that it destroys the germ of cancer. He also claims that Benetol is a powerful antiseptic, and that it prevents the growth of bacteria. He states that he has used Benetol in the treatment of cancer for several years, and that he has found it to be a most effective remedy. He claims that Benetol is a most valuable discovery, and that it will save thousands of lives. He also claims that Benetol is a most valuable discovery, and that it will save thousands of lives."

Benetol
 The Fearless Destroyer of Bacteria
 With Which Professor Carel Hopes to Save Thousands of Lives

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" fakers 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.

"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."

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 soap. Alpha-naphthol is a well-known substance, closely related to, but not identical with, beta-naphthol which is official in the United States Pharmacopeia. The claim made in the advertising matter for Benetol, that it is a newly dis-

Benetol is the Most Wonderful Germicidal Antiseptic Healing Agent Known.

A FAIR TEST

If you choose to equally cut, bruise or burn two figures at the same time. Treat one with any favorite antiseptic and the other with 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. Even cancer, abscesses in ear or elsewhere, sore teeth and gums, toothache, sore throat from acids, anything for which local applications are used will find quicker relief from Benetol than from any of the old preparations.

COMMON COLDS

Cold in head, use 4 drops to glass of hot water, in glass douche, or by sniffing, up nose thoroughly, often the better. Cold in throat and bronchial tubes, use 10 drops to glass of hot water, gargle thoroughly and swallow some or all. Sub Benetol Ointment sore neck and chest. The immediate benefit will astonish you.

TUBERCULAR OR OTHER SWOLLEN GLANDS

Here almost without exception, responded to continued application of full strength Benetol or up extra tender skin diluted with Unaniol Oil. (Note. It is twice as beneficial as the deadly iodine, yet harmless. It has even cured after the knife, where the knife has failed.)

THAT DARK BROWN TASTE

Which results from over indulgence in tobacco or alcoholic drink, is immediately relieved, by drinking two drops of Benetol in half glass of hot water. It has no equal among known compounds 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 as directed.

USED BY SINGERS AND PUBLIC SPEAKERS, BENETOL WILL INSURE THEM 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 sheet handy 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 secure proper measures for nebulizing Benetol, so as to reach remote air passages and cavities. Therefore we put up specially prepared mixture in convenient and handy, clear glass bottles, for nebulizing machine. For bottle. \$1.00
Bottle. \$1.00
Complete outfit with full instructions for use. \$1.00

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.

Many times stronger in Germ Killing Properties than Peroxide of Hydrogen or Carbolic Acid and **IS NOT A POISON**

ALWAYS

Keep a Bottle of BENETOL Handy, Because Any Moment, Any Day, It May Save the Life of One of Your Family.

Carbolic Acid, corrosive sublimate, etc., eat away the flesh tissue and cannot be used for anything as strong as BENETOL, which destroys all normal tissue and instantly stops healing, or building up by granulation. Thus, chemicals poison. BENETOL does not.

Peroxide of Hydrogen is not safe to use on raw wounds. Science has discovered that it drives in germs, while it kills out some of them. Throw it away. Always use BENETOL. It is the best known preventative and curative, many times better than peroxide and has 100 more uses.

All Alleged Germicidal Antiseptic Throat Washes and Sprays are not powerful enough to kill germs quickly. It made strong enough they would poison. BENETOL can be used full strength if desired.

BENETOL AND ITS ACCESSORIES STAND ALONE FOR TREATING

Fresh wounds to prevent infection, gunpowder wounds and rust scratches to prevent lockjaw, deep lacerations to prevent hydrophobia, first aid in poisoning, burns, scalds, for the cure of any sores and ulcers, to kill all germs that have slipped their way into the throat, stomach or intestinal tract, to kill all germs that have poisoned the mucous membrane internally or anywhere in skin or wood. To deodorize and purify.

FOR SPECIFIC INSTRUCTIONS SEE INSIDE PAGES.

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.

covered 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"

We have referred before to the admirable work done by the President's Homes Commission and the vast amount of data collected by it and published in its report. The report

of one of its committees—that on social betterment—by its chairman, Dr. George M. Kober, contains information of more than ordinary interest to the medical profession. In the chapter on the "Alcohol Question," attention is called to the increasingly 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 has published lists of these "medicines" which have been analyzed in his department, and found "insufficiently medicated to render them unsuitable for use as a beverage." The druggist is forbidden to sell these "medicines"—classed as "compound liquors" by the Internal Revenue Department—unless he "has already paid special tax as retail liquor dealer." In his report, Dr. Kober gives the names of over 120 of these "patent-medicine" drinks, together with the alcohol percentage as "ascertained from the Commissioner of Internal Revenue in a communication dated Nov. 28, 1908." We give below a partial list of these, omitting those quoted as having less than 20 per cent. of alcohol:

NAME OF PREPARATION	ALCOHOL PER CENT.	NAME OF PREPARATION	ALCOHOL PER CENT.
Angostura Aromatic Tincture Bitters	45.00	Dandelion Bitters	30.15
Aromatic Bitters	42.14	De Witt's Stomach Bitters.	23.86
Atwood's La Grippe Specific.	32.70	Dr. Brown's Blackberry Cordial	29.04
Augauer Kidney Aid.....	35.65	Dr. Hoffman's Golden Bitters	26.30
Augauer Bitters	34.13	Dr. Sterkl's Ohio Bitters...	21.67
Belvedere Stomach Bitters.	20.32	Dr. Dade's Blackberry Cordial	28.84
Bismarck Laxative Bitters.	21.14	Dr. Bouvier's Buchu Gin...	39.83
Bismarck's Royal Nerve Tonic	20.67	Dr. Fowler's Meat and Malt.	33.70
Blackberry Cordial (Strother Drug Co.).....	21.50	Dr. Worme's Gesundheit Bitters	27.92
Blackberry and Ginger Cordial (Standard Chemical Co.)	25.62	Dr. Rattinger's Bitters....	27.10
Black Tonic	44.62	Ducro's Alimentary Elixir...	23.01
Bonekamp Stomach Bitters.	20.34	Elixir Calisaya	22.96
Bonekamp Bitters	37.03	Ferro China Bascal.....	32.10
Brown's Aromatic Cordial Bitters	42.14	Ferro China Bissler.....	28.87
Brown's Vin Nerva Tonic.	27.32	Gastrophon	26.10
Botanic Bitters	20.44	Gentian Bitters	39.95
Cinchona Bitters	27.44	Gilbert's Rejuvenating Iron and Herb Juice.....	23.81
Clifford's Cherry Cure.....	35.90	Ginger Tonic	25.31
Clifford's Peruvian Elixir..	24.77	Glycerine Tonic (Elixir Pepsin)	39.72
Crescent Star Jamaica Ginger	42.65	Green's Chill Tonic.....	37.83
Cuban Gingerie	31.09	Jack Pot Laxative Bitter Tonic	24.95

NAME OF PREPARATION	ALCOHOL PER CENT.	NAME OF PREPARATION	ALCOHOL PER CENT.
Junl-Kola	22.89	Our Ginger Brandy.....	26.24
Juniper Kidney Cure.....	24.21	Panama Bitters	32.83
Karlsbader Stomach Bitters.....	21.56	Pepsin Stomach Bitters....	34.96
Katarno	27.60	Peptonic Stomach Bitters..	23.12
K. K. K.....	24.12	Rockandy Cough Cure.....	23.85
Kola and Celery Bitters....	20.68	Severa's Stomach Bitters..	22.66
Kreuzberger's Stomach Bit-		Smith's Bitters	34.41
ters	40.22	Steinkonlg's Stomach Bit-	
Kudros	29.33	ters	32.05
Lemon Ginger	28.88	Tatra (Latra)	22.90
Meta Multa	32.98	Tolu Rock and Rye.....	30.08
Milburn's Kola and Celery		True's Magnetic Cordial...26.09	
Bitters	20.68	U-Go	32.14
Neuropin	32.02	Uncle Josh's Dyspepsia	
O'Hare's Bitters	44.93	Cure	30.06
Old Dr. Jacques Stomach		Westphalia Stomach Bit-	
Bitters	40.02	ters	31.96
Old Dr. Scroggin's Bitters.....	24.74	William's Kidney Relief...37.00	

(From *The Journal A. M. A.*, April 17, 1909.)

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. cannabis indica	$\frac{1}{8}$	grain
Ext. hyoscyamus.....	$\frac{1}{8}$	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 bromidia, 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 hyoscyamus 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. Mackenzie'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, Ipecac, Camphor, Bryonia." The analyst was unable to find any indication of bromid, camphor, cascara or ipecac, while the quinin turned out to be a trace of impurity in the cinchonin 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 "Amenorrhoea," "Dysmenorrhoea" 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.

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 a hundred. The profits in retailing at \$10 per hundred ought to be satisfying even to the most avaricious.

EDITORIAL NOTE: 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 disguises, are shamelessly advertised



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?

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.

As shown by our chemists, Chichester's Diamond Brand Pills seem to be simply the old aloes and sulphate of iron 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



The above are two names for a mixture of alum and opium exploited respectively to the medical profession and to the laity. 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.

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 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 recom-

mend 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 poisonous¹ as ethyl (grain) alcohol. A number of serious and some fatal cases of poisoning from the use of "fusel oil" have been reported². If it be remembered

1. Dujardin-Beaumetz and Audige: *Compt. rend.*, 1875, lxxxi, 192; Rabuteau: *Ibid.*, 631; Richardson: *Suppl. Med. Times and Gaz.*, 1869, ii, 705; Frankel: *Die Arzneimittel-Synthese*, ed. 2, 133.

2. Ord: *Lancet*, 1889, ii, 1225; Swain: *Brit. Med. Jour.*, 1891, i, 903; Rodzevitch: *Russk. Med.*, 1893, xviii, 249, 264; Fitcher: *Am. Med.*, 1901, ii, 210.

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.

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 "uranalysis" 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 every 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 of 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' (?).

"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

Photographic reproduction of label from a bottle of "Fruitola."

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:

FRUITOLA

(TRADE MARK REGISTERED)

—A—

SYSTEM CLEANSER

—

Recommended For

GALL STONES

AND

Stomach Trouble

—O—

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.

"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 on this page.—Ed.] 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 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 mulcted 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.*)

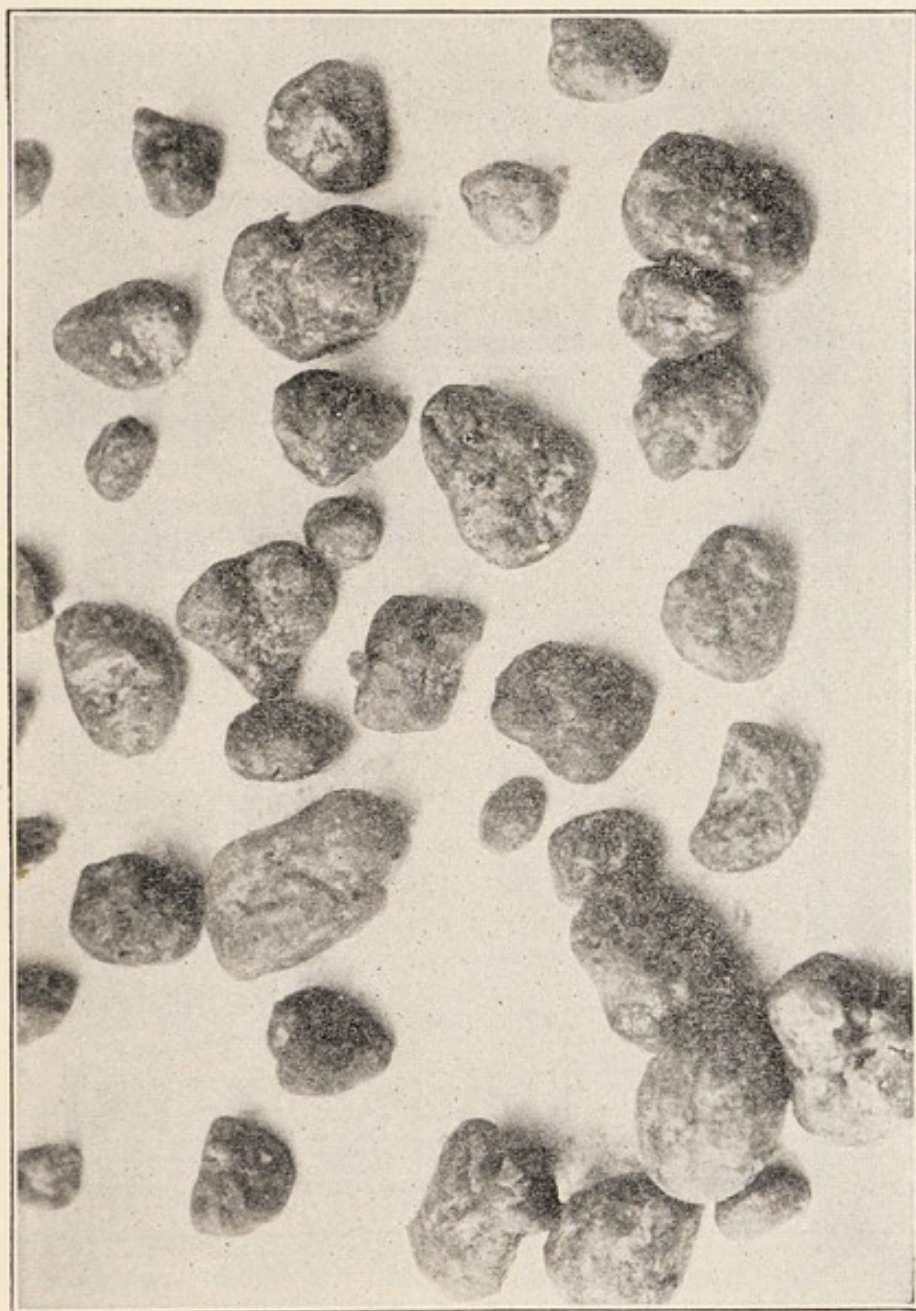
MAYR'S WONDERFUL STOMACH REMEDY

The fake "gall-stone trick" and "tapeworm trick" have long been worked by itinerant medical swindlers. As every physician knows, the administration of large doses of some bland oil such as olive oil, especially when followed by a saline cathartic, results in the passage of a number of greenish concretions from the bowels. The victim is made to believe that these concretions are gall-stones, and he feels that he is getting his money's worth in proportion to the number of these "stones" that are passed.

This method of defrauding the public is now being worked by "patent medicine" venders as well as by travelling fakers. In *THE JOURNAL*, Sept. 24, 1910, one of the most widely advertised of these fake gall-stone cures—"Fruitola"—was discussed. A number of inquiries have been received regarding the composition of another preparation of the same type, "Mayr's Wonderful Stomach Remedy," made by George H. Mayr, Chicago. One correspondent submitted a number of pseudo-gall-stones (see illustration) 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:



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!

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.

"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.

\$1 Worth of Mayr's Wonderful Stomach Treatment FREE

It is a positive remedy for all Stomach and Liver Trouble, Gastritis, Indigestion, Dyspepsia, Pressure of Gas around the Heart, Sour Stomach, Distress After Eating, Nervousness, Dizziness, Fainting Spells, Constipation, Yellow Jaundice, Sick Headache 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 75 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 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 pleased 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 Agency or 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



Mayr's Wonderful Stomach Remedy

FOR STOMACH TROUBLE, INDIGESTION, GAS, SICK HEADACHE, AND CONSTIPATION.

THIS REMEDY REMOVES GALL STONES AND SHOWS THEM TO YOU.

GEO. H. MAYR, MANUFACTURER, CHEMIST
40 DEARBORN ST., CHICAGO.

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. 25733

A reduced photographic reproduction of a typical advertisement of this fake gall-stone cure. From *Happy Hours*.

"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"

The instructions for taking this nostrum directed the patient to take one powder at 3 o'clock in the afternoon; at bed-

time 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 weakening and poisonous."

The bottle contained about six ounces of a bland yellow oil, which from the results of analysis¹ 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 concretions, 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 (Fig. ...). 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. Analysis¹ 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.

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

1. The details of analysis will be published in the annual report of the chemical laboratory.

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 know 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.*)

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, creosote, 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:

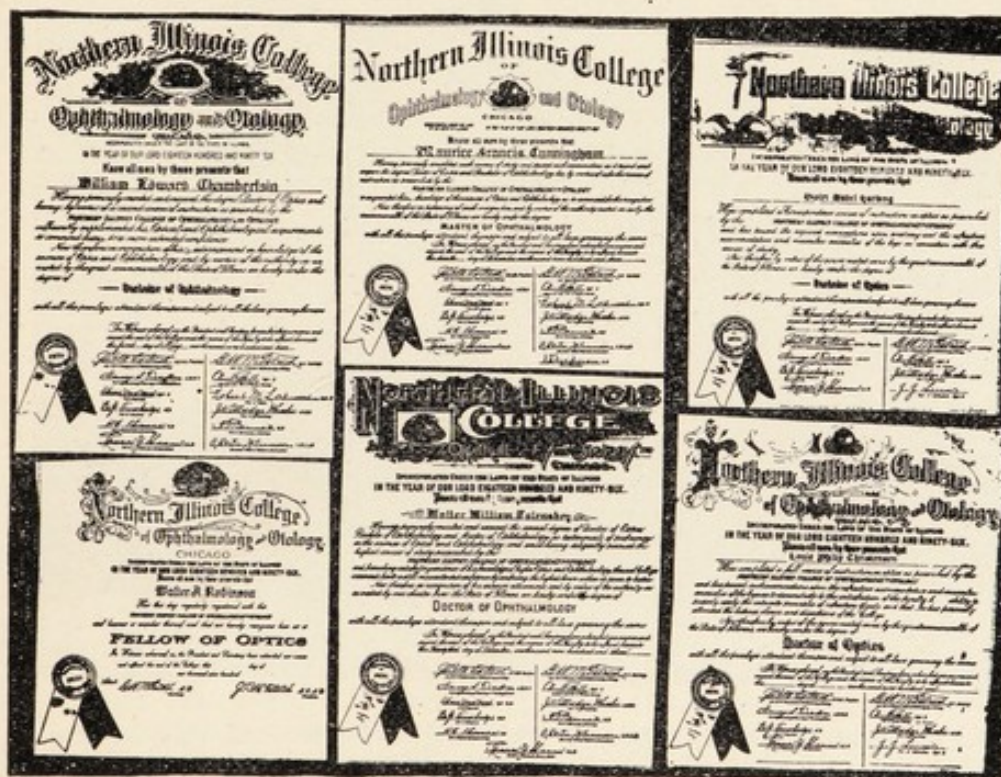
CHEMIST'S REPORT ON MURINE

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.



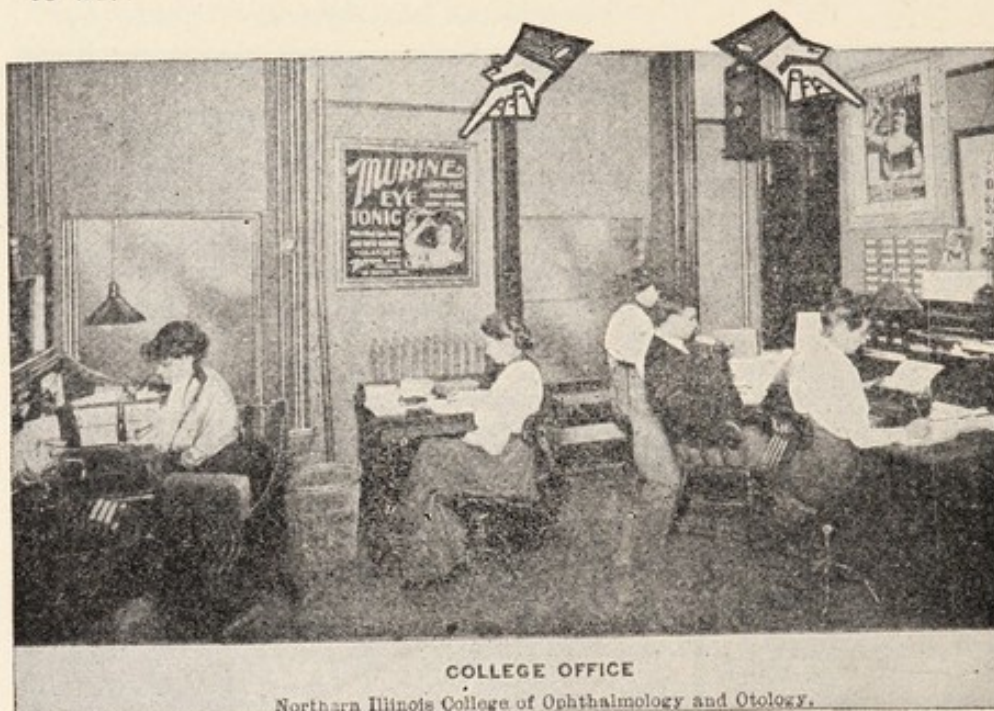
Photographic reproduction (much reduced) of some of the ornate diplomas issued by the exploiters of Murine. As the "college" catalogue states, most of these diplomas "frame handsomely 28x28 inches." While this is a college of "otology," it will be noticed that no degree of "fellow," "bachelor," "doctor," 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.

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.

ITS PROMOTERS AND THEIR "COLLEGE"

The president of the Murine Eye Remedy Company is James B. McFatrigh, M.S., M.D., an eclectic physician of Chicago; the treasurer is George W. McFatrigh, 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 McFatrighs are the originators and practical owners of the business.

In addition to their "patent-medicine" interests, the McFatrighs 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 Otology." This seat of learning confers no fewer than seven degrees, to-wit:



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.

FELLOW OF OPTICS
BACHELOR OF OPTICS
DOCTOR OF OPTICS

BACHELOR OF OPHTHALMOLOGY
MASTER OF OPHTHALMOLOGY
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."

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. McFatrigh, M.S., M.D.—and its "Secretary and Professor of Clinical and Didactic Ophthalmology and Otology"—George W. McFatrigh, 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 expensive 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 oil	0.05 per cent.
Clove oil	0.10 per cent.
Salol-like substance	0.05 per cent.

(From *The Journal A. M. A.*, Sept. 24, 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 Pharmaceutischen 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.)

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.		gr. xv
Salicylic acid	1	or	5ilss
Boric acid	10		

"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 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 thera-

peutic 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

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 over night.

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 sample. By special arrangement this will be sent free by mail, in plain wrapper, to any reader of the New York World who will fill out this coupon and send it to THE EMERGENCY LABORATORIES, 32 West Twenty-fifth 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. From the New York World.

"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.*)

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:

"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 (verdigris¹), 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 far 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 curative 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. More than this, however, surely should not be claimed for it. (*From The Journal A. M. A., Oct. 1, 1910.*)

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.*)

RESINOL

The Philadelphia branch of the American Pharmaceutical Association issued a pamphlet some two years ago in which the following appeared relative to this and similar products:

1. The term "verdigris" is loosely used. Frequently it refers to cupric acetate; more popularly it is used in reference to the carbonate, while rightly it should mean the basic acetate of copper.

"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 partisular mixture,

**Resinol Quickly Cures Ills and Accidents the Skin Is Subject To,
Also Heals Wounds.**

I find occasion almost daily to recommend Resinol to some of my friends, and hear of most gratifying results. We use the ointment altogether in my family, and are never without a jar of it, for it promptly cures the ills and accidents the skin is subject to. D. M. Castle, Philadelphia, Pa.

Two Items

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. From the Skidmore (Mo.) *New Era*.

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.)

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 Weekly*. (From *The Journal A. M. A.*, Jan. 8, 1910.)

VIN MARIANI

Samples of Vin Mariani and of the literature distributed by the manufacturers were examined. It appears that the beverage or medicine known as "Vin Mariani" is a preparation of red wine, apparently imported from Bordeaux, and fortified, in this country, by an alcoholic preparation of coca leaves or other parts of the coca plant. The committee considered first, the character of the red wine as imported. A sample received from the port of New York, March 10, 1905, from Henry Clausel & Co., Bordeaux, and consigned to Mariani & Co., on analysis was found to have the following composition:



VIN MARIANI NOT A COCAINE PREPARATION

Regarding the Illinois State Law regulating the sale of Cocaine, it is a pleasure again to have verified in official form, that Vin Mariani is not a cocaine preparation and that the law in no way covers or applies to it. This decision recently rendered is based upon analyses made by Chemists of high professional standing, at request of the Illinois authorities, and confirmed by investigations of the Ohio Pure Food Commission, and the Board of Health of the State of Ohio.

Photographic reproductions of advertisements of Vin Mariani before and after the federal Food and Drugs Act went into effect. Before the law was operative Vin Mariani was "not a cocaine preparation;" after lying became illegal it was admitted that "each ounce represents one-tenth of 1 grain of cocaine."

Specific gravity	0.9959
Alcohol by volume	per cent. 10.00
Extract	per cent. 2.279
Volatile acids	per cent. 0.0914
Ash	per cent. 0.2801
Reducing sugar	trace.
Pol. direct	degrees —0.8
Pol. invert.	degrees —0.7
K ₂ SO ₄	Mg. per liter 0.092

A sample of Vin Mariani, as bought in the open market in an original package, has also been analyzed and found to have the following composition:

Specific gravity	1.0125
Alcohol by volume	per cent. 16.15
Extract	per cent. 8.602
Ash	per cent. 0.277
Glycerin	per cent. 0.444
Volatile acids	per cent. 0.0747

Tartaric acid	per cent.	0.2400
Alkaloids (coca bases)	per cent.	0.0250
Cane sugar	per cent.	2.35
Reducing sugar	per cent.	3.38

Judging from the analysis Vin Mariani corresponds to a mixture of an alcoholic extract from coca leaves and an ordinary Bordeaux red wine, with the addition of about 6 per cent. of sugar. The product is advertised in this country as being recommended by a host of eminent foreigners for almost everything, while abroad, illustrious Americans are similarly quoted. (*Abstracted from The Journal A. M. A., Nov. 26, 1906, 1751.*)

WHEELER'S NERVE VITALIZER

To the Editor:—I have been much interested in the work that you are doing in exposing the danger lurking in the many well-advertised "nerve tonics" and "headache cures." I want to thank you for your exposure of Harper's "Brain Food." I needed such information. About nine months ago I learned that two women of my acquaintance were taking this preparation and that they had been inducing others to take it. I soon noticed that these women, whose daily duties were exacting, began to show purple lips and presented symptoms of general depression, and I warned them that they were probably taking a dangerous mixture containing acetanilid, and they heeded my warning.

I wish to call attention to "Dr. Wheeler's Nerve Vitalizer" which is sold to the public. The label states that the adult dose is from "one to four teaspoonfuls, or even more." It is recommended for "all nervous diseases , , , sleeplessness . . . sick or nervous headache . . . epilepsy, fits, spasms, St. Vitus' dance, nervous prostration and other severe and chronic cases."

I know two extremely delicate, educated, middle-aged women who have been taking this mixture pretty freely. They are in a pitiable condition of neurasthenia, suffering from gloomy forebodings in regard to the hopelessness of their health, and yet they claim that the medicine has surely saved their lives when all else had failed. I want to know what, if any, are the harmful ingredients of this nostrum. Can the Council on Pharmacy and Chemistry of the American Medical Association help me out, and in so doing help others?

M. R. MORDEN, Adrian, Mich.

COMMENT:—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 gm. 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.*)

OBESITY CURES

KELLOGG'S SAFE FAT REDUCER

This preparation, which is exploited by F. J. Kellogg, Battle Creek, Mich., was known some years ago as Kellogg's Obesity Food—at least, the same testimonials have been used

\$1.00 Box of My Safe Fat Reducer Free

I Want to Prove to You Before Your Own Eyes and at My Expense That I Can Reduce You to Normal Weight Safely, Without Starvation Diet or Tiresome Exercises.

It Doesn't Matter What You Have Tried, Send for This Free \$1.00 Box of My Safe Fat Reducer To-Day.



Positive Proof in Pictures.

The Above Photographs Taken From Life, Showing the Remarkable Reduction of Flesh by Means of Kellogg's Safe Fat Reducer.

From "Glimpse" Nov. 4, 1910, box of Kellogg's Safe Fat Reducer, is every one who reads this just to prove that it will surely reduce you to normal, free of safety, and health. In your health or the same, I would be glad to send you a box of capsules or even just 100 of the package of 1000. I am sure to call a happy answer to the reader.

My treatment is prepared scientifically. It does not cause any danger, depends on the stomach, is pleasant, and effective and, sometimes, of food, which the people in the world, please to eat, and that is the best way to eat.

I will tell you what you can do if you want to get the free package of my treatment. I will tell you a good deal about what you can do with the package. I will tell you a good deal about what you can do with the package. I will tell you a good deal about what you can do with the package.

Lost 30 Pounds in 30 Days.
Dr. H. A. Richardson, of Boston, Mass.
"I have recently taken two months' treatment of my fat, person. I am now a normal weight and feel like a new man. I am now a normal weight and feel like a new man. I am now a normal weight and feel like a new man."

How Much Flesh Should You Lose?
What the Well-Favored Man or Woman Should Weigh.

Height	Weight
4' 10" to 5' 0"	120 lbs.
5' 0" to 5' 2"	130 lbs.
5' 2" to 5' 4"	140 lbs.
5' 4" to 5' 6"	150 lbs.
5' 6" to 5' 8"	160 lbs.
5' 8" to 5' 10"	170 lbs.
5' 10" to 6' 0"	180 lbs.
6' 0" to 6' 2"	190 lbs.
6' 2" to 6' 4"	200 lbs.
6' 4" to 6' 6"	210 lbs.
6' 6" to 6' 8"	220 lbs.
6' 8" to 6' 10"	230 lbs.
6' 10" to 7' 0"	240 lbs.

One of the most important signs of a healthy body is the normal weight. If you are too heavy, you are not healthy. If you are too light, you are not healthy. If you are too fat, you are not healthy. If you are too thin, you are not healthy. If you are too old, you are not healthy. If you are too young, you are not healthy. If you are too much of anything, you are not healthy.

Cures Prominent Nerve of Terrible Fat
There is nothing more, from the very beginning, than a box of capsules. I am now a normal weight and feel like a new man. I am now a normal weight and feel like a new man. I am now a normal weight and feel like a new man."

Free \$1.00 Package Coupon.
This coupon is good for a \$1.00 package of Kellogg's Safe Fat Reducer. It is good for a \$1.00 package of Kellogg's Safe Fat Reducer. It is good for a \$1.00 package of Kellogg's Safe Fat Reducer.

Leaves No Wrinkles.
The only way to get the free package of my treatment is to send me a box of capsules. I am now a normal weight and feel like a new man. I am now a normal weight and feel like a new man. I am now a normal weight and feel like a new man."

A greatly reduced reproduction of one of Kellogg's "obesity cure" advertisements. From the *Chicago American*.

for both. According to Dr. Kebler of the Bureau of Chemistry, the essential drug in this preparation is thyroid extract, and it also contains hawthorn root and toasted bread. An obesity

cure, which depends for its action on thyroid extract, is by no means harmless unless given under the supervision of a physician.

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



**Take Off the Fat
Where it Shows**

Most women suffer much humiliation because of great quantities of fat, so repeated that, no matter how they dress, everybody sees that they are abnormal. This is the day the slender figure, and fat women are simply not tolerated either in business or social affairs. Women may not know it, but men when they see a fat woman pass them on the street, make all manner of sympathetic remarks about her. They do not mean to be unkind or to seem unkindly, but it is natural for a man to dislike fat on a woman. Where, at shows the most there is where it must be removed, and as quickly as possible. The hot weather dresses seem to be made for the fat woman's misery and pose all the charms of woman and her ugliness as well. Exercise and diet will not remove fat. Marmola has been proved. The famous Marmola has been a success which has met with phenomenal success and has so many of our society women as its sponsors, is now being sold in tablet form to meet the demand of the public for this style of treatment. These little tablets go into your system just like food. They stop the stomach and digestive apparatus from producing fat, and reduce the fat in the body at the rate of from 11 to 15 ounces a day. They are harmless and can be carried in your purse 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 box, or if you prefer you may write the Marmola Company, Dept. 123, Detroit, Mich.

an apparently innocent ingredient in a "prescription" 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."

Photographic reproduction of a typical Marmola illustration. Marmola was first exploited by the "prescription fake" method. More recently it has been advertised more directly.

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—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.....	1.4 gr.
Phenolphthalein	0.4 gr.
Sodium chlorid	0.7 gr.
Powdered <i>Fucus vesiculosus</i> (bladderwrack).....	5.0 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.*)

SOCIETY OF ASSOCIATED PHYSICIANS

This concern, which had its headquarters at 114 W. Thirty-Second Street, New York City, was owned and 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 manu-

facturing 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.

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.

"HEALTH AND BEAUTY TALKS"

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 drug stores everywhere. (2) The only objection I know to the use of liquid complexion beautifiers is their high cost when purchased in a ready manufactured state. You can make at home a fine "liquid powder" that softens and whitens the skin by putting 2 teaspoonfuls of glycerin and 4 ounces of spurmax in $\frac{1}{2}$ pint of boiling water; let stand until cold. Apply with the palm of the hand and rub until dry. I prefer this spurmax wash to any face powder I can buy.

The "joker" in this "answer," of course, is spurmax. In the other "replies," all worded in the same deceptive way, the reader is urged to get:

Health and Beauty Advice

BY MRS. MAE MARTIN

Nellie G. For a soft, painful corn try binding it nightly in cotton baking soda, moistened with a little water. This will take out the soreness.

Arthur W. (1) Sometimes a druggist endeavors to discourage the making of home remedies because he thinks it interferes with his business. I never suggest the use of anything that is not sold in most first-class drug stores. (2) To make KARDENE blood and liver remedy, take 1 ounce of KARDENE, mix it with $\frac{1}{2}$ cup of sugar and add a pint of alcohol and $\frac{1}{2}$ pint of hot water. Be sure to get the KARDENE in an original 1-ounce package. This formula makes a full quart of tonic, of which you should take 1 tablespoonful 3 times before each meal and before retiring. As an all-around tonic this has no superior. It will restore your lost appetite and tend to strengthen and build you up. It purifies the blood and your pimples and oily blotches will soon disappear. I have known it to be very beneficial for cases of scrofula and other eruptions of the skin.

Beth M. I do not know of any formula for a hair developer that is worthy of recommendation.

Mattie A good "liquid powder" or face wash can be made by dissolving 4 ounces of KARDENE in $\frac{1}{2}$ pint of hot water and adding 2 teaspoonfuls of glycerin. This home-made complexion beautifier whitens the skin and keeps the use of powder and is particularly recommended for the use of any one who has a sallow, dark or oily skin.

Archie G. To remove dandruff and stop falling hair, apply once a week a quinine hair lotion made by dissolving 1 ounce of KARDENE in $\frac{1}{2}$ pint of alcohol, adding 1 pint of cold water. Rub into the scalp and hair with the finger tips until absorbed. This treatment will promote the growth of hair and tend to make it lustrous and glossy. See answer to Mary A. B.

Mary A. B. It is not necessary to shampoo the hair often more than twice a month if you use a shampoo that will thoroughly cleanse the scalp and hair. An inexpensive shampoo is made by dissolving a teaspoonful of KARDENE in a teaspoonful of hot water. Shampoo the hair and rub well. You will find that this makes a good lather—and plenty of it—thoroughly cleanses the hair and scalp, relieves irritation, makes the hair soft and glossy and has a tendency to cure scalp diseases.

George L. A home-made eye "tonic" that will prevent your eyes from becoming dull, red or inflamed is easily procurable. Just add from your druggist one ounce of KARDENE to one quart of a pint of water. KARDENE makes a good eye tonic that will not smart when applied. One or two drops in each eye is the only treatment required. The effect is almost instantaneous and it gives relief when the eyes are tired, inflamed or sore. This tonic keeps the eyes bright and clear, strengthens the sight and will benefit you if you wear glasses.

Mrs. J. K. (1) Rubbing vasoline in the eyebrows and eyelashes will make them grow out heavier and darker. Never use vasoline given here on the face, for it tends to promote the growth of hair. (2) You can make a good hair lotion by dissolving 1 ounce of KARDENE in $\frac{1}{2}$ pint of cold water and adding 2 teaspoonfuls of glycerin. Let stand for 24 hours, apply and let remain for a minute on the face, then rub well with the finger tips. It cleanses the pores thoroughly and the cut easily comes out and off your face.

College Girl. It will be good news to you to learn that what you eat is now thought to have little to do with obesity and that if enough exercise is taken, even a heavy woman may not get the weight. To stay slim, however, means to look haggard and altogether unlovely. Don't drink while eating, even water, and don't drink anywhere near at any time after your last meal.

Get from your druggist an inexpensive package of KARDENE, take it home and dissolve it in a quart of hot water. Take 1 tablespoonful 3 times a day, before meals.

F. E. L. Consult your family physician.

Anna Lantz. Don't worry. Remember that you cannot get rid of every hair from your face or all those at some time during life. Get from your druggist 4 ounces of KARDENE, mix it with $\frac{1}{2}$ pint of water and 4 large spoons of alcohol. Shake the bottle and pour a small quantity upon the affected surface and allow it to dry, repeating the treatment with the same quantity of KARDENE. Wash the face with cold water and dry with a towel. You will find that this makes a good lather—and plenty of it—

Photographic reproduction (greatly reduced) of a typical "prescription fake" advertisement. This appears in the newspapers—usually on the "Woman's Page"—as regular reading matter in the form of an "Answers to Correspondents" department. Before photographing this advertisement, heavy lines were drawn around the names of the prescription fakes. From the *Chicago American*.

CRYSTOS: for "tired and inflamed eyes."

ALMOZOIN: for "blackheads . . . freckles and tan."

CANTHROX: "for shampooing purposes."

QUINOLA: "to remove dandruff, stop falling hair, relieve itching . . . and promote the growth of hair."

PARNOTIS: "a flesh reducer that . . . should reduce your weight 10 pounds in a few weeks."

KARDENE: "a splendid blood tonic and liver invigorator . . . for pimples, yellow blotches, sallow complexion, scrofula and all eruptions of the skin."

LUXOR: "a very dear friend of mine cured a most obstinate case of eczema with this remedy."

Every week or so "Mrs. Mae Martyn's" fake department will appear in the paper, the initials of the "correspondents" 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. Mae 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.*)

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, guaiacum resin, extract of licorice, powdered licorice, starch, mineral matter—apparently a mixture of talc 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
"Guaiacum 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 *Pharmazeutische 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 international 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 Nicol, of West York, Ill., at the age of 82, and also cured his wife. No return of rheumatism in two years.

L. J. Holleniers, 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. Farver, of Mills, Mass., writes:

"I should be failing in my duty if I neglected to inform you that your remedy has effected a complete 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 any one's word. Send me the coupon today. Return mail will bring you a regular Dollar pair of Magic Foot Drafts, the great Michigan cure for Rheumatism 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.



This \$1.00 Coupon FREE

Good for a regular \$1.00 pair of Magic Foot Drafts to be sent Free to Try (as explained above) to

Name

Address

Mail this coupon to Magic Foot Draft Company, 333 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, Lumbago, and Gout sufferers in all parts of the world without the patient risking a single penny. Read how 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 post 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 certain, addressing Magic Foot Draft Company, 17, 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 LLEN AND DAVIS EXTRA PIN MONEY is sent as all sorts of the British Isles to agents for every kind of

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 (veratrum viride) ..	40 per cent.
"Stockholm tar	60 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.

* Kebler, L. F.: Nostrums and Fraudulent Methods of Exploitation, THE JOURNAL A. M. A., Nov. 10 and 17, 1906.

From what has been said, it is evident that Mr. Adams, in 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.*)

TARTARLITHINE

Tartarlithine was examined by two chemists whose reports indicate that it is an effervescing preparation composed approximately of 20 per cent. of carbonate of lithium and about 80 per cent. of tartaric acid. 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. (*From The Journal A. M. A., April 13, 1907, p. 1284.*)

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 fortified 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:

Sodium chlorid	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.*)

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 seasickness. 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), caffein, 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, caffein, 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 cocain and used as a local anesthetic: it has been recommended as a preventative of nausea.

EDITORIAL NOTE: It is 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

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:

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	Blood Poison	RATES FOR ANY OF THESE CLASSES	
Rheumatism	Bust Developer		
Constipation	Consumption		
Dyspepsia	Drunkardness		
Nervous Debility	Eczema		
Nervous Prostration	Eye Troubles		
Female Troubles	Epilepsy		
Obesity	Hair Preparations		
Facial Blemishes	Heart Diseases		
Piles	Morphine		
Skin Diseases	Paralysis		1,000 \$ 5.00
Neuralgia	Syphilis		5,000 20.00
Catarrh	Stomach Troubles		10,000 35.00
Bronchitis	Kidney Complaints		25,000 75.00
Asthma	and all Kindred Ailments		50,000 125.00

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, 10 FULTON STREET, NEW YORK CITY

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. FERGUSON
 C. I. HOOD & CO.
 DR. F. K. GREENE
 I. E. JOHNSON & CO.
 STERLING SPERRY CO.
 DR. HARTMAN, FERGUSON, DRUG
 MANUFACTURING CO.
 WORLD'S DISPENSARY MEDICAL
 ASSOCIATION
 STANDARD OIL CO.
 DR. E. E. WILLIAMS
 THE HIGGINS CORPORATION
 RIKKE DAUG CORPORATION
 MONTON KEMEDY CO.
 LYDIA E. PIERCE MEDICAL CO.

Original Medical Lists

ARE SURE BUSINESS LETTERS
 ABSOLUTE FORTUNE PRODUCERS
 WITH OUR ORIGINAL MEDICAL LISTS.

CANCER NAME	ONE SPECIAL
RUPTURE NAME	ONE SPECIAL
DEAFNESS NAME	ONE SPECIAL
DEAFNESS NAME	ONE SPECIAL
DEAFNESS NAME	ONE SPECIAL
DEAFNESS NAME	ONE SPECIAL

ALL NAMES COMPILED DURING THE
 CURRENT YEAR AND LISTED 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 labels.

We conduct the largest letter brokerage business in the world, deal only in original letters, handle no lists, hence can guarantee that 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 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.

Samuel Hopkins Adams, writing in *Collier's Weekly*, 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

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.

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

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. The rise of osteopathy and its latest freak offshoot—kiropractic—is but one illustration of what has been done in the way of commercializing manual manipulation as a therapeutic agent.

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."

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:

14

An Electric Belt Free

**Send Your Application At Once To
The Physician's Institute.**

They Will Send You Absolutely Free One of Their 100 Gauge Supreme Electric Belts, the Belt Which Has Made so Many Wonderful Cures—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 method of treatment for chronic diseases, something more than any one specialist or any number of specialists acting independently could do, so the State itself under the powers granted it by its general laws, gave the power to the Physician's Institute to furnish to the sick such help as would make them well and strong. Ever since its establishment this Institute has endeavored in every possible way to carry out the original purposes of its establishment under the beneficent laws of the State.

Three years ago, the Physician's Institute, realizing the value of electricity in the treatment of certain phases of disease, created under the superintendence of its staff of specialists 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 improved until it reached that stage of perfection which warranted its present name of "Supreme."

This belt is the most effective of all agents in the cure of rheumatism, lumbago, lame back, nervous exhaustion, weakened or lost vital functions, varicose veins, etc., and many other complaints.

The "Supreme Electric Belt" is made in one grade only—100 gauge—there is no better electric belt made and no better belt can be made. Wherever in the opinion of our staff of specialists the wonderful, curative and revitalizing forces of electricity will cure you we send you, *free of cost*, one of these Supreme Electric Belts. It is not sent on trial, it is yours to keep forever without the payment of one cent.

Write today to certificate, asking all about your case, and give your name, address, and the belt will be sent you absolutely free of cost. Address: Physician's Institute, 1724 Unity Building, Chicago, Ill.

E.A.R. 225 Tel. 7500 W.P.R. 1111
AT CHICAGO

This was one of the advertisements of the "Physician's Institute." The address given ("Unity Building") was at 79 Dearborn Street, where the bust-developing concern has its offices. From the *American Nation*.

"His [the mechano-therapist] 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. Schulz, M.D., who, we are told, "has had a thorough European training, and so

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. 84
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 *tactus eruditus* 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 institute" and filling mail-orders for the "only reliable bust developer" qualify a man for the position of "instructor" in a correspondence "college of Mechano-Therapy?"

The reply he received may well be pondered over by those who believe that medical practice acts exist for the benefit of the public:

Dear Friend:—There are no laws on the statute books regarding Mechano-Therapy. In Illinois for instance, there is the so-called "Drugless Healing Act" applying to all such methods as Mechano-Therapy, Osteopathy, etc. Some of our graduates have qualified under this law by examination, while others carry on their work under the advice and consent of a friendly M.D. We recommend the latter method [Italics ours.—Ed.] until such time as Mechano-Therapy is regulated by legislative enactment in the various states.

Yours truly,

American College of Mechano-Therapy,
W. C. Schultze, M.D.

<p>Use This Blank</p>	<p align="center">APPLICATION FOR ENROLLMENT.</p>
<p>\$100 Complete Course Payable in Advance Diploma Included</p>	<p align="center">American College of Mechano-Therapy <small>—Chartered by the State of Illinois, 1909—</small> 120-122 Randolph Street Chicago, Ill.</p>
<p>TUITION TABLE.</p> <p>TERMS:</p> <p>PLAN E—\$100.00 cash with application blank.</p> <p>PLAN F—\$27.00 cash, \$23.00 monthly for three months, \$106.00.</p> <p>PLAN G—\$24.00 cash, \$14.00 monthly for six months, \$108.00.</p> <p>PLAN H—\$95.00 with application in Clubs of three or more.</p>	<p>Date _____ 19__</p> <p>I hereby make application for your complete Correspondence Course in Mechano-Therapy, and for tuition agree to pay according to plan _____ I enclose \$100.00 as full payment, or \$_____ as first installment, and further agree to pay the balance due in regular monthly payments of \$_____ each, until I have paid the total sum of \$_____, the full price of said course; (or \$100.00 cash herewith in full payment).</p>
<p>THE FULL COURSE AND DIPLOMA</p> <p>is included in the full tuition for. You are entitled to instruction until you become thoroughly proficient in our course, no matter if it takes ten years. Students can have the time extended if obliged to stop for a while, and when the study is resumed the work goes on in order. You are not pushed beyond your capacity at the time at your disposal. A very valuable part of this course is the specific instruction given those starting in practice, or those already in practice, for which no extra charge is made.</p> <p>Remit by Post Office or Express Money Order, Draft or Registered Letter. In personal bank to mail add 12 cents additional for postage.</p>	<p>It is understood and agreed that this includes Diploma.</p> <p>It is understood and agreed that the total price above stated, will provide me with your full Course together with as many extra letters or lectures, either before or after graduation, as may be necessary to fit me for fully understanding and skillfully practicing Mechano-Therapy.</p> <p>It is further understood and agreed that as soon as competent, or upon completing the study, you are to grant me your Diploma.</p> <p>I hereby promise and give you my word of honor that I will not permit others to study from your lessons. I will not loan, rent or sell them, but will keep them as a guide for my future work.</p> <p>Age _____ Sex _____ Married or single _____ Have you a common school education? _____</p> <p>Name _____ Street and No. _____</p> <p>City or Town _____ State _____</p> <p>Occupation _____ Express Office _____</p> <p><small>All remittances must be made payable to AMERICAN COLLEGE OF MECHANO-THERAPY, 120-122 Randolph Street, Chicago, Ill., and sent to any individual member of the Faculty.</small></p>

Photographic reproduction (greatly reduced) of the "enrollment blank" sent out to prospective dupes. While \$100 is the price supposed to be charged for a "course," the amount actually taken varies. The "easier" the dupe, the more he pays; the longer he defers throwing away good money, the less he is asked to pay for the "course."

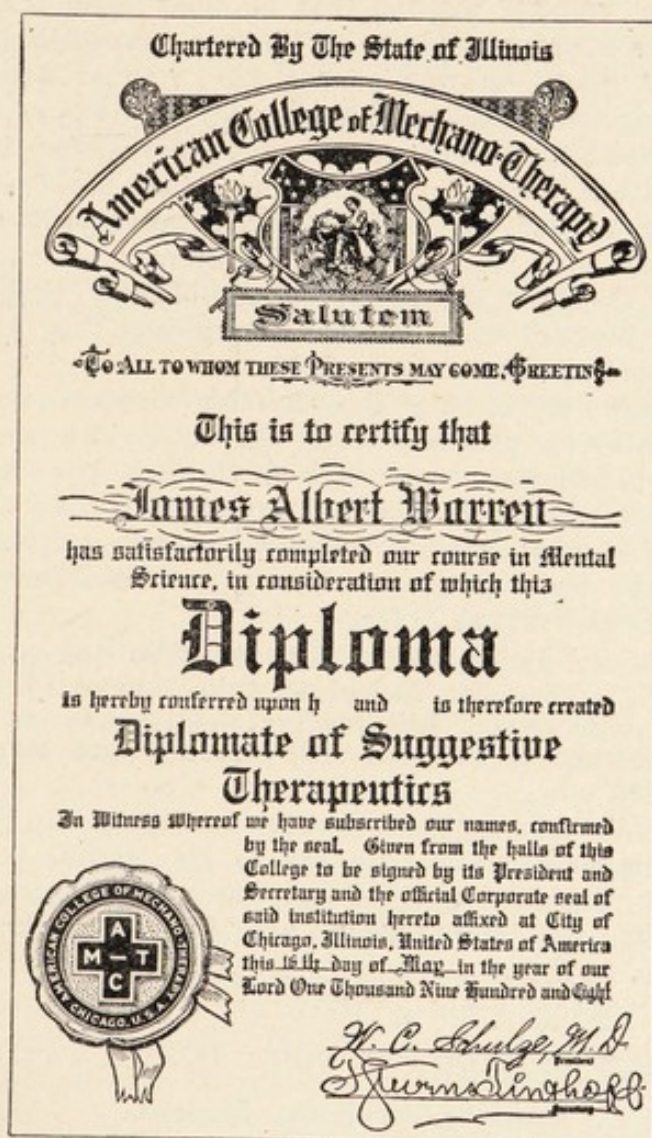
METHOD OF INTERESTING "STUDENTS"

The individual who writes to this college for information receives a three-page letter and a "prospectus." The latter is entitled, "How to Become a Mechano-Therapist," and the first page is taken up with a full-page picture of the "home of the American College of Mechano-Therapy." This "home" is pictured as a nine-story building, across the top of which appears in large letters, the legend: "American College of 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 atten-



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?

tion to the fact that the tuition is \$100 cash "for the complete 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 this particular individual at the \$100 rate; in the fourth 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 fifth letter he was offered the "complete course" for \$60, but the "college" insisted that he must "hold this special reduced price strictly confidential." As a (presumably) final "confidential price" he was offered the "regular \$100 correspondence course in Mechano-Therapy for only \$25 cash."

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."

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?"

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 16,492 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 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

1. See photographic reproduction of this "editorial" accompanying this article.

2. See preceding article.

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

PTOMAININE POISONING.

A recent case of ptomaine poisoning in Alliance has caused the thought that it is certainly appalling to learn how rapidly ptomaine 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 16,751 cases of ptomaine 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 ptomaine 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 ptomaine 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. [Ed.]

The Harris "letter" which has been sent to so many editors. On the left of the "letter" has been 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.

these names, been writing "articles" systematically attacking pure-food legislation in general and Dr. Wiley in particular. 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. 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

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 25,209 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 River-ton, 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.

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 recent (June, 1911) letters reproduced from the *New York Tribune* and *Philadelphia Bulletin*, respectively.

chemical preservatives. It is in such towns that the wide-awake physician can do yeoman service in the interest of 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 medi-

cines, 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 attitude 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 newspaper 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" fakers 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.*)

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.

Sodium chlorid, 4.71 per cent.

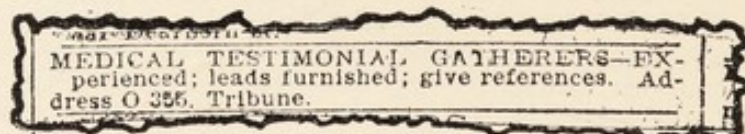
Benzoic acid (calculated from total benzoate), 0.40 per cent.

"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 \$1.60 a pound. (*From The Journal A. M. A., Feb. 25, 1911.*)

TESTIMONIALS

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 tes-

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: Lehn & 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 hydrocine, “hyperoxidized 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.*)

Pau-Cola—A Reprimand to Testimonial-Givers

In *The Bulletin* of the Chicago Medical Society for Feb. 12, 1910, the chairman of the committee on ethical relations reported among other things the following:

"The following leaflet entitled 'Pau-Cola Company, Capital Stock \$1,000,000, guaranteed 7 per cent., Preferred Stock,' etc. This is a liquid beverage served at soda fountains to the public. By quite a large number of physicians in good standing as members of the Chicago Medical Society, said beverage is lauded and recommended as a 'healthful drink, good for digestion,' 'an appetizer,' 'relieves fatigue and malaise,' etc., 'containing pure and wholesome ingredients,' a 'safeguard to the health of the community,' 'of great value, delicious flavor,' 'the safest hot-weather drink I have ever known or heard of,' and all this and more is endorsed by reputable physicians.

"It is the opinion of your committee that the practice of physicians lending their names for or without a monetary consideration to advocate, exploit or recommend the use of nostrums is not in good taste nor dignified. All physicians so doing should be reprimanded by your honorable body."

The report was accepted, which, we understand, includes approval of the recommendation in the last line, thus administering the reprimand referred to. (*From The Journal A. M. A., Feb. 26, 1901.*)

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,

BOHNERT, 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.*)

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.)

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 24, 1911.)

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