

An essay in favour of such public remedies, as are usually distinguished by the name of quack medicines; : wherein the objections hitherto made against them are fully answered, and their virtues set forth in a proper light. / By a country gentleman, formerly a practitioner in the science of physic.

Contributors

Country gentleman.

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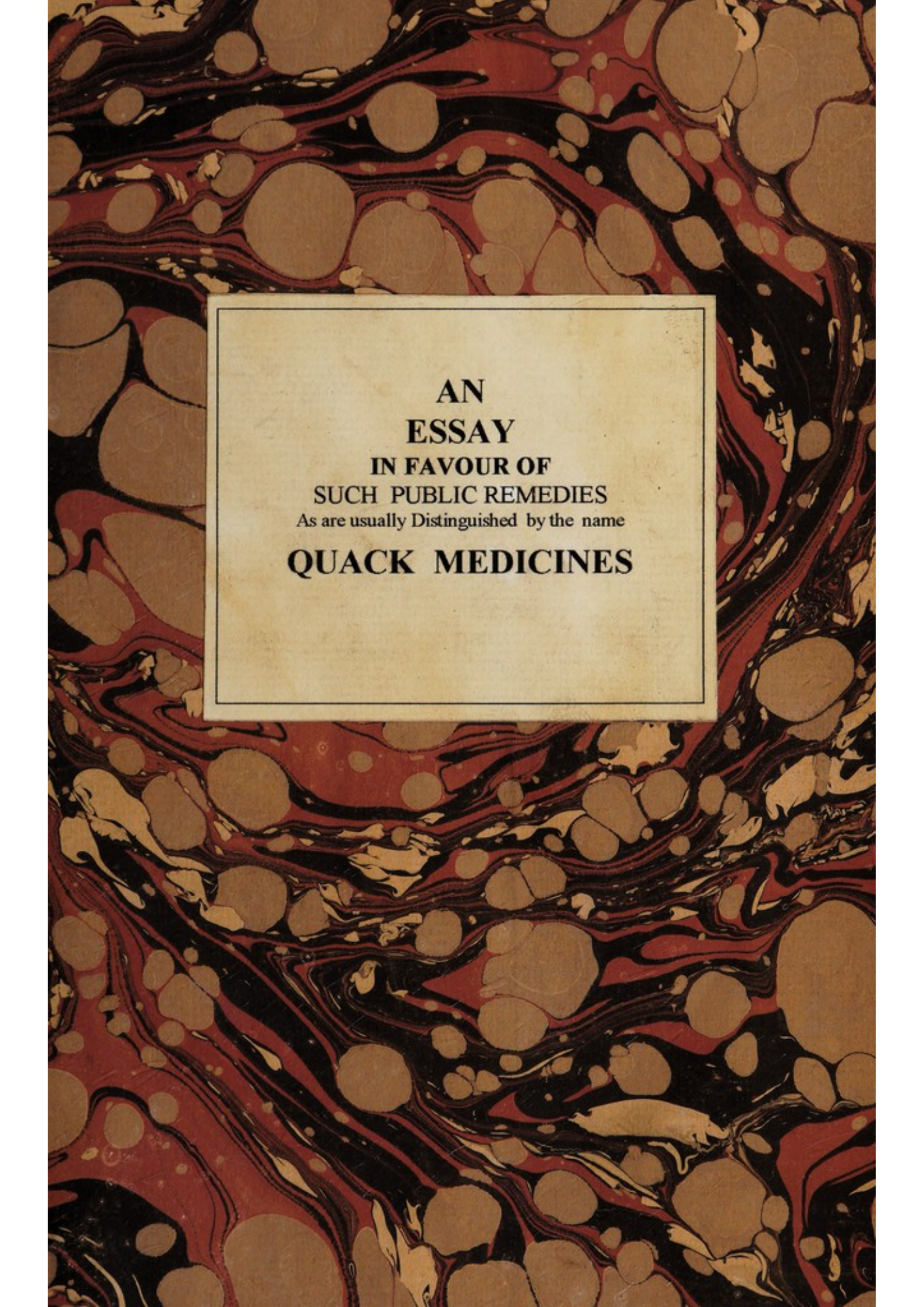
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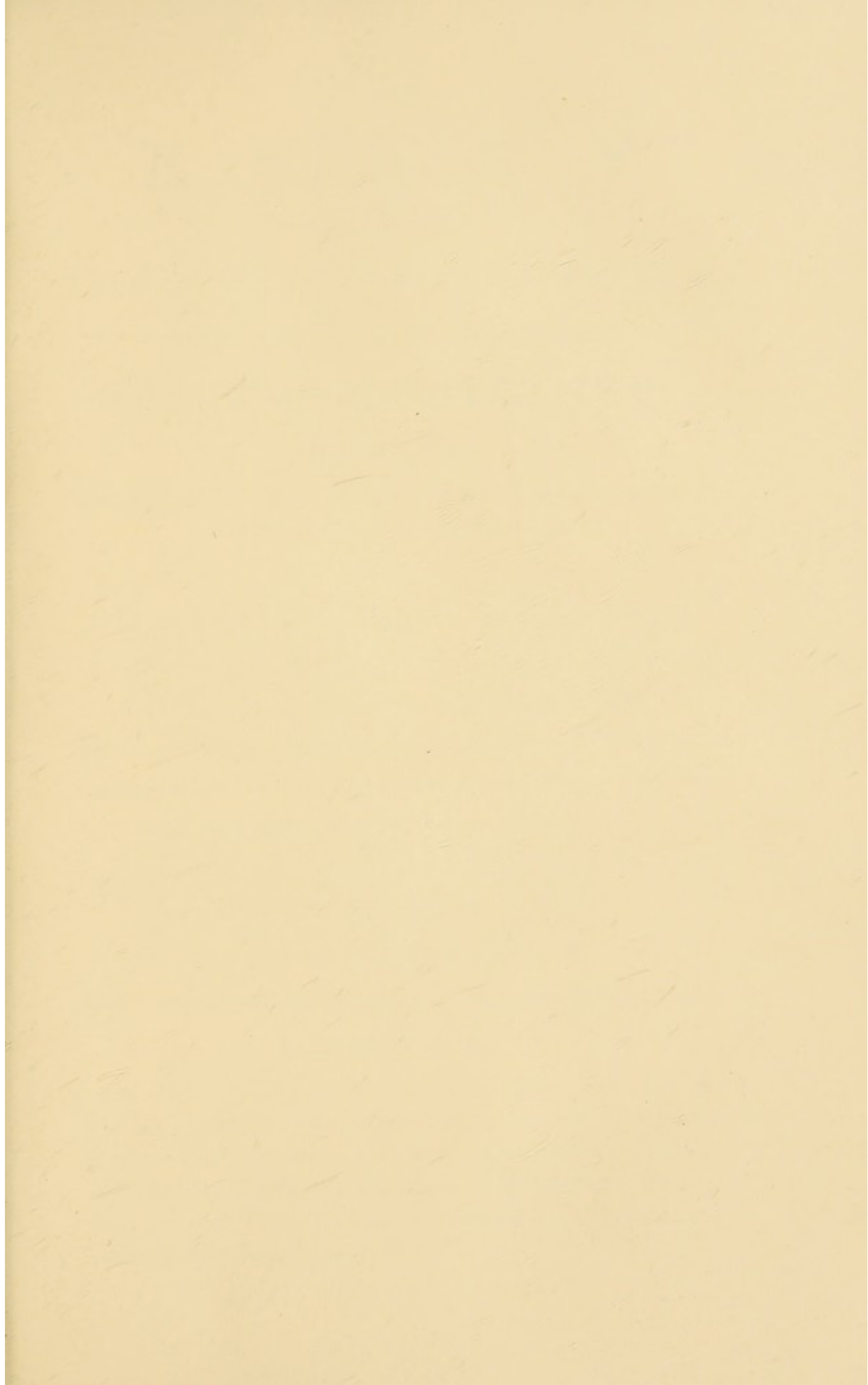
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The image shows the front cover of a book. The background is a traditional marbled paper pattern, often called 'stone' or 'shell' marbling, featuring large, irregular, organic shapes in shades of brown, tan, and beige, set against a dark, almost black, background with streaks of deep red or maroon. In the center of the cover is a rectangular, cream-colored label with a thin black border. The text on the label is centered and reads:

**AN
ESSAY
IN FAVOUR OF
SUCH PUBLIC REMEDIES**
As are usually Distinguished by the name
QUACK MEDICINES

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A N
E S S A Y
IN FAVOUR OF
SUCH PUBLIC REMEDIES,
As are usually distinguished by the Name of
QUACK MEDICINES;
WHEREIN
THE OBJECTIONS HITHERTO MADE AGAINST THEM
ARE FULLY ANSWERED,
AND
THEIR VIRTUES SET FORTH IN A PROPER LIGHT.

By a COUNTRY GENTLEMAN,
Formerly a PRACTITIONER in the SCIENCE of PHYSIC.

The world grows wise, and wiser every day:
Witness how plain to physic is the way.
This art, which once requir'd such mighty pains,
Such study, and such racking of the brains,
So easy now is made, that we cure more
In half a year, than once in half a score!

L O N D O N :

Printed for S. CROWDER, in Pater-noster Row; and Sold by
FLETCHER and HODSON, at Cambridge; PRINCE, at Oxford;
HODSON and JOHNSON, at Salisbury; CRUTWELL, at Bath;
GOADBY, at Sherborne; WILKES, at Winchester; ETHER-
INGTON, at York; SLACK, at Newcastle; WRIGHT, at
LEEDS; and all other Booksellers.

PRICE ONE SHILLING.

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 WHEREIN
 THE OBJECTIONS WHICH have been MADE AGAINST THEM
 ARE FULLY ANSWERED,
 AND
 THEIR UTILITY PROVED IN A PROPER MANNER.

BY A COUNTRY GENTLEMAN,
 formerly a Practitioner in the Science of Physic.

The world grows wild, and wilder every day,
 Whom I see plain to point to the wall,
 I see one, whom once I call'd my dying pain,
 Each fold, and fast, and locking of the door,
 So call you him, that has no other name
 In half a year, than once in half a hour.

L O N D O N :

Printed for S. C. Kneass, in Pall-mall; Row, and B. G. G. G.
 Johnson and Johnson, at the Golden Anchor, in St. Dun-
 geon's Church-lane; W. D. D., at the Golden Anchor, in St. Dun-
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TWO ONE SHILLING.

A D V E R T I S E M E N T.

WHEN the writer of the following little essay first resolved to publish it, he was well assured that there would be many circumstances greatly to his disadvantage. To root out a prejudice from the minds of the public, is at any rate a difficult undertaking; but when this prejudice is strengthened by the opinion and practice of conspicuous men, it becomes considerably more hazardous, to attempt a confutation of it; and it was no difficult matter to foresee, that a treatise on this subject would at once bring down the physical Gentlemen on the author, who thus daringly presumed to infringe upon their practice, and to destroy the tenets which they for years had been labouring to establish.

These difficulties, however, formidable as they might at first appear, were not sufficient to deter him from his purpose. He knew
that

that none but interested persons could be his opponents, and as he enters the lists with reason on his side, he is regardless of their utmost attempts against him.

He has ever entertained the most profound veneration for that respectable society of men (when considered as a society) whose profession it is to heal our bodily infirmities.—Their merit he beholds without envy, and acknowledges it with the greatest freedom. Yet there are *some* amongst them, who, instead of being an *ornament* to their profession, are of no other service than to bring disgrace and infamy upon it; who are equal strangers to candour and generosity, and who, from a consciousness of their own inability in the science wherein they have undertaken to practise, are every day taking the most illiberal methods to promote their own business, by depreciating the articles prepared by their fellow labourers.

The same, indeed, may be said of men in almost every class of life, and there are
few

few bodies which do not contain some unworthy members ; but those here spoken of, have had it more immediately in their power to spread a dangerous principle, as amongst persons in the *country* a *doctor's* word is too often received as the voice of an oracle, and an ignorant professor of the art of physic is not *there* distinguished from the man of knowledge and abilities.

From these men, a violent opposition may reasonably be expected ; but from the gentleman, and the man of sense and impartiality, the author hopes for a different treatment. *They* have no private interest to bias their opinion, and he trusts they will candidly examine into the truth of his assertions, before they give their voice against him. He assures them, that he is no way interested in the cause he has undertaken, more than as a man who would wish his brother's life to be preserved. He has seen with concern the *private* nostrums which have been administered, while public remedies, — far more likely to complete the cure, — have been
 rejected


rejected and despised; and cannot, therefore, but undertake a public explanation and defence of these articles, which, though at present labouring under the severest reproaches, are yet capable of releasing us from the bonds of infirmity, and of preserving the lives of our unhappy fellow-creatures, who have been long a prey to sickness and disease.

As these are his only reasons for offering this pamphlet to the world, he cheerfully submits his arguments to their examination, and will patiently acquiesce in their decision.

A N



AN
ESSAY
IN FAVOUR OF
PUBLIC MEDICINES.

 N EVER, perhaps, was there any age, wherein the preparers and venders of medicines were so numerous as at present:—the press now daily teems with their productions; the news-papers are crowded with their lists of cures; and we are perpetually hearing of some thankful person, who is sending forth his gratitude in print, for having been restored to health from a dangerous disease, and miraculously rescued from the jaws of death, by tinctures, powders, pills, or drops, prepared by these advertisers. Their essays, treatises, and dissertations, on the various disorders incident to the human frame, have been purchased with
B avidity,

avidity, and read with attention ; they have impressed, on the minds of the readers, a favourable opinion of the compositions they recommend ; and, by explaining the peculiar ease with which they may be taken, and the very great probability of their performing an effectual cure, they have established an extensive sale for their articles, and are at this time held by many in the highest esteem, as the universal dispensers of health and long life. There is, at the same time, a number of persons, with whom a prejudice against these Medicines has taken root, and who exclaim against the inventors of them in the most vehement manner, and vilify both them and their medicines with names the most opprobrious and undeserved.

To remove this prejudice, and to point out the advantages attending the present method of prescribing remedies for our diseases, is a duty incumbent on every man who has it in his power, as a continuance of the various opinions now subsisting, must at any rate be detrimental to the community.—If they do *not* possess the virtues attributed to them, but are injurious to the health and safety of the patient, let the venders of them, in point of justice, be prohibited from
dispensing

dispensing them; but if they are really found to be of service, even in the most desperate cases; —if they have removed complaints, where the skill of physicians has in vain been exercised:—If these, I say, are the happy consequences of their being administered, in what light must we consider those men, who, instead of furthering and assisting in the distribution of them, are employing every possible means to stop their sale? As members of society, and as well-wishers to our fellow-creatures, it is our duty to encourage all discoveries which tend to public utility; and those which are conducive to the preservation of our lives and constitutions, are certainly useful in the highest degree. I need not here enumerate the disagreeable effects arising from the loss of health; they are sufficiently numerous, and speak for themselves.—From the cradle to the grave we are the subjects of disease, and our lives are a series of misery and pain.

The opposers of public medicines have in general assigned two reasons for stigmatizing them with an imputation of quackery and imposition; — the first of which is, that they are vended by persons who are for the most part of *no profession*; and secondly, that they are not admini-

stered by those of the faculty in regular practice, but are puffed off to the world by pompous advertisements, setting forth virtues never yet discovered, and relating cures which never were performed.

To these objections an answer is easily given; but before I engage in this matter, it is necessary I should request the calm and patient attention of every person, whose curiosity may lead him to read this little pamphlet, more particularly of those of the faculty who may do me the honour of a perusal. I write not with a view to prejudice either *them* or their *profession* in the opinion of the public, but to give men an opportunity of informing themselves how far the use of advertised medicines *is* or *is not* detrimental to their health and constitutions. — A subject wherein our lives are so materially concerned, is too serious and important to be treated on with levity, or with a design of furthering the private interest of any class of people; and there can be no excuse for him, who, to answer this selfish purpose, would endeavour to establish erroneous principles amongst the multitude, and persuade them to the application of medicines, which destroy instead of curing them. — From my very youth
till

till now I have been conversant with physic;—I have minutely observed the effects of *different* medicines in the *same* disorders, and of the *same* preparations applied to *different* complaints, and after an experience of many years, I can with the strictest truth aver, that I have seldom had reason to repent the use of such articles as have been recommended to my notice by means of the public papers.—Some of them I have analysed, in order to discover the ingredients they were composed of; and where I have done this, I have in many instances found them prepared from the most salutary drugs which the Materia Medica affords, and which are spoken of by our most learned physical writers, as extremely proper in those diseases for which their venders recommend them; and I do at this day declare, that many apothecaries and chymists have been so well assured of their efficacy, that they have either prepared medicines in imitation of them, or have introduced the articles of which they are composed into their own private practice, and have administered them with success in many disorders, wherein they did not before know they were of any service; — a circumstance, which though it is a convincing proof of their attention to the recovery of their patients, yet it also carries with

it an evident demonstration of the utility of these public medicines.

But to proceed: — The first objection against the practice of vending physic by advertisements, (upon which the second objection seems to be wholly founded) mostly arises from the following course of reasoning: — “ that in order to be qualified for administering remedies for our diseases, it is necessary to have a perfect knowledge of the structure of the human body; that for this purpose, all who are designed for the practice of physic, are obliged to go through a particular branch of education, in the schools or universities, and that they are afterwards examined by the most intelligent in that science, and could not practice with any degree of reputation, till they had passed such examination.” This, I am authorised to say, is the ground-work of their opposition, as I have on many occasions been witness to it, and have heard men debating, even to a degree of warmth, on the necessity of all medicines being dispensed by regular practitioners only, and declaiming on the inefficacy of such as are published by any other means.

That a knowledge of anatomy, and an experience in physical matters, is necessary for every
practi-

practitioner in physic or surgery, no man in his senses will attempt to deny; it is the very foundation and support of their business, and to this they owe the reputation they have acquired.— By their knowledge and abilities the lives of innumerable persons have been preserved, where hope itself was lost, and they are every where esteemed and respected as useful and valuable members of the community;—but there is yet an extensive difference between the prescribing remedies indiscriminately for *all* disorders, and the mixing up or administering a cure for only a single complaint.—The physician, the surgeon, and the apothecary, are applied to for the cure of *every* disease;—the preparer of what is called a QUACK MEDICINE prescribes for *only one*, or, which is much the same, for several proceeding from *one cause*. — Now if a regular education furnishes the one with a kind of universal knowledge, and qualifies him for administering to every sick person, why may not the other be enabled to cure a *single* disorder, either by means of his attention to that disorder only,—by his own private observations and experiments, arising from an inclination to pursue medical studies,—or, as it sometimes happens, by the direction of
mere

mere chance?—There are many valuable remedies now in use, which owe their origin to accident alone; others, which are made up and applied by persons in the country, who are ignorant of the nature of physic in general, and who are perhaps indebted for *their* use of them, to the receipts of deceased relations or friends, whose written directions they implicitly follow;—yet there are few of these which are not found to answer the purposes they are designed for; and whoever has been acquainted with the manners and customs of country people for some years past, must remember the many instances there are of even *old women* curing desperate disorders, which have baffled all the attempts of our most eminent physicians.—They are yet to be found in several villages, and though of obscure birth, and destitute of education, the fame of some of these rustics is now deservedly resounded through the kingdom, for the many wonderful cures they have performed.—They are resorted to, when all others have done their utmost;—when the deep-read doctors have in vain explored their volumes;—when they have ransacked every page of physical authority, and have wearied themselves and their patients in search of a remedy.—Yet, when, after all these endeavours, the
patient

patient still lies groaning in the agony of bodily pain, and waiting with impatience for the stroke of death, how frequently is he restored by simple applications, which they, in their mighty wisdom, were wholly unacquainted with!

These are facts beyond the reach of contradiction; they are known to thousands, who are ready to testify their truth.—How absurd, then, is it for men to argue, that the power of healing is given to none but those who are physically educated! And how unreasonable are they who would wrest the practice of it from the hands of persons who are perpetually working such wonders by it!—They must certainly be insensible to the feelings of humanity, or they could never think of putting a stop to so beneficial a scheme, as that whereby our lives are lengthened, and our infirmities removed. — We will readily allow them a competent share of skill in their profession, but we can by no means admit them to be the *only* curers of disease, when every day's experience proves the contrary. — The cures done by the faculty are such as must excite the wonder and gratitude of all who have been witnesses to them; but did there yet remain one single disorder which *they* cannot cure, a medi-

cine which is calculated to remove such a complaint, and is *able* to remove it, should, in spite of all opposition from them or their agents, be protected and encouraged by the public.

Another argument may be offered, in favour of physical discoveries by persons in private life; and though it might at once be said that it is not to the *preparer*, but to the effects of the *medicine*, that we should look, before we give our opinion against it; as, if it is properly efficacious, it matters not who the inventor was;— I say, notwithstanding this might easily be said, on our part, yet we rather chuse to explain our point by fair and candid reasoning, than rudely to force our way by bold, unwarrantable assertions.

When we read the history of our native country, we cannot but admire the many and prodigious improvements, which have been made, through succeeding centuries, in the different branches of the arts and sciences. On this we pride ourselves exceedingly; and when an Englishman speaks of his native kingdom, he seldom fails to mention the peculiar encouragement which his countrymen give to all such improvements.—

provements. — He observes, with an infinite degree of pleasure, that we have societies founded on this most laudable principle, who, by way of stimulating men to the publication of their discoveries, offer generous and large rewards to those who shall excel in the several classes which they prescribe for them; and that the fear of being disappointed in their expectations of these rewards may not so powerfully operate on the diffidence of some men's minds, as to prevent them from exerting their abilities in quest of new discoveries, they have wisely apportioned different premiums to the merits of the candidates, and have thus opened an extensive field for men of various occupations to employ their powers. They are encouragers of literature, of music, painting, and other of the polite arts, nor have they been inattentive to the more useful objects of husbandry and manufactures; polishing, by this means, our ruder natures, and exciting in us an ardor for noble and sublime pursuits.

Amongst *their* candidates for fame and honour, and even amongst the *successful* part of them,—we often find men of little or no estimation in the world, who are to all appearance dull and ignorant, who have reaped little benefit from
 C 2 education,

education, and are scarcely able to express their own ideas. Yet even these men have, by the force of their own natural genius only, brought about matters seemingly of the greatest difficulty, and rendered them easy, simple, and familiar. Nor have they confined their studies to those particular branches of science wherein they were educated; their genius, perhaps, has taken quite a different turn, and has of itself struck out new lights of the most important nature, though in a sphere of learning directly opposite to that wherein they were brought up; while regular practisers of the same art or science were bewildering themselves amidst a thousand uncertainties and obscurities, or humbly following in the beaten path which others had, for ages, trod before them.

These men, however, need not the advantages of birth or education, to recommend them to the patronage of the before-mentioned societies. The performances of each candidate are examined, and the prizes distributed to each according to their different degrees of merit.—They are applauded and well received amongst persons of superior stations, as contributors to the interest of the public; they are also spoken of with pleasure

sure by men of that profession which they have helped to improve; and these their new methods are almost immediately adopted.—In some cases, we find them even distinguished by marks of royal favour and approbation;—they rise to honours and preferments; and distant kingdoms echo with their fame.

And while every other science is rising hastily towards the summit of perfection; while monarchs deign to patronize its improvers, and the whole nation derives fresh dignity and importance from the discoveries of individuals, is the science of *Physic* alone to be neglected? Is the cultivation of our lands, the extent of our navigation, or the momentary entertainment of the eye or ear, an article of more consequence than the enjoyment of our health, or the preservation of our constitutions from sickness or disease? In vain do we attempt to render the earth more fertile;—in vain we labour to extend our commerce;—the charms of poetry are wholly useless;—and even music's self has little power to please, if, with all these blessings, we still are languishing upon the bed of sickness. Even all that gold can put us in possession, would be tasteless and insipid, had we not health to enjoy what we possess;—

possess;—yet we cannot, in all our searches, find a single patron for the encouragement of this sublimest study. — Our seminaries of learning appropriate honorary rewards for literary exhibitions;—societies instituted for the promotion of the useful arts, have rewarded men for producing a quantity of grass or vegetables;—but to whom shall *he* apply, who has found out a cure for a torturing and dangerous disease? There is no society to receive *him*, or to recompense him for his labour; — no man of eminence to grant *him* his protection; but, on the contrary, he is *opposed* by the whole fraternity of Doctors, and every avenue to fame and honour, through *their* means, is effectually stopped up.

Left we should be suspected of advancing any matter, which we are not able to prove, we have here presumed to lay a fact before the public, by way of justifying our last assertion.

About ten years ago a gentleman in London whose name is Pierce, was so happy as to discover a styptic medicine, which was of very great utility in curing inward and external bleedings, and in healing blood-vessels broke within the body. From a number of experiments made

on animals, it was proved, that this medicine, in cases of amputation, would of itself immediately stop the hemorrhage, without the assistance of either needle, lint, or bandage; and that very little loss of blood was sustained in these operations whenever it was tried, even where the largest arteries were divided. After repeated testimonies of its effects, Mr. Pierce presented a petition to his Majesty, requesting that the medicine might be tried on the limb of any criminal who was already condemned to death, or that his Majesty would grant any other public opportunity of demonstrating its efficacy. At the same time another petition was presented, by a convict under sentence of death in Newgate, who would gladly have submitted to the amputation, and signed also by the uncle and three brothers of the criminal, who all testified their consent to this trial of its effects.—His Majesty referred them to the serjeant surgeons, whom he commanded to *call* on Mr. Pierce, and to examine into the nature of the matter. This was not complied with. Neither they nor any person from them, ever called on him, and he several times waited on one of them, but could not get the favour of having his medicine tried.

At length, in a report given in to the King, they proposed that a quantity of these medicines should be left with some of the surgeons of the hospitals, where opportunities might more naturally offer of their being made use of. A quantity was accordingly left at St. Thomas's; but instead of applying it where it was necessary, there is reason to believe it was analysed, to discover the composition. They were not, however, left in consequence of the serjeant surgeons applying to Mr. Pierce, (as they ought to have done, agreeable to a *second* order from his Majesty) but the proprietor left them there on his own accord, and afterwards informed the surgeons of Guy's, St. Bartholomew's, and St. George's hospitals, that he would let them have any quantity to make trial of, provided he might be present when the experiments were made;—but this was not permitted. He afterwards made a second application to the hospitals, but was again refused, and here the matter ended.

Their reason for declining the experiment on the convict was, because there was no precise analogy between the arteries of men and brutes, both with respect to the violence of their bleedings, and the means necessary to stop them, and
that

that the experiments before made were insufficient to warrant a trial on the limbs of men. But these gentlemen did not consider, that some danger is undergone in the trial of almost every new discovery; and if there must be any risk in this case, it was evidently better to hazard it with a forfeited life, saved solely on that condition, than with the life of an innocent person, with which no man, nor *authority*, has a right to sport. It cannot, therefore, be said that they acted on fair and candid principles, in shifting it over to the surgeons of the hospitals; and the serjeants alone can account for their deciding so contrary to the judgments of all the impartial part of mankind, nay, and even of the hospital surgeons themselves.

Under these circumstances, what could the author do? — He was averse to the hackneyed method of advertising; and had hoped, by means of his Majesty's assistance and protection, to introduce his medicine to the notice of the public by recommendations which he thought more effectual than those of an advertisement; but all his efforts brought him nothing but disappointments, and he was at last reduced to the disagreeable necessity either of joining in the

common method, or of renouncing the advantages which the public and himself might reasonably expect from so beneficial a remedy. — He submitted the matter to the judgment of the public, and the sale of his medicines since that time has well rewarded him for his pains and ingenuity.

The particulars of this affair are more fully related in a Pamphlet published by Mr. Pierce, from which the foregoing passages relating to it are chiefly extracted; and they at once convince us, by what means the progress of physical improvements has been so extremely slow: Where power and interest combine against us, we labour to no purpose, and were there not a conveyance open for giving information to the public of these useful inventions, we should not at this time have any great reason to boast of the medical advantages we now enjoy.

I have before observed, that men in private life are by no means exempt from the power of making valuable discoveries, in the paths of science wherein they were not brought up. Another proof will strengthen what I said.

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An Advertisement has for some time past appeared in the public papers, recommending a remedy for asthmatic complaints. The proprietor of that medicine, (who is known to be a man of property and reputation) had been long afflicted with a violent and dangerous asthma. He had patiently undergone the various courses of physic, which the Faculty had prescribed for his disorder, yet still found himself as bad, if not worse than at first. Having thus in vain tried every resource which *they* could advise him to, he began to think of endeavouring to find out some remedy for himself, and after a number of experiments for that purpose, at length he very happily succeeded; for he discovered a medicine, the effluvia of which being drawn in with the breath, totally removed his troublesome disorder, and in a short time restored him to that state of health which his physicians had despaired of ever attaining. From a conviction of its good effects upon himself, and as evident a proof of the inability of regular practisers of physic, to perform a cure in cases like his, he was induced to publish this inestimable medicine, and informed the public of his reasons for so doing.—What could be more natural? He had the fullest assurances of its being serviceable to

mankind, and from a principle of humanity, rather than with a view to his own private benefit, he offered it to the world. It was a duty that he owed to his fellow creatures; and to have concealed it, would have been a very great injustice.

These, with many other similar instances, are almost every day presented to our view; and every man has the means of proving their truth, or discovering the imposition. The residences of the several proprietors are no way difficult to be found; and whoever should take upon himself to condemn any medicine before he has taken the trouble of enquiring how far it deserves his censure, betrays a mind full of hatred and envy, which cannot bear to see the prosperity of another without endeavouring to injure him, and destroy his reputation.—The inventors of the two medicines, which I have before mentioned, cannot, one would think, be liable to the smallest censure for publickly advertising their several remedies; yet we find them branded amongst the rest, with the names of Quack and Impostor, their compositions loaded with the severest invectives, and themselves treated as deceivers of the public, because, forsooth, they were not
brought

brought up in the profession of a doctor. Is this consistent with the gratitude we owe to them, for making these discoveries universally beneficial? *this* the reward for the time they have employed to prolong the life of a neighbour? — Sorry am I, indeed, to say it, but this is now too much the practice, (and amongst those, too, whom the name of *Gentleman* should distinguish) to check the progress of any rising genius, which is likely to make improvements in the science of physic.

These medicines, as I have observed, are censured, because they are *advertised*.—Let us, for a few minutes, examine into the nature of advertisements, and see whence this mighty disgrace arises.

Some 50 or 60 years ago, when turnpike roads were not so general, and the conveyance from place to place was far more difficult than at present, people were obliged to put up with many very great inconveniencies, and to confine their wants within a narrow compass.—They had no encouragement, and, in some cases, scarcely a possibility to extend their connexions, and contented themselves, therefore, with such immedi-

ate necessaries as their little neighbourhood afforded. They had not then any great inclination for reading, nor were the polite arts so generally attended to as they now are.—Domestic industry employed their time, and left them little leisure for other amusements. Such was the state of our forefathers, when the intestine broils of the kingdom raised their attention, and called them from their villages to assist their King and country.—The youths, who had hitherto assisted their fathers in the cultivation of their lands, now cheerfully enlisted under the banner of their Sovereign, and boldly went to fight against their enemies, who threatened such depredations on their native kingdom.—Hence the parents became anxious to know the state of these their young adventurers;—they caught with eagerness the public papers, and read impatiently an account of every battle, while fear foreboded that their sons had fallen.

It is from this æra, that we may date the universality of news-papers in this kingdom. They were at first the vehicles of political information only; — disclosing the secrets of ministerial councils, and presaging to the public a future war or peace; but their plan has since been materially

terially altered and improved; and they are now become the vehicles of general information. From the number of hands into which they were distributed, it was soon discovered, that these were the best and most convenient channels for making known our own necessities, or for offering a supply for those of others. Travelling, too, became more easy, by degrees, and distance no longer a hindrance to their circulation. A man need only be at the expence of a few shillings for an advertisement, and his wants were immediately made known to many thousands of persons, in a shorter space of time than could be done by any other method. If a horse was stolen, a house broke open, or a robbery committed, the printers of news-papers were instantly applied to, and such was their success in thus publishing the villainy, that the offender has often by this means only been apprehended, and brought to the punishment his crime entitled him to.—A landlord, who wants to let an empty house, or a few acres of his land, has nothing now to do but to *advertise*, and he is soon provided with a tenant; and the man of enterprising genius, who is deterred from following his pursuits by want of money, advertises only *good security*, and he is immediately supplied to the extent of his demands.

mands. In short, there is scarcely any article in life, of which we stand in need, but what an advertisement will more easily procure than any other means we can devise.—Men are now thoroughly sensible of this advantage, and hence it is that advertisements are so numerous in all our news-papers.—They form a considerable part of their contents, and to men of business are certainly the most valuable. Politics are now little more than a farce; the rage of party has in a great measure subsided; and peace having fixed her standard amongst us, we are no longer troubled with the long accounts of battles between contending armies. Our news-papers are now devoted to a more agreeable purpose. They yield us a more amusing variety of matter, as they are either employed in the politer services of literature, or in establishing more extensive connexions amongst mankind.—Persons of all ages and occupations agree in encouraging their circulation.—The old and feeble *Cit*, whose infirmities confine him from the busy world, is still desirous of seeing how affairs go on, and therefore *reads the news*; while his *huge, unwieldy lady*, whom even prodigy of bulk cannot restrain from fashionable diversions, tells her maid to bring the *Morning Paper* with the tea, that she may see
when

when the Pantheon opens. — The *City Miss*, on her part, has a world of entertainment in reading the news-paper. She there reads of trips to Scotland with a father's footman, or a genteel hair-dresser. She pities, from her soul, the many victims to neglected love, who have closed their miserable lives by sudden means, and rejoices to find that Rosamond's pond is no longer in the way, to tempt them to destroy themselves. The progress of Fashion, too, she traces, in the papers, through its different changes, and knows who appeared most brilliant at court or mansion-house.—The *Merchant*, by means of the public papers, knows the departure, voyages and arrivals of his vessels; the fluctuation of the stocks is there also exactly minuted, together with the state of our foreign concerns.—The *Sportsman* is presented with an account of Newmarket and other races; the sales of horses, and their various pedigrees; and whatever else it may be his interest to know.—The *Farmer* sees the state of the harvest through the kingdom; the average price of corn in every county, and reads of the various improvements made in husbandry. And the *Tradesman* has an endless variety of information, which at once both pleases and instructs him.

As these, then, are the numerous advantages of news-papers in general, and as they are in a manner necessary for the perusal of persons in every sphere of life, why should it be thought a matter of wonder, that men should therein insert what they would have universally known?

The proprietor of a medicine, which he is willing to publish, has no resource but this. The gate of every other path is shut against him; *he* is therefore the last person whom we should speak against, for following this serviceable method.— And when his drops or tinctures are thus advertised, is their virtue lessened by this means? Does an advertisement in a public news-paper render the medicine less efficacious, or less valuable? In the eye of reason it should seem otherwise; but if the assertions of our adversaries may be credited, one single advertisement subverts the whole mass of ingredients, destroys the very nature of the composition, and takes away all its power.

This assertion, however, is too gross to pass for truth, except amongst persons of that *easy faith*, who are ready to believe all that is told them

them.—We have evident and open contradictions of it every day.—Instead of giving a pompous display of undiscovered virtues, the proprietors of most of our public medicines present us with the indisputable testimonies of living witnesses, who, but for the relief they have found from the use of them, had certainly fallen a sacrifice to their disorder, or, what is perhaps still worse, remained miserable objects of distress, unhappy in themselves, and troublesome to their friends.

How numerous are the accounts which are thus produced of persons being cured by this means! and how sincere a pleasure must every feeling mind receive from a perusal of such valuable cures, and from the reflection that we are not destitute of remedies for our most dangerous disorders, though given up by the faculty as totally incurable.—'Tis not many years ago, that we had not a specific for scorbutic complaints;—they were imagined to be far beyond the power of medicine, and many an unhappy mortal has gone through the whole *Materia Medica* for this disorder, without receiving any real benefit. Seawater has been tried, without effect; the several hospitals have not been more successful;—and the patient, after lingering from year to year, be-

comes a spectacle too horrid to behold, and gladly receives the finishing stroke of death. But since the publication of physic by advertisements has become more common, we have been happy enough to find out several remedies for this dreadful complaint.—Cures of the most astonishing nature have been performed by them, nor can even the faculty deny, that the most eminent of them have been first consulted, and have given up their patients as incurable. A medicine of this nature is in the present times more than doubly valuable, as the intemperance and luxury of the age is hastening the ravages of the scurvy, and rendering our blood the more impure : And though a love of intemperance cannot on any account be defended, yet those who have been weak enough to associate with the sons of luxury, and thereby destroy their own constitutions, have the means now offered them of repairing the breach, and,—so far as is in the power of physic to assist them,—to restore themselves to perfect health.

There are some disorders, too, nearly allied to the scurvy, which have been fatal to many young persons of both sexes. Unhappy objects! borne away by a fondness for inordinate pleasure, or ruined, perhaps, by some deceitful wretch, they
are

are insensibly led on to this disgraceful practice, and ere they have reached the meridian of their lives, they fall a prey to an infamous disease. The fear of publishing their situation frequently prevents them from seeking a remedy in time, and the poison, in the mean while, spreads through all their veins, till at length they are reduced to the disagreeable necessity of submitting to the most torturing operations, or of sinking into the grave amidst inconceivable agonies.—Here, surely, is distress sufficient to excite our pity, and we cannot but be thankful to him who will furnish us with a simple medicine, which may recover these miserable sufferers, without exposing them to a violent operation. *Such* a remedy we now can boast of; and its efficacy has been happily experienced by thousands in the course of a few years. From the verge of death they have been restored to life and health, and from being a burthen to themselves and the public, they have been rendered useful and valuable members of society. And such has been the effect of these remedies on some of the patients, that though before unwilling to have their situation known, they have afterwards readily published their case, as an instance of their gratitude to the proprietor,
and

and as a means of pointing out a cure to those who stand in need of it.

Thus we might go through the whole catalogue of advertised medicines, and search into the reasons for their publication, and the various testimonies of their virtues. I am induced to think we should find few of them unworthy the commendations which are given them, by their respective proprietors; and that instead of meriting the censures which have of late been thrown upon them, they deserve our hearty encouragement.

But there are some, notwithstanding, who would persuade us that this is not the case, and that the wonderful accounts of cures which we so frequently read, do not deserve belief, being, as they observe, either absolute forgeries, or such as have been obtained from the patients by a well-timed gratuity; which is saying, in other words, that nearly one half of the kingdom has been bribed or duped, to serve a few individuals. In answer to this plea, I shall just take the liberty of referring them to the proprietor of any advertised medicine, who will, I doubt not, produce the original letters of his patients, and many of
them,

them, too, of very respectable character, whose rank and fortune place them far above an act of meanness, and who have published their cures from a principle of humanity, and with a view of doing justice to the author and his medicine. And such as have not these advantages, and might, from their situation in life, be supposed, by malicious persons, to be capable of being overcome by pecuniary considerations, have their cures properly authenticated by the testimony of their neighbouring friends, who were acquainted with the nature of their disorder, and saw the effects of the medicine in its several stages.—The place of their residence is not concealed, and the advertisements of their cures are circulated in their own neighbourhood, so that if there was any design of imposition in the case, it would undoubtedly be discovered immediately, and there are sufficient reasons for our believing that such a discovery would not long remain in private hands. There are enemies enough to their success, who would take pains to publish the deceit, and expose the author to the utmost of their power. Yet, amongst the many advertisements of remarkable cures, we have not heard of one instance, where a fraud was intended by the proprietor, or the patient; which is a consideration that must surely have a very striking

striking effect upon all reasonable and disinterested persons.

In the whole, then, we find, that these medicines do not deserve the calumny which is so generally thrown upon them. A long experience has proved their efficacy; and that they are both *easy, safe, and valuable* assistants when illness comes upon us; and that they are also the *cheapest*, cannot by any means be denied. When *these* are used, the physician's advice, and the apothecary's attendance are equally unnecessary. The physic is adapted to the age and constitution of the patient, who, by lessening or increasing the common dose, according to the printed directions given him, may at once become his own physician, and may prescribe and administer for his own disorder, in less time, and at less expence than he can be served by an apothecary. He has no one, in this case, to trifle with his constitution, for the sake of lengthening out a bill of expences; but has the nature and operation of the medicine so plainly laid down to him, that he cannot err, and if his disease is within the reach of medicine, he has nothing to fear.

Having

Having these facts and these arguments on our side, assisted by the testimony of that multitude who are yet alive by means of public medicines, what can we conclude, but that the objectors to them are led away by prejudice and partiality? It would be the height of madness, therefore, to follow *their* opinions, when common sense and reason point out to us a contrary way of thinking.—Facts will ever speak for themselves; and from the repeated instances which we have of the efficacy of advertised medicines, there can be little said in favour of those who reject them because they are advertised, or employ an apothecary because he persuades them to it.

P O S T S C R I P T.

SINCE the author sent the foregoing sheets to press, he accidentally met with a volume of poems, wherein, amongst other humorous articles, is the following picture of a modern physician, which he has taken the liberty of extracting for the amusement of his readers.

At the opening of the poem, the Physician is represented as in conversation with the vicar of his parish, who seems desirous of making his son a doctor, and lays down a plan of education for that purpose, proceeding gradually from the grammar school, through the many studies of Latin, French and Greek, and thence to the universities of this and other countries; after which his studies are to be completed by attending lectures, hospitals, &c. &c.

The Physician here interrupts him thus:

————— Hold! hold! my friend,
Tom of his studies ne'er will see an end!
Why, at the rate you mean to go about,
Two thousand pounds will hardly bear you out:

But

But cease this rant,—I'll put you in a way,
A hundred shall the whole expence defray.

I am retir'd from business, therefore safe,
And how I've humm'd the world, I now may laugh:
I know nor Greek nor Latin; and have read
Ev'n English authors very few indeed!
'Tis not by learning we Physicians rise,
By other arts we catch the people's eyes;
The force of mere abilities is small,
'Tis front, appearance, and address is all:
Some, who for learning bore such high repute,
Starve in obscurity, and walk on foot;
But he who has a front, address, and wig,
Rides in his coach, his fame and fortune big.

Men in all arts with some things cheat our eyes,
And every trade has got its mysteries;
Ours too is cloath'd with like mysterious air,
(For ev'n the trade of physic cheats its share.)
Thus I am call'd for instance to a case;
I go in all the forms of dress and face;
Enquire the symptoms,—patients pulse I feel,
“ You understand the case ”—“ Extremely well.”
For if but in the least you seem to doubt,
“ The Doctor knows not what he is about; ”
With pen and ink my ready hand I arm,
And order what will do nor good nor harm;

If nature can her part successful play,
 'Tis I with all the honour run away ;
 But if the sick grows worfe and worfe, or dies,
 A thousand reasons instantly will rise,—
 Caught cold—the fault at nurse's threshold lies! }
 I paint a patient bad as ere I can,
 “ The case is desp'rate—he's a dying man.”—
 Then if he dies—“ Why he's a prophet sure !”
 But if he lives—“ God blefs me !—what a cure !”

The friends, perhaps, are anxious to be told
 What's his disorder—that I can't unfold ;
 Yet put 'em off with some hard mystic name,
 It goes down!—right or wrong, 'tis all the same.

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