

1915

FOREWORD

As a general rule, the name of the man who is engaged in conducting a fraudulent medical mail-order concern, does not appear in connection with the scheme. The owner commonly employs shrewd lawyers to go over the advertising matter, "form-letters" and general "come-on" paraphernalia with the object of enabling him so to disguise his scheme as to evade the law. Doing an interstate business, his methods, generally, can be successfully prevented only through the action of the federal government. For some years past, the United States postal authorities have done wonderfully efficient service in protecting the public against these mail-order medical fakers. Great credit is due the postal inspectors who investigate such concerns. Their task is largely a difficult and a thankless one for in the majority of instances the public knows nothing of the splendid work accomplished in this direction. Moreover, the exploiters of some of these frauds possess no little political influence and cases are on record in which the official positions of members of congress have been used in the interests of the medical mail-order faker and against the work of the post-office department.

Judge W. H. Lamar, the Solicitor of the Post Office Department, has done much valuable work in preparing and submitting to the Postmaster-General the various memoranda based on the postal inspector's reports. The articles that follow are in many instances

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based on Judge Lamar's reports, much of the matter being quoted in full from the official memoranda.

Founded on falsehood, maintained by deceit, dependent on ignorance — mail-order medical fakers are concerned only with the commercializing of suffering. In place of the knowledge of the family physician, they offer only an ignorance that is as dense as it is dangerous; for the kindly personal interest of the home doctor, they substitute a set of "form-letters"; instead of the confidential and private consideration of the patient's infirmities, the mail-order quacks give them all the publicity of a large corps of mailing clerks and finally sell the patients' letters to others in the same business; in place of an individualized treatment, they prescribe stock pills and tablets of the cheapest and least reliable kind — instead, in fact, of treating the patient as a suffering, human entity, the victim of sickness is a mere customer in whom the quack is interested only to the extent of the length of his purse or the ease with which he may be swindled.

THIRD EDITION
DOUBLEDAY

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BRINKLER—"FOOD EXPERT"

G. H. Brinkler of Washington, D. C., has for some time been advertising as a "food expert" and "food specialist." His business was conducted on the mail-order plan. He sold no foods but purported to sell expert advice on dieting. In effect, Brinkler pretended to treat and cure any disease by prescribing a particular diet for the individual suffering from that disease.

Brinkler is neither a physician, a pharmacist nor a chemist yet, until the federal authorities put him out of business, he obtained money from people for opinions that he expressed on medicine, pharmacy and chemistry. Brinkler, as a quack, sold worthless advice instead of drugs. In the hearings before the Committee on Interstate and Foreign Commerce, Dr. L. F. Kebler, Chief of the Division of Drugs of the Bureau of Chemistry, U. S. Department of Agriculture, referred to the fraudulent business carried on by G. H. Brinkler. Dr. Kebler said:

"Through published advertisements and otherwise this party enters into correspondence with the sick and the well and by specious promises induces them to purchase letters of advice pertaining to diet. He represents that the advice given in these letters, if followed, will effect a cure of all diseases, including cancer, Bright's disease, diabetes, etc., and that it will bring about and maintain a permanent state of good health."

Dr. Kebler, after quoting a number of extracts from Brinkler's "literature" to illustrate the nature of the claims made by this quack, continued:

"No one acquainted with the disease or diseased conditions involved would make such representations. According to his own statement, Mr. Brinkler, the promoter of this scheme, is neither a physician, a pharmacist nor a chemist. It would, therefore, appear that these claims and representations are made for the purpose of misleading and deceiving the public."

BUTTER THE CAUSE OF DEAFNESS!

Brinkler's advertisements were usually headed "Popular Educational Food Campaign," and were so arranged as to give the impression that Brinkler himself was connected with some department of the government. His claims and statements indicate that the fraudulence of his operations was exceeded only by his ignorance of the subject in which he professed to be a specialist. According to Brinkler, certain

foods cause tumors, cough and "catarrh"; too much cream, butter and cheese may produce deafness and discharging ears; some foods "make one Nervous, Shy and Low-Spirited," others produce "the finest quality of Vitality, Electricity, Magnetism or Intelligence."

In his advertising, Brinkler urged that ten cents be sent for his "valuable instructive booklet" entitled, "The New Brainy Diet System." The inference was that this booklet would give valuable advice on diet; as a matter of fact, it was merely an advertising pamphlet devoted to the further exploitation of Brinkler and his alleged system. A large part of the pamphlet consisted of testimonials of the usual type, and those familiar with the literature of quackery will not be surprised to learn that one of the testimonials was from Willard H. Morse, M.D., F.S.Sc. (Lond.), that prolific producer of fake analyses and worthless testimonials. It appeared in the form of a "report" to the "Society of Science, Letters and Arts of London"—a "society" to which many quacks belong, the "fellowship" costing only one guinea (\$5.00). "Fellows" of the "society," may append the letters "F.S.Sc. (Lond.);" to their names, and this makes a valuable advertising asset with which to impress the ignorant.

In addition to testimonials, Brinkler employed the tactics common to quacks, especially that of attempting to frighten his prospective victims. "REMEMBER MY ADDRESS IN THE HOUR OF APPROACHING DEATH," he grewsofely suggested in large, black-faced type. Every booklet sent out by Brinkler contained a "Question List" blank. This was to be filled out by the recipient and sent back to Brinkler with \$1.00. Those who sent the dollar with the filled-out blank received a letter stating that the various ailments described on the blank were due to improper diet. No advice was given, however, as to what constituted correct diet, but Brinkler stated that he would give advice regarding the correct diet to use in the case on the receipt of \$40, \$60 or \$75, as the case might be.

THE GOVERNMENT PROTECTS THE PUBLIC

The investigation of Brinkler's fraudulent business by the government officials is interestingly described in the memorandum addressed to the Postmaster-General by the Solicitor of the Post-Office Department, Judge W. H. Lamar, and recommending the issuance of a fraud order against Brinkler. On May 22, 1914, Brinkler was called on to show cause on or before June 2, 1914, why a fraud order should not be issued against him. A continuance until June 15, 1914, was granted at the request of Brinkler's attorney, Nathan B. Williams of Washington, D. C. On that date, the hearing of the charges commenced and continued for ten days. Attorney Williams was assisted by Fred B. Rhodes, another

Washington attorney, who acted as associate counsel for Brinkler. After the hearing, Brinkler was allowed three weeks in which to file a brief which, when filed, was supplemented later by an additional brief and further evidence. The Solicitor for the Post-Office Department reviewed all the

LIFE

BRAINY

Popular Educational Food Campaign

Striking Effects of Different Foods



C. H. BRINKLER
Food Expert

from wrong combinations of foods cause dizziness, right focus eye. Diseases subject to be incurable and to bear no relation to foods and some diseases entirely cured by surgery have yielded to the new dietary treatment. I CAN TEACH YOU TO CURE YOURSELF.

One group of foods, such as less tender fresh meat, game, poultry, fish, rustled, corned, cured cheese, apples, lemons, tomatoes, cucumbers, rice, bread, etc., when rightly combined and proportioned, generate great vitality and magnetism. Another group, including same, mostly whites of eggs, almonds, pears, artichokes, spinach, celery, etc., is productive of superior intelligence and psychic development. Another group is chiefly productive of strong nerve, mental attraction, presence of mind, strong eyes, an even temper and the strong will power which underlies success.

Undesirable foods, such as pork, peas, bacon, rich and spiced dishes, preserves, cheese, alcohol, coffee, etc., make one irritable, violent tempered and even immoral, and still others, such as tea and strong quantities of fatty, starchy and sweet foods, make one nervous, shy and low spirited and lead to premature old age.

Whites of eggs are the elixir of life for the toothless and aged.

Dried peaches and apricots are stimulating. Society ladies who use such re-stimulants instead of the usual cake and tea will make themselves vivacious and attractive as well.

Juicy fresh fruit cools the blood and soothes the body. It is especially suited to those who interview their clients and to whom an even temperament is an asset.

Green grapes, on account of their action upon the liver, are conducive to brilliancy in speaking and writing provided that strong brainy meals have previously been taken.

Knowing something about these effects, would you not like to know all about the influence of foods in your own case and for your own ambitions? No subject is more important—no strikes home more closely to your own welfare, and the welfare of your family.

No technical terms, such as "proteids," "carbo-hydrates," etc., are used. No foods for sale. No fasting, exercising nor drugs are required. **FULL NOURISHMENT IS ESSENTIAL.**

To Increase or to Reduce Weight

This people after strengthening their nerves and digestive power by suitable brainy food, increase their weight by the proper use of cereal foods. Similarly in combination with exercise women can develop the neck, chest and arms.

One chronic sufferer, weighing 415 pounds, unable to exercise, took correct combinations of ordinary daily foods and reduced over 150 pounds, gaining strength with firmness of flesh and losing rheumatism.

Eczema, other skin troubles, and all blood diseases yield to suitable diet.

A Few Opinions

"Your criticism of osteopathy, physical culture, Fletcherism and fasting, in Booklet No. 2, is enlightening. Your recipe in Booklet No. 3, for clear complexion, bright eyes and alert brain, is worth dollars to every one."

"Your little book eliminated chronic catarrh from my system in about three weeks. To put it weakly, I was astonished."

"My brain power and general efficiency have been doubled this year by selecting brainy foods. I have made a fortune in real estate and the credit is honestly yours."

"The government should investigate and teach the Brainy Diet System for the good of the nation."

Send ten cents for mailing. Send addresses of sick friends to—

G. H. BRINKLER, Food Expert, Dept. 72F, Washington, D. C.

Mention this address to give to friends in urgent need.

837 WISE BRINKLER, WASHINGTON, D. C. '19

GENERAL CLASSIFICATION OF FOODS

VITAL OR BRAINY



MUSCLE



STIMULATING



SOLVENTS



BLOOD PURIFIERS OR LAXATIVES



SWEET CLEMENTS



Four booklets which have taught many to cure themselves:

1. The New Brainy Diet
2. Diet versus Drugs
3. Effects of Foods
4. Key to Longevity

A typical advertisement of Quack Brinkler. The original occupied forty-four square inches.

evidence and papers in the case and reported the matter in part as follows:

"The business of Mr. Brinkler is conducted through, and by means of, the United States mails. His advertisements appear in a large number of magazines of general circulation, and are all substantially to the same effect."

A typical advertisement was then quoted and attention called to some of the phrases contained in it. The report continues:

"The use of the expressions 'Popular Educational Food Campaign,' 'Official Investigating Committee,' and 'Food Expert,' Dept. 21E, [the 'key number' of the advertisement] Washington, D. C., is calculated to lead the reader to believe that the advertiser is connected in some way with the government, and that many persons are induced to remit ten cents for the booklet advertised under this belief is shown by the evidence. The booklet entitled 'The New Brainy Diet System,' which is sent to those induced to remit ten cents to the advertiser, does not contain an exposition of the 'new brainy diet system,' or give the purchaser any practical advice on diet, as the advertisement would lead one to believe, but is made up of matter advertising the system and Brinkler's alleged knowledge and ability. It consists of 48 pages, 28 of which contain nothing but alleged extracts from testimonials."

SOME OF BRINKLER'S CLAIMS

Then followed many quotations from the booklet to show the character of the matter it contained. These are a few of the quotations:

"The many ills flesh is supposed to be 'heir to' are simply the result of malassimilation of food materials, causing rebellion of the organs of the body against overwork in some cases, and insufficient nourishment in others."

"The cure of disease, therefore, lies in correcting the lack of proportionality—restoring the balance—by rearranging the diet so that the unsuitable preponderating elements are reduced and the neglected necessary elements are increased."

"The severest cases of vitiated Blood Diseases, congested organs, any kind of cold, fever, or nervous complaint, etc., can be cured by a judiciously selected diet."

"GALL STONES are dissolved and expelled by correct foods without an operation."

"APPENDICITIS, which is the result of inflammatory conditions due to wrong foods, is permanently cured by proper foods, without an operation. Urgency instructions by wire when necessary."

"Coughing, expectoration, blood-spitting and night-sweats have been cured within a few weeks in some cases."

"CANCER, which is not a living thing as many suppose, but an accumulation of decomposed matter, the products of unassimilable waste elements which the excretory organs have failed to eliminate and which the person has been unable to turn into healthy tissue—is dissolved, dispersed and expelled downwards through the excretory organs by curative foods."

"DEVELOPING THE VOICE. There are special foods which will develop the voice when rightly combined and proportioned with other foods to suit the individual, according to the principles of the Brainy Diet System."

"ADULTS SHOULD LEARN HOW TO CONTROL THEIR SEXUALITY BY CORRECT FOODS IN DAILY USE."

"MARRIED WOMEN SHOULD LEARN HOW TO REGULATE THEIR FAMILIES BY CERTAIN FOODS IN DAILY USE."

The report then continues:

"The 'Official Investigating Committee' referred to in the advertisement and also in the booklet as having 'certified to each case' consists of a number of notaries public whom Mr. Brinkler employed for the purpose of going over the original testimonials and comparing them with the printed extracts therefrom, and the certification, it is admitted by the respondent, was not to the truth of the statement of the testimonials, but only to the fact that such extracts were correct copies of original letters."

SOME CASES SUBMITTED TO BRINKLER

"In the investigation of this case the inspectors, using assumed names, filled out six of the symptom blanks and sent them together with a dollar to Mr. Brinkler for the advice offered, with the results described below.

"Under the name and address F. G. Harris, Pocomoke City, Maryland, a symptom blank was sent to Mr. Brinkler in which symptoms were given as follows:

"17. *Alcoholic or malt liquors?* Some. *How much?* Formerly drunk beer, not much.

"18. *Tobacco?* Yes. *How much?* Smoke average 3 or 4 cigars a day.

"20. *Sleep well?* Sometimes.

"21. *Describe any discomfort after meals?* Don't eat much—Don't seem hungry. *Sour, watery or windy rising from the stomach?* Sometimes.

"22. *Biliousness?* Sometimes. *Vomiting?* Yes. *Dizziness?* Occasionally. *Floating specks?* Sometimes. *Drowsiness?* Yes. *Coated tongue?* Yes. *Pimples?* Yes.

"23. *Condition of bowels, character of the feces?* Mostly loose, mushy. *Any special sensation after an action?* Fatigue.

"24. *Pain or soreness across back?* Yes, more or less. *Clear urine?* Reddish. *Frequent malodorous urination?* Yes.

"25. *Does your heart miss beats?* Sometimes. *Frequent palpitation?* Yes. *Fainting, smothering sensation?* Sometimes.

"26. *Pain under shoulder blades?* Yes. *In chest?* Yes. *Right side?* Yes. *Left side?* Yes. *Coughing?* Some. *Much expectoration?* Some. *Expectorated matter float in water?* Yes. *Hoarseness or weakness of voice?* Yes. *Night sweats?* Sometimes. *How often?* About weekly. *Fever?* Some. *Very pale face?* Yes.

"28. *Condition of skin?* Have more or less pimples. *Duration of trouble?* Have not been well for five years. (Men). *Involuntary losses or emissions during urination (indicated often by drops of thick liquid after urine has passed out)?* During sleep? Sometimes. *How often?* Used to be about 4-6 weeks. *How many years?* 3 or 4.

"31. *Are you nervous?* Yes. *Describe it.* Jumpy, irritable.

"32. *Headaches?* Yes. *What part of the head?* All over.

"33. *What is your principal trouble?* I can't tell, doctors don't agree. *How long have you suffered?* 5 years.

Further Remarks: I have not been well for more than five years and have answered your questions the best I can and wish you would please give me your opinion for which I am sending a dollar. I have traveled around consulting doctors and get worse the more of them I see, until I am disgusted. I can meet any reasonable expense if you can cure me, and this like lots of other times seems to me to be the last effort I'll make. What's the use? Resp'y, F. G. Harris."

"In reply to this symptom blank 'Mr. Harris' was advised that 'my careful consideration has been given to your report of recent date in which you mention digestive disturbances

with pains under shoulder-blades, in right side, in heart region, irregular heart action and fainting, smothering, sensation, coughing, expectoration and hoarse, weak voice, symptoms of liver disorder, kidney derangement, night losses, night sweats, nervousness, irritability and headache.' Each of these conditions is then taken up in turn and the addressee advised that they are the result of an improper diet. No practical advice is given as to the proper diet for these conditions; but Mr. Brinkler states that he 'will undertake your case for sixty (\$60) prepaid, giving my advice in three letters to be claimed within a year,' that 'the first consultation letter would be complete for your present condition, and that 'I wish to impress upon you that you are not paying for an experiment but for a permanent cure when you learn correct combinations of food, and that you will receive continuous benefits from this knowledge.' When the \$60 was not forthcoming, another letter was sent the prospective patient urging a remittance in which he was advised that 'I am positive that our food system will give you extra vitality and cure your complaints.'

Under the name of E. M. Richardson, a symptom blank was filled out purporting to come from a man who complained of no ailment but declared that he had involuntary emissions perhaps once a month. To quote further:

"'Mr. Richardson' was advised that 'my careful consideration has been given to your report of recent date in which you mention: emissions as your principal symptom,' that these emissions are caused by an improper diet, that they would be 'completely cured on a digestible brainy diet' and that 'I will undertake your case for fifty (\$50) prepaid.'

"Under the name and address Walter Hadsel, Lansdale, Pennsylvania, symptoms were given as follows:

"3. Age. 58.

"4. Height in inches? 70. Weight (disrobed)? 130. Do you wish to increase? Yes. (Occupation)? Is the exertion for a short time in the day or continuous? -Not able to work.

"20. Sleep well? No.

"21. Describe any discomfort after meals? Terrible pain in the stomach after eating. Sour, watery or windy rising from the stomach? Often.

"22. Biliousness? Yes. Sick headaches? No. Vomiting? Yes. Dizziness? Sometimes. Coated tongue? Yes. Yellowness of the whites of the eyes? Yes.

"23. Condition of bowels, character of the feces? Generally all right, irregular.

"24. Pain or soreness across back? Sometimes. Frequent palpitation? Sometimes. Fainting, smothering sensation? Sometimes.

"26. Pain under left side? Yes. Very pale face? Yes and yellowish.

"28. Condition of the skin? Not clear.

"31. Are you nervous? Yes. Describe it. Irritable and depressed.

"33. What is your principal trouble? Pain in stomach and vomiting. How long have you suffered? About six or seven months.

"34. Any other symptoms? Thin and weak, suffer awfully with my stomach.

"36. Appetite poor, irregular or good? Poor.

"37. Specify food you are taking. Can't eat much of anything.

Further remarks: I suffer awfully with vomiting after eating and terrible stomach pains more or less all the time. Sometimes I vomit

up a little blood; I can't eat hardly anything. I am thin and awfully weak and will do anything to get well. Do you think you can make me that way?

"Mr. Hadsel' was told 'my careful consideration has been given to your report of recent date in which you mention: severe pains in stomach after eating, vomiting, with blood, gas, biliousness, dizziness, incomplete bowel action, nervousness, insomnia, extreme weakness, and that you are under weight.' Each symptom is ascribed to improper diet, and the offer is made to 'undertake your case for seventy-five (\$75) prepaid.' The addressee is advised that 'I wish to impress upon you the fact that you are not paying for an experiment but for a permanent cure when you learn the correct combinations of foods,' and in a subsequent letter that 'I am positive that our food system will give you extra vitality and cure your complaints.'"

Under the name of "Hamil" a blank was filled out purporting to describe a well-developed case of diabetes in a boy of 15. In his reply, Brinkler declared the condition due to improper diet and offered to effect a cure for \$75 prepaid. Another symptom blank was filled out under the name of "Miss DuPont" describing a supposed case in which there was painful and profuse menstruation and other symptoms that might have been present in cases of fibroid tumor, polypus, endometritis or even cancer of the uterus. Brinkler in his reply advised "Miss Dupont" that she was suffering from "painful and profuse menstruation"—which she herself had admitted—and that her symptoms were due to improper diet. He offered to cure her for \$50.

"CURING" SYPHILIS BY DIET

A supposititious case of syphilis was described on still another symptom blank under the name "H. L. Simcoe." Brinkler advises "Simcoe" that "proper diet" would relieve this condition and offered to take the case for \$75. He claimed farther: "I am positive that my food system will give you extra vitality and cure your complaints."

The Solicitor's report then continues:

"In each of the above tests it developed that the 'analysis and comments' on the case for which the \$1 was paid consisted substantially of a statement that each symptom given by the remitter was caused by incorrect eating and could be relieved by following a course of diet prescribed by Mr. Brinkler. That this advice is given in response to all symptom blanks, no matter what symptoms are shown, was admitted by the respondents. In other words, the return made to the correspondent for his remittance is merely another advertisement of Mr. Brinkler's system. It is obvious, therefore, that the blank has no function if the course thereafter offered for sale by Mr. Brinkler is not purchased, other than to induce the correspondent to remit one dollar in the belief that he is to obtain therefor an analysis of his

particular complaints and advice based thereon, when in fact the respondent intends only to reiterate the claims made for his system in the booklet with which the correspondent is already supplied and to quote a large fee for the practical advice which the correspondent was expected to receive for each remittance theretofore made by him."

At Brinkler's hearing the Post-Office Department had the assistance of some well-known practicing physicians of Washington, D. C. Quoting further:

"These physicians were shown the symptom blanks sent to Mr. Brinkler by the inspectors and described above, and they agreed that the symptoms therein stated were common to a number of diseased conditions, and that it was impossible to tell from which of these conditions they arose in the cases in question. No evidence was offered by the respondent to controvert this testimony. These physicians testified further to the well-established fact that, as these different conditions required different treatment, in the absence of a diagnosis it was impossible to formulate a correct treatment or to tell whether improper food had caused, or a correct diet would relieve, the symptoms complained of. They also called attention to the fact that nightly emissions about once a month, referred to in several of the cases, were in fact no indication of disease at all, but a normal condition in a healthy man. They also stated that diabetes in a child of 15 was practically incurable and that syphilis was only amenable to drug treatment. The symptoms given in the 'Hadsel' case, they testified, might have arisen from cancer or ulcer of the stomach or a number of causes, and called for a most careful personal examination and treatment. Those given in the 'Du Pont' case would come from fibroid tumor, a polypus, a cancer or endometritis, necessitating also a most careful physical examination and perhaps an operation in order to save the patient's life.

"These doctors also testified that the extracts from the booklet quoted above were misleading and in many instances without foundation in fact whatsoever. This is obvious to any one who had the slightest knowledge of medical science. It is apparent from a consideration of these cases that the purchaser of Mr. Brinkler's treatment is not only defrauded of the purchase price, but is subjected to the risk of grave harm in the postponement of proper treatment until too late.

GIRL CLERKS PRESCRIBE TREATMENT

"The evidence shows that G. H. Brinkler is not a doctor and has had no education in medical subjects other than that obtained by the average man. Practically all his knowledge of dietetics has been obtained from reading a number of books on the subject and intercourse with others engaged in business similar to his own. He has in his employ a number of girls none of whom have any knowledge of the subject other than what he has told them. He has prepared a so-called 'model book' containing paragraphs applicable to

a large number of symptoms. These paragraphs ascribe each symptom to improper food and state in substance that a proper diet will cure or relieve them. He has another 'model book' containing paragraphs prescribing a diet for the relief of all these symptoms, from which the letters sent when the course is purchased are made up. Unless a symptom not covered in these models is given, the correspondence is handled in an automatic way by the girl employees, one of them underlining the symptoms given and another specifying the paragraphs to be copied from the 'model book' in the reply, and so on. The same symptoms always elicit the

REMEMBER MY ADDRESS IN THE HOUR OF APPROACH- ING DEATH

If you do not write now, be sure to put this booklet away carefully for future reference when sickness suddenly attacks you or your friends. - I will send you another copy, to hand to a friend, if you let me know.

To remember my name and address may save valuable lives! When suddenly taken ill, you will not be scared to death through ignorance of the cause of your disease, but an intelligent self-confidence will make you hopeful as soon as you have learned the cause and cure of your attack.

Remember, when doctors despair of your life, in the hour of approaching death, that vital or brainy foods have restored the dying to robust health with the help of a competent teacher.

Read my testimonials attentively! They prove my efficiency in the cure of disease by vital or brainy foods.

Invitation to a Food Talk

Mr. Mortimer, 13 Norwood Road, Bishley, Yorkshire, England, writes me to state that she will be pleased to see one of my English and American correspondents who would like to have a talk with her on her knowledge about the human food system. Mr. Mortimer was married from the grave by Lappetism some years ago. It always gives him great pleasure to relate the misfortune of the Lappetism diet, which he never again "tasted," but also informed that he would not live through the night. His successful cure caused a great sensation at the time, so he is well known in Yorkshire. All the members of the family have since adopted Lappetism and enjoy excellent health.

This booklet must be enclosed as an introduction when writing for an interview.

G. H. BRINKLER
FOOD EXPERT
WASHINGTON. D. C.

Frightening the victim is a method classic to quackery. Here is a page (greatly reduced) from one of Brinkler's publications in which he attempts to play on the fears of the reader.

same reply, regardless of the cause of the symptoms. Every case is accepted, no matter how serious the symptoms may be; and while it was testified that where the prospective said he had cancer, valvular heart trouble or any of a few other critical conditions, the paragraph to the effect that the correspondent 'is not paying for an experiment but a permanent cure' was omitted, yet, if a reply is not received in a short time, another letter goes out in which the sufferer is advised that Mr. Brinkler is positive that his 'food system will give you extra vitality and cure your complaints.'

"That wrong eating is a contributory cause in a great many diseases is unquestionable, but it is equally unquestionable that there are other factors; and to pretend to cure all diseases by the methods above described and with an utter ignorance of the cause of the symptoms and a disregard of all factors other than food and drink is to show a reckless disregard for the welfare of the public, and can only be ascribed to a deliberate intention to deceive and defraud. This is clear from the evidence in the case.

BRINKLER'S CALLOUS INDIFFERENCE

"There are a number of complaints in this case showing that many persons have been defrauded by the respondent. The callous indifference of the promoter of this business to the actual conditions of those induced to correspond with him is well shown in the complaint of Mrs. Norris Williams of Wilkes Barre, Pennsylvania, who was induced by the advertising matter of Mr. Brinkler to telegraph him as follows:

"'Urgent case; acute pulmonary consumption, four weeks, both lungs. 101 fever. Serious hemorrhage month ago. Slight cough. Patient in bed out of doors. Overgrown boy. Seventeen years, six feet. One hundred forty weight. Intellectual type, athletic clerk. Feeling distention after meals. Some constipation from milk and egg diet. Kidneys all right. Can afford \$1.00 a day for food and get anything reasonably cooked. My husband died two months ago consumption so advise most reasonable price for treatment. Wire price collect immediately and I will telegraph money tomorrow. Letter follows.'

"Mr. Brinkler's reply was as follows:

"'Wire forty dollars for quick relief followed by complete course.'

"Thereupon Mrs. Williams wired \$40 for the treatment referred to, and received in reply instructions as to what food should be given to the boy and what food should be withheld from him. Shortly thereafter the boy was taken to a sanatorium and died. Mr. Brinkler was informed of this and of the destitute circumstances in which the mother found herself, and urged to make a refund, which he declined to do.

TESTIMONIALS (OF COURSE) FOR DEFENSE

"Mr. Brinkler in his defense filed a large number of testimonials, in which the writers allege that they had been cured of a number of different diseases by his treatment, and also produced several witnesses who testified to the same effect. From the evidence in the case, however, I am satisfied either that the cure or relief reported was purely imaginary or that the purchaser of the treatment was deceived into ascribing to this system a recovery due in reality to natural causes, or was misled by temporary relief following a change of diet, or, if the sufferer was actually cured in any case it was necessarily the result of chance, the case being one in which the cause was actually a wrong diet and the diet prescribed being by good fortune a proper one for the case.

"Counsel for respondent have submitted a motion that the case be dismissed on a stipulation to the effect that hereafter Mr. Brinkler will confine himself to the sale of diets for various conditions and will not undertake to treat diseases through the mails. The circumstances of this case are such, however, that I believe the interests of the public can best be served by the issuance of a fraud order, and I therefore recommend that this motion be denied.

BRINKLER INDICTED

"Mr. Brinkler was, on August 7, indicted by the Federal Grand Jury, sitting at Washington, for using the mails in furtherance of a scheme to defraud, in the conduct of the business described herein, and is now held in the sum of \$3,500 for trial.

"The postmaster at Washington reports that Mr. Brinkler receives on an average 252 pieces of mail a day.

"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 G. H. Brinkler, at 1322 Rhode Island Avenue, Washington, D. C."

The fraud order was issued August 19, 1914.—(*With addition from The Journal A. M. A., Oct. 3, 1914.*)

GOLDBERG MEDICAL COMPANY

This concern, which had its headquarters at Detroit, was for some years conducted by Dr. Samuel Goldberg, but in August, 1906, Goldberg sold a half interest in the business to Dr. Herman Janss of Chicago. Investigation showed that, in addition to Herman Janss and Samuel Goldberg, there was a



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 Urine as health and disease. 4. Special Diploma received on Eye and Ear. 5. Special Diploma received for work done on the Oculator (Cervical). 6. Special Diploma received from the New York Post Graduate Medical School and Hospital on Diseases of the Skin. 7. Special Diploma awarded for Venereal and Genital Urinary Diseases. 8. Certificate from Connecticut State Board of Health. 9. Certificate received from Wisconsin State Board of Medical Examiners. 10. License issued by State of Indiana, recognizing qualifications as a Physician. 11. Copy of Registration showing that Dr. Goldberg is qualified to practice in the State of Michigan. 12. License State Board of Medical Examiners recognizing the standing of Dr. Goldberg by issuing a state license. 13. License received from the California State Board of Medical Examiners. 14. Certificate received from the Ohio State Board of Medical Examiners.

I can offer no stronger proof as to my standing than a reproduction of the Diplomas, etc., which I have received, showing 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 _____

Posting no Medicines shipped without Written Orders from Patient.

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

Dr. Peter Janss and a Dr. H. K. Smith employed by this company. The business was a mail-order treatment of "diseases of men." After incorporating under the title of "Dr. 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 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.—(*From "Nostrums and Quackery" Second Edition.*)

INTERSTATE REMEDY COMPANY

Readers of the less particular newspapers and magazines are doubtless familiar with an advertisement which is headed in bold type: "\$3.50 Recipe Cures Weak Men—Free." This "free prescription" will be sent, so the advertisement says, by a "Dr." or, as it has sometimes appeared, "Mr." A. E. Robinson, Luck Building, Detroit, Mich. Investigation seems to show that A. E. Robinson is the style adopted by one Andrew Robinson, who some years ago was connected with a fraudulent mail-order "men's specialist" concern in Indiana known as the "State Medical Institute." Afterward he secured a license to practice in Illinois and in 1904 he registered, by reciprocity, in Michigan. Here he has been employed to act as the stool-pigeon for a mail-order medical concern—the Interstate Remedy Company. This company, advertising under Robinson's name, is incorporated and has the following officers and directors:

EDWARD D. HAYES, President.

WILLIAM H. BOURKE, Vice-President.

HENRY F. COON, Secretary and Treasurer.

ITS UNSAVORY PAST

The Interstate Remedy Company is a successor to the Dr. Knapp Medical Company and the Dr. Raynor Medical Company. The Knapp and Raynor medical companies of Detroit were two names for the same concern, which was put out of business in 1904 by the government "for operating through the mails a scheme or device for obtaining money or other property by means of false or fraudulent pretenses, representations or promises." Not only did the Dr. Knapp Medical Company operate a fraud, but it published such filthy newspaper advertisements that some of them were declared to violate the obscenity law.

"Dr. A. E. Robinson," then, is the Interstate Remedy Company and the Interstate Remedy Company is Messrs. Hayes, Bourke and Coon. These three men are, we understand, also the officers and stockholders of another "patent medicine" fake, the Marmola Company. Marmola is an "obesity cure" which has been advertised both by the "fake prescription" method and also direct. According to various analyses, Marmola depends for its action on the presence of thyroid extract, a powerful and, in the hands of the public, a dangerous drug.

The "\$3.50 recipe," which Robinson advertises that he will send free, is said to be for "nervous debility, lack of vigor,

weakened manhood, failing memory and lame back, brought on by excesses, unnatural drains or the follies of youth . . .” The close resemblance of this advertisement to the dirty sheets put out by the “men’s specialist” quacks is apparent. Those who answer the advertisement and ask for the free “recipe” are sent a form-letter which is filled in, here and there, to give it the verisimilitude of a personal communica-



POLICE GAZETTE

MEDICAL

\$3.50 RECIPE CURES

Weak Men--Free

Send Name and Address To-day—
You Can Have It Free and Be
Strong and Vigorous.

I have in my possession a prescription for nervous debility, lack of vigor, weakened manhood, failing memory and lame back, brought on by excesses, unnatural drains or the follies of youth, that has cured so many worn and nervous men right in their own homes—without any additional help or medicine—that I think every man who wishes to regain his manly power and virility, quickly and quietly, should have a copy. So I have determined to send a copy of the prescription, free of charge, in a plain, ordinary sealed envelope, to any man who will write me for it.

This prescription comes from a physician who has made a special study of men, and I am convinced it is the surest-acting combination for the cure of deficient manhood and vigor-failure ever put together.

I think I owe it to my fellow man to send them a copy in confidence, so that any man, anywhere, who is weak and discouraged with repeated failures may stop drugging himself with harmful patent medicines, secure what I believe is the quickest-acting, restorative, upbuilding, SPOT-TOUCHING remedy ever devised, and so cure himself at home bravely and quickly. Just drop me a line like this: Dr. A. E. Robinson, 955 Luck Bldg., Detroit, Mich., and I will send you a copy of this splendid recipe, in a plain, ordinary envelope, free of charge. A great many doctors would charge \$3.00 to \$5.00 for merely writing out a prescription like this—but I send it entirely free.

\$3.50 Recipe Cures

Weak Men -- - FREE

Send Name and Address Today
—You Can Have it Free and
Be Strong and Vigorous.

I have in my possession a prescription for nervous debility, lack of vigor, weakened manhood, failing memory and lame back, brought on by excesses, unnatural drains or the follies of youth, that has cured so many worn and nervous men right in their own homes—without any additional help or medicine—that I think every man who wishes to regain his manly power and virility, quickly and quietly, should have a copy. So I have determined to send a copy of the prescription, free of charge, in a plain, ordinary sealed envelope, to any man who will write me for it.

This prescription comes from a physician who has made a special study of men, and I am convinced it is the surest-acting combination for the cure of deficient manhood and vigor-failure ever put together.

I think I owe it to my fellow man to send them a copy in confidence, so that any man, anywhere, who is weak and discouraged with repeated failures may stop drugging himself with harmful patent medicines, secure what I believe is the quickest-acting, restorative, upbuilding, SPOT-TOUCHING remedy ever devised, and so cure himself at home quietly and quickly. Just drop me a line like this: Dr. A. E. Robinson, 955 Luck Bldg., Detroit, Mich., and I will send you a copy of this splendid recipe in a plain, ordinary envelope free of charge. A great many doctors would charge \$3.00 to \$5.00 for merely writing out a prescription like this—but I send it entirely free.

Photographic reproductions (reduced) of the stock advertisement sent out by the Interstate Remedy Company under the name of A. E. Robinson. One of these “lost manhood” advertisements appeared in the *Police Gazette*, the other in the *Baptist Record*. One would expect to find this type of advertising in a sheet like the *Police Gazette*, but in a religious weekly it seems disgustingly incongruous.

tion; they are also sent a booklet entitled “Rational Treatment of Kidney and Bladder Diseases.”

THE FREE PRESCRIPTION

The “form-letter” states that the “free prescription” asked for will be found on page 37 of the booklet. On the page

mentioned there are to be found not one prescription but three, designated respectively as Formulas Nos. 1, 2 and 3.

A study of these prescriptions reveals at once to the physician, although it is not evident to the public, that Formulas 1 and 2 each contain a "joker" in the form of a "patent medicine."

That is to say, "Urikol" and "Kydnus" are both secret preparations obtainable only from the Interstate Remedy Company and are not kept in stock by the druggist. This scheme of operating what has been called the "prescription fake" dodge is a comparatively recent innovation on the part of the Interstate Remedy Company. Their older method consisted in sending three bona-fide prescriptions, one of which called for a drug (muirapuama) which, while not proprietary was unofficial. It is perfectly natural, however, that the men who have worked the Marmola "prescription fake" to such great financial advantage should have modified the humbug so as to apply it to another branch of their medical frauds.

THE C. O. D. HUMBUG

To go back to the form letter: No matter what excuse the prospective victim may have given for writing, he is told that his letter "indicates that you need the actual medicines at once, also the best medical advice while you are using them." To meet this trumped-up indication, the letter goes on to state:

15

**WEAK MEN CURED
WITHOUT STOMACH
DRUGGING; FREE**

**Simple Home-Method in Possession
of Detroit Specialist Does Wonders
For Men—Something
Entirely New.**

SENT FREE TO ALL

There has been discovered, by a well-known Detroit specialist a simple, direct and quick home method for the cure of such conditions as sexual weakness or lost manhood, night losses, varicocele, shrunken or gums, bladder trouble, diseases of the kidneys and urinary organs, prematurity, etc., and so effective is it in results on men, even as old as 85, that it should at once recommend itself to every thinking man who suffers in this way. The cure, strange to say, is accomplished without the use of drugs, salves ointments or anything of that kind. And yet it is no mechanical device, but one of the truly great discoveries in materia medica that cures without taking anything into the stomach and arouses a glow of warmth, energy and good feeling almost instantly in the oldest person.

The discovery can be relied upon to cure the worst and most long standing cases, and it is especially urged that men who have been unable to find a cure before as well as those who have not known a happy moment in years, write at once to Dr. H. C. Raynor, 717 Smith Building, Detroit, Michigan, and you will immediately receive a package of the discovery entirely FREE, as well as a scholarly essay on the subject describing all the symptoms in detail, sent plain and securely sealed. Consider that nothing is impossible in this century of marvelous achievements, the century that gave us anti-toxin and X-rays, and that however doubtful you may be because of past failures to find a permanent cure, yet this may prove the very thing you have so long sought. Let your response be prompt. DR. H. C. RAYNOR, 717 Smith Building, Detroit, Mich.

SEALING CASE HERE **This ELFRAN Watch \$3.75**

Photographic reproduction of an advertisement of Dr. H. C. Raynor of the Dr. Raynor Medical Company, which was declared fraudulent by the federal authorities and put out of business. The Raynor Medical Company was owned by the same individuals that later operated the Interstate Remedy Co.

cal advice while you are using trumped-up indication, the letter goes on to state:

"For this reason and in order that there may be no loss of time, also that it may be just as handy for you to get the remedies of this big old-established company as of your druggist, I have shipped you to-day one full and complete treatment as per the prescription enclosed by Pacific Express, C. O. D. \$3.50, which by the time this letter reaches you should be in your express office. I have prepaid the express charges, also the charges for the return of the money to us, so that all you are to pay is \$3.50 only for the package."

In some cases, the Interstate Remedy Company sends its package of pills by mail instead of by express. If, in such instances, the recipient of the pills does not send the \$3.50, he receives a long series of follow-up letters urging him to remit. Each letter is more insistent than its predecessor until at last one arrives that purports to come from the firm's attorneys and threatens legal reprisal. If the money is still not forthcoming, another "lawyer letter" comes offering to take one-half the amount of the bill!

If, on the other hand, the patient is foolish enough to send \$3.50, about a week later he receives another letter—printed so as to indicate a personal type-written communication—telling him that a month's treatment is on the way and will be delivered by the express company on the payment of \$6.00. Of course, "\$6.00 is a special price for a month's treatment, being one dollar less than two fifteen-day treatments would cost if sent separately."

FORMULA A VARIABLE QUANTITY

Like most "patent medicine" fakes, the formula of the preparations put out by the Interstate Remedy Company changes at the whim of the manufacturer. The claims made for, and the virtues assigned to, the wonderful remedies on which the business is supposed to be based remain more or less fixed; but the remedies themselves may never be twice alike. The reasons for this condition of affairs are not hard to seek. The printing of booklets, follow-up letters, testimonials, etc., is by far the heaviest item of expense to which the mail-order medical faker is put. He hires, as a rule, shrewd but unscrupulous lawyers to go over his "copy" so as to be reasonably sure that he has kept just within the pale of the law. This also costs money and it is for these reasons that the most staple things about the quack who reaches his victims through the mails are the false claims, the lying promises and the shrewdly constructed letters by which he persuades gullible ignorance to part with its money.



Take Off the Fat Where it Shows

Most women suffer much humiliation because of great quantities of fat, as everybody sees that they are abnormal. This is the day of the slender figure, and fat women are simply not tolerated either in business or social affairs. Women may not know it, but 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 admire a slim woman. Where? Always the most there is where it should be removed and as quickly as possible. The hot weather dresses seem to be made for the fat woman's misery and the slender woman's delight. They accentuate all the charms of woman and her ugliness as well. Exercise and diet will not remove the fat. The medicine which has been described 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 already on the body at the rate of from 10 to 20 pounds a day. They are harmless and can be carried in your purse and taken even after you are induced to a hearty meal away from home. They are sold at all drug stores at 15 cents a case, or if you prefer you may write the Marmola Company, Department 324, Detroit, Mich.

A Marmola advertisement.

With the drugs that he uses, it is different. The cheapest and least reliable products are chosen by the mail-order medical faker! When a new order is placed for so many thousand pills, should the market price of one of the ingredients that was previously used have gone up, another cheaper drug is put in its place. Scientific accuracy, therapeutic efficiency, common business honesty—these have no place in the dictionary of the mail-order quack.

Even the published formulas of the concerns presided over by E. D. Hayes have undergone great changes in the last few years. These may best be shown by arranging the ingredients of the various formulas in parallel columns:

1904	1908	1911
Ext. Muirapauma	Ext. Muirapauma	Urikol
Ext. Saw Palmetto	Ext. Triticum	Powdered Ext. of Triticum
Ext. Nux Vomica	Ext. Sumbul	Potassium Nitrate
Zinc Phosphate	Ext. Quassia	Juniper Oil
Ext. Damiana	Ext. Damiana	Kydnus
Black Indian Hemp	Ext. Saw Palmetto	Calcium Hypophosphate
Ext. Nux Vomica	Ext. Nux Vomica	Calcium Lactophosphate
Ext. of Buchu	Zinc Phosphid	
Aloin	Aloin	Cascara Sagrada
Sugar	Sugar	Phenolphthalein
Blaud's Mass	Blaud's Mass	
Licorice	Licorice	
	Podophyllum	

It will thus be seen that no serious attempt has been made to keep even the published formula uniform. If these changes have occurred in the published formula, the changes in the actual composition may be imagined.

BLACKGUARDING THE DRUGGIST

Like most mail-order quacks, the Interstate Remedy Company does not like the druggist any more than it loves the physician. While the Detroit concern states in its booklet that Urikol and Kydnus may be obtained from any druggist on special order, yet it would prefer "that you obtain them from us direct, for several reasons." One of the reasons is that "the medicine should be in tablet form" and, of course, the druggist does not know how to make tablets! Another reason is that "there are a number of ingredients in each of Formulas 1 and 2 and unless they are thoroughly mixed together the synergizing effect is lost." This "synergizing" humbug will sound familiar to physicians who remember the great stress that the purveyors of so-called ethical proprietaries used to lay on this same point a year or two ago in exploiting their wares. "Synergizing" has so long been a favorite piece of clap-trap among the nostrum fraternity that it is entirely fitting that the Interstate Remedy Company should bring it into use.

But the vital reason that you should order Urikol and Kydnus from Messrs. Hayes, Bourke and Coon, *alias* A. E. Robinson, is that "a great many unscrupulous druggists try to

deceive their customers into taking something they do not want, and which may be a positive damage to you rather than a benefit." So the patient is warned that if he orders his Interstate Remedy "dope" through his local druggist he should insist on the druggist giving him the empty packages in which Kydnus and Urikol came!

WHAT ARE URIKOL AND KYDNUS?

To determine the composition of the prescription fakes in Formulas 1 and 2, that is, Urikol and Kydnus, it was decided to obtain specimens of these products direct from the Inter-

INTERSTATE REMEDY CO.			
53-55-57 Farmer St., Detroit, Mich.			
DR. A. E. ROBINSON, Physician in Charge.			
Formula No. 1-			
R	Ext. Gentianae	Grs. $\overline{\text{VII}}$ ss	
	Ext. Nucis Vomicae	Grs. $\overline{\text{I}}$ ss	
	Ext. Sabalis	Grs. $\overline{\text{XXX}}$	
	Ext. Damianae	Grs. $\overline{\text{XV}}$	
	Zinci Phosphidi	Grs. $\overline{\text{I}}$ ss	
Misce et Ft. in pulveres, trochisci aut oachetes No. XV.			
Sig: Take one after breakfast daily.			
Formula No. 2-		Formula No. 3-	
Ext. Muirapumae	Grs. $\overline{\text{XV}}$	Aloin	Grs. $\overline{\text{II}}$ ss
Ext. Tritioli	Grs. $\overline{\text{VII}}$ ss	Sacchari	Grs. $\overline{\text{VII}}$ ss
Ext. Sumbulis	Grs. $\overline{\text{VII}}$ ss	Mass Bland	Grs. $\overline{\text{IV}}$
Ext. Quassiae	Grs. $\overline{\text{VII}}$ ss	Glycyrrhizae	Grs. $\overline{\text{VII}}$ ss
		Podophylli	Grs. $\overline{\text{II}}$ ss
Misce et Ft. pulveres, trochisci aut oachetes No. XV.		Misce et Ft. in pulveres, trochisci aut oachetes No. XV.	
Sig: Take one after supper daily.		Sig: Take one at bed time.	
INTERSTATE REMEDY CO., 53-55-57 Farmer St., Detroit, Mich.			

The Interstate Remedy Company used to send as its "free recipe" three formulas which could actually be put up by druggists, provided they carried in stock all of the drugs called for—a most unlikely supposition. Of course, the company even at that time sent a package of pills by express C. O. D., simultaneously with the "free prescriptions." Above is a photographic reproduction (reduced) of the older "free prescriptions."

state Remedy Company. Accordingly, a Chicago druggist was asked to write direct to the Interstate Remedy Company for an original package of Urikol and an original package of Kydnus. This was done, but the Detroit concern, instead of

sending what was ordered, tried to do what it has charged druggists with doing, substitute, and sent one of its packages of pills similar to the regular \$3.50 C. O. D. "treatment." This the druggist returned and insisted that he wanted half-ounce packages of Urikol and Kydnus, respectively. These

INCORPORATED UNDER THE LAWS OF THE STATE OF ILLINOIS CABLE ADDRESS "INTERSTATE" NEW YORK'S CODE	DR. A. E. ROBINSON PHYSICIAN IN CHARGE INTERSTATE REMEDY CO. LUCK BUILDING 53-55-57 FARMER ST.	FINANCIAL REFERENCES See Standard Commercial Agency One Detroit Business Bank
DICTATED BY Dr. A. R. STEINBERGER K.-S.-I. -Ins. DETROIT, MICH. 7/11		

Mr. A. [redacted] Chicago Ill.

Dear Sir—

Your letter has just arrived, and I am sending you without delay the prescription you ask for in a book entitled "Rational Treatment of Kidney and Bladder Diseases" (page 37), published by the Interstate Remedy Co., for whom I act as Consulting Physician. I wish you would read the book carefully, because it is the clearest and most scientific description of kidney, bladder and urinary troubles, their causes and effects, that I have ever seen, and besides it contains some very valuable advice upon the diet and personal habits of sufferers from these afflictions. I am convinced that by following the instructions contained therein you will be able to cure yourself quickly and thoroughly at home. You say in your letter that you saw my advertisement in happy hours and that you want my remedies for the cure of weak kidneys.

This indicates that you need the actual medicines at once, and also the best medical advice while you are using them. I am quite sure you would not have written for the recipe unless you wished to give the remedies an immediate trial. For this reason and in order that there may be no loss of time, also that it may be just as handy for you to get the remedies of this big, old established company as of your druggist, I have shipped you today one full and complete treatment as per the prescription enclosed by Express C.O.D. \$3.50, which by the time this letter reaches you should be in your express office. I have prepaid the express charges, also the charges for the return of the money to us, so that all you are to pay is \$3.50 only for the package.

The medicine is shipped in a plain sealed parcel, and is billed as merchandise coming from H. F. Ooon, who is our Secretary. In case of delay please enquire of your express agent for a package shipped on the above date by H. F. Ooon, Detroit, Mich., and billed through the money department (not through the freight department).

I do not want you to feel that I am trying to force this treatment upon you, and acceptance of it is optional with you, for if you do not care to take the package we will have it returned. My reasons for sending you these medicines seem good to me and an advantage to you.

In the first place, you need the advice and attention of a thoroughly experienced physician while taking medicine for any form of kidney, bladder or urinary trouble, and I believe you will agree with me that I, having advised you to use this prescription and having advised this same prescription for hundreds of other cases

Photographic reproduction (reduced) of part of the first of a series of "form letters" sent to individuals who apply for the "free prescription." All of the letter is printed in imitation typewriting except the parts around which lines have been drawn; these are filled in by means of a typewriter so as to give the impression that the letter is a personal communication.

finally came and were turned over to the American Medical Association laboratory for investigation. The Association's chemists reported as follows:

LABORATORY REPORT

Urikol.—The powder in the box labeled "Urikol" is greenish yellow in color and possesses an odor in which, among others, that of buchu is most prominent. Quantitative analysis yielded the following results:

Water-soluble matter	37.93 per cent.
Alcohol-soluble matter	0.55 per cent.
Chloroform-soluble matter	3.67 per cent.
Insoluble matter	52.96 per cent.
Moisture	5.20 per cent.
Undetermined	0.69 per cent.

100.00

The portion soluble in water contains what appears to be sugar and some drug extracts, the most prominent appearing to be buchu. The alcohol-soluble part has in general the same properties as the water-soluble portion. The substance soluble in chloroform was identified as hexamethylenamin.

RATIONAL TREATMENT

What shall the treatment be?

Here we have a long list of miseries and at the root of them one thing—Pain.

To relieve the patient we must have a remedy that will subside this poison and then build up the tissues as well.

Such a remedy is the combined Urikol and Kydnus treatment.

In effect on a case is not only to abate the pains and miseries, showing the poison is being removed, but it also helps to restore the muscular strength, bring back a red healthy complexion, reduce the dropsy, regulate the bowels and increase the appetite; proving that the whole system is being favorably affected.

This is a complete treatment then, superior on its face, we think, to any other you ever heard of; superior in another way, too, for it is *not harmful*. Other advocated remedies are less innocent. They contain caffeine and morphine, and we warn you against them. At least, be careful not to do more harm by unwise medication. You are safe in choosing the Urikol and Kydnus treatment. It contains no morphine, opium or caffeine. We need not dwell on this, however, for we are going to tell you what it contains and you can see for yourself.

While proving its harmless character we propose to show you also why the Urikol and Kydnus treatment produces such remarkable results.

You are now well posted on the science of Kidney trouble and are as well able as a medical student to decide on the merit of the remedy proposed.

It is our aim to have you understand everything about this new method of treatment. Then you will use it with confidence. The day is gone by when mystery had value in medicine.

The full Urikol and Kydnus treatment is as follows: Kydnus and Urikol are not specific drugs but are a combination of our own

Formula No. 1.

URIKOL	½ oz.
Potassi Nitras	15 gr.
Pulvis Extractum Tritici	15 gr.
Oleum Juniperi	2 min.

Formula No. 2.

KYDNUS	½ oz.
Calcii Hypophosphas	7½ gr.
Calcii Lactophosphas	7½ gr.

Formula No. 3.

P. E. Rhamnus Purshiana	45 gr.
Phenolphthalein	15 gr.

These ingredients are put up in a small elegant, tasteless tablet, so easy to take as a breath sweetener.

Photographic reproduction (reduced) of two pages of the book sent in answer to the request for the free "\$3.50 recipe." The "free recipe" is shown on the right-hand page and consists of three formulas, two of which contain "patent medicines"—Urikol and Kydnus—which can be obtained only from the Interstate Remedy Company. In other words, the offer of a "free recipe" is a mere catch-penny cheat.

The portion insoluble in the above solvents consists approximately of equal parts of starch and calcium carbonate. The remainder of the powder is chiefly moisture. The presence of alkaloids, arsenic or metals could not be demonstrated.

From these results it appears that the powder called Urikol is essentially a small quantity of hexamethylenamin and some drug extracts in a mixture of starch, sugar and calcium carbonate.

Kydnus.—The powder in the box labeled “Kydnus” is light brown in color, possessing a taste and a slight odor of hydrogen sulphid. Quantitative analysis yielded the following:

Water-soluble matter	38.75 per cent.
Dilute acid-soluble matter.....	27.20 per cent.
Concentrated acid-soluble matter....	2.94 per cent.
Insoluble matter	28.08 per cent.
Moisture	2.80 per cent.
Undetermined	0.23 per cent.
	<hr/> 100.00

The portion soluble in water consists of about 32 per cent. sugar and the rest potassium and calcium sulphates. The acid-soluble part consists of about 27 per cent. calcium carbonate and about 0.2 per cent. calcium sulphid. The portion soluble in concentrated acid consists of iron equivalent to about 3 per cent. ferric oxid. The residue insoluble in the above solvents is practically entirely starch. The remainder of the powder is chiefly moisture.

From these results it is concluded that *Kydnus* is essentially a mixture of calcium carbonate, starch and sugar containing a small quantity of calcium sulphid and iron.

As usual, of course, it is found that the nostrums used by these quacks are drugs that are in common use by regular physicians. It is the same old story: Well-known drugs enveloped in a cloud of secrecy and mystery, endowed with properties they do not possess and sold at a price enormously in excess of their worth.

All of which means that the Interstate Remedy Company exists not for its pretended purpose of furnishing professional advice and treatment to the ill, but to capitalize sickness and to wring dividends from distress.—(*Modified from The Journal A. M. A., Oct. 7, 1911.*)

A FRAUD-ORDER ISSUED

On April 17, 1914, the Interstate Remedy Company, Dr. A. E. Robinson and H. F. Coon were denied the use of the United States mails because they were engaged in a scheme for obtaining money through the mails by means of false and fraudulent pretenses, representations and promises. Previous to the issuance of the fraud order the company, Robinson and Coon, were called on to show cause, on or before March 12, 1914, why the fraud order should not be issued. On that date they appeared before the federal authorities in the persons of Fletcher Dobyns, a Chicago attorney, and Edward D. Hayes, the owner of the business. The postal inspector's report, which forms the basis on which the Assistant

COURT IMPOSES \$10,000 FINE ON MEDICAL FAKERS

**Interstate Remedy Co. Proprietors
Plead Guilty of Using
Mails to Defraud**

**AGREE TO GIVE LIST OF
NAMES TO GOVERNMENT**

**District Attorney Webster Asks
Money Penalty, Instead of
Prison Sentence**

Three members of a patent medicine concern doing business as the Interstate Remedy Co., indicted for fraudulent use of the mails, were fined \$10,000 by Federal Judge Tuttle, Wednesday noon. The fine was apportioned among the three as follows: Edward D. Hayes, \$5,000; Henry F. Coon, \$3,000 and Dr. A. E. Robinson, the company's medical adviser, \$2,000. The stiff fine was recommended by the district attorney in lieu of prison sentences.

The indictments against the three members of the Interstate Remedy Co. offices of which were on Farmer-st. were returned during the June term of court. When arraigned the trio pleaded not guilty, but when brought into court today they changed their pleas to guilty. In recommending that the fines be accepted, District Attorney Clyde I. Webster stated to the court that the defendants had agreed to turn over to the government a mailing list of 500,000 names. The list will be destroyed. The Interstate Remedy Co. advertised a "cure-all" and did a big business that brought the promoters handsome returns until the government stepped in and closed their offices.

This clipping from a Detroit paper of Nov. 19, 1914, tells its own story.

Attorney-General made his recommendation, brought out practically the same facts that had been exposed in THE JOURNAL of the American Medical Association. It was shown that, in common with all medical mail-order concerns, but a fraction of the letters received were ever seen by the doctor whose name was used to give an air of respectability to the business. The various clerks employed by the Interstate Remedy Company would read the letters and determine what class of ailments the victims had or thought they had, and would then "treat" them accordingly.

Hayes, through his attorney, in attempting to defend his fraudulent scheme, declared that he had submitted all of his advertising matter to the "Federal Guide Association," an organization said to be formed for the purpose of giving advice to individuals on questions of federal law. According to Hayes, the Federal Guide Association had expressed the opinion that his scheme was not in contravention of the law.

The Assistant Attorney-General to the Postmaster-General in commenting on this defense says that Hayes was well aware from the inception of this scheme of the falsity of his claims for the treatment, and that, knowing this, he had really sought advice for the purpose of enabling him so to disguise the nature of the scheme as to evade the law. It was shown further in the memorandum that, although the Interstate Remedy Company promises secrecy in the treatment of all correspondence with those who answer its advertisements, it had, as late as December, 1913, offered to sell to the "Commercial Letter Bureau" of Chicago between 70,000 and 80,000 original letters received in reply to the "free recipe for weak men" advertisement.

Mr. Hayes was the promoter of the Dr. Knapp Medical Company against which a fraud-order was issued in 1904, and also the Dr. Raynor Company, which was denied the use of the mails in the same year. The Interstate Remedy Company was the successor to the former. Now it has been denied the use of the mails.—(*From pamphlet, 1914.*)

[On Nov. 18, 1914, the three individuals comprising the Interstate Remedy Company were fined \$10,000 by a judge of the United States District Court. The fine was recommended by the district attorney in the place of a prison sentence under the stipulation that the concern turn over to the federal authorities to be destroyed the "sucker list" of past and prospective victims. Edward D. Hayes was fined \$5,000; Henry Coon, \$3,000, and Dr. A. E. Robinson, \$2,000.]

JIROCH COMPANY

For some years, the Dr. Jiroch Company, 533 South Wabash Avenue, Chicago, has been conducting a mail-order medical concern. On June 24, 1914, the federal authorities declared the concern fraudulent and denied it the use of the mails. The attorney for the Dr. Jiroch Company was Fletcher Dobyns of Chicago, the same man who appeared in behalf of a similar fraud operated from Detroit, the "Interstate Remedy Company." The Jiroch fakery also introduced, through its attorney, a physician, who attempted to justify the methods of this concern. This physician was Dr. Nathaniel H. Adams of Chicago, member of the Chicago Medical Society and, through this membership, Fellow of the American Medical Association.

The methods of the Dr. Jiroch Company were investigated some time ago by THE JOURNAL, and much of the matter that follows was written nearly two years ago. Other matters prevented the completion of the "story" and it was filed away.

THE PERSONNEL

As in all such cases, the physician whose name gives the title to this fraud has been but a mere stool-pigeon. At the time of THE JOURNAL'S investigation, the real men behind the scheme seem to have been:

Melville W. Johnson, Garrett, Indiana, *President*.
A. G. Hagerty, *Secretary*.
Thos. R. Bradford, *Treasurer*.
F. W. Jiroch, *Medical Director*.

Jiroch was a student at the Harvey Medical College at Chicago at the time this low-grade institution went out of existence. He then seems to have gone over to Jenner Medical College, Chicago, by which school he was graduated in 1906, receiving a license to practice, from the State of Illinois, the same year. The practical man of affairs in the Dr. Jiroch Company seems to have been Thomas R. Bradford, who, it is said, was formerly with a somewhat similar fake concern, the "Blair Remedy Company" of Chicago. Bradford, apparently, is an old hand at mail-order medical frauds. In 1904, Thomas R. Bradford was operating a business in Cincinnati under the name of "Bradford & Company." The scheme was an attempt to sell an alleged cure for "lost vitality, sexual debility," etc., and was put out of business by the federal authorities in December, 1904.

ITS METHODS

The Dr. Jiroch Company obtained its victims through advertisements placed in the cheaper weeklies and daily papers. In addition, the concern bought or rented "sucker lists" either from letter brokers or from concerns in a similar disreputable business. An enormous amount of circularizing was done, much of it in a haphazard way; the member of THE JOURNAL staff, who has corresponded under assumed names with various medical frauds, was richly favored with Jiroch "bait" although he had never written to the concern, showing that these names had been purchased or rented.



Photographic reproduction, reduced, of the "Special Free Proof Treatment and Diagnosis Certificate." This was one of the pieces of advertising claptrap used by the Dr. Jiroch Company to impress the ignorant. The evident intent was to make the recipient of these "certificates" imagine that he was receiving a special benefit from the company. The certificates were printed in various color combinations, the one reproduced above being in orange and purple. Each certificate bore what was apparently a serial number; as a matter of fact, all had the same number, "247."

While, in what follows, Jiroch's name is used as though he was the one individual responsible, it should be borne in mind that he was but the "hired-man" of the concern. Nevertheless all letters were signed (in facsimile) with Jiroch's name and the victim was led to believe that Jiroch gave personal and individual attention to each case.

The prospective victims were sent circular letters, printed in imitation of typewriting. With each letter was a brilliantly colored "certificate" that was alleged to entitle the holder to a "Special Free Proof Treatment and Diagnosis." Not all the "certificates" were the same; they varied in color and in the series of questions asked. Some were sent to those supposed to be suffering from "female trouble," others

to those presumably deaf, still others to those whose ailments were of a general or indefinite nature. But whatever kind of "certificate" was sent they all offered the "Special Free Proof Treatment and Diagnosis."

THE "TREATMENT" FREE AND OTHERWISE

The Jiroch advertisements that appeared in the cheap weeklies also featured the "free treatment and diagnosis." Both the advertisements and the certificates contained a list of symptoms. Says the Jiroch Company:

"Put an X mark before every symptom you have and two XX marks before your worst symptom."

Those who answered the advertisements or who sent in the "certificates" received a "free proof treatment" consisting of two small boxes of tablets, one kind pink, sugar coated and ovoid in shape varying in number from four to six; the other white or very faintly pinkish, sugar coated and cylinder-shaped varying in number from seven to fourteen. By the same mail, a circular letter came giving directions as to the use of the "free treatment." This "letter" also was prepared in imitation of typewriting and the name of the individual to whom it was sent was filled in by means of a typewriter. All of the "proof treatments" seem to have been identical irrespective of the age or sex of the persons to whom they were sent or whether the recipients were suffering from consumption, rheumatism or malaria.

Within twenty-four hours of receiving the "free treatment" the patient had inflicted on him, unasked, a "full size treatment." This came in a cardboard box holding four small boxes numbered respectively, "1," "2," "3" and "4." The boxes were labeled as follows:

Box 1.: "Prescription No. 16759. Directions: Take one tablet before or after the morning meal. Swallow with a little water."

Box 2.: "Prescription No. 29408. Directions: Take one tablet before or after the noon meal. Swallow with a little water."

Box 3.: "Prescription No. 30651. Directions: Take one tablet before or after the evening meal. Swallow with a little water."

Box 4.: "No. 4039. Directions: Take one tablet at bedtime, or as often as necessary to insure about two movements of your bowels each day."

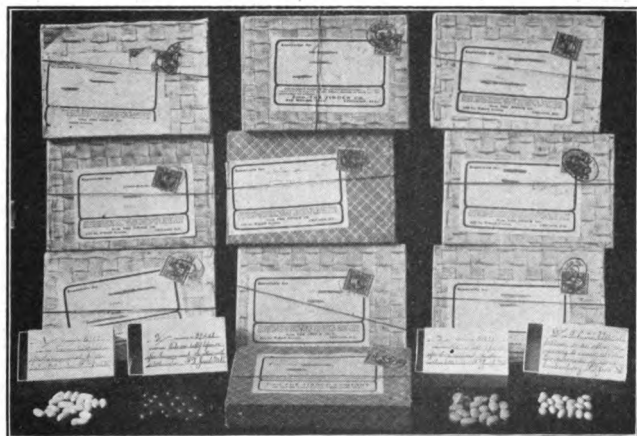
The tablets labeled Prescription No. "16759" that came in Box 1 are white or faintly pinkish, sugar coated, cylindrical-shaped tablets, apparently identical with part of the "free proof treatment."

The tablets in the box labeled Prescription No. "29408" were large, bright yellow, sugar-coated tablets.

Box 2. (R 29408): These yellow pills were found to have for their chief constituents, powdered licorice root and cornstarch with small quantities of vegetable extractive.

Box 3. (R 30651): These tablets, according to the chemists, were found to consist essentially of cornstarch and extract of nux vomica. Quantitative analysis indicated that the total alkaloidal content was equivalent to about $\frac{1}{3}$ grain of nux vomica in each tablet.

Box 4. (R 4039): These pink pills were found to consist essentially of starch and aloes, with a trace of strychnin. No other medicinal ingredient was found.



In investigating the Jiroch fraud, THE JOURNAL accumulated several of the "full size treatments" sent—unasked—to various hypothetical individuals. Here are ten of the "full size treatments," for which \$3.00 each was asked—\$30.00 worth. It would have cost the Jiroch Company 40 cents to have these medicines, for which they asked \$30.00, returned, but the 40 cents was not sent. The reason? The \$30.00 worth of pills were not worth 40 cents!

THE SLIDING PRICE SCALE

The same mail that brought the "full size treatment" also brought a circular letter—in imitation typewriting—supposed to contain a diagnosis of the patient's condition. These "diagnoses" were stock letters in which the name of the person addressed was filled in by means of a typewriter and two lines in the body of the letter purporting to be the "diagnosis" were also filled in. The victim was urged to send in \$3 for this full-size treatment. If the request was ignored, the patient was bombarded with follow-up letters at more or less regular intervals, each letter more insistent than its predecessor in urging that money be sent for the treatment. As a rule, the first three follow-up letters

maintained the original price, \$3; the fourth letter offered to accept \$1.50 while the fifth letter came down to \$1.00. If this last offer failed to elicit a reply, Jiroch, apparently, decided that this individual did not belong in the "sucker" class and dropped the name from his books.

We know of no instance in which the Jiroch Company voluntarily sent the four cents postage for the return of the \$3.00 "treatment." This is not surprising as it would not be "good business" to expend four cents in postage for the return of pills worth less than four cents.

WHAT WERE THE DIAGNOSES WORTH?

We have said that the second letter from Jiroch to his prospective victim gave what purported to be a "diagnosis" of the patient's case. As a matter of fact, this diagnosis, so-called, was one that could have been made by the girl typists who filled it in on the imitation typewritten letters—and perhaps was. Did the person put crosses against "rheumatism," "indigestion" and "piles," Jiroch made a "diagnosis" that the person was suffering from rheumatism, indigestion and piles. This was the method by which these quacks cajoled their victims into believing that a physician had carefully studied their cases and diagnosed their ailments.

To show the worthlessness of Jiroch's "diagnoses," THE JOURNAL had "symptom blanks" sent to the company from various parts of the country and describing widely varying forms of ailments. In every instance, Jiroch sent the free trial treatment and followed it up immediately with his "full-size treatment" together with a "diagnosis" letter detailing the very symptoms that had been sent in. The "full-size treatments" that were sent were all the same whether the supposed patient was suffering from consumption, rheumatism or Bright's disease.

One letter was sent from Virginia and a cross was put against the following list of symptoms:

- "Spit up mucous and slime."
- "Pain in the back."
- "Heartburn and indigestion."
- "Bowels irregular and constipated."
- "Weak, nervous and trembling after slight exertion."

Back came the "diagnosis" letter which read:

"According to my diagnosis what you need to cure you completely is a thorough special treatment from the *Spitting up of Mucus, Pains and Soreness Across the Back, Poor Digestion, Constipation, Nervousness, Defective Elimination and Uric Acid Conditions.*"

The words that we have italicized are those that had been filled in on a typewriter. The "full-size treatment" sent in this case consisted of the four boxes containing the pills labeled respectively: Prescription Numbers "16759," "29408," "30651" and "4039"—price \$3.

Another letter sent from a small town in Illinois had a cross placed against the following symptoms:

"Have sick headache."
 "Heart trouble."
 "Stomach trouble."
 "Are depressed in spirits."
 "Have twitching of the muscles."

The "diagnosis" letter to this supposititious patient read:

"According to my diagnosis what you need to cure you completely is a thorough special treatment for the *Headache, Poor Circulation, Stomach trouble, Depressed Spirits, Twitching Muscles, Defective elimination, and Uric Acid Conditions.*"

Here again the words we have italicized had been filled in with the typewriter—and the same boxes of pills were sent. Another symptom blank THE JOURNAL had mailed from a town in Ohio with crosses against the following:

"Are troubled with catarrh."
 "Have dizziness."
 "Are depressed in spirits."
 "Have too frequent desire to pass water."

Quack Jiroch "diagnosed" this case:

"According to my diagnosis what you need to cure you is a thorough special treatment for the *Catarrh, Dizziness, Depressed Spirits, Bladder Trouble, Defective Elimination and Uric Acid Conditions.*"

In this case, too, the recipient of the diagnosis got the same stock "full-size treatment"—Prescription Nos. 16759, 29408, 30651 and 4039—with the usual request for a remittance of \$3.

From a city in Pennsylvania THE JOURNAL had a symptom blank sent in describing as well as is possible by mail a case of diabetes mellitus. The person sending it in stated explicitly that he had diabetes and also put crosses against the following:

"Are losing flesh."
 "Feel weak and all run down."
 "Have itching or burning of skin."
 "Have boils and pimples on face and on neck."
 "Have too frequent desire to pass water."

Diagnosing by mail is, of course, an anomaly. The scientific value of a diagnosis of ailments in persons who have never been seen and whose symptoms are described by the persons themselves, is *nil*. Nevertheless if any conclusion at all could be reached regarding the hypothetical case just described, it must have been that the patient was suffering from diabetes mellitus. What did Jiroch say?

"According to my diagnosis what your case requires now is a thorough special treatment for the *Kidney Trouble, Itching Skin, Impure Blood, Nervousness, Headaches, Defective Elimination and Uric Acid Conditions.*"

And the treatment? The same "full-size treatment" sent to the sufferer from consumption, rheumatism, etc., that is,

Boxes Nos. 1, 2, 3 and 4 (Prescriptions Nos. 16759, 29408, 30651 and 4039). Worse yet, the diabetic—in common with all others—was told:

"For your case I would advise a mixed diet."

A "mixed diet" recommended to a supposititious diabetic to whom the starches in such articles as bread, biscuits, potatoes, etc., and sugars, sirups and sweets might, in the amounts ordinarily taken, be deadly! A mixed diet, indeed!

Other diagnoses just as worthless as those detailed above; could be given, but these are sufficient to make plain the



Photographic facsimile of the labels on the four boxes sent to practically all those who filled out a "symptom blank" and sent it to the Dr. Jiroch Company. Whether suffering from rheumatism, diabetes, consumption, malaria or what not, the patient would receive the four boxes of pills labeled as shown above. The so-called individual treatment was a farce.

worthlessness of the diagnosis and the fraudulence of the Jiroch "treatment." Yet the Jiroch concern said about Jiroch:

"I am a specialist and I do not have one remedy that cures everything . . . My special treatments are made up of my own private preparations perfected after years of successful practice."

One thing will be noticed regarding the fake diagnoses. No matter what other ailments the patients were supposed to have, they were all suffering—according to Jiroch—from "Defective Elimination and Uric Acid Conditions." Whether it was a case of consumption, kidney disease or "female trouble" every person whose case Jiroch professed to diagnose was a sufferer from "defective elimination and uric acid conditions."

The Post-Office Stops the Fraud

The matter preceding represents the investigations made by THE JOURNAL some time ago. That which follows is taken largely from the memorandum of Assistant Attorney-General Lamar to the postmaster general recommending the issuance of a fraud order. Judge Lamar's report says, that after a thorough review of the evidence submitted with the report of the post-office inspectors who investigated the Dr. Jiroch Company, he finds the facts to be as follows:

"The Dr. Jiroch Company and Dr. Jiroch are engaged in selling medicines through the mails. In order to obtain the names and addresses of persons to whom they may direct their solicitations, they advertise in newspapers and magazines having a general circulation throughout the United States."

THE CLAIMS MADE

A typical advertisement is then presented, of which the assistant attorney-general says:

"It will be noted that the representations contained in this advertisement are calculated to lead the reader to believe, among other things, (a) that for the purposes stated Dr. Jiroch will give free to anyone suffering from any of the symptoms described and responding to the advertisement a treatment for the permanent relief of the disease from which such person is suffering; (b) that this treatment will consist of special medicines adapted to the particular disease from which the applicant is suffering; (c) that Dr. Jiroch can and will diagnose and determine the disease from which the person so responding is suffering by means of the check marks placed before the symptoms set forth in the advertisement; and (d) that he can by this method cure kidney and bladder ailments, rheumatism, stomach, liver and bowel disorders, heart trouble, nervous weakness, catarrh and all other diseases arising from impure blood, uric acid conditions, etc."

SOME DIAGNOSES

Then follows the statement that those who answer the advertisements receive a stock letter, one of which was put in evidence, and with the letter the so-called free-proof treatment which was "the same in every case." The advent of the second letter was described and the letter itself put in evidence and the fact noted that the person who had answered the advertisement was sent, unasked, a "three-weeks' treatment," for which he was expected to send \$3. Then the memorandum continues:

"In the investigation of this case, letters were written to the Dr. Jiroch Company by the inspectors under assumed names and asked treatment for the following conditions in turn: (1) 'Severe headaches for sometime and no medicine will give me any but temporary relief,' (2) 'A bad cough that I have had for quite a while—am all the time hawking and

spitting,' (3) 'Loss of sexual power,' (4) 'Simply will not make flesh—otherwise well,' (5) 'Too fat and bust lacks development,' and (6) 'Female troubles.' In each of these cases, except that numbered 5 above, the applicant was sent the correspondence quoted above, and the affection of the applicant was diagnosed as follows: (1) Headache, defective elimination and uric acid conditions; (2) cough, spitting up slime and mucus, defective elimination and uric acid conditions; (3) failing manhood, defective elimination and uric acid conditions; (4) being too thin, defective elimination and uric acid conditions, and (6) female trouble, defective elimination and uric acid conditions. In case numbered 5 the applicant was written a letter in which she was advised that the symptoms given by her were rather unusual in combination and asked to give further particulars. In reply the inspectors gave the following information: 'Thirty-one years old, 5 feet 5 inches high, weight 154 pounds, not much fat on my breasts, have been fleshy ever since I was a young girl, both parents dead, father small, mother fleshy, breasts always have been flat.' Thereon the respondents sent to the writer the same letters as were sent out in the other cases, diagnosing her affection as obesity."

THE CLAIM OF INDIVIDUAL TREATMENT

The judge notes further:

"If a remittance is not received promptly in response to the letter accompanying the treatment for which a remittance of \$3 is asked, other letters are sent the sufferer in which he or she is advised, among other things, that 'the treatment I sent you is exactly what you need,' that it 'was made up of my own private prescriptions, especially for your individual requirements,' that 'the treatment is a thorough one for every symptom and condition you described, and designed to cure you permanently,' and that 'I made a careful diagnosis of your symptoms and made up a treatment for the ailments you told me you wanted to be cured of.'

"The evidence also shows that, when a remittance is received and a report blank submitted, it is the practice of the respondents to advise the remitter that his case requires further treatment and to send him another supply of medicine for which they ask a remittance of \$5, together with another report blank, on the receipt of which, filled out, they send him more medicine, and so on; and that the purpose of the representation that they have reserved for his use a free 'two-weeks' additional treatment' to be sent him after the receipt of his remittance of \$3 and the report blank filled out is to give them an opportunity of sending him additional medicines for which they ask further remittances."

The memorandum then states that the post-office department had the assistance of some well-known practicing physicians of Washington, while, on the other hand:

DR. ADAMS TESTIFIES FOR JIROCH

" . . . Mr. Dobyns introduced and examined as an expert witness for the respondents Dr. Nathaniel H. Adams of

Chicago. The physicians called by the government testified that the symptoms set forth in the advertisement of the respondents, taken alone or in combination with any or all of the others, were symptoms of a large number of diseases; that each of these diseases required different treatment; that it was utterly impossible to tell the cause of these symptoms from the information obtained in accordance with the system followed by the respondents; that some of the diseases giving rise to those symptoms were incurable or only curable by a surgical operation, and that a postponement of proper treatment in many of those diseases would be dangerous.

"These facts are so well-recognized as hardly to require expert testimony to prove. They were admitted by Dr. Adams, who stated it as his belief, however, that the marking of the coupon in the manner directed by the prospective patient would afford to the respondents a clue by the use of report blanks, they could in the course of time determine with some certainty the disease from which he was suffering."

Then Judge Lamar continues:

ONLY 2 PER CENT. ADMIT BENEFIT

"I find from the evidence in this case that whether this treatment prescribed by the respondents is of value in any case where given in accordance with this system is entirely a matter of chance; and that this is well known to the respondents. That this is a fact is shown not only by the evidence above referred to, but also by the testimony of Inspector Angier, who conducted the investigation in this case. Inspector Angier wrote to a large number of patrons of the respondents, and only 2 per cent. of those who replied stated that they had been benefited by the treatment given to them. There are also a large number of complaints in the case, alleging dissatisfaction.

NINETY PER CENT. OF THE "DIAGNOSES" MADE BY CLERKS

"Inspector Angier also testified, and no evidence to the contrary was submitted by the respondents, that but about 10 per cent. of the coupons on which the diagnosis and treatment are predicated are considered by Dr. Jiroch. The rest of the blanks are handled by clerks, who place on them numbers indicating the disease from which the applicant for treatment is suffering; these numbers indicate the medicines to be sent and the names of diseases or symptoms to be filled in in the diagnosing letter by other clerks. The letters sent out, however, although forms, are printed in imitation of typewriting and bear the signature of Dr. Jiroch in facsimile of handwriting."

A SUMMARY

In summing up, Judge Lamar says:

"From the evidence in this case it is clear, and I find, that the representations in the advertisements and circular matters of these respondents are false and fraudulent in that:

"1. Dr. Jiroch does not give free for advertising purposes a remedy for the permanent relief of disease; but on the

HOW JIROCH GAVE "INDIVIDUAL TREATMENT!"

Showing in tabular form some of the results obtained by THE JOURNAL in its endeavor to test the scientific value of the Jiroch company's methods

Letter Sent	To	"Diagnosis" Made by Jiroch	Special, "Individual Treatment" Sent	Price Asked in Letters				
				1st	2nd	3rd	4th	5th
Dec., '11....	J. D. G— Wyoming	Debility and neurasthenia; kidney trouble; dizziness; poor digestion; defective elimination; uric acid conditions.	R16759; R29408; R30631; R4039	\$3.00	\$3.00	\$3.00	\$1.50	\$1.00
April, '12....	W. H. M— Ohio	Catarrh; dizziness; depressed spirits; bladder trouble; defective elimination; uric acid conditions.	"	"	"	"	"	"
April, '12....	T. S— Minnesota	Rheumatism; sore joints and muscles; diarrhea; defective elimination; uric acid conditions.	"	"	"	"	"	"
April, '12....	E. R. B— Minnesota	Itching skin; stomach trouble; weak lungs; impaired appetite; defective elimination; uric acid conditions.	"	"	"	"	"	"
Sept., '12....	C. H. F— Minnesota	Stomach trouble; defective elimination; uric acid conditions.	"	"	"	"	"	"
Oct., '12....	F. L. C— Illinois	Headaches; poor circulation; stomach trouble; depressed spirits; twitching muscles; defective elimination; uric acid conditions.	"	"	"	"	"	"
Oct., '12....	W. B. D— Virginia	Spitting up mucus and slime; pains and soreness across back; poor digestion; constipation; defective elimination; uric acid conditions.	"	"	"	"	"	"
Dec., '12....	G. W. T— Pennsylvania	Kidney trouble; itching skin; impure blood; nervousness; headaches; defective elimination; uric acid conditions.	"	"	"	"	"	"

contrary requires from persons who answer the advertisement a payment for the treatment which he prescribes.

"2. Dr. Jiroch does not intend to 'go over your other questions and symptoms and prepare my answer in full, and to pay careful attention to every phase of your trouble and write you fully in a day or so and tell you what else ought to be done to cure you completely,' as represented in the letter accompanying the free treatment, but intends to at that time send the addressee in a few days a form-letter made up by a clerk, together with certain medicines put together by a clerk, in accordance with the system followed in the conduct of this business.

"3. The free treatment does not consist of medicines adapted to the particular disease from which the applicant is suffering, but is in fact merely a tonic and laxative sent to all alike without regard to the particular symptoms of the individual case.

"4. The respondents cannot and do not determine the disease or affection from which the applicant for treatment is suffering by means of the marking of the symptoms set forth in the advertisement; and therefore cannot and do not prescribe medicines adapted to the cure or relief of the disease from which such applicant is suffering, unless by chance.

"5. The respondents do not know whether or not the applicant is curable, for they do not have sufficient information on which to determine this fact.

"6. The respondents cannot by this method cure kidney and bladder trouble, rheumatism, stomach, liver and bowel disorders, heart trouble, nervous weakness, catarrh and all other diseases arising from impure blood, uric acid conditions, etc.; but on the contrary this system is utterly impractical and any benefit resulting therefrom is due to chance.

"The postmaster at Chicago reports that the respondents receive approximately 275 pieces of first-class mail daily."

As a result, the assistant attorney-general for the postmaster-general recommended the issuance of a fraud order which, as previously noted, was put in force June 24, 1914.
—(*From The Journal A. M. A., July 11, 1914.*)

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 the 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 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.—(From "*Nostrums and Quackery*" *Second Edition*.)

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. Hawley, E. Virgil Neal and T. A. Pulver. Adkin fraudulently represented that he was the originator and discoverer of the new and wonderful treatment, "vitaopathy," by the use of which he was able to effect miraculous cures. The vitaopathic treatment really consisted of medical treatment prescribed by physicians in the employ of the company, general directions for dieting, bathing, breathing, resting, etc., and, what was termed by Adkin, autosuggestion given in the form of a letter. The letter instructed the patient to concentrate all of his mental energies on the thought that he was going to be cured of his disease and to repeat certain phrases to that effect. It was shown, at the trial, that there was absolutely nothing new in this treatment nor nothing of which Adkin could properly claim to be the discoverer and originator.

ADVERTISEMENTS IN THE FORM OF NEWS

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

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.

The individuals comprising the "Consulting Board" of this egregious fraud were given as:

S. DUTTON WHITNEY, M.D., Diseases of Stomach, Liver and Kidneys.
 EUGENE HUNT, A.B., M.D., Diseases of Nervous System.
 G. S. LINCOLN, M.D., Diseases of Nervous System.
 H. G. DOANE, M.D., Diseases of Skin, Heart and Lung.
 RUDOLPH MIELKE, M.D., Diseases of Men.
 P. W. ERDTMANN, M.D., Diseases of Women.
 MARIE NORTON, M.D., Diseases of Women.
 D. A. DOBIE, M.D., Diseases of Eye, Ear, Nose and Throat.
 E. H. POLLOCK, M.D., Mental Diseases.
 F. W. WINTER, M.D., Diseases of Heart.
 A. W. JACKSON, M.D., Morphin, Liquor and other Habits.
 W. EDWARD YOUNG, M.D., Diseases of Blood and Skin.
 H. C. ABEL, M.D., Cancers.
 C. F. DRAKE, M.D., Sexual Diseases of Men.
 J. W. HORTER, M.D., Nose and Throat.
 EDWARD B. HERRICK, M.D., Chronic Diseases.
 W. W. HADLEY, M.D., Diseases of Kidney and Bladder.
 THOMAS F. ADKIN, President.
 A. J. BARBER, General Manager.

In addition to the list given above the following men were said to have been on the "staff" of the "institute":

P. T. C. CAMPBELL, M.D.
 PROF. G. E. NEWMAN, JR.
 A. W. JACKSON, M.D.
 PROF. CHAS. B. WESTOVER.

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.—(*With modifications and additions from "Nostrums and Quackery," Second Edition.*)

NEW YORK INSTITUTE OF SCIENCE

One more of the Neal-Adkin syndicate of frauds was denied the use of the United States Mails when a fraud order was issued against the New York Institute of Science, Rochester, N. Y. E. Virgil Neal, the original president of this concern, has made quackery his life work. Although some of THE JOURNAL's readers may remember what has been said about Neal in the past, it is worth while briefly summarizing this arch faker's meteoric career.

Previous to 1900, E. Virgil Neal traveled over the country under the alias X. La Motte Sage, giving alleged exhibitions of hypnotism.

In 1904 he was connected with the "Columbia Scientific Academy," which "taught" palmistry.

In 1905 Neal, with Adkin, conducted the "New York Institute of Physicians and Surgeons." This was put out of business by a fraud order issued Aug. 2, 1905.

In 1906 Neal was operating the "Force of Life Chemical Company." This fraudulent concern sold pills or tablets and operated what the New York *Times* described as a "grotesquely obvious swindle." The Force of Life Chemical Company was investigated by the federal authorities. When it was found that an influential New York politician, Gen. James R. O'Beirne, was president of it, the "investigation" ceased! The newspaper publicity, however, killed the business.

In 1906 also, Neal conducted a bank which is said to have loaned money to small publishing houses, the loans being paid in advertising space in the publications. In the same year, too, Neal started the "Neal Biscuit Company," which later changed its name to the "American Health Products Company."

Other concerns in which Neal is said to have been either directly or indirectly interested are:

To-Kalon Mfg. Co.—A beauty treatment.

Cartilage Co.—Guaranteed to increase the height.

Harriett Meta.—Wrinkle eradicator.

Everett Wood.—Cure for baldness.

Roman Solvane Laboratory.—Superfluous hair remover.

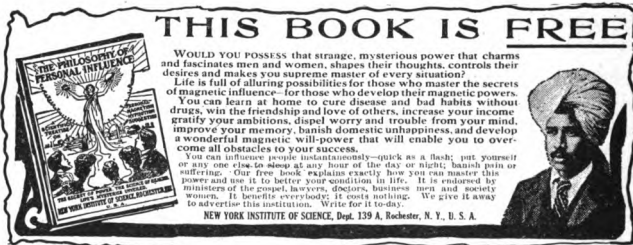
Okola Laboratory.—Eye treatment.

Paris Academy of Beauty Arts.—Bust developer.

Dr. Turner Co.—Obesity cure.

So much for the activities of E. Virgil Neal. The New York Institute of Science is said to have mulcted the public

to the extent of \$1,500,000. Briefly, the scheme was to advertise that a free book would be sent to all those interested, explaining how "magnetic influence" and "hypnotic power" might be attained. Those answering the advertisement received a pamphlet describing the alleged "course of study" given by the New York Institute of Science. It contained a list of names of those alleged to be members of the faculty of the "institute." There was no faculty, the names given being either fictitious or those of clerks employed by this fraudulent concern. When cited to show cause why a fraud order should not be issued against it, continuances were granted at the request of the concern's attorney, John J. Vause, and the case was not finally heard until Nov. 17 to 20, 1913. Mr. Vause, by the way, also appeared as attorney for two other frauds operated by the same syndicate, the Cartilage Company and the Okola Laboratory. But the



THIS BOOK IS FREE

WOULD YOU POSSESS that strange, mysterious power that charms and fascinates men and women, shapes their thoughts, controls their desires and makes you supreme master of every situation? Life is full of alluring possibilities for those who master the secrets of magnetic influence—for those who develop their magnetic powers. You can learn at home to cure disease and bad habits without drugs, win the friendship and love of others, increase your income, gratify your ambitions, dispel worry and trouble from your mind, improve your memory, banish domestic unhappiness, and develop a wonderful magnetic will-power that will enable you to overcome all obstacles to your success.

You can influence people instantaneously—quick as a flash; put yourself or any one else to sleep at any hour of the day or night; banish pain or suffering. Our free book explains exactly how you can master this power and use it to better your condition in life. It is endorsed by ministers of the gospel, lawyers, doctors, business men and society women. It benefits everybody; it costs nothing. We give it away to advertise this institution. Write for it to-day.

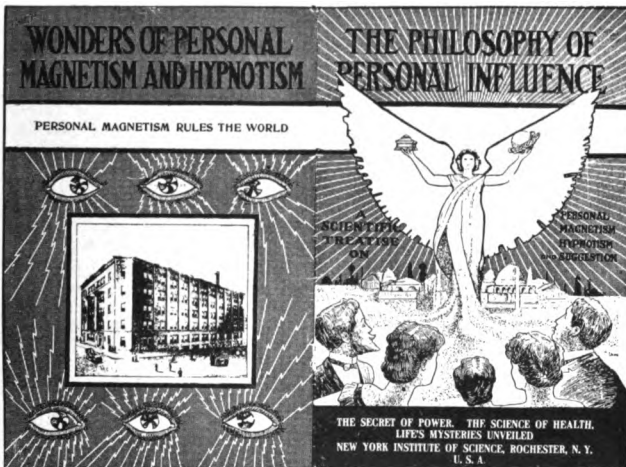
NEW YORK INSTITUTE OF SCIENCE, Dept. 139 A, Rochester, N. Y., U. S. A.

A photographic reproduction reduced of a typical advertisement put out by the New York Institute of Science. This alleged course in hypnotism was sold under the claim: "You can learn at home to cure diseases and bad habits without drugs, win the friendship and love of others, increase your income, gratify your ambitions, dispel worry and trouble from your mind, improve your memory, banish domestic unhappiness, and develop a wonderful magnetic will power that will enable you to overcome all obstacles to your success."

story is well told in the memorandum of the Assistant Attorney-General to the Postmaster-General recommending the issuance of a fraud order. Part of the memorandum follows:

"The New York Institute of Science was incorporated under the laws of the state of New York, Sept. 9, 1899, by X. La Motte Sage, whose true name is E. Virgil Neal, T. F. Adkin, M. N. Adkin, M. H. Neal and B. Hurd. On Jan. 29, 1913, a statement of voluntary dissolution was filed, but prior to that date, that is on Nov. 27, 1912, Charles S. Clark, E. J. MacNamara and K. A. McCormick were incorporated under the laws of the state of Virginia to conduct this same business, under the same name, and at the same place, Rochester, N. Y.

"It is established that X. La Motte Sage, the original president of the concern, has not been connected with it since 1902, and T. F. Adkin, who, it is interesting to note, was the president of the New York Institute of Physicians and Surgeons, against which a fraud order was issued on Aug. 2, 1905, makes affidavit under date of Jan. 10, 1913, that he is not connected with the respondent company. Charles S. Clark has been connected with the business for many years as vice-president and general manager, and in the Virginia articles of incorporation he is named as president, E. J. MacNamara, vice-president, and K. A. McCormick, secretary and treasurer, these three parties being also the incorpora-



Greatly reduced facsimile of the back and front covers of the "free booklet" sent out by the New York Institute of Science. In addition to many fraudulent claims, this booklet contained a list of the alleged "faculty" of the "Institute" made up largely of names of clerks employed by the concern.

tors of the Okola Laboratory, the business of which was conducted in the same building, and against which you issued a fraud order on Feb. 16, 1914.

"Evidence in the case is to the effect that one of the publications used by the concern, bearing the title 'Vitaopathy' and written by Thomas F. Adkin, is practically the same as the course on 'Vitaology' used in connection with the business of the New York Institute of Physicians and Surgeons, of which Adkin, as stated above, was president. Other publications used are 'Magnetic Healing' by Thomas F. Adkin, 'Personal Magnetism' by Paul Weller, and a Course in Hypnotism by X. La Motte Sage. The mails were also closed against the circulation of these publications by

means of the fraud order of 1905 against the New York Institute of Physicians and Surgeons. In promoting the business of the last named concern prominence was given to the course in 'Vitaology' or 'Vitaopathy,' the course in hypnotism being subordinated, whereas in the business of the New York Institute of Science prominence is given to the Sage course in hypnotism, 'Vitaopathy' being secondary."

Assistant Attorney-General Lamar then describes in detail some of the advertisements by which the New York Institute of Science obtained its victims. A photographic reproduction of one of these advertisements accompanies this article, the wording of which follows:

"THIS BOOK IS FREE

"Would you possess that strange, mysterious power that charms and fascinates men and women, shapes their thoughts, controls their desires and makes you supreme master of every situation? Life is full of alluring possibilities for those who master the secrets of magnetic influence—for those who develop their magnetic powers. You can learn at home to cure disease and bad habits without drugs, win the friendship and love of others, increase your income, gratify your ambitions, dispel worry and trouble from your mind, improve your memory, banish domestic unhappiness, and develop a wonderful magnetic will-power that will enable you to overcome all obstacles to your success.

"You can influence people instantaneously—quick as a flash; put yourself or anyone else to sleep at any hour of the day or night; banish pain or suffering. Our free book explains exactly how you can master this power and use it to better your condition in life. It is endorsed by minister of the gospel, lawyers, doctors, business men and society women. It benefits everybody; it costs nothing. We give it away to advertise this institution. Write for it today.

DEPT. 181 B, NEW YORK INSTITUTE OF SCIENCE, ROCHESTER, N. Y.

Commenting on this advertisement, Judge Lamar points out that the "free book" referred to, far from being a scientific treatise, as the reader is led to believe, is merely an advertising pamphlet giving, among other things, what purports to be a list of the "faculty" of the New York Institute of Science. The "faculty" list follows:

"X. LA MOTTE SAGE, A.M., PH.D., LL.D., *President*.—Editor-in-Chief of the Correspondence Course, and Instructor in Personal Magnetism, Psychology, and in the use and development of the will-power as a factor in influencing people.

"CHARLES S. CLARK, M. A., *Vice-President and General Manager*.—Director of Correspondence Course of Instruction and Special Instructor in Psychology and Metaphysics, and the use and development of the will power.

"CHARLES B. WESTOVER.—Instructor in Suggestive Therapeutics, Vitaopathy, Hypnotism, Personal Magnetism and Telepathy, and the art of Giving Public Entertainments.

"WM. KELLER, M.D.—(Graduate St. Louis Medical College and Berlin University) Instructor in the Theory and Practice of Hypnotism as an agent in the cure of human diseases, and its use in Surgery and Dentistry.

"ALBERTA LEE.—Instructor in Magnetic Healing, and in the use of Hypnotism in the treatment of the Diseases of Women.

"OGLA HELENA SAGE.—Instructor in the Theory and Practice of Hypnotism and Suggestion in the Development of the Mental Faculties and the Correction of Evil Habits.

"PAUL WELLER.—General Manager of Correspondence.

"E. L. OTTNAT.—Manager Correspondence for United States and England.

"J. RONCA.—Manager Correspondence for France and Belgium.

"A. BOSCH.—Manager Correspondence for Germany and Austria.

"L. B. CINTRON.—Manager Correspondence for Spain and South America.

"A. SLUYTERS.—Manager Correspondence for Holland and Denmark.

"J. P. CARDUS.—Manager Correspondence for Portugal.

"L. F. RONCA.—Manager Correspondence for Italy.

"L. E. BROKMAN.—Manager, Russian Branch, Moscow, Russia.

"F. W. BARABAS.—Manager Correspondence for Hungary.

"JOHN SWANSON.—Manager Correspondence for Sweden.

"KUMAHEI KATSUBO.—Manager Correspondence for Japan.

"B. L. TRAUB.—Auditor.

"E. J. MACNAMARA.—Superintendent.

"M. O'MELIA.—Superintendent of Mails.

"W. HEBING.—Recorder of Matriculations.

"M. CHAMBERS.—Chief of Examination Department.

"J. DWORSKY.—Manager, Stenographic Department.

"K. A. McCORMICK.—General Bookkeeper.

"C. BLUMBERG.—Assistant Bookkeeper.

"E. BURTIS.—Cashier."

Then follows the Assistant Attorney-General's description of the method by which the New York Institute of Science attempted to deceive the public by giving the impression that X. La Motte Sage was a man of high educational rank. The memorandum further states that letters from various educators at Rochester, N. Y., show that the members of the "faculty" of the New York Institute of Science were unknown to them and that the "institute" itself had never been recognized by them as an institution of learning. It then continues:

"Embracing two pages of the booklet under the caption 'Endorsed by Colleges and Universities,' are what purport to be facsimiles of five letters on the letter-heads of institutions of learning, speaking in complimentary terms of Dr. X. La Motte Sage, dated in the years 1889, 1897 and 1898, in none of which is mention made of the New York Institute of Science, and necessarily so, as the corporation of that name was not organized until 1899.

"Another page in the booklet is devoted to what purport to be excerpts from different newspapers dated 1896, 1897, 1898, and all of which refer personally to Dr. Sage. Beneath these clippings the statement is made:

"We have testimonials and press clippings almost without number, all certifying to Dr. Sage's wonderful success. After the founding of the New York Institute of Science Dr. Sage ceased to give public performances and to deliver lectures, and devoted his entire time to the interests of the institution and its pupils."

"It is admitted by respondent 'that this institute has held out Dr. X. La Motte Sage as the president of same,' and in defense urges that 'this is not a material representation' and that 'the fact that whether Sage was or was not the president of the institute seems to be highly immaterial in view of the fact that the course of instruction was by correspondence.' An examination of the excerpts from the booklet set out above, however, and of the matter described in brief also appearing therein, shows that the so-called endorsements of colleges and the excerpts from newspapers relate to Dr. Sage personally, and are clearly depended on by respondent to lend an educational character to its business and to reflect credit on it, for the purpose of deceiving the unwary. Further, the representation is material in view of the pretense that 'students' can always write to Dr. Sage or any of his corps of professors and obtain their opinion on any question or difficulty.

"There is in fact no 'faculty' nor is this concern an 'Institute of Science.' It is in fact nothing but a mail-order scheme in which pamphlets and books are being sold under the false and fraudulent representations herein quoted. The persons represented as constituting the 'faculty' are in the main merely clerks and the officers of the corporation. It is significant that some of the names appearing in this alleged 'faculty' were connected with the Institute of Physicians and Surgeons against which a fraud order was issued several years ago. It also appears from the evidence that X. La Motte Sage, whose true name is E. Virgil Neal, has not been connected with this concern for a number of years and further that a number of the members of the 'faculty' became associated with the respondent years after Sage had severed his connection therewith. Regardless of this fact the company continues to represent that Sage is the president of the 'Institute' and that his personal advice is available to 'students.' While Sage and Dr. Wharton and Rev. Paul Weller are purported to have written certain of the pamphlets used by this concern in instructing its pupils, as a matter of fact they are not connected with the 'Institute' and their advice is not available to the people who buy this course of instruction.

"The evidence shows that when a purchaser of the course of instructions sought the advice of these 'professors' invariably the particular professor named happened to be on 'an extended trip abroad.' The following excerpts from some letters from the company to pupils will serve as an illustration:

"Under date of Aug. 29, 1912.

"We regret that you received no reply to your recent letter to Dr. Wharton, who, we believe, at the time was preparing for an extended trip abroad, where he is still sojourning in quest of deeper research in

occult science, and in the chaos usually attendant upon such a journey the doctor may have found it impossible to answer your letter. Since we are unable to state just when he may return we would advise that you do not defer taking this course in hypnotism and personal magnetism for you will find it most valuable.'

CURED PATIENTS

TESTIFY TO THE WONDERFUL HEALING POWER OF THE

ADKIN VITAOPATHIC TREATMENT



SAD RESISTANCE OF TEARS

Mr. Davis found relief in the treatment after suffering from a severe attack of the above named condition. He writes: "I was unable to shed tears for several months, and my face was so dry that it was painful. After the treatment I was able to shed tears again, and my face is now normal."



SUFFERED MANY YEARS

Miss Jones, a patient of the course, writes: "I suffered from a severe attack of the above named condition for many years. After the treatment I was able to shed tears again, and my face is now normal."



SEVERE OF SMELL RESTORED

Early relief was obtained with the treatment which is given here at the New York Institute of Science. The patient writes: "I was unable to shed tears for several months, and my face was so dry that it was painful. After the treatment I was able to shed tears again, and my face is now normal."



WAS ALMOST A WIDOW

Mr. Davis found relief in the treatment after suffering from a severe attack of the above named condition. He writes: "I was unable to shed tears for several months, and my face was so dry that it was painful. After the treatment I was able to shed tears again, and my face is now normal."



PRAYED FOR DEATH

Mr. Davis found relief in the treatment after suffering from a severe attack of the above named condition. He writes: "I was unable to shed tears for several months, and my face was so dry that it was painful. After the treatment I was able to shed tears again, and my face is now normal."



SEVERE OF SMELL RESTORED

Early relief was obtained with the treatment which is given here at the New York Institute of Science. The patient writes: "I was unable to shed tears for several months, and my face was so dry that it was painful. After the treatment I was able to shed tears again, and my face is now normal."



SUFFERED FOR TWENTY YEARS

Mr. Davis found relief in the treatment after suffering from a severe attack of the above named condition. He writes: "I was unable to shed tears for several months, and my face was so dry that it was painful. After the treatment I was able to shed tears again, and my face is now normal."



SEVERE OF SMELL RESTORED

Early relief was obtained with the treatment which is given here at the New York Institute of Science. The patient writes: "I was unable to shed tears for several months, and my face was so dry that it was painful. After the treatment I was able to shed tears again, and my face is now normal."



SEVERE OF SMELL RESTORED

Early relief was obtained with the treatment which is given here at the New York Institute of Science. The patient writes: "I was unable to shed tears for several months, and my face was so dry that it was painful. After the treatment I was able to shed tears again, and my face is now normal."

This reference sheet has been used by Mr. Adkin, the author of the Course in Vitaopathy. We send it to you to give you an idea of what this system of treatment has done. The Course in Vitaopathy which we now offer to send free explains fully how these cures are effected. You will please address all correspondence relative to this course of instruction to the

NEW YORK INSTITUTE OF SCIENCE, Rochester, N. Y., U. S. A.

An advertising sheet sent out by the "New York Institute of Science" in its attempt to separate the credulous public from its money. The "institute" professed to give instruction in what it called the "Vitaopathic Treatment" of disease. This advertisement consisted of testimonials from persons alleged to have been cured by "Vitaopathy."

"Under date of April 4, 1913.

"We sincerely regret that Dr. Sage is taking an extended trip. Therefore we cannot consult with him at present regarding the photograph but will be pleased to ask him about this matter when he returns."

"Under date of April 25, 1913.

"We regret to state that Reverend Paul Weller has taken an extended trip, therefore we take the liberty of writing in his place."

The Assistant Attorney-General's memorandum then takes up, *seriatim*, a discussion of the various claims made by the New York Institute of Science and shows the absurdity and fraudulence of these claims. Most of them are quoted from a booklet sent out by the concern entitled "The Philosophy of Personal Influence." To quote:

"We will absolutely guarantee to teach you and put you in possession of the most valuable secrets known in all occult sciences."

To which Judge Lamar replies:

"This extravagant representation is on the same plane with the preceding and is calculated to give the impression that the purchasers will get something infinitely more valuable than the matter actually received."

Again:

"We teach you how to hypnotize people instantaneously, quick as a flash of lightning. These methods are a marvel to hypnotists and people everywhere. By-standers can hardly believe their own eyes. You cannot realize the rapidity and absolute certainty of these methods without actually seeing them tried. Dr. Sage has hypnotized hundreds of people in a twinkling of an eye and he tells you how he did it, giving you his wonderful secret processes, which have cost him years of study and hundreds of dollars in money.

"Many persons do not believe it possible to hypnotize instantaneously, but Dr. Sage has demonstrated to thousands of people that this can actually be done. It was one of the many startling feats that he nightly performed in his tour throughout the United States. He always used for his marvelous test persons who were well known and highly respected in the city in which he was giving his entertainments, so there could be no doubt about the genuineness of what he did. We positively teach you so that you can hypnotize people quick as a flash. A word, a movement of the hand, and the whole work is done. You will be astonished yourself at what you have accomplished. Many claim to have instantaneous methods, but their methods have never been publicly tested, or if tested they have been found to be failures. Make no mistake. If you want to be successful be sure to get the course that has been tried and proved to be good.

"We teach you how to hypnotize a person in his natural sleep so that he will awaken the next morning and never know that he has been hypnotized. He will not know what commands you have given him, still he will execute them, thinking they are his own ideas.

"We show you how to hypnotize yourself and awaken at any hour of the day or night you wish to awaken.

"We instruct you how to put people you have hypnotized under the control of someone else, who is not even a hypnotist."

Of this the memorandum says:

"While the very extravagant nature of the promises made in the paragraphs under this number is in itself an indicia of fraud, it may be stated that the evidence clearly established, and respondent in his brief admitted, that it is not possible to hypnotize a person without his consent. The evidence also showed that except in the case of a very well trained subject who has become accustomed to it by being practiced on many times it is not possible to hypnotize anyone instantaneously. The representations as to hypnotizing one in his natural sleep were also found to be misleading, the evi-

dence being to the effect that in order to be hypnotized the subject would have to be in some degree conscious. The several other representations made, as to hypnotizing oneself and placing a subject under the control of another not a hypnotist were demonstrated by the evidence to be unwarranted."

"We show you how to extract a tooth or painlessly perform any surgical operation under hypnosis. We teach you how to relieve pain under any and all circumstances. We teach you how to hypnotize by telephone, telegraph or by mail. We explain the latest process of hypnotizing at a distance of 1,000 miles away and of awakening the subject at the same distance."

To which the government replies:

"The inducements here held out to prospective 'students' are undoubtedly with the full knowledge that they cannot be fulfilled and are set forth merely for the purpose of securing subscribers, and without intention of performance. The physicians testified that the course of instruction given by respondent would not enable one 'to relieve pain under any and all circumstances.' Again the fraudulent nature of these representations as to hypnotizing by telephone, telegraph or mail, and at a great distance is apparent from the fact that feats of this character could be accomplished, if at all, only with a trained subject."

"We give you instructions in regard to treating diseases that will make you \$10 to \$25 per day as long as you live."

Says the memorandum:

"This representation is made with a reckless disregard of the truth that characterizes all this concern's literature, and is palpably false, without basis of justification, and simply used as a means of securing 'students.' It is superfluous to state that respondent was unable to point to any of its 'students' as earning the income stated in the manner mentioned."

"In constructing this masterpiece [A Correspondence Course in Personal Magnetism and Hypnotism] Dr. Sage has been materially assisted by the eminent psychologists and scientists who compose the faculty of the New York Institute of Science."

"You have the combined knowledge and experience of the best authorities of the time, and in addition you have the privilege of their personal instruction through direct correspondence. You can always write to Dr. Sage or any of his corps of professors and obtain their opinion on any question of difficulty."

To these claims Judge Lamar replies:

"The weight to which these representations are entitled has been passed on in discussing the 'faculty.' They are wholly false."

"Its course is acknowledged by scientists, teachers and professional hypnotists who have studied it, to be the most perfect and logical explanation of this science that has ever been written."

"This course has the full endorsement of the leading scientific men of the world, and it was compiled at a large cost under the direction of a committee of eminent scientists."

Of this the government says:

"The evidence failed to show any justification or foundation for these assertions. They are absolutely untrue."

"This course has been prepared by the ablest experts living. It is not a statement of theories—it is a compilation covering the practice of men experienced in the different branches of occult science. It is taught by an institute which has a recognized standing before the scientific world. Its completion entitles the student to a certificate, which passes current as a positive guaranty of his ability as a hypnotist. Courses very much inferior to this have sold, and are now selling for \$100."

Of the foregoing Judge Lamar says:

"Some of the allegations contained in this group have heretofore been discussed. Concerning the 'certificate which passes current as a positive guaranty of his ability as a hypnotist,' it was brought out during the hearing that . . . no authority has been granted to this concern by the State of New York to issue 'any diploma, certificate or other instrument' and no satisfactory explanation is attempted by the respondent in support of its issuance of a certificate and the publication of the representation that such certificate 'passes current, etc.'"

Then follow some claims taken from circulars sent to those who answered the advertisements of the New York Institute of Science:

"Able specialists are in charge of the different departments of the New York Institute of Science, and its department of instruction, like the business of the Institute, is so well organized that nothing is left to chance. Every pupil has the privilege of commanding the services of these specialists at any time free of any charge whatever."

Of which the Assistant Attorney-General says:

"As heretofore stated the evidence showed that there are no 'able specialists,' connected with this concern and it follows that the 'students' do not have the privilege of commanding the services of such 'specialists.'"

"Many write us that they fear they lack sufficient education to master our course. Do not hesitate on this account. Many who could not even read have mastered the course by having the assistance of a friend who read the course for them."

And the government replied:

"This representation demonstrates that the respondent made no distinction as to the qualifications of 'pupils' accepted, but, on the contrary, the evidence shows that it urged the enrollment not only of the illiterate but also of those of such physical and mental weakness as absolutely precluded the possibility of their ever under any circumstances exercising hypnotic control over any person."

Discussing the various claims made by the concern and quoted in the matter that has just been given, Assistant Attorney-General Lamar says:

NAME _____ ADDRESS _____ CITY _____ STATE _____ ZIP _____	THE BUCHHEIMER BUREAU 10000 W. 10th Avenue Suite 100 Denver, Colorado 80202 Tel. 733-1111	CONFIDENTIAL This document contains information which is exempt from public release under the Freedom of Information Act, 5 U.S.C. 552.
DATE _____		
RE: <u>THE BUCHHEIMER BUREAU</u>		
TO: <u>Mr. [Name]</u>		
FROM: <u>Mr. [Name]</u>		
SUBJECT: <u>THE BUCHHEIMER BUREAU</u>		
RE: <u>THE BUCHHEIMER BUREAU</u>		

[illegible][illegible]

When we protect you in every way by our guarantee? These endorsements constitute indisputable evidence of our business integrity.

Living in every country in the civilized world and speaking every language, testify to the superiority of our course. We could not afford to forfeit their confidence and respect by failing to fulfill our promises.

We can impart a knowledge to you that will make you a leader of men. Master our course and lead; fail to do so and you must

We can impart a knowledge to you that will make you a leader of men. Master our course and lead; fail to do so and you must follow. It remains with you to decide. Your destiny is wrapped up in your decision.

NEW YORK INSTITUTE OF SCIENCE, Rochester, N. Y., U. S. A.

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WHAT THE REPRESENTATIONS MEAN

"These representations are clearly designed to create the false impression that the respondent will teach the readers how to accomplish the various things named, regardless of age, sex, education or personality, whereas, from the evidence in the case, the complaints made to the Department by patrons of the 'Institute' and the testimony of the Government expert witnesses, the respondent is not teaching such persons to become hypnotists and magnetic healers, and its pretended course of instructions will not accomplish the purpose which it represents, and this the promoters of this scheme very well know. That the offer contained in the booklet 'The Philosophy of Personal Influence' to teach the various things stated therein is intended to be made to any and every reader is borne out by the attitude of the Institute in dealing with illiterate 'students.' Correspondence with a number of 'students' and would-be 'students' whose illiteracy is strikingly apparent shows that the concern represented that it could teach such correspondents as advertised.

"Whether hypnotism and magnetic healing are capable of accomplishing the results represented in the advertising matter of respondents is not material to this investigation, the question involved being whether respondent is engaged in a legitimate business enterprise or in the conduct of a scheme to defraud. . . .

"As a further inducement to entice prospective students the respondent placed in its advertising matter with rubber stamp a statement to the effect that:

"This course originally sold for \$25. We are at present taking enrollments for the tuition fee of \$5. If you want the course you would better send your enrollment by return mail!"

"As a matter of fact, however, the course has for many years sold for \$5, and this false representation is made for the purpose of having the course appear of greater value than it is in fact and so induce its purchase."

In considering the case against the New York Institute of Science, the government called in noted alienists who had investigated the subject of hypnotism and it brought out the following facts: In hypnotism there are two controlling factors, the first and more important being the individuality or personality of the subject, and particularly, his willingness to be hypnotized; the second, is the individuality or personality of the operator. As one of the physicians testified: "The capacity of being hypnotized is a thing resident in the person and not a force which comes from the outside—from the operator." The whole trend of the claims made by

the New York Institute of Science was exactly the opposite of this; that is, that the hypnotic power is one possessed by someone who can use it and produce results over someone else and that the New York Institute of Science could develop this alleged power in its "students." The memorandum continues:

"The purpose of the promoters in making these representations is to lead the reader of its advertising literature to believe that this concern will impart to him this wonderful power and ability to hypnotize and control anyone under any circumstances and thus to subject to his own will whomsoever he pleases, and thereby to deceive them into remitting \$5 for this so-called course of instruction.

"Despite the positive and emphatic representations calculated to create the contrary impression the respondent in its brief admits that 'everyone cannot be hypnotized' and that 'it is practically impossible to hypnotize a man who is not willing to do as you say,' and the testimony of the experts introduced was also to this effect.

"Evidence was introduced showing that in a number of instances testimonials published by the 'Institute' were solicited and procured upon promise to furnish books free.

"For years the Department has been flooded with complaints against this concern from people claiming to have been defrauded and it is estimated that this concern has mulcted the public to the extent of \$1,500,000.

"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 I therefore recommend that a fraud order be issued against the New York Institute of Science, Inc., and its officers and agents as such."

The fraud order was issued. (*Modified from The Journal A. M. A., Aug. 8, 1914.*)

THE OKOLA LABORATORY

On Feb. 16, 1914, Postmaster-General Burleson, on the recommendation of Judge W. H. Lamar, assistant attorney-general, issued a fraud order against the Okola Laboratory (Inc.), Rochester, N. Y., on the grounds that the concern was "engaged in conducting a scheme for obtaining money through the mails by means of false and fraudulent pretenses, representations and promises."

The Okola Laboratory commenced operations in 1911 and was incorporated in New York, March 25, 1912, by the following individuals:

Charles S. Clark
Katherine A. McCormick
Edwin J. McNamara

Clark is said to have been the chief promoter, and to have had associated with him in carrying on this fraud the following:

Thomas F. Adkin, Rochester, N. Y.
Dr. John L. Corish, New York, N. Y.
Dr. John S. Read, Rochester, N. Y.
Charles H. Phillips, London, England.

Many of THE JOURNAL readers will recognize the name of Adkin as the man who has been connected with various fraudulent concerns, some of which have been put out of business by the federal authorities, others have gone out of existence, while some are still being operated. Thomas F. Adkin and E. Virgil Neal (alias X. LaMotte Sage) have for many years been engaged in the business of swindling the public through the instrumentality of the United States mails. They will probably continue to do so until the laws have become sufficiently flexible and public opinion has become sufficiently aroused to warrant some more drastic punishment than the mere issuance of a post-office fraud order.

The general scheme of the Okola Laboratory was to advertise that Dr. John L. Corish, "an able New York physician," and "an eminent medical man," had discovered a marvelous treatment for affections of the eyes by which those who were wearing glasses, or who should have been wearing glasses,

could do without them. The treatment was claimed to have originated in Germany (a favorite fiction in many lines of medical fraud) and was represented to cure eye-strain, inflammation of the retina, cataract, diseases of the optic nerve, and many other conditions equally serious.

The so-called Okola Method consisted of three parts: "Okola," Okolizer" and "Okolator." "Okola" was the name of some tablets¹ that were sent to those who purchased the "treatment." These were analyzed by the government chemists and were found to consist, essentially, of:

Baking soda

Boric acid

The directions were to dissolve the tablets in water and apply the solution to the eye by means of an eye-cup. The "Okolator" was a metal inhaler containing cotton moistened with a volatile liquid found by the government chemists to have the following ingredients:

Oil of mustard
Carbolic acid
Iodin
Menthol
Camphor

Oil of eucalyptus
Oil of sassafras
Tincture of benzoin
Alcohol
Petroleum oil

The "Okolator" was to be applied to the nose and the fumes from this odoriferous tube inhaled. The "Okolizers" were simply printed cards on which directions were given for rubbing the eyes, etc. The element of "mental suggestion" was not lacking, as some of the reading matter on these cards indicates:

"I am using Okola and the Okolator, also following the simple rules of the Okolizers, as I am convinced that there will be a notable and lasting benefit to my eyes by faithful adherence to the Okola Method for six months."

The absurdity and fraudulence of selling a simple eye-wash and an evil-smelling inhalant mixture for the cure of cataract, retinitis, glaucoma, astigmatism, etc., is evident. But this fraud was carried on for nearly two years and is said to have swindled the public out of \$100,000 a year.

The Okola Laboratory advertisements featured a "free book" which was declared to have been written by Dr. John L. Corish. When the fraud was investigated by the postal authorities, it was found that the book was not written by Corish, that Corish had had practically no experience in treating diseases of the eye, and was, in fact, at the time experimenting with a

1. In a subsequent trial it was brought out that these tablets were manufactured for this fraudulent concern by Parke, Davis & Co. The Okola Laboratory paid 20 cents a thousand for them.

This, too, in spite of the fact that practically all the letters which were sent out by the Okola Laboratory were signed, "John S. Read, M.D."

After reviewing all of the facts brought out by the investigation of the postal authorities, the assistant attorney-general reported to the postmaster-general:

"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 Okola Laboratory, Inc."

As previously noted, a fraud order was issued.

The preceding gives in brief the case of the Okola Laboratory fraud. More complete details taken from memorandum of Assistant Attorney-General Lamar to the postmaster-general follow:

The Official Report

The assistant attorney-general, in submitting the facts regarding the Okola Laboratory fraud to the postmaster-general, said in part:

"On July 29, 1913, a memorandum was prepared in this office reciting the particulars wherein the business of the above-named concern was charged to be in violation of Sections 3929 and 4041 of the Revised Statutes, as amended. A copy of this memorandum was sent to the postmaster at Rochester for delivery to the Okola Laboratory, Inc., together with a letter calling on it to show cause why a fraud order should not be issued. Aug. 13, 1913, was named as the day on which the case would be heard. At the request of counsel for respondents, John J. Vause, Esq., of New York City, continuances were granted, and the case was not finally heard until November 10 to 14, last; and at the conclusion of the hearing, additional time was allowed in order that Mr. Vause might file a brief. This brief has been received and considered; and all the evidence in the case has been carefully reviewed.

"I find the facts in this case to be substantially as follows:

"The Okola Laboratory is a corporation of the state of New York. It was incorporated on March 25, 1912, by Charles S. Clark, Katherine A. McCormick and Edwin J. McNamara. Clark is the chief promoter of the enterprise. Associated with him in its inception and conduct have been Charles H. Phillips, London, England; Thomas F. Adkin, Rochester, N. Y.; John L. Corish, New York City, and

John S. Read, Rochester, N. Y. Thomas F. Adkin was the president of the Institute of Physicians and Surgeons of Rochester, against which a fraud order was issued on Aug. 2, 1905. That order also covered the name 'Prof. Thomas F. Adkin.' Read is the doctor who constituted the 'staff of physicians' connected with 'Prof. G. A. Mann and his Institute of Radiopathy, against which a fraud order was issued on April 28, 1908. Clark is the promoter of several other enterprises which have been charged to be schemes to defraud, and against which the issuance of fraud orders is under consideration.

"Under the name Okola Laboratory, Inc., Clark and his associates are engaged in soliciting remittances of money

NOV 2 1911

What this Book Tells

**It Contains Valuable Information
About the Eyes and Eyesight**

This book gives information about the Okola Method of saving the eyes from the effects of eyestrain and numerous other eye troubles.

It is explained how you may gradually bring your eyes and eyesight into such perfect condition that you will be able to avoid wearing eyeglasses or spectacles—or if you are already doing so, you may discard them.

Eye disorders are surely confined to the eyes. They usually create havoc throughout the entire nervous system of the body and in some cases they seriously affect the brain itself.

Thousands—yes millions—of people are doing themselves with various medicines in the vain hope of overcoming inexplicable forms of nervousness, insomnia, heart disorder, stomach ailment, kidney trouble, headaches, hysteria, irritability, nervous debility, weakness of will-power, drug, drink or tobacco habit, etc., when through Okola Method the eyestrain that causes all the mischief would be quickly and gently overcome, giving the joy of perfect eyesight and the tranquility which comes when one is free from a chronic, irritating ailment.

Every person of either sex and any age will find very beneficial information in this book.

OKOLA LABORATORY
Rochester, N. Y.

MAR 3 1913

WHAT THIS BOOK TELLS

**It Contains Valuable Information About
the Eyes and Eyesight**

This book gives information about the Okola Method of giving a message of relief or completely saving the eyes from the effects of eyestrain and numerous other troubles.

It is explained how if certain conditions exist you may gradually bring your eyes and eyesight into such excellent condition that you may be able to avoid wearing eyeglasses or spectacles—or if you are already doing so, you may be able to discard them.

Eye disorders are surely confined to the eyes in their effects. They frequently create havoc throughout the entire nervous system of the body, and in some cases they seriously affect the brain itself.

Thousands—yes millions—of people are doing themselves with various medicines in the vain hope of overcoming inexplicable forms of nervousness, insomnia, heart disorder, stomach ailment, kidney trouble, headaches, hysteria, irritability, nervous debility, weakness of will-power, drug, drink or tobacco habit, etc., when through Okola Method the eyestrain that causes all the mischief might be gradually and gently overcome, giving the joy of improved or perfect eyesight and the tranquility which comes when one is relieved of a chronic, irritating ailment.

Every person of either sex and any age should find very beneficial information in this book.

OKOLA LABORATORY, Inc.
Rochester, N. Y.

Photographic reproduction of the first pages of two booklets issued at different times by the Okola Laboratory. The matter on the left appeared in 1911; that on the right in 1913. A comparison of the statements will show a studied attempt on the part of the Okola Laboratory to so modify its "literature" as to keep within the letter of the law while still violating its spirit.

through the mails by means of advertisements and circulars in which representations are made of the character of those quoted below:

"Okola Method is the foe to the spectacle and eyeglass industry. One of its objects is to make the use of eyewindows unnecessary. It is the enemy of the headache drugs and nerve nostrums. It makes for good, healthy, beautiful eyes. An Okola Self Treatment Outfit may prove to be worth many times its weight in gold. Adopt the Okola Method and determine to avoid or banish glasses forever."

"We assert that Okola Method is the genuine formula of Dr. John L. Corish, who is a regularly qualified, registered, practicing New York physician of many years' experience. Dr. Corish has had wide practice in treating eye-strain and other optic weaknesses and disorders of all kinds."

"Although it is a potential wonder-working preparation, Okola is perfectly safe and reliable."

"All good things are imitated, and it is but natural this should be the case with Okola Method. Simulations are invariably inferior to the original. Those who pilfer the ideas, attempting to copy the formula and *modus operandi* are only able to deal with the superficial side. Ours is the original and genuine. Bogus or counterfeit eye treatments are dear at any price."

"There are legions of people suffering from eye-strain, short-sightedness and numerous other eye trouble, who could save their eyesight and overcome numerous unpleasant conditions associated with their optic disorder if they would adopt the Okola Method and apply it faithfully."

"Of late, marvelous cures of eye disorders, including eye-strain, have been reported in the press of all countries as having been brought about at the clinic of the famous Dr. Pagenstecher in Wiesbaden, Germany. . . . Dr. Pagenstecher and Dr. Corish (the devisor of Okola Method) are agreed on the main principles of the eye treatment method which is so famous."

"I predict in the utmost sincerity, on my professional word of honor as one who has deeply studied the subject, that within a decade or two eyeglasses and spectacles will have become comparatively rare, and the Okola principle will have proved itself the popular pioneer of eye saving. The Okola, Okolator and Okolizer provide everything essential to the true, scientific system of treatment for eye-strain and numerous other eye disorders, at home, without any loss of time and at a merely trifling expense."

"Ten Dollars Guarantee that the Okola Method Will Succeed. The Okola Method is positively aimed at enabling any one whose eyes are troubled by eye-strain or certain other optic weaknesses, to entirely dispense with the use of eye-glasses (or spectacles) and to remove the necessity of ever employing them."

"It is hereby guaranteed by the Okola Laboratory, Inc., that if an admittedly beneficial result is not accomplished, a forfeiture of ten dollars will be paid, provided Okola Method is adopted and is used faithfully in accordance with the simple directions. Six months' time will be allowed, although in many cases a satisfactory result is attained in a few days or weeks."

"The conclusion is irresistible from a reading of these representations and others of a like nature that Dr. Corish has discovered or invented a new and wonderful treatment for affections of the eye; that this treatment will enable those who wear glasses, or are about to do so, to do without them, and save their eyes by using the remedy prepared by the Okola Laboratory, Inc.; that this treatment is based on principles indorsed and adopted by a famous eye specialist of Wiesbaden, Germany; that the treatment will not only cure eye-strain due to any cause, but will also overcome quite a number of other diseases or conditions, which are

clusively by evidence in the case showing that the inspector who investigated the case wrote to it under assumed names letters alleging himself to be suffering from these conditions and received replies urging him to purchase the treatment."

Then follows some of the correspondence referred to between the post-office inspector who investigated this fraud and the Okola Laboratory. This correspondence, which, so far as the replies from the Okola Laboratory is concerned, consisted largely of form letters of the "follow-up" variety, indicated that no matter what disease of the eye the prospective victim might have, the Okola "treatment" was recommended for it. Cataract, diseases of the optic nerve, far-sightedness, hardening of the eyeball (glaucoma), near-sightedness, astigmatism, inflammation of the retina—all of these conditions were described in the different letters sent to the Okola Laboratory, detailing hypothetical cases. In every instance, the Okola "treatment" was recommended. The "treatment" itself is then described by Judge Lamar in his memorandum as follows:

"1. OKOLA: Tablets consisting essentially of sodium bicarbonate and boric acid, intended to be dissolved in water and applied to the eye with an eye-cup that accompanies the treatment.

"2. OKOLATOR: A metal inhaler containing cotton intended to be moistened with a volatile solution containing the following ingredients; mustard oil, carbolic acid, iodine, menthol, camphor, a mineral oil like liquid petrolatum, a balsam like balsam peru, oil of eucalyptus, oil of sassafras, tincture of benzoin and alcohol.

"3. Cards called the OKOLIZER, giving directions for exercising in the eye, rubbing it and resting it, and containing legends like the following:

" "I am using Okola and the Okolator, also following the simple rules of the Okolizers, as I am convinced that there will be a notable and lasting benefit to my eyes by faithful adherence to the Okola Method for six months."

"There is also a booklet sent out with the treatment, containing general directions for the maintaining of health, etc.

"The eye wash designated 'Okola' contains two ingredients [baking soda and boric acid] the use and limitations of which are perhaps about as well known to the layman as to the medical profession; and this is probably also true of the volatile solution which is to be inhaled into the nose. That in conjunction with exercise or massage of the eye-ball these treatments can have nothing but a temporary effect in anything more serious than a simple irritation of the eye is

a patent fact. The treatment will certainly not render the use of glasses unnecessary; and it is in no sense new, different from other treatments, or of the wonderful efficacy represented."

The government, however, obtained expert medical testimony in this case from well-known and eminent practitioners, some of whom were specialists in diseases of the eye and ear.

"The testimony of these doctors was to the effect that this treatment was absolutely incapable of curing eye-strain, of rendering the use of eye-glasses unnecessary, or of fulfilling the claims made for it by the Okola Laboratory, Inc.; that bicarbonate of soda and boric acid is merely a soothing eye-wash, mildly antiseptic, the value of which is limited to keeping the eye clean and perhaps relieving slight catarrhal irritations of the conjunctiva, the outermost covering of the eye; that eye-strain is the straining of the ciliary muscle of the eye—the muscle on the inside of the eye protected by a hard coat from the outside which aids the eye to focus to a certain point; that eye-strain may be due either to fatigue of the eye or to some abnormal conditions causing refractive error; that rest is the remedy for eye-strain caused by the former and eye-glasses the only way to relieve it when caused by the latter; that this treatment would be utterly ineffective in the treatment of cataract, glaucoma, farsightedness, nearsightedness, inflammation of the retina, astigmatism, optic-nerve trouble or like conditions; that catarrh of the nose, for which evidently the volatile solution is intended, is in no way related to eye-strain, and that while this solution would have a temporary soothing effect on nasal catarrh, it would not cure it; and that the use of this treatment by patients for which it is prescribed in this manner without the advice of a physician or knowledge on the part of the Okola Laboratory as to their condition was not only unscientific but was fraught with danger because it might cause a postponement of proper treatment for a serious condition, because it might cause infection from one eye to be carried into the other by the use of the eye-wash on both, and because the massage of the eyeball recommended would be extremely harmful in some diseases of the eye.

"As indicative of the intent with which this scheme is conducted, attention is invited to the refund guarantee quoted on page 6 *supra*. After the treatment has been purchased, the evidence shows that the laboratory construes the statement 'six months' time will be allowed' to mean that the refund will only be made on condition that six monthly treatments be purchased at a cost of from \$17 to \$20, and declines to make the refund until that condition has been complied with. The evidence shows that it is the intention

of the parties conducting this scheme to lead prospective purchasers to believe otherwise and that many persons have been thus misled.

"Attention is also invited to the fact that all the letters which go out are signed in the facsimile handwriting of John S. Read, M.D., and that prospective patients are led to believe that they have the personal attention of a physician. The evidence shows, however, that this is not the case; that the correspondence is handled by clerks, and that practically

A Voluntary Tribute

By a Connecticut Medical Man

In behalf of a member of the clergy, an examination of Okola Method was made by Dr. Willard H. Morse, Physician and Chemist, who recommended Dr. Corish's System, and gave out an interesting statement, in addition to which he has added this concrete endorsement, the original of which is on file in our office.

I may formally state that my examination of the Okola Method prepares me to say that I support the statements of the proprietors and friends, notably on these points:

1. It is harmless and simple.
2. It is well adapted to strengthen the muscles and nerves of the eye, and by such tonic action to improve the vision, thus doing away with the necessity of using spectacles or eyeglasses.
3. Okola, Okolator and Okolizer have each a part to fulfill, and together constitute a reliable combination for overcoming eye-strain and improving the sight.
4. As eye-strain is the cause of various disorders, ranging from headache to St. Vitus' dance, including nervousness, neurasthenia and insomnia, the removal of the cause by the use of the Okola Method is efficient in the treatment of these maladies.
5. Meeting the demand for an easily managed system for seeing the eyes without need of optical apparatus, and of constituting an important factor in the treatment of disorders due in one way or another to abuse of vision, the Okola Method deserves of favor.

W. H. MORSE, M. D.

February 22, 1912.

MEDICALLY ENDORSED

Dr. Morse is one of a legion of broad-minded medical men who do not hesitate to endorse that which is good, regardless of the fact that it is the creation of another medical scientist. His words are well worth heeding.

OKOLA LABORATORY, Inc., 285 St. Paul St., Rochester, N. Y.

Nearly every medical faker obtains an "analytical report" from Willard H. Morse. The Okola Laboratory was no exception. An endorsement from Morse is not worth the paper it is printed on.

the same form letters are sent out in all instances. The book which bears Dr. Corish's signature was not in fact written by him, and he has had practically no experience in treating diseases of the eye, being now engaged in experimenting with a remedy for baldness. While Dr. Corish was present at the hearing, on the advice of counsel, he declined to testify.

"The defense in this case is substantially to the effect that the respondents are not responsible because of the fact that the treatment is purchased for other affections of the eye than eye-strain, as it is held out only as beneficial in that condition; that eye-strain is in fact a concomitant with practically all affections of the eye; and that the respondents are justified in holding out this treatment as new, wonderful and efficacious, because the combination of these elements of treatment is new, and because they have many testimonials as to the value of the treatment from customers. It is perhaps unnecessary to comment on this defense except to suggest that it fails utterly to meet the charges, but attention is invited to the fact that the evidence shows that this company procures testimonials by offering prizes to those who report beneficial results and also offering treatment free. The worthlessness of this kind of evidence appears when it is remembered that the only diagnosis made of the disease, of which the patient reports himself cured, is his own, and that the disappearance of irritation which the eye-wash may bring about may very readily delude the patient into the belief that he has been cured."

Then follows the recommendation of Assistant Attorney-General Lamar to Postmaster-General Burleson that a fraud order be issued against the Okola Laboratory, Inc., as its operation was in violation of the federal statutes and was "a scheme for obtaining money through the mails by means of false and fraudulent pretenses, representations and promises."—(*With additions from The Journal A. M. A., May 9, 1914.*)

OXYPATHOR, OXYGENOR AND OTHER GAS-PIPE FRAUDS

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, for which he made such claims as:

"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.**

125 FIFTH AVE., N. Y., April 6th, 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 People's Cyclopaedia.)

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

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

Electropoise Co., 125 Broadway, New York.
30 Fulton St., Brooklyn, Eastern Electropoise Co., 200 East St., Chicago, & C. De Lisle & Webb, 20 Fourth Ave., London, N.Y.

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 hermetically 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."

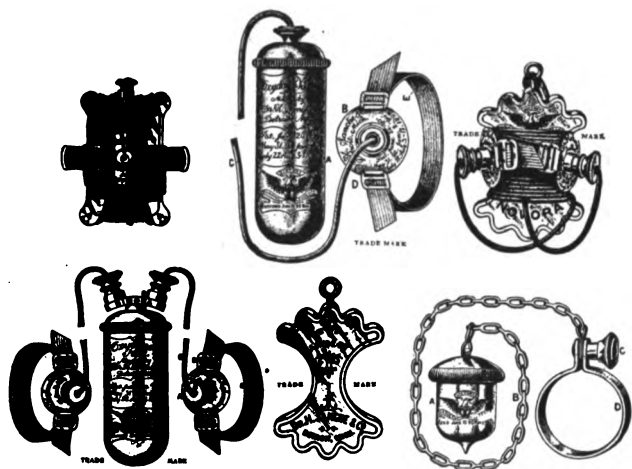
And again:

[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—the opening one. It is true this



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 "B:nora," 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.

sentence contains 468 words and may seem a trifle tedious and not very lucid, but it so perfectly exemplifies the whole book that, at the risk of being tiresome, it is reprinted verbatim:

SANCHE'S FRATERNITY EXPLAINED IN ONE SENTENCE.

"The Fraternity of Duxanimæ is a Cosmopolitan Organization of the beneficiaries of the new Method of curing disease and of bracing life to any reasonable requirement, on strictly natural principles, without medication, or electrical devices, or anything previously employed to treat human ills, and without anything except what I have invented and named, 'Diaductive Connections,' made with certain Diaductive connectors, connecting the human organism, or any other living thing, with suitable inanimate matter in suitable quantity and condition, to form a diamagnetic pair, acting as an artificial Organic Device; and thus converting the organism so connected together with the connector and the inanimate matter connected with, into a new (hybrid) artificial vegetative apparatus, operating spontaneously and irrepressibly, as soon as made, by the spontaneous impulse of natural forces, according to certain Natural Laws and Principles of which I am the Discoverer, functioning as such an apparatus as soon as the necessary pairing arrangement is properly made, and as long as this arrangement remains the same, vegetating on the same natural principles as certain plants, though two-thirds artificial, and composed partly of a living human or animal organism, according to the Diaductive qualities of the connector employed; and vegetating with any required force and intensity, wholly for the benefit of the only natural one-third living part in the pairing arrangement constituting this hybrid apparatus, that is, for the benefits of the living organism attached to one end of the 'Diaductive Connector'; which artificial vegetative process, when properly begotten, by the proper arrangement with the proper means, instantaneously arrests the chemical process of disease, and rekindles the physiological Combustion of Life; and thus rapidly reanimates the failing living organism, causes it to rid itself of noxious matter by its own functions, according to its own inherent laws, through the energetic, unerring operation of its own organic parts, as soon as adequately reanimated; which, as already fully demonstrated in many millions of tests all over the World without a complete failure, cures disease in any form, and revitalizes human beings, or animals, or plants, to any required degree, as quickly as if accomplished by magic, while the patient feels little, or nothing, and sleeps sweetly and naturally to wake in health, strong, vigorous, hungry, and more highly animated than usual, physically and mentally, to the amazement of medicators and orthodox reasoners; though absolutely natural, irresistible, and naturally infallible, and though long since effected at the rate of no less than fifteen thousand times daily, every day in the year, scattering all over the World, from a medical standpoint these Diaductive Cures are too astonishing, to permit medicators to trust their own senses and to believe their own eyes, but in the slowest way, who remain incredulous as long as possible, to finally surrender and admit these diaductive facts."

Thus in a sentence does Dr. Hercules Sanche, the "only absolute master of diseases on earth," introduce the reader to his *Fraternitas Duxanimæ*. As a fraternity, there was, of course, a vow to be taken—"The Vow of Duxanimæ (*Votum Fraternitatis Duxanimæ*)"—and the taking of this vow was "the prime and inflexible condition" to enrolment. While the "vow" is too long and elaborate to reproduce in full, the following quotations make clear its salient points.

THE VOW OF DUXANIMÆ

"To Almighty God, I solemnly promise the following:

"With all peaceful means at my command, I will oppose the sale and use of the Imitations of Diaductive Instruments, Devices and Means [Oxydonors] . . ."

"I will in like manner oppose all existing and proposed legislation everywhere I may be, that gives preference or any kind of advantage 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 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 $5\frac{1}{2}$ inches long and weighs about $1\frac{1}{2}$ 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."

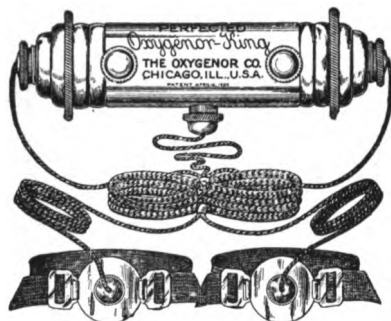
In common with the Oxydonor, it is supposed to produce its marvelous effects by its power to "oxygenate" the human body.

"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 . . ."



The "Oxygenor" is an elaboration of the "Oxydonor" fake. It also, is supposed to "oxygenate" those who use it. Twenty-five dollars (\$25.00) is asked for this piece of metal pipe filled with sand and sulphur.

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:

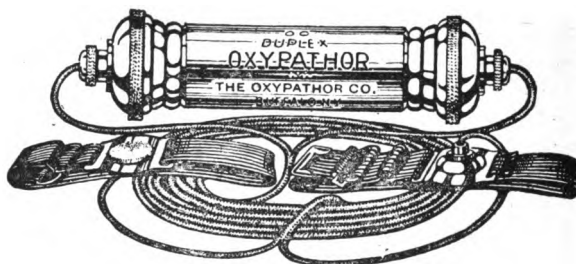
"The court stated that these and similar fakes cannot have the indorsements of the courts when the pretended inventor cannot make, or refuses to make, an explanation. The court admitted that reputable witnesses testified that when sick they used some of these devices, and that they were restored to health; but the court goes on to say that there is nothing to

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

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 Oxypathor (née Oxygenator)

Later, another modification of the gas-pipe cure was foisted on the public. It was first 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. After being sold under the name Oxygenator for some time the term Oxygenator was changed to that of "Oxypathor." Whether this change was made to avoid legal reprisal on the part of the Oxygenor concern or



The "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 dollars (\$35.00) are asked for it.

whether the undesirable publicity given to the fraudulent nature of the Oxygenator both by *The Journal of the American Medical Association* and the State authorities in Vermont put the name "Oxygenator" in ill repute, we do not know, but the change was made.

Apparently, there was a good deal of money behind the Oxypathor concern. An elaborate booklet was issued and selling depôts were established in many cities. As "Diaduction" was the imaginary force invented for the purpose of selling Oxydonors, so "Oxypathy," a word the company claimed to have trademarked, was the shibboleth of the Oxypathor fakers.

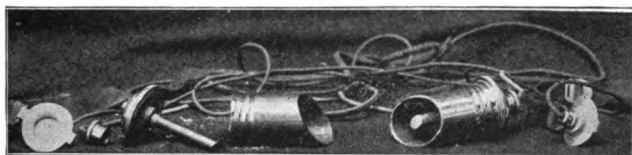
The Oxypathor in appearance resembles the Oxygenor more than it does the Oxydonor. It consists of a cylinder with two cords and discs; the latter to be attached respectively to the ankle and wrist of the user. It differs from the Oxygenor in

having no third—"force-controlling"—cord. The Oxypathor comes in different sizes; that referred to as "'00' Duplex 'Oxypathor'" 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. Here are some of the claims made for it under its earlier name and its present name:

"The OXYPATHOR 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 Oxypathor (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 purchaser accepts.



An Oxypathor dissected. The gas-pipe has been sawn open and the coke dust emptied out.

WILL NOT CURE CANCER

A study of the booklet describing Oxypathy indicates that the Oxypathor will cure every disease except cancer and tumor. It is explicitly stated that:

"The Oxypathor 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 Oxypathor 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 Oxypathor company so studiously disclaimed any ability to cure cancer is that the United States Government has made the exploitation of "cancer cures" relatively risky.

In many ways that later type of gas-pipe cure was the worst, inasmuch as claims were made for it that are not only absurd but dangerous. For instance:

"DIPHTHERIA: This overwhelming child's disease finds its supreme master in the Oxypathor. No earthly power except the Oxypathor 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 previously pure blood the filthy and often fearfully contaminated death-dealing serum of an animal, otherwise known as antitoxin."

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. 26,422

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.
16th, '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 XIIIIE and sections 5,467-E-
471, Chapter 236 Public Statutes. A
violation of the above renders you
liable to prosecution.

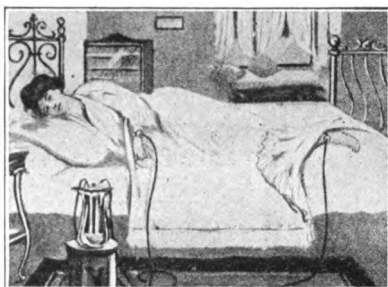
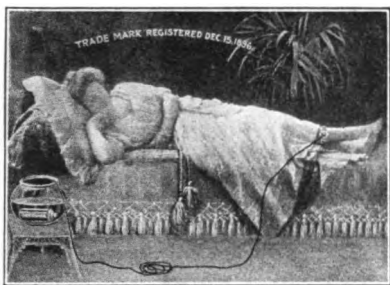
Very truly yours,
H. D. HOLTON, M. D.
Secretary

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.

It is difficult to restrain one's indignation at the thought that such viciously cruel lies as these should be permitted to be scattered broadcast. Let the neurotic or neurasthenic



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 Oxypathor, and the lower right, from the Oxytonor.

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, if 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 Oxypathor (or Oxygenator) 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 Oxypathor (Oxygenator) cylinder was filled. The laboratory report stated, in part:

"The hollow interior . . . is filled with a black powder which analysis discloses to be a crude mixture of inert substances, apparently the waste or by-product of a manufacturing plant. . . . The powder is rough mixture of iron filings, clayey material, and a dark-colored carbonaceous mass, . . . apparently nothing more than coke dust or carbon-black."

Send for FREE Sample of this true Oxygen Cream

DERMAL Scientists have long recognized that our skin is starved for Oxygen—the one element absolutely necessary to skin health. And they have labored to perfect a preparation which would avail abundant oxygen for surface application. Oxypathy Face Cream is the successful result of their work.

Oxypathy Face Cream

Discharges on use nearly a 105-100 volume quantity of free oxygen. The cream is instantly dissolving in water, and is easily absorbed. It is a true skin tonic, and after use the skin is healthy, soft, and clear. It is the most beautiful and pleasing to use skin cream of any kind, and for the skin of the face, neck, and chest. It is a true skin tonic, and after use the skin is healthy, soft, and clear. It is the most beautiful and pleasing to use skin cream of any kind, and for the skin of the face, neck, and chest.

3 FREE

THE OXYPATHOR COMPANY, 206 Pearl St., Buffalo, N. Y.

Get posted on this new well-advertised family of oxygen toilet requisites

Oxypathy Toilet Preparations

Thanks to newly discovered oxygen products, the progressive druggist now has a line of toilet articles well worth his best enthusiasm.

Backed by year-round advertising in the magazines that help you most.

Be the first in your neighborhood. Write for prices and dealers' proposition.

The Oxypathor Company
206 Pearl St.,
Buffalo, N. Y.

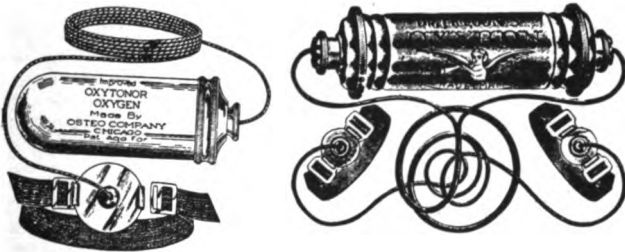
This advertisement (reduced) appeared in a drug journal—the *Pharmaceutical Era*. Evidently the hatred of drugs which the Oxypathor exploiters profess, is only skin deep—it does not extend to the pocket-book.

It is not surprising that on these findings, the State Board of Health of Vermont declared the Oxypathor (Oxygenator) to be "physically and therapeutically inert" and prohibited the sale of the fraud. An official proclamation has been issued by the Australian government forbidding the importation of the Oxypathor (Oxygenator) into that country. Incidentally it should be mentioned that in addition to its "drugless" fraud, the Oxypathor concern has also exploited a line of peroxid preparations for "sick feet," and other conditions that purchasers of Oxypathors have been led to believe could be cured by the gas-pipe device.

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The Oxytonor and Oxybon

These three, the Oxydonor, the Oxygenor and the Oxypathor, are the most widely advertised products used in this form of fraud. There have been other, less widely advertised, imitations of these. Such were the "Oxytonor" and Dr. Filloon's "Oxybon." The Oxytonor was sold by the Osteo Company of Chicago, a concern which also sold a device called the "Osteopath," and in exploiting which it appropriated illustrations from a standard medical text-book without obtaining the permission either of the publishers or the author. Like the Oxytonor, the Oxybon Company was a Chicago concern. No originality was shown in exploiting this fraud, the advertising matter being similar to that put out by the other "gas-pipe therapy" concerns.



The Oxytonor (on the left) and the Oxybon (on the right), two more exponents of gas-pipe therapy. They were both put on the market by Chicago Concerns; the former by the Osteo Company and the latter by the Oxybon Company. Those who bought their gas-pipe labeled Oxytonor, paid \$20 for it; those who preferred it stamped Oxybon, paid \$35.

SUMMARY

To sum up: The "Electropoise," the "Oxydonor," the "Oxygenor," the "Oxypathor," the "Oxytonor," and the "Oxybon" were utterly worthless except as a means of enriching their exploiters. Their therapeutic value, aside from the element of suggestion that might be induced in those who were willing to pay from ten to thirty dollars for a piece of nickel-plated tubing, was 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 that 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.

THE GOVERNMENT ACTS IN THE OXYPATHOR AND OXYGENOR FRAUDS

The United States government has successfully prosecuted E. L. Moses of Buffalo, N. Y., general manager of the Oxypathor concern. The trial which was held in Rutland, Vermont, lasted over a week, and on Nov. 7, 1914, Moses was found guilty of using the mails to defraud and was sentenced to serve eighteen months in the Federal Penitentiary at Atlanta. He, of course, appealed but the Appellate Court affirmed the judgment of the lower court, and as a result, Moses is now serving sentence.

The scheme has been a profitable one. At the trial it was brought out that the Oxypathor costs \$1.23; it sold for \$35. Aside from the element of suggestion inseparable from the use of a mysterious, expensive-appearing and imposing-looking device, purchasers of the Oxypathor could have obtained just as valuable curative effects from an empty tomato tin with a string tied to it. As a therapeutic agent, the Oxypathor belongs in the same class as the left hind foot of a rabbit caught in a graveyard in the dark of the moon. Yet at the trial the exploiters of the Oxypathor were able to produce witnesses to testify to the curative value of their gas-pipe—and a few of the witnesses called themselves doctors! This exhibition of credulity—or, in the case of physicians, worse—is but another proof of the inherent worthlessness of testimonials. Imposing and convincing testimony would have been forthcoming long ago to prove the therapeutic efficiency of the rabbit's foot if some one had an exclusive proprietary interest in the sale of rabbit's feet.—(*With Modifications and Additions from The Journal A. M. A., Nov. 14, 1914.*)

Denied the Use of the Mails

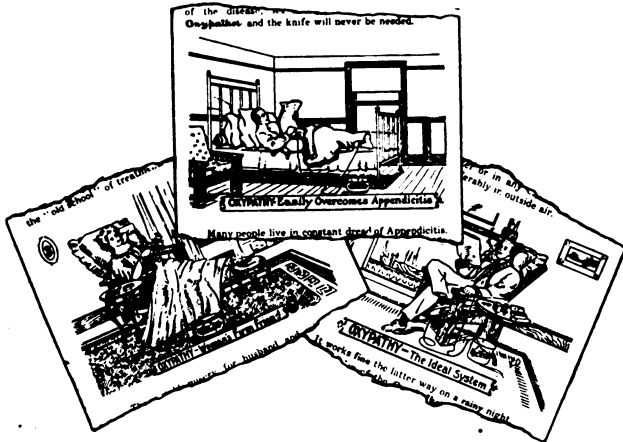
After the criminal proceedings had been brought against Elvard L. Moses of Buffalo, N. Y., the Solicitor of the Post Office Department submitted a memorandum to the Postmaster-General giving the facts that had been collected regarding the methods of the Oxypathor concern and recommending the issuance of a fraud-order against it. This memorandum charged the Oxypathor Company and Alvin L. Higley, president; Elvard L. Moses, vice-president and general manager; Charles N. McMichael, treasurer; Charles W. Brooke, secretary and assistant general manager; Charles J. Armitage, business manager; Clarence E. Edson, sales promoter; E. H. Johnson, oxypathic specialist, and Joseph Salguando, Spanish expert, and also the Oxygenator Company and the Buffalo Oxypathor Company all of Buffalo, N. Y., together with the Central Ohio Oxypathor Company and W. H. Sandwick, its general manager at Columbus, Ohio, also, the Delaware Oxygenator Company

with Booth and Broadway, its managers at Wilmington, Del., with conducting a scheme for obtaining money through the mails by means of false and fraudulent pretenses, representations and promises.

The Postmaster-General issued the order and the United States mails were closed to this fraud. The memorandum of the solicitor contains so much of interest that we quote from it freely:

THE GOVERNMENT'S REPORT

"The Oxypathor Company was incorporated in New York state in 1906 under the name of the Oxygenator Company, the name being changed in July, 1911, to the present name of the Oxypathor Company. The headquarters of the company are in Buffalo, N. Y., where its general offices are located and from which place it distributes its devices to purchasers and to agents throughout the world. Elvard L. Moses, vice-president and general manager of the company,



Gas-pipe for appendicitis, "female trouble," etc. Some illustrations (greatly reduced) from the Oxypathor booklet.

who is in active charge of its affairs, was convicted in the United States District Court at Rutland, Vt., on Nov. 6, 1914, of using the mails in the furtherance of a scheme to defraud in the conduct of this business, and was sentenced on Nov. 7, 1914, to eighteen months in the penitentiary at Atlanta, Ga., a stay of sentence and bail being refused. This case is now pending on appeal before the United States Circuit Court of Appeals for the Second Circuit, having been taken up on a writ of error. [As has been stated, Moses lost his appeal, the Appellate Court affirming the judgment of the lower court.—ED.] The transcript of the record in the trial court was introduced in evidence at the hearing before this office by the respondents.

"The business of this company is the sale through the mails of a device known as an Oxypathor, which consists of a brass cylinder filled with a black powder. To each end of the cylinder is attached a 'copper wire' at the termini of which are straps and 'treating plates' designed for the application of these wires to the human body. The cylinder containing the power is termed by the company the 'polarizer' and is to be immersed in cold water while the machine is in use.

"In its advertising matter, which is freely circulated through the mails, the company represents that the Oxypathor with attachments is a 'thermo-diamagnetic instrument,' which, when attached to the human body, alters its magnetic properties, greatens its affinity for oxygen, and thus increases the body's capacity to attract and absorb the oxygen of the air, and further that the use of the machine



A greatly reduced photographic reproduction of a double-page illustration in one of the "Oxypathor" booklets.

in accordance with the directions which accompany each instrument, will quiet the most agonizing pain in a marvelously short time, give profound restful slumber, stimulate and arouse the body and all its organs to renewed vigor, and cure practically every disease. The advertising matter in which these representations are made is prepared by the company at Buffalo and from that point is mailed either to agents or to prospective purchasers in all parts of the world. There are in evidence in this case some dozen different pamphlets, all elaborately printed, which treat of the alleged power of the Oxypathor to cure disease.

"The instrument sells for \$35, additional charges being made for special treatment plates to be used in the treatment of certain diseases. From the year 1909 to the date of the criminal trial, the company has sold 45,451 appliances.
. . ."

The solicitor's memorandum after quoting in detail some of the false and fraudulent claims made for the Oxypathor, continues:

"Both at the criminal trial and at the hearing before this office the government produced expert testimony which clearly showed that the claims of the company for this device were entirely without foundation in fact. Physicists, chemists and experts on radio-activity, all of whom appeared and testified in behalf of the government, agreed that the machine was absolutely inert and without power to influence any substance known to science, or to increase magnetism in any way."

Then followed a summary of the testimony given by chemists, physicists and physicians relative to the possibility of the Oxypathor possessing any chemical, physical or therapeutic properties. The consensus of these opinions was, in effect, to sustain the charge made at various times in THE JOURNAL that the Oxypathor possesses all the potentialities for curing disease that are inherent to an empty tomato tin with a string tied to it! Then the memorandum continues:

CONFIDENTIAL INSTRUCTIONS TO AGENTS

"Throughout the advertising matter the company represents that the oxypathor is especially efficacious in the treatment of chronic diseases and diseases of long standing. Touching the good faith of the company in making these representations to prospective purchasers, the following is quoted from the confidential instructions issued to selling agents by the company:

"Use judgment in taking cases. Take the cases already suggested—the ones in which you have an even show with the doctors. Sidestep the cases which have been drugged for years and years. You might just as well hitch the Oxypathor to a mummy—or to a stone hitching-post—or a telegraph pole—as to some of the cases which will come to you as a last resort. Be wise—and side-step these last-resort cases. They spell nothing but trouble—and failure—and knockers. Tell them politely but firmly that they have waited too long, and let it go at that. This need not dampen your enthusiasm. It should not. It is simply showing good judgment. It is fending off that which might destroy your enthusiasm. It is not that we fear hard cases. Nothing of the kind. They may be as hard as they wish—provided of recent origin. Until firmly established, better play the business 'safe.' It will pay you well to do so."

HOW TO CATCH THE GULLIBLE

Then follows a number of quotations from the same pamphlet of "confidential instructions" issued to the selling agents by the company. Here are some of them:

"Tell yourself repeatedly that the Oxypathor is all right. Repeat this until firmly convinced that it is all right. Thereafter you will be invincible. From that time—from the time you get faith—have confidence—you will win."

"This brings you face to face with the matter of prospects. How secure them? Listen—you will find prospects by keeping out where the money grows. Get that? You will find prospects by keeping out amongst the people."

"Furthermore, you should engage every possible acquaintance in conversation. Instead of merely nodding acquaintance, stop to talk. At first, let this talk drift as it will. Soon, though, direct it. Say, 'Feeling pretty good?'

"You will be surprised to see how many do not feel good—and they'll give you the whole story—if you will keep still. Then you can get in your licks. Tell them what you have to sell or lease—and tell them that you will call soon to show the Oxypathor—and demonstrate it. Say this in such a way as to prevent a 'turn down.' Say it in a positive tone of voice. You will find few have the nerve to deny you a hearing. The rest is easy.

"Should the person say that he is perfectly well, say, 'And how are the folks?'

"You will be astonished at the amount of illness this will uncover—of which you never dreamed. You must, though, remain quiet for some time after asking the question. Some persons have a habit of saying 'all right'—but who quickly revise their statements—if you remain quiet and say nothing."

"A VITAL TIP!"

"Above all—get some money in advance. Get a payment. Do this without fail. You must—to get the user's full co-operation. Unless the user must bear expense, he will have nothing at stake, and bitter experience teaches that nothing at stake means poor co-operation."

"The less theory you talk, the better. Use common words rather than technical words—and save yourself hours of weary talking. It is far better to say, 'Oxygen burns up the wastes and poisons in the blood, thus leaving it rich and pure, and you well,' than to undertake to describe these poisons, wastes and acids. The number of fool questions that you will find hurled your way if you undertake technical presentations will surprise—and disgust you. Sidestep as here suggested."

TESTIMONIALS FROM PHYSICIANS

Of course, the main reliance of the Oxypathor fakery was, as is the case in all medical frauds, testimonials. Not only did they present testimonials from laymen, but they were also able to employ certain physicians who gave so-called clinical reports regarding the alleged therapeutic value of this piece of gas-pipe. In the trial that was held at Rutland, Vt., the following physicians were reported by the Rutland newspapers at the time, to have taken the stand in defense of the Oxypathor:

Dr. Allen R. Taylor, Chattanooga, Tenn.: Taylor told of numerous "cures" worked by the Oxypathor under his instructions. It might be mentioned, incidentally, that Taylor is—or was—in the business of selling Oxypathors.

Dr. Louis Hazen, Burlington, Vt.: Hazen testified, according to the papers, that he had cured a man of alcoholic paralysis and a woman of "paralysis of the spine" with the Oxypathor.

Dr. Roy H. Cox, Chicago: Cox, according to the reports, at the request of a man interested in the Oxypathor, "treated" several patients with one of these fakes. A person with "poor blood and otherwise in a rundown condition" was treated by

Dr. Cox with the Oxypathor and was "well in six weeks"; a case of "blood poisoning was cured in six days"; more marvelous still: "Acute appendicitis was cured in a few days while lumbago was relieved at once." Dr. Cox also had "an alcoholic paralytic" who was "ultimately cured" by the Oxypathor.

Dr. Wm. W. Cook, Chicago: Dr. Cook, according to the newspaper report "treated erysipelas, gall trouble, tonsilitis, pleurisy and lumbago" with the Oxypathor and "in every one of these cases the patient ultimately recovered." Dr. Cook was willing, it seems, to express the opinion that these benefits were directly due to the use of the Oxypathor! On cross-examination, Cook admitted that the patients who had thus been "cured" had also been given general hygienic, dietetic and other treatment at the same time that they were attached to the Oxypathor.

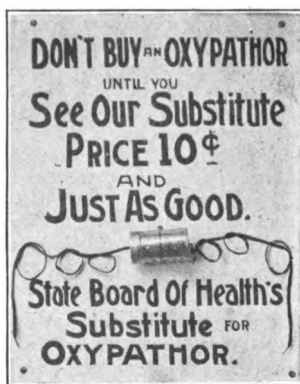
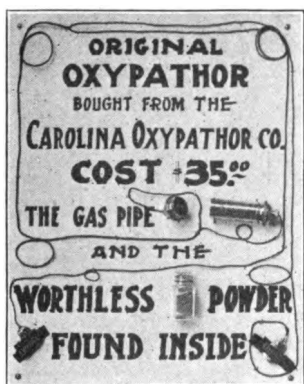
Dr. Joseph P. Ghio, St. Louis, Mo.: Ghio is credited with reporting a "wonderful case" of a cure of "asthma" by means of the Oxypathor. The patient had suffered "for over twenty-two years" and in spite of the best treatment among specialists in this country and abroad "she got no relief." An Oxypathor was attached and in fifteen minutes she was relieved! Dr. Ghio also cited a "case of paralysis following measles," which he cured with the Oxypathor. It developed, on further questioning, that Ghio was an agent for the Oxypathor.

To return to the memorandum to the Postmaster-General: One method by which the Oxypathor concern attempted to get testimonials was to have the agents urge certain of the victims who had purchased these devices to write the Postmaster-General protesting against the issuance of a fraud order. The Oxypathor Company went so far as to outline a letter that these persons might write. As the solicitor's memorandum states "testimonials obtained in this way have been demonstrated to be of little probative force." The solicitor also suggests that the number of people that wrote these letters constituted but a small percentage of those who had purchased the 45,000 Oxypathors which the company has sold since 1909. To quote further from the memorandum:

TESTIMONIALS VALUELESS

"Testimonials are notoriously of small evidentiary value in questions of this character. They are frequently obtained for instruments and alleged remedies of no value from persons suffering from chronic ailments who are prone to regard the least improvement in their condition as an indication of progress toward a cure. In many instances they were written by persons who imagined they were suffering from disease when in fact they were not, by persons whose recovery is due to nature, and by persons whose recovery is due to nature and local or hygienic treatments prescribed in connection with the alleged curative agent. I am satisfied and find that all of the

entirely silent as to the means by which any of the alleged cures are supposed to have been effected. Briefly, the position of respondents was that all the representations as to how the machine was supposed to operate were immaterial, and that the sole question to be determined at the hearing was the existence or non-existence of any therapeutic value in the instrument itself, and respondents further claimed that the only method whereby it was possible to determine the therapeutic value of the instrument was by tests upon the human body in a diseased state. Necessarily, none of the tests made by the government were made upon the human body in such a state and respondents objected to the introduction of the government's evidence showing that the machine was inert and therefore incapable of affecting the body in any way.



In October, 1913, the North Carolina State Fair was held. The North Carolina State Board of Health had an exhibit at the fair and exposed, among other frauds, the Oxypathor swindle. Here are photographic reproductions of two of the educational placards exhibited by the State Board. The Oxypathor concern broke forth in full page newspaper advertisements against the State Board of Health. See illustration on opposite page.

"Attention is invited, in this connection to the fact that all of the company's advertising matter whereby persons are induced to buy this instrument is based on the representation that increased amounts of oxygen are furnished by it to the human body. This is a specific, concrete, material representation, and there is no doubt that purchasers were induced to part with their money on the strength of this representation.

"The respondents' contention that the therapeutic value of this device can be shown in no other way than by tests upon the human body is without merit when considered in connection with the fact that the substances of which the device is made up are well known, and that they have not been shown to possess, either alone or in combination with each other, any such power as is claimed for them. No attempt was made to controvert the government's evidence

as to the materials of which these instruments are composed, and no effort made to show that these substances possessed any therapeutic value except by means of the testimonials and reports above referred to. . . ."

A VICIOUS SCHEME

"In conclusion, it may be said that the defense in this case fails entirely to meet the government's charges, and is one that might be urged with equal force in defense of any fraudulent mail-order medical concern, and that in fact had this device possessed any of the power claimed for it, the respondents would not have been driven for their defense to solicited testimonials and reports and a legal technicality, but would have been able to produce some affirmative proof to meet the burden placed on them by the evidence of the government. When it is considered that the company sells this instrument for the treatment of practically every known disease, many of which if allowed to continue without immediate medical treatment may prove fatal to the patient, and that those who buy the device may be lulled into a sense of false security from all disease, necessarily resulting in many cases in a serious or even fatal outcome which might have been prevented had medical treatment been promptly resorted to, the vicious nature of this scheme becomes apparent.

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

On March 10, 1915, a fraud order was issued against the Oxypathor Company, *et al* at Buffalo, N. Y., Columbus, Ohio, and Wilmington, Del. Later, evidence was presented by a postoffice inspector to the federal authorities to show that P. K. Reynolds, Columbus, Ohio, had been made general manager of the Central Oxypathor Company in the place of W. H. Sandwick. The inspector showed further that Reynolds was receiving mail pertaining to the sale of Oxypathors. The Solicitor of the Post Office Department, on receipt of this evidence, recommended that the fraud-order against the Central Ohio Oxypathor Company be extended to include P. K. Reynolds. In accordance with this recommendation, a supplemental fraud-order was issued against this individual on April 20, 1915.

The Oxygenor Declared a Fraud

On June 4, 1915, the Postmaster-General of the United States issued a fraud order against the Oxygenor Company of Chicago and its officers and agents as such. This action was based on the recommendation contained in the memorandum prepared by Judge W. H. Lamar, Solicitor for the Post-Office Department. According to this memorandum the Oxygenor Company was called on to show cause on or before March 31, 1915, why a fraud order should not

be issued against it. At the request of W. Knox Haynes, a Chicago attorney, who appeared for the Oxygenor concern, the hearing for the case was continued to May 1, 1915, at which time Mr. Haynes withdrew from the case. The hearing was again continued to May 3, 1915, at the request of the respondents, at which time L. A. Gilmore, the former proprietor of the Oxygenor Company appeared in behalf of the company, and an answer was also made by Woodford M. Davis, the proprietor of the Oxygenor concern, under date of April 28, 1915. After considering the pleas of both these men, the solicitor for the postoffice department reported the facts as he found them. To quote in part from the memorandum:

"The respondent company is selling a device called a 'Perfected Oxygenor King' on the representation that it will cure practically every human ailment by causing the human body to absorb increased amounts of oxygen from the air, through increasing the blood's 'elective affinity' for oxygen, and thus oxygenate the blood and restore the patient to health, irrespective of the particular disease from which he may be suffering. . . ."

SULPHUR, SAND AND GAS-PIPE

"The device consists of a nickel-plated cylinder termed the 'generator,' to which are fastened wires which terminate in 'treating plates' to be attached to the ankle and wrist of the patient. The 'generator' is filled with a dull, bluish-green, odorless powder almost entirely sulphur and sand, but which the company describes as 'a delicately adjusted but permanent combination of rare and costly metals.' Although the sand, sulphur and charcoal were in all probability the only elements intentionally introduced, a quantitative chemical analyses showed the following:

Sulphur	66.85
Sand	29.82
Lead carbonate	1.64
Charcoal	1.12
Moisture12
Brass19
Iron	trace

"The company manufactures two sizes of instrument which sell for \$25 and \$35, respectively. . . ."

"The 'Oxygenor Direction Book,' which accompanies each instrument, gives certain suggestions as to food, diet, baths, frequency and duration of application of the instrument, etc., and also contains a chart of more than a hundred complaints, running the entire gamut of human suffering from abscess to whooping-cough, with suggested arrangement of the cords with reference to certain terminals on the instrument marked 'W,' 'M,' and 'S,' indicating respectively weak, medium, and strong. According to the company, the range of the device in the cure

of disease 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.'

"The mails have been freely used by the company in the conduct of the business both for the original distribution of its literature and for subsequent dealings with purchasers who have been induced to remit money through the mails by means of the representations outlined above.

"UTTERLY WORTHLESS"

"As a matter of fact the device is utterly worthless for the treatment of disease in any form, and all of the representations as to its wonderful therapeutic value are false and fraudulent. The instrument is absolutely inert and incapable of affecting in any way any person to whom it might be attached. Tests made at the request of the inspectors who investigated the case demonstrate this beyond question."

The memorandum then details the result of the investigations that were made by the United States government in the case of the Oxypathor fraud and then continues:

"In view of the utter inertness of the device, and its absolute incapacity to generate any force of any kind, the statements to the effect that the 'force' flowing from the 'generator' may be controlled by means of changing about the 'force controlling cord' among the three terminals marked to indicate 'strong,' 'medium,' and 'weak' are evidently without any foundation and intended solely to mislead and deceive."

The Oxypathor Company made practically no defense. No attempt was made by the concern to show the existence of the alleged mysterious, potent and hitherto unknown "force" to which the Oxygenor Company—in common with the exploiters of other gas-pipe frauds—claims is brought into existence by the devices. Solicitor Lamar then continues:

INHERENTLY VICIOUS

"The inherent viciousness of the scheme which the respondents are operating is apparent when it is remembered that the company sells the treatment for the cure of practically every human ailment, many of which, if allowed to continue without immediate medical treatment may prove fatal, and that those who, through the false and fraudulent representations of the respondent, buy the machine are not only defrauded but lulled into a sense of false security from all disease.

"I find that this is a scheme for obtaining money through the mails by means of false and fraudulent pretenses, representations, and promises, and therefore recommend that a fraud order be issued against the Oxygenor Company, Great Northern Building, Chicago, Illinois, and its officers and agents as such."

The order was issued.

"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
Fits
Cataracts

Paralysis
Blindness
Eczema

Bright's Disease
Morphin Habit
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. An entire page of a city daily is no unusual amount of space for him to use for a single advertisement.

The business is conducted along the lines of the typical mail-order fake. A series of "follow-up" circular letters so printed as to simulate individual type-written letters, "symptom blanks," the inevitable and ubiquitous testimonial—these and such other paraphernalia as go to make up the stock-in-trade of the quack, are used by Samuels in his process of swindling the sick and humbugging the helpless. He emphasizes two points in all his advertising claptrap. First, he wishes to treat only, "hard cases, cases that the regular doctor can do nothing for;" second, he wants it generally known that he has been arrested many times for irregular practice.

Samuels' "remedy" consists of an "eye water" which is claimed to have cured ovarian tumor, "paralysis of the optic nerve," deafness, tuberculosis and various other ills. Two specimens of the "eye water" alleged to be used by Samuels have been sent in by correspondents, from whom we learn that \$5.00 an ounce is charged for the stuff. A cursory examination of both samples has been made in the Association laboratory and our chemists report as follows:

"Each of the two samples of the solution alleged to be used by Professor Samuels was a colorless, slightly turbid liquid having a salty taste. Each gave tests for sodium chlorid, sugar and a trace of sulphate. In neither were metals such as 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 samples showed that the sodium chlorid and sugar were each

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 \$5.00 for the process, would find few victims. But with sufferers from chronic diseases the case is different. Ninety-nine consumptives out of a hundred will, for the first few weeks, agree that they have been benefited after having experimented with some new "treatment." And the less scientific the treatment and the more wildly improbable the claims made for it, the greater will be the alleged benefit derived from it.

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. (*Modified from The Journal A. M. A., Dec. 24, 1910.*)

SAMUELS KICKED OUT OF DETROIT

"Professor" Samuels has returned to Wichita, Kan. Some months ago he left the western city and transferred his mail-order business to Detroit. If he did this in the belief that Michigan was an "easy" state and that he would be free from interference by the authorities, he was disappointed. He had barely settled down in his Detroit offices when the public prosecutor, Mr. Hugh Shepard, raided the concern, seized the card index of Samuels' present and prospective victims and, according to the newspapers, carried off a barrel of sugar and a bin of salt. Finding Michigan so unsympathetic, Samuels has returned to Kansas and is now "doing business at the old stand." Detroit is to be felicitated.

The business men of Wichita do not seem to be very enthusiastic over Samuels' return. The official organ of the Wichita Business Association in discussing fake concerns in that city makes the following reference to Samuels without mentioning the quack's name:

"Only recently the king of quacks and 'fakers,' run out of a big Eastern city, mercilessly handled without gloves by the American Medical Association, has returned to Wichita. Some people received him actually with open arms. Some seem to think that the boost that postal receipts get from this mail-order business atones for any shortcomings he possesses. Righteous indignation surges up rebelliously at the very idea of 'fake' clothing and shoe concerns doing business here, and legislation gets them; but no one seems to care much at the return of this notorious and unconscionable medical quack."

the time Samuels'

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nothing is said. We reproduce a few of the letters of this kind. Out of consideration for their writers, we omit the names and addresses of the persons sending them although both are on file in THE JOURNAL office:

TENNESSEE, Feb. 20, 1912.

PROF. H. SAMUELS, Wichita, Kan.

Dear Sir:—I am sending the treatment back that you sent my wife some time ago. She is dead now. The treatment you sent her made her worse and I can prove it. She never used it but six times and she got worse right straight. Now I enclose your treatment back to you and I want my money back. If you don't I am going to pull you for sending something that made my wife worse. There have others told me I could, but I won't bother you if you send my money back, and if you don't I will see what I can do with you. Awaiting for quick reply, I am,

Yours very truly,

W. F. S.

OHIO, Jan. 21, 1911.

PROFESSOR SAMUELS, Wichita, Kan.

Dear Sir:—I am sorry to tell you my father is dead, and if you have not sent that medicine, please hold same and return our money, as we need it under the present circumstances.

We are greatly in need of money now, and if you will please send our money back, please do so.

If you have a small boy you may put yourself in our condition and think if you were to die and leave a boy and wife to take care of themselves.

You see, my father was a poor working man and put all of his hope in your medicine.

So if you will please send our money back we will be very grateful to you. Yours very truly,

H. S. P.

P. S.—We ask your sympathy in our trouble.

ARKANSAS, May 5, 1911.

PROFESSOR SAMUELS.

Dear Sir:—I will drop you a few lines, as I will send the last treatment of your medicine back. My husband is dead. Just waited too late to cure him, and I am left alone with two little ones to provide for and I can't use your medicine. I will return it, and if you think it right to return the money why do so, for I need it. As that is all, I will close.

E. Y.

IDAHO, May 16, 1911.

PROFESSOR SAMUELS.

Dear Sir:—Received your letter, but Mr. L. was dead at that time. He passed away Saturday, May 6. Kept up with your medicine till the last day; used only half of the one month's treatment. Will you take the medicine back that is left and send me some of the money back, at least \$15 of it, as I am a widow with three children, now can use the money badly. Please let me know about it is soon as possible. Have the medicine in a cool dark place. Yours respectfully,

Mrs. A. L.

NEBRASKA, Feb. 20, 1912.

PROF. H. SAMUELS, Wichita, Kan.

Dear Sir:—Something near two months ago I sent you a bank draft for \$5 for a month's treatment for my little boy's eye who by accident was hit in the eye with a stick and thus cut in the edge of the pupil of the eye. We recd the treatment in due time and used it according to directions, but have received no benefit, as the boy is blind in that eye. I sent you the money in good faith and on your own recommendation and also of Mrs. S. of this place, who is taking your treatment. Now, in view of the fact that we have received no benefit from treatment, do you not feel that it would be right that I should receive my \$5 again?

Doc, if I was not a poor man and have four children to look after beside my wife, I would say nothing at all; but in view of the foregoing facts I only ask to be treated by you the same as you would desire to be treated by me were you in my stead. I will close, hoping to hear from you soon. Sincerely yours. A. F. S.

Can these be read without indignation? Do the tragedies they suggest call forth no protest against the heartless cruelty

ay,
owers; Cooler.

THE EVENING NEWS, 28TH YEAR, NO. 275.
THE DETROIT TRIBUNE, 26TH YEAR, NO. 346.

SAMUELS' GAME IS BIGGEST EVER, THINK OFFICIALS

Man Who Charges \$5 a Bottle For Salt, Sugar and Water
Panacea Operates All Over Country, and
Patients "Come Back."

EXPOSE BROUGHT ABOUT BY AMERICAN MEDICAL
SOCIETY; HE CALLS PHYSICIANS BEHIND TIMES

Making \$12,000 to \$16,000 Monthly, Occupies Large
Offices, Employs 30 Helpers and Is Rated at
From \$350,000 to \$400,000.

What officials believe to be the biggest
swindle ever successfully worked
in this country was uncovered yesterday
afternoon when Prosecutor Shepherd
raided the offices of Prof. Henry
Samuels, professor and
used in the operation of the "prof-
fessor's" business.
According to the letter files in Prof.
Samuels' offices, he is doing business
in every state in the Uni-
medicines only by "pro-
spective

The Detroit newspapers handled Samuels without gloves. Here is a photographic reproduction of the double-column headline one of the papers gave to the "story" of Samuels' arrest.

of the mail-order quack? Must we wait for that far-off time when the masses of the people shall have developed that healthy scientific skepticism that will make quackery impossible, before doing something to protect the wives and children who are heartlessly swindled by frauds of this kind? Or shall we not ask our legislators to recognize the patent

fact that a large proportion of the public needs protection against its own susceptibility and credulity in matters so closely related to its own health?

The *Detroit News* published an interview that one of its reporters had with Samuels at the time this quack was still living in one of the most expensive hotel suites in Detroit.

WORKING FOR WICHITA

Official Organ of the Wichita Business Association.

201-207 Barnes Block, Wichita, Kansas.

R. H. FAXON, Editor.

Vol. 1 Wichita, August, 1912. No. 3

OFFICERS OF THE WICHITA BUSINESS ASSOCIATION.

R. Watson, President.

but while these quackish concerns are getting theirs, the quacks and fakirs in medicine proceed to reap a rich harvest in Wichita.

No less than three quack medical concerns are in existence here; and only recently, the king of quacks and "fakirs," run out of a big Eastern city, mercilessly handled without gloves by the American Medical Association, has returned to Wichita. Some people received him actually with open arms. Some seem to think that the boost that postal receipts get from his mail order business atones for any shortcomings he possesses.

Righteous indignation surges up rebelliously at the very idea of "fake" clothing and shoe concerns doing business here, and legislation gets them; but no one seems to care much at the return of this notorious and unconscionable medical quack.

The business men of Wichita were sorry to see this fraud return to their city. "Working for Wichita" is the name of a little publication issued by the Wichita Business Association. Here is what it had to say about Samuels' return:

When seen by the reporter Samuels, with his wife and daughter, was about to start for a ride in his motor car. After the interview was over Samuels and his party rode off—but let the reporter tell it:

"They were laughing as they went out in the sunshine and the well-dressed little party looked prosperous—the 'professor' has cleaned up half a million dollars on his compound. But as they slipped into the traffic of the avenue another picture seemed to arise and sit beside the 'professor'—a gaunt woman holding in her arms a heavily-breathing child. In her hand, a bottle and a medicine dropper. She touches the forehead and starts back. The wasted little body is chilling with the chill of death. The professor opens a letter. She asks for the return of the money she sent him. She does not need the rest of the treatment, the child is dead.

"Then there is the man who coughs slowly and terribly. His face is the color of chalk, his throat is sunken, his hands are so slender the bones seem to start through. A wife bends over and drops a colorless liquid into his eye. With the application goes all of her faith, for is not Professor Samuels the 'Modern Moses'—he says so himself in his advertisements—who will lead the people out of the bondage of sickness and suffering? And mingled with these are many, many others."—(*Modified from The Journal A. M. A., Oct. 12, 1912.*)

THE GOVERNMENT INTERVENES

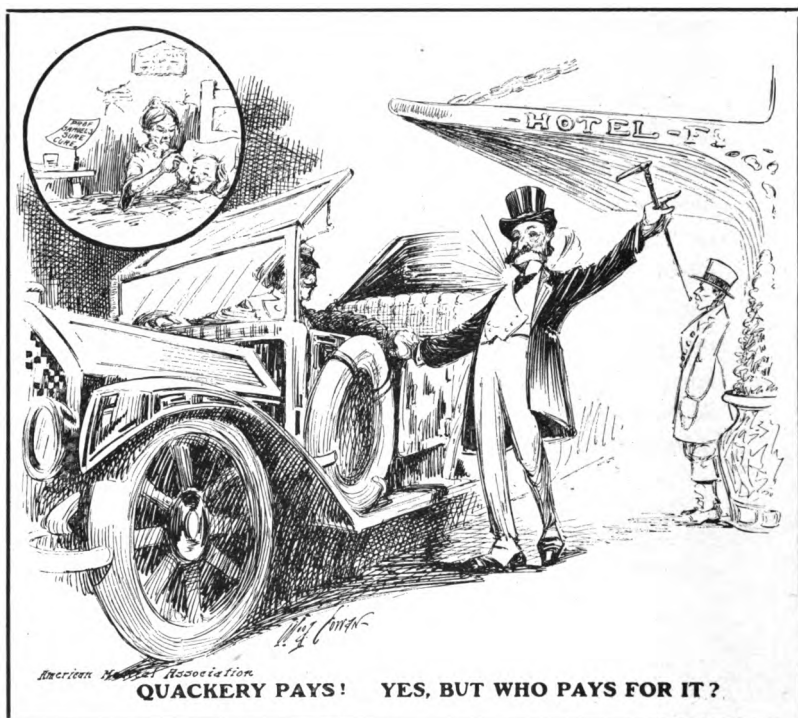
On March 28, 1914, a memorandum, charging that "Professor" H. Samuels and the Professor H. Samuels Remedy Company, both of Wichita, Kan., were violating the postal laws in that they were obtaining money through the mails by means of false and fraudulent pretenses, representations and promises, was delivered to both Samuels and his company. They were further called on to show cause, on or before April 10, 1914, why a fraud order should not be issued. A continuance was granted, at the request of Samuels, until April 30, 1914, at which time Amos W. Marston, a Chicago attorney, appeared before the government officials on behalf of the Samuels fakery. At the conclusion of the hearing, the attorney was given, at his request, until May 16 for the filing of a brief. When the brief was received by the federal authorities it was given careful consideration, and after a thorough

examination of all the evidence in the case, Assistant Attorney-General Lamar recommended the issuance of a fraud order. On June 1, 1914, a fraud order was issued.

The government's investigation brought forth but few additional facts to those published in *THE JOURNAL*. The government chemists found, as did the chemists of the Laboratory of the American Medical Association, that the preparation sold by Samuels was essentially a pinch of sugar and a pinch of salt in ordinary hydrant water. The postoffice inspectors wrote to the Samuels concern under various names and received at different times letters representing that the Samuels remedy would cure bow-legs, flat-foot, sprained ankle, epileptic fits and lack of weight. Speaking of the Samuels nostrum, the Assistant Attorney-General says:

"The claims for this solution, when considered in connection with its analysis, are palpably fraudulent, and it is clear that no one could be induced to purchase it if its real composition were revealed. Hence it is described as a new, peculiar and secret remedy in the advertising matter; and its real character fraudulently concealed. The analysis shows that there is nothing new, peculiar or secret about this solution and I so find."

An investigation was also made by the federal authorities of one case described in Samuels' testimonials. This particular testimonial, which has been used by the quack for some years, was to the effect that Samuels had cured an old character known as "Blind Joe" of Topeka, Kan. According to the claims made by Samuels, "Blind Joe" had been sightless for several years and "had exhausted all of the means in his power to be cured," had given up in despair until he "fell into the hands of Professor Samuels." Then: "In a short time he was able to see practically as well as he ever had in his life." The federal authorities interviewed the father and sister of "Blind Joe," both of whom swore that "Blind Joe" was blind; was never cured by "Professor" Samuels but died blind, and they declared further that the representations made by Samuels were absolutely false.



WHILE IN DETROIT, SAMUELS OCCUPIED A \$300-A-MONTH SUITE IN THE MOST EXPENSIVE HOTEL OF THE CITY. AT THE VERY TIME HE WAS SPENDING MONEY LIKE WATER HE HAD IN HIS FILES LETTERS FROM IMPOVERISHED WIDOWS AND ORPHANS WHO HAD BEEN HEARTLESSLY SWINDLED IN PURCHASING HIS WORTHLESS MIXTURE OF SUGAR, SALT AND WATER AS A "SURE CURE" OF THOSE ON WHOM THEY WERE DEPENDENT.

It was shown further at the trial that "Professor" Samuels was not, in fact, a professor at all. In March, 1914, Samuels was sued by a woman who was suffering with cataract and had taken Samuels' "treatment" without success. She was awarded \$400 damages against this faker. At the trial Samuels admitted, under oath, on the witness stand, that he was not a scientist or a physician, that he had not read any medical or scientific books on diseases of the eye for twenty years; that he was not competent to testify whether the

woman had a cataract or not and that he had treated her without examination.

In addition to being debarred from the use of the United States mails, Samuels was indicted by the federal grand jury and put under \$20,000 bonds for appearance in the United States court. This trial has just been completed and Samuels was found guilty in the federal court at Wichita on eleven counts of using the United States Mails to defraud; the maximum penalty for each one of the eleven counts is a fine of \$1,000 and five years in prison. It is to be hoped that this cruel and heartless swindler will be given a penitentiary sentence.—(*From The Journal A. M. A., Oct. 17, 1914.*)

SANDEN ELECTRIC COMPANY

The Sanden Electric Company, 1261 Broadway, New York City, has for years defrauded the public by selling so-called electric belts for the "cure" of practically all the diseases with which the human race is afflicted. On June 26, 1914, the Sanden Electric Company (also conducted under the names, the "Sanden Company," "A. T. Sanden," and "F. Hallstrom") were called on by the federal authorities to show cause why the use of the United States mail should not be denied them.

During July and August, 1914, hearings were held covering five days and the concern appeared in the persons of their attorney, Gibbs L. Baker of Washington, D. C., and G. H. McIvor, the manager of the company at New York. During the hearing, Mr. Baker withdrew from the case and the Sanden Electric Company was represented thereafter by a New York attorney, Charles A. Brodeck. During part of the hearing, A. T. Sanden himself was present, while Dr. Julius Weiss of New York appeared as an expert witness for the Sanden fakery. Inspectors Honvéry and Smith testified for the government, as did also a physician who was an expert electro-therapeutist. Sanden and McIvor both declined to go on the witness stand because of the indictment pending against them in the United States Court.

After the hearing the Sanden Company's attorney was given until August 24 to file a brief. After the brief was sent in and all the evidence in the case had received careful consideration, the Solicitor for the Post Office Department, Judge W. H. Lamar, declared that the concern was engaged in a scheme for obtaining money through the mails by means of false and fraudulent pretenses, representations and promises and he recommended that a fraud order be issued against the concerns and individuals. The order was issued Nov. 6, 1914.

The Solicitor's memorandum gives in great detail the case against this fraud, and we quote from this memorandum in part. Attention is first called to the fact that the Sanden concern was engaged in selling through the mails an electric belt and in order to obtain the names and addresses of possible purchasers they advertised in newspapers and magazines making certain claims. A few of these claims are quoted:

"The new Sanden mechanical invention for the easy self use of the debilitated or enervated men, will interest a certain percentage who need that kind of aid, but the little illustrated treatise on sex, described below (sent free, sealed, by mail for the asking) is of interest to ALL MEN, young and elderly alike."

"Courage Never Forsakes the Manly Man."

"I make a little appliance that I call a vitalizer which I designed to aid just such men who seek manly strength."

"**MANHOOD RESTORED.** Every man, young or old, who is strong in **VITAL FORCE**, can meet any danger, any adverse condition, with complete confidence and the power to succeed. I give men this **VITAL STRENGTH.**"

"Courage, manhood, complete nerve control, perfect health, strength and vigor are yours if you but give my **HEALTH BELT** a chance."

To those who answer the advertisement a circular letter, booklet and symptom blank were sent. The booklet recommended the Sanden belt for such varied conditions as "rheumatism," "weak back," sciatica, "biliousness or liver complaint," constipation, "kidney and bladder troubles," "blood diseases," "paralysis and kindred complaints," "nervous debility," etc. Especially did the booklet play up the "weak men" element. For example:

"My efforts in writing these few pages are directed entirely in the interest of weak men—those suffering from the inevitable result of self abuse, sexual excess, or other unnatural indulgence of the reproductive organs and also those who are threatened with impotency



A typical letter-head of the Sanden concern. It was on such stationery that the "follow-up" letters were written.

through the exhaustive vital drain of overwork. I do not pose as a miracle worker, and have no rash promises to make; but I believe from actual experience that electricity, properly applied, will do more for you than all the drugs ever compounded."

"**Seminal Emissions.** The distressing malady or weakness is one of the inevitable effects of self abuse or a misuse of the sexual or reproduction organs. It is a drain upon the nervous system which few, if any, constitutions, can withstand. . . ."

"If every weak man knew of the power of the Sanden Electric Inventions to make a man of him by a perfectly natural and absolutely safe self home treatment it would be practically impossible for us to supply the demand, even at double the present price."

"The most subtle and therefore one of the most dangerous effects of self abuse or sexual excess is spermatorrhea, sometimes called the hidden drain. This disorder may exist in an apparently healthy and robust man for years without his knowledge."

"For nearly forty years I have made electricity the study of my life. I succeeded in inventing a safe and reliable system of applying this natural force to the body and thus giving to the weak and struggling organs the power to properly perform the work set apart for them by Nature. I continued to improve upon my first idea until today I have perfected an Electric Appliance which is second only to Nature herself in maintaining a condition of health and strength and vigorous action throughout the human system."

Commenting on the Sanden advertising matter as it appeared both in published advertisements, booklet, circular letter and symptom blank the solicitor for the Post Office Department says:

"It is evident that the matter quoted above is intended and calculated, first, to create the impression that the respondents have in the belt advertised a marvelous curative agent for practically all ailments, and particularly for chronic diseases peculiar to men, which generates force substantially equivalent to vitality and closely approximating the spark of life itself; second, to arouse apprehension and fear in the minds of the persons who read the advertisement and follow-up matter that symptoms having in fact little or no significance are symptoms of an underlying serious condition due to past excesses or abuses; and, third, to cause persons suffering or who believe themselves to be suffering from any of the conditions described in the advertising matter to fill out and send in the symptom blank in the belief that the company can and will determine therefrom the cause of the symptoms and whether or not the belt will accomplish in their particular cases the results it is claimed it is capable of accomplishing."

In investigating this case the Post Office inspectors filled out and submitted to the company six symptom blanks describing various conditions. One from an address in Pennsylvania described a hypothetical case of a young man whose only complaint was that he had involuntary discharges of semen during the night once or twice a month. The second hypothetical case coming from a town in Ohio was almost identical with the first, the loss in this instance being alleged as about once every month or six weeks. The third case was supposed to come from a man in Delaware who claimed that he had "not been feeling well for some time and suffered a loss of semen at night every two or three months." In each of these three instances form letters, all practically identical, came in reply, and all, of course, recommended the purchase of the Sanden electric belt. The fourth hypothetical case purported to come from a married woman. The chief symptom described was that the menstrual discharge was profuse and continuous. The fifth also purported to come from a married woman who described as her chief symptom "pains in the bladder." The sixth case, from a hypothetical male patient, declared that physicians told him he had diabetes and the symptoms described were those of diabetes mellitus. In each of the last three cases purchase of the belts were, of course, recommended, although the company "hedged" by stating that the belts were not a specific cure for stone in the bladder or diabetes. Nevertheless, it was suggested that they would be of benefit in these cases because of their power to "build up the system."

Perpetual Youth
 Let Me Tell You How to Regain All Your Old Youth
 and Live as Long as You Want to Live. Ask
 for "Secrets of Life" and I will send you
 a book that will tell you how to live
 as long as you want to live.



Let Me Send You This Book FREE

**Both Men 50:
 Which One Is Young
 in Vitality?**



Free Vitality Book

Fritt För Man Tills Botade.
 Ett en cent i försäkrat eller på säkerhet.



Tillsammans botade.

DR. A. V. SANDEN.
 1250 C. R. 1011 BROADWAY, NEW YORK CITY, N. Y.

**The Power Love of a Good Woman for a
 Strong, Vital Man**



Let Me Send You
 This Book
 FREE

**Gives Men This
 Vitality of Youth**



Let Me Send You
 This Book
 FREE

Like all medical mail-order frauds the Sanden concern was able to swindle the public simply because newspapers were willing to accept the company's advertisements. Here are a few greatly reduced reproductions of the Sanden advertisements.

The physician who appeared for the government testified that in all of the test cases referred to the symptoms given were common to a number of diseased conditions each of which required different treatment. He also declared that the kind of electricity applicable in any given case, the strength of the current and the parts of the body to which the electricity should be applied would vary according to conditions which could not be determined from the symptom blanks used by the Sanden concern. The physician also stated that nightly emissions once or twice a month or less frequently were no indication of disease but normal in a healthy man. The government memorandum continues :

"It is clear from this testimony and from the other evidence in the case that respondents cannot, and well know they cannot, determine by the use of the symptom blank referred to the cause of the symptoms given and therefore cannot determine whether or not the belt is applicable; and the prescribing of a belt upon the information given in the symptom blanks submitted in the test case shows an utter lack of good faith in this connection. While the respondents have shown that they do not undertake to treat such diseases as blood poison, asthma, abscesses, epilepsy, and a number of other conditions, where the symptom blank clearly states or shows conclusively that the correspondent is suffering from such disease or condition, the evidence shows beyond question that they do accept and treat cases where the symptoms may or may not indicate a condition not amenable to electric treatment, and do not even request further information in such cases.

"The result is that, any benefit which may be derived from the use of a belt prescribed in this way is entirely due to chance. The way in which such a system works out is well shown by correspondence conducted by the inspectors with patrons of the company. Out of fifty-two replies to inquiries sent out by them, only six patrons expressed satisfaction and fourteen were non-committal, while thirty-two stated no benefit had been derived from the use of the appliance."

The company in its defense submitted a large number of quotations from medical works to show that electricity is beneficial in a great many diseases and conditions. On this point Judge Lamar said :

"This is a question into which, for the purposes of this case, it is not necessary to enter. The question to be decided in this case is not as to the therapeutic value of electricity when properly applied, but is whether or not the respondents intend to do the things they promise to do in order to obtain the money sent to them, or, on the other hand, are they guilty of an intentional fraud in promising, for the money, to do things which they do not intend to do and know they cannot do.

"The respondents admit that they cannot diagnose or determine from the symptom blanks used by them the cause of the symptoms but advance the defense that they are selling this belt as a tonic, and that as such they are warranted in selling it to any person who submits a symptom blank showing that he is run down or in any enervated condition. In support of this defense Dr. Weiss, who appeared for the respondents, testified that he would recommend the use of the belt upon the facts by the symptom blanks in the test cases for its tonic effect, although he could not determine the cause of the symptoms. Dr. Weiss, however, testified that electricity by means of this belt would be without efficacy in sciatica, paralysis, epilepsy, organic lumbago, kidney trouble, some kinds of bladder trouble, blood diseases, locomotor ataxia, some diseases of women, some kinds of spermatorrhea and some kinds of varicocele, for all of which it is recommended in the booklet used by this company, and that 'when I say it is a tonic treatment, you have it pretty nearly all.' The theory thus advanced by the respondents is clearly untenable when the representations made for the belt and with reference to the symptom blank are taken into consideration. Indeed, the symptom blank could have no function were this a true theory of the case, for all that the respondents would need to know to prescribe the belt in such event would be whether or not the patient was run down. The whole system employed admits of but one conclusion, and that is that it is the intention of these respondents to lead patrons to believe that the belt is prescribed for his or her specific complaint."

The evidence showed further that while the victims of the Sanden concern were led to believe that they would have the services of A. T. Sanden in "treating" them, as a matter of fact Sanden himself who was held out as the inventor and a man of wonderful ability was rarely, if ever, at the Sanden office. The symptom blanks were gone over and the belts sent out by others. The New York postmaster reported that the Sanden concern received on an average of 500 letters a day. Summing up the case against this company, the solicitor for the Post Office Department says:

"After a thorough consideration of all the evidence in this case I am satisfied and find that the representations made by the respondents are calculated to lead the reader to believe:

"1. That conditions present in persons of normal health are in fact symptoms of disease;

"2. That the Sanden belt when applied by their system is a curative agent of wonderful efficacy;

"3. That treatment by means of this belt is as efficacious as electricity applied by physicians or experts after personal examination;

"4. That they can and will in good faith determine whether or not the belt will cure or benefit applicants for treatments from information furnished upon certain symptom blanks;

"5. That they have in good faith determined that the electric belt will cure or relieve conditions the symptoms of which have been submitted to them;

"6. That the inventor of the device, a man of long experience and great ability, gives his personal attention to each case;

"And that the representations so made by them are false and fraudulent."

In view of these findings the solicitor recommended the issuance of a fraud order and, as has already been stated, the order was issued.—(*August, 1915.*)

THE TURNOCK MEDICAL COMPANY

The Turnock Medical Company was a fraudulent mail-order concern operating from Chicago. May 6, 1914, the Postmaster-General issued a fraud order against the Turnock Medical Company and Dr. T. Frank Lynott, the medical employee who is described in the Turnock "literature" as the "specialist in charge." At the time the federal authorities put the quietus on this fraud, the Turnock Medical Company was receiving about four thousand letters a day from the gullible sick, and its income is said to have been approximately \$350,000 in the last year of its existence. It has been doing business eight years.

For some years past, the Propaganda Department has been keeping itself informed on the methods of the Turnock Medical Company and T. Frank Lynott. Until comparatively recently, the men behind the Turnock Medical Company are said to have been:

EUGENE KATZ, President and Treasurer.

GEORGE J. KATZ, Vice-President.

SAM D. KATZ, Secretary and Manager.

In the operation of a mail-order medical concern a knowledge of medicine is not necessary. A due appreciation of the gullibility of the sick; an absence of moral sense; an utter disregard for truthfulness and common honesty—these are the essential requirements to make a commercial success of concerns like the Turnock Medical Company. And the Turnock concern apparently fulfilled these requirements.

THE PERSONNEL

Eugene Katz is said to have been a professional advertisement writer before he went into the fraudulent medical mail-order business. George J. Katz and Sam D. Katz were indicted by a federal grand jury in January, 1914, on the charge of operating a fraudulent mail-order concern under the style of "Dr. G. B. Abbott." The "Sam Katz Oxygen Catarrh Treatment" is another fraud operated from the same address as the Abbott swindle.

THE COMMERCIAL VALUE OF URIC ACID

The Turnock Medical Company sometimes advertised under its own name and sometimes under the name of Dr. T. Frank Lynott. Its advertising slogan was "Uric Acid."

All diseases, according to the Lynott-Turnock theory, are due directly or indirectly to uric acid. During the past three or four years letters have been sent to the Turnock Medical Company under various names and from widely separated places, describing various hypothetical cases. One

IOFFER FREE TREATMENT To Victims of These Diseases

You Can Cure Yourself at Home With It--I Will Send
It To Your Address Without a Penny of Charge

DON'T TURN THIS PAGE; DON'T DOUBT, BUT READ WHAT I HAVE TO SAY!

Are You One of the 60 Per Cent?

In arranging with *The Journal* for this page advertisement, I felt sure of the attention of sixty per cent of the readers--and that number thousands of people. According to official statistics, but of every the persons of both sexes have either kidney, bladder or rheumatic disease, and according to my practice--for these diseases are my specialty--I should say that the percentage is even greater than that sixty. These people should be interested in what I have to say and to offer. They ought to read every word on this page and then act on the suggestion it contains.

If you have any form of uric acid trouble, such as kidney, bladder or rheumatic disease, I can be of great help to you. You may have desisted for years, either with your local doctor or with drug store remedies, or with both, and you may find that you have been just like me. I have something that will be new to you, something different, a combination of remedies that have proved their worth.

All I ask of any sufferer is that he or she make a trial of my method of treatment. And this trial will cost you nothing. Surely you cannot refuse it on this basis. Whether your case is of recent origin, or even if you are "chronic" sufferer, even if you think your case is "cured," I urge you to try just once more. Write me a description of your case and I will send you the thing that will help you and send you the trial. I have done this favor to thousands of people in all parts of the country, and the letters of praise I receive show the good work it is doing.

I am asking you for no money--the free treatment is free. And whenever else I say free I mean *FREE* for I would not permit the editors of *The Journal* to offer a small price for any effective remedy of this nature. I have seen treatments. All I ask of you is that you use this free treatment as directed--and the directions are very simple. I will "send or mail" to you what the free treatment is and to *YOUR* name.

It is through this free good treatment that I am able to introduce my unique method of treating kidney, bladder and rheumatic diseases. While not comparable with its money it is better. I do not write with care of products that I believe to be not the free treatment. If I ask you for money before treating you, so other doctors do, you might have reason to believe, especially if you do it again with them and money in trying to find a cure. But I am asking you for no money. Surely that ought to appeal to the most skeptical readers of *The Journal*, and certainly to all the free-minded.

My proposition is simple this. To you or to any other sufferer from kidney, bladder or rheumatic disease, I offer to send direct to his home, a free trial treatment with directions on how you may treat yourself at home. I let you try my treatment for a short time--one week or a longer, or the longer properly fitted out. Mail me a letter or the coupon and you will promptly receive the free treatment. I am a specialist in these diseases and have made many my life study. My intervention should prove my financial reliability as you know, and you will be satisfied I send you, you can rely upon having been guaranteed to the Government in its own party. Let me hear from you today!

Free Treatments for All

Free Medical Advice

Testimony

Free Medical Advice

About Treatment

JUST YOUR NAME AND ADDRESS AND THE SYMPTOMS

SEND NO MONEY--JUST WRITE FOR THE FREE TREATMENT

DR. T. FRANK LYNOTT, 1440 Dearborn St. CHICAGO

It would seem that any reader so afflicted would write the doctor at once, since no money is involved and the endorsement he has to offer are from such a high and trustworthy source. Surely it may be recommended that you give this method of treatment a free trial as you put yourself under no obligations in any way, either now or in the future.



WHICH OF THESE SYMPTOMS HAVE YOU GOT?

You may find it agreeable that the symptoms given below. Indisputably, any physician who has diagnosed a "uric acid" or "gout" or "rheumatism" or "kidney" or "bladder" or "rheumatic" disease, has found these symptoms.

If you are afflicted with any one or more of the following symptoms, you are afflicted with uric acid. It is the only disease that can be cured by the method of treatment that I am offering. It is the only disease that can be cured by the method of treatment that I am offering. It is the only disease that can be cured by the method of treatment that I am offering.

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The original advertisement, of which this is a greatly reduced reproduction, measured 22 inches by 16 inches. Such advertising costs money! But the Turnock Medical Company, through its fraudulent business, took in \$350,000.00 during the last twelve months of its operation.

letter was sent in describing a well-advanced case of cancer of the rectum. According to Lynott's "diagnosis," this unfortunate individual had an "excess of uric acid." Wrote the quack:

"I am positively certain in my own mind that I have the method to cure you. The suffering that you have undergone in the past must convince you that there is no time to be lost. . . . A person at your age has still a long and happy life ahead if the disease can be gotten rid of now."

A letter mailed from another part of the country contained one of Lynott's "symptom blanks" on which check marks had been placed against the following symptoms: (1) "Too frequent desire to urinate;" (2) "Pain or soreness in the bladder;" (3) "Pain or soreness in the kidneys." This hypothetical party, according to Lynott's "diagnosis," also suffered from an "excess of uric acid," and Lynott wrote, per stock letter "A":

"I am positively certain in my own mind that I have the method to cure you. The suffering that you have undergone in the past must convince you that there is no time to be lost. . . . A person at your age has still a long and happy life ahead if the disease can be gotten rid of now."

A third letter, sent from still another address, merely asked about the Turnock Medical Company's "treatment." Its writer, too, was told he had excessive uric acid!

During the past three or four years, physicians have sent us letters received by some of their patients who had "fallen for" the Turnock advertisements, and in every instance, no matter what the ailment of the patient, Lynott was "positively certain" in his "own mind" that he could cure the patient. This merely meant, of course, that in common with all mail-order medical concerns, the Turnock Medical Company had an elaborate series of "form letters" that were sent out to the prospective victims that answer advertisements. The much vaunted "individual treatment" received by people who write to such concerns consists in turning the letter over to mailing clerks who see that a given stock letter is sent to the unfortunate sufferer and dupe—prospective or present.

THE FREE TRIAL TREATMENT

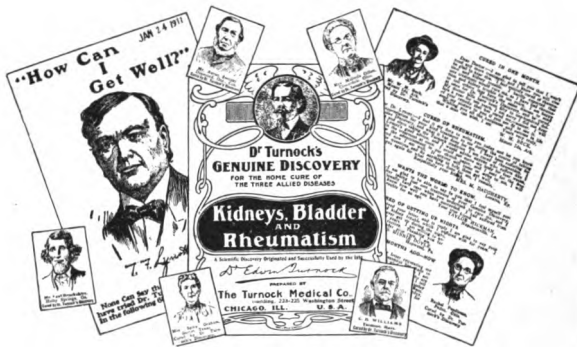
The scheme of the Turnock Medical Company was to advertise a free treatment, "I am giving away \$10,000 worth of medicine," declared Dr. T. Frank Lynott. The Turnock advertisements also contained a list of eighteen "symptoms" which "uric acid sufferers" might be expected to have. Symptom 1 was "Pain in the Back." As this symptom bears about as much relation to "excessive uric acid" as it does to that equally vague and uncertain condition known as "female trouble," it might be counted on to catch many "suckers." Symptom 5 was "Prostatic Trouble"—also, we are asked to believe, the result of "excessive uric acid." Symptom 8 was "Pain or Soreness under the Right Rib,"

Symptom 10, "Constipation or Liver Trouble" and Symptom 13, "Pain in the Neck or Head." The all-inclusive character of these symptoms made it easy to impress the general public with the idea that "excessive uric acid" was the *bête noire* of existence; hence, send for a "free trial treatment" of Dr. Turnock's Genuine Discovery!

THE "FOLLOW-UP" SYSTEM

Possibly the best way of describing the methods pursued by the Turnock Medical Company will be to give in some detail one of a number of cases that have been followed up by THE JOURNAL.

A postal card was written by a man we will call Mr. Blank, from a town in North Carolina. It asked the Turnock Medical Company for information regarding its "treatment,"



Some pages and clippings from the book "How Can I Get Well," sent out by the Turnock Medical Company.

but gave no description of a case, either real or hypothetical. By return mail back came form-letter, "T. F. L. 2," reading in part as follows:

"My dear Mr. Blank:—Your request came duly to hand, and knowing that you must be anxious to hear from me, I hasten to reply enclosing the promised free matter. But I want to give your case careful and conscientious study, as it presents many interesting phases to me, and rather than give a hasty diagnosis, I prefer to give the symptoms, etc., complete thought for a few days, and then let you hear from me in detail with confidential facts.

"In the meantime, in order that you should not be kept waiting, and so that you may have your system nicely prepared for treatment, I enclose herewith a free supply of Dr. Turnock's Genuine Discovery in the form of general specific Uric Acid medication, which will apply to your case for the present in a general way. I will then have completed my regular and confidential diagnosis and found out just exactly what you need in every particular as to ingredients, medications, diet, special advice, etc., so that I can then recommend with sincerity a reliable and accurate personal specific for your cure. I am also anxious to compare your case with others I have treated in the past 25 years."

The "free" matter referred to in the letter consisted of a book entitled, "How Can I Get Well?" and a small cardboard box containing a number of small sugar-coated tablets. Four days later came form-letter, "T. F. L. 3," reading in part as follows:

"My dear Friend:—You were expecting to hear from me before this, but several points came up that required attention and delayed me. I have now completed a most careful personal examination of your case and can say with all truth that I feel absolutely sure you are curable. In the short space of a letter a full and detailed description of your symptoms, or the causes and effects of your afflictions could not be given. But in the pictorial pamphlet "How Can I Get Well?" that I sent you with the free trial treatment, I have more fully described your diseases, which are *Kidney Trouble and Excess of Uric Acid*, on pages, 14 & 15, 32 & 36 & 33 & 49.

"I am positively certain in my own mind that I can cure you. The suffering that you have undergone in the past must convince you that there is no time to be lost. The older a disease like yours gets the more misery and pain it causes. The sooner it is cured the more days you have to enjoy life, and the longer your life will last. A person at your age has still a long and happy life ahead if the disease can be got rid of now.

"Realizing how necessary it is that you shall begin your cure at once, I have sent the full course of home treatment direct to your address to-day by mail at our expense. This will give you a chance to see what you are getting. Most doctors would ask you for the money first, but that takes time, and you have no time to lose; other doctors send treatment by Express C. O. D., but this is neither honorable nor fair, as you can't see what you are getting and it adds to your expense. So I thought that the Direct Delivery would be the better way, and I know you will agree with me and appreciate it."

PLEASE REMIT THREE DOLLARS

For the "full course of home treatment" the victim thus has foisted on him unasked, he is requested to remit \$3. Should he not care to take the treatment, he is told: "Do not return it until I send postage as it may get lost." The reason for this warning is twofold: First, it permits the victim to retain the pills during a period in which he will be bombarded with insistent follow-up letters from Lynott urging him to take the "treatment" and in time reducing the price asked for it; second, as it costs four cents postage to send these pills, it would be a losing game for Lynott to request their return as the "\$3 treatment" was not worth four cents. As a matter of fact, of all the cases THE JOURNAL has investigated—and they are many—in not one did the Turnock Medical Company ever send the four cents for the return of their "treatment" for which they asked \$3.

The "full course of home treatment" came in a cardboard box about 4 inches square and 1 inch deep. In this box were three other boxes; one of them contained about 30 oblong, sugar-coated tablets, colored a vivid vermilion; box 2 contained about the same number of tablets of the same size colored a rich purple; box 3 contained two kinds of tablets, one labeled "Constitutional Remedy," and the

other, "Vitalizer Remedy." The "Constitutional Remedy" consisted of twenty-three small chocolate-coated tablets, laxative in character and apparently nothing more than the common aloin, belladonna and strychnin pill. The "Vitalizer Remedy" consisted of fourteen sugar-coated tablets bright

ASSOCIATE MEDICAL DIRECTORS: A. HARRISON MILLARD, M. D., T. F. LYNOTT, M. D., SPECIALIST IN CHIEF

EXECUTIVE OFFICES.

The Turnock Medical Co.

DISPENSORS OF
DR. TURNOCK'S GENUINE DISCOVERY.

For the Quick Cure of the Three Allied Diseases: KIDNEYS, BLADDER, RHEUMATISM.

NOT FOR SALE IN STORES

POSTAGE PAID. 100-100 (Sanborn B)

2109 AUG 14 1911

PRIVATE OFFICE OF
DR. T. FRANK LYNOTT

25 1/2 Year as a Successful Specialist in
URIC ACID DISEASES, KIDNEY TROUBLE, BLADDER TROUBLE, RHEUMATISM

Occidental Bldg. 223-225 Washington St.
or Importance
Chicago, Ill. August, 1911.

JUL 10 1913 7195

Offer of
DR. T. FRANK LYNOTT

Largest Clientele in the world in this Specialty 28 1/2 year of ever increasing success.

1885 1913

SPECIALTY - URIC ACID DISEASES -
Kidneys - Bladder - Rheumatism.
Deagan Building - 1770 Berteau Ave -
Chicago, Ill. - U. S. A.

NOV 3 - 1913 7932

28 1/2 Year of Success as a Specialist
in **URIC ACID DISEASES**
KIDNEY Trouble, BLADDER Trouble
or any form of RHEUMATISM.

DR. T. FRANK LYNOTT

OFFICE - DEAGAN BUILDING
1770 Berteau Ave.
CHICAGO, ILL.

TELEPHONE MAIN 817

The Turnock Medical Co.

SPECIALTY - URIC ACID DISEASES
KIDNEYS, BLADDER & RHEUMATISM.
223-225 WASHINGTON ST. CHICAGO, ILL.

REFERENCES:
COLONIAL TRUST & SAVINGS BANK
ALL COMMERCE & SAVINGS BANKS

Some of the numerous letterheads used at different times by the Lynott-Turnock outfit.

orange in color. No matter what the case, the victims all received the same purple, scarlet, orange and chocolate-coated tablets and the same set of follow-up letters.

If no notice was taken of the letters or pills, form-letter "T. F. L. 4" came in due time. Dr. Lynott was feeling pained at the patient's indifference. He wrote:

My dear Mr. Blank:—Excuse me for writing you so soon again, but it seems strange I have not had a definite answer from you since sending the special treatment. I ask you is this fair? Is this treating me as kindly as I treated you? I want you to consider the 101 names of cured people, covering every Uric Acid disease that I guarantee to cure. Now could I have so many testimonials from total strangers if Dr. Turnock's Genuine Discovery were not a wonderfully curative home treatment?

"I have made you the lowest price I can possible make you. It is lower than you can get such treatment for anywhere else in the world. It is less than one-half what thousands of others have paid in the past. It is simply the price of one visit to any reputable physician. And I include a whole treatment of medicine and I charge nothing extra for my professional services. What more can you ask?

"I have given you endless proof of what the treatment will do for you, have legally guaranteed to cure you and have offered you a treatment that has always sold for five dollars for just three dollars, and if you now want to know about my own and the Company's responsibility—its financial ability to carry out guarantees—then write to the Colonial Trust and Savings Bank, to Chas. J. Grady, or A. E. Fechter, his successor, one of the most prominent druggists in Chicago, to Roberts & MacAvinche, among the best known concerns of its kind in the world, and to your friends who live in Chicago."

Thus, and much more; closing with the statement: "I look for your order just as fast as the mails can bring it." Continued silence brought "T. F. L. 5," in which Lynott says:

"My dear Mr. Blank:—I enclose herewith a copy of a letter I addressed to you some days ago, as I have not heard from you regarding the matter. Whether the other letter reached you or not, do me the favor to read the attached letter over again. I believe it will convince you that you ought to pay for the treatment and begin to use it at once.

"This is no trifling matter, and that is why I took it upon myself to send you the treatment without loss of time. That proves my sincerity and friendship to you.

"This treatment is suited to your case. I feel positive it will cure you. I have successfully cured hundreds upon hundreds of people, so why should you doubt that I know how to cure you?

"I specialize in uric acid ailments such as yours and their complications. I specialize therefore in the very disease that you have. Why should I not be able to cure you? Are the tens of thousands I have treated no advantage in my favor?"

NOW OFFERED AT HALF PRICE

"Do not ignore this matter," continues Dr. Lynott. "It may be that the span of your life depends on my treatment." In form-letter "T. F. L. 6," Turnock cuts the price in half.

"My dear Mr. Blank:—Have been trying to find a reason why you have not yet accepted the treatment recently sent you at my expense. Have come to the conclusion that perhaps you cannot afford to pay out three dollars just at this time, and yet you do not feel like writing me about it and asking for a reduction.

"If that is so I will at once put you in a position where you can easily get the treatment. I know that sick people have many expenses, and I want to help them in every way I can and do all in my power to lighten their burdens. So by following the advice contained in the letter you will be safe. It is this:

"Send me one dollar and a half and take the treatment. This is a reduction of one-half, or fifty per cent. I do this because I believe you need the treatment, and I hope you will appreciate the reduction."

Then another wait, and a printed form comes offering the "treatment" for "Only One Dollar." If this, too, fails to bring results, the Turnock Medical Company charges the form-letters and pills up to profit and loss, drops the name from its mailing list and presumably rents or sells it to other concerns in similar fraudulent businesses.

In the memorandum of Assistant Attorney-General Lamar to the postmaster-general recommending the issuance of a fraud order against the Turnock Medical Company and Dr. T. Frank Lynott, most of the facts already given were brought out. In addition, the following came to light:

THE READ-KATZ ARRANGEMENT

The individual claiming to be the sole owner of the Turnock Medical Company at the time the case was brought up for trial was one George H. Read. He was represented


N. E.—The Turnock Medical Co., is incorporated under the laws of the State of Illinois and the company is therefore legally responsible for what it says and does

THIS CERTIFICATE GUARANTEES YOU A CURE.
(Under Seal authorized by the State.)

People have written us that if they only felt absolutely sure that Dr. Turnock's Genuine Discovery would cure them, they would not hesitate a moment to pay \$5.00 or ten dollars for such a treatment, and believing that there must be many others who think the same way, we have decided to make a public legal guarantee of cure under the company's corporate seal as authorized by the Secretary of the State of Illinois. What further prompted us to guarantee a cure in this positive way is the fact that so many have written us of their sad experiences with cheap remedies (usually liquid) which not only failed to do them any good, but took dollar after dollar out of their pockets. (It looked cheap, but was very expensive in the long run.) So, if after reading our booklet you still want stronger proof that we can cure you, then make use of this guarantee without delay.

The Turnock Medical Co., binds itself and absolutely guarantees to cure you of your disease. OUR EXPERIENCE IN THOUSANDS OF CASES ENABLES US TO KNOW THAT WE CAN CURE YOU. We further guarantee that all medical advice until you are cured will be given free of charge. All we ask of you is that you follow our advice and directions as to taking the treatment. Sign your name to the attached slip, tear it from this guarantee, send it to us with money order for the treatment, and the guarantee will be in full force and binding from this date.

Date FEB 3 1917 *The Turnock Medical Co.,*

 Guarantor to cure _____ of _____

"I have faith in my Guaranty."

Every fraudulent mail-order concern issues a certificate guaranteeing either a cure or a return of your money; the Turnock Company was no exception. Here is a reduced reproduction of the Turnock Medical Company's "guarantee certificate." Note the impression the concern attempted to give that the guarantee was authorized by the State.

in this case by Attorney W. Knox Haynes of Chicago, the same lawyer, by the way, that appeared in defense of the Marjorie Hamilton and Texas Guinan frauds. Doctors Frederick A. Jefferson and James W. Hall of Chicago appeared as expert witnesses for the Turnock fakery. While Eugene Katz was alleged to have withdrawn from the Turnock business, the following quotation from the assistant attorney-general's memorandum throws an interesting light on the real facts of the case:

"Mr. Read claims that he purchased the business from Katz in May for a consideration of \$125,000, represented by twenty-five notes payable over a period of about one year. Mr. Read admitted that the net receipts of the business for the year preceding the alleged sale were approximately \$70,000, that the stock is on deposit as security for the notes; that there was an understanding that the notes were to be allowed to run at interest after maturity if not paid at that time; that a report is made each month relative to the business by Read to Katz, and that they have had a number of interviews since the alleged transfer although Katz has since then been a resident of New York. On the advice of counsel, Mr. Read declined to produce any of the monthly reports which he has made to Katz. Read admitted further that he draws from the business as a salary, \$10,000 a year. It is apparent that Katz has retained more or less of an influence and interest in the conduct of the business."


ALL "TREATMENTS" THE SAME

The postal inspectors who investigated the Lynott fraud submitted under assumed names a number of the symptom coupons from the Turnock advertisements checking different symptoms. They, in common with others who answered advertisements, received the regular follow-up letters, the "free trial treatment" of pills and the unasked for, "full course of home treatment." On this point the assistant attorney-general said:

"The evidence shows that the treatment sent in all of these cases was the same, and consisted of well-known drugs which are sometimes prescribed by physicians as diuretics, expectorants, stimulants and cathartics, dependent on the conditions present in each individual case. The 'free treatment' consisted of the same medicine, but in smaller quantity. The medicine thus sent out is intended for the elimination of excessive uric acid from the system, and is of some value for this purpose when prescribed in accordance with the individual requirements of each case.


"That the symptoms set forth above may arise from a number of causes is such a well-recognized fact as hardly to require expert testimony to prove. However, the physicians who were present at the hearing were examined on this point, and they agreed that none of these symptoms, taken alone or in combination with any or all of the others necessarily indicated an excess of uric acid in the system but might be due to other conditions requiring treatment of another kind. On this point there was no contrariety of evidence. While the physicians who appeared voluntarily at the request of this office asserted that there were many other causes of these symptoms just as common, if not more so, than excessive uric acid, the experts employed by the respondents stated that, although there were many other causes, excessive uric acid was the most common.

In view of their admission, however, that there are many other causes, it follows that even on this theory, excessive uric acid is the cause in only a small percentage of the cases. The physicians called by this office also testified that some of the diseases represented by these symptoms were incurable and others curable only by a surgical operation, and that the applicability of this medicine in any case where the symptoms were in fact due to excess of uric acid



REFERENCES
COLONIAL TRUST & SAVINGS BANK,
ALL COMMERCIAL AGENCIES.

CORRESPONDENCE IN
ENGLISH OR SWEDISH
NORWEGIAN DRUGS & PHISIC



TELEPHONE MAIN 817

Send Me a Dollar!

When you wrote us for treatment we sent you some free. Then when your symptom blank came, we decided that you urgently needed regular treatment. What did we do? Keep writing you letters about it asking for money in advance, and wasting your time and postage, while giving your disease a chance to get worse?

NO!

We sent you the treatment you needed and prepaid the charges. The company took the chances, not you. How did we come out of the transaction? Very badly. We lost all around. We went to great expense and got nothing for it. Now we ask you kindly to

Help Pay Expenses

It is costly to send out remedies the way we do. And yet we believe it is the only way to do it in justice to those who are sick. It gives them a "square deal" in seeing what they are getting. All we ask is a square deal.

The symptom blank you filled out showed clearly that you needed the kind of treatment I sent you. Then why not take it? It is as good today as it ever was. Take it, and send the company only one dollar and thus help pay expenses, while at the same time helping yourself to be cured. Or, if you know of a friend who needs such a treatment, make them a present of it. How can you spend a dollar to better advantage?

I won't say another word. Send the dollar and take the treatment. Make your remittance to

DR. T. FRANK LYNOTT
OF THE TURNOCK MEDICAL CO.

Photographic reproduction, greatly reduced, of the last of the follow-up series in which Lynott offered to take one dollar for the treatment for which he first asked three dollars. If this offer were not accepted it did not pay Lynott to send the four cents postage necessary for the return of the pills.

was dependent on the conditions present in each individual case. Whether, then, this treatment would be of any value whatsoever in any case where prescribed in accordance with this system is entirely a matter of chance. I am satisfied from the evidence that all of the above facts were at all times well known to the respondents.

REPRESENTATIONS FALSE AND FRAUDULENT

"I therefore find that the above representations calculated to lead the reader to believe that, if he is suffering from any of the symptoms set forth in the advertisement, he is in need of the medicine offered by this company; that the company can and will diagnose the disease from which the addressee of the form-letters is suffering, by this system; that it has determined the disease or diseases from which

[illegible]

Testimonials by the yard! This sheet in the original measured two feet long by one and one-half feet wide and was printed on both sides. The picture in the center of the page is supposed to represent "Dr. Turnock"—who, like Lydia Pinkham, is no more! In the more recent sheets of this kind Lynott's picture is substituted for Turnock's.

the addressee is suffering; that it has determined that the addressee is curable, and that it knows that the medicine is suited to the case—are all false and fraudulent. I also find that the representations contained in the advertisement

calculated to lead the reader to believe that he may obtain free a remedy for his disease is a fraudulent device intended to induce the sending to the company of names and addresses without making the promised return therefor, but instead thereafter advising the writer in effect that the remedy necessary for his cure must be paid for. I also find from the evidence that this treatment prescribed in this way is not of the efficacy represented in the advertising matter of this concern, and that it is in fact not different from, or better than, other treatments used for the same purpose."

NOT A MATTER OF OPINION

Like every quack and every exploiter of fraudulent "patent medicines" when caught in the net of the law the argument was advanced that the curative value of the Turnock Treatment was a matter of "opinion." To quote again from the attorney-general's memorandum:

"In argument and in his brief, Mr. Haynes insists that the question in this case is a question of opinion, and therefore not a proper question for the Postmaster-General to determine one way or the other. The question in the case is not, however, as he assumes, whether or not this medicine will cure or benefit conditions due to excess of uric acid, but whether or not the company makes false and fraudulent representations of fact in order to accomplish the sale of the medicine; and that it does so is, in my opinion, clearly shown by the evidence. The inevitable result of the system followed by this company in its treatment of disease is the defrauding of a large number of people out of money which they can ill afford to lose for drugs for which they have no need, and in a great many cases a resultant postponement of proper treatment, in some instances until too late."

In view of these facts Judge Lamar reported to Postmaster-General Burleson:

"I find that this is a scheme for obtaining money and property 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 parties named in the caption of this memorandum."

As previously stated, the mails were closed to the Turnock Medical Company and Dr. T. Frank Lynott on May 6, 1914.

[A business that brings in \$350,000 a year is, it seems, not one to be abandoned without a fight. After the fraud-order was issued the Turnock Medical Company filed a petition for injunction to prevent its enforcement. The judge, however, sustained the decision of the postmaster-general.]

VERLIE GATLIN'S WRINKLE REMOVER

The "Verlie Gatlin Beauty and Wrinkle Treatment" was a Denver mail-order concern owned and conducted by one Conrad E. Biel. Biel and his wife have also been engaged in other fraudulent schemes such as "obesity cures," "flesh builders," "weak men tablets," "cures for baldness," etc. According to the advertisements, the Verlie Gatlin treatment:

"Will banish wrinkles and face lines; will restore complexion; will remove superfluous hair from face, hands, arms or neck; will develop the bust and restore fallen or sunken breasts; will remove facial blemishes."

Biel appealed to the vanity and cupidity of silly women in this way:

"Learn how to regain your lost youthfulness and lovely complexion, how to make yourself Beautiful, lovable, envied by all."

Biel advertised—under the name "Verlie Gatlin"—that he would send free to all that wrote the "wonderful secret" of the "Verlie Gatlin Treatment." Those who answered the advertisement received not the "secret" but a more elaborate advertisement in the form of a booklet. It contained an alleged history of the "discovery" of the remedy by Verlie Gatlin, and was illustrated with pictures purporting to show Verlie's appearance before and after using the "treatment." The booklet and other circular matter sent out represented that the Verlie Gatlin treatment was different from all other preparations on the market sold for the same purpose and that it was practically infallible, so that any one who purchased it and used it without success might obtain a refund of the purchase price. Special emphasis was laid on the claim that the buyer was taking no risk because of the guarantee that the money would be refunded if the "treatment" did not accomplish all that was claimed for it within fifteen days.

The concern was investigated by the federal authorities with the result that the solicitor for the Postoffice Department recommended that a fraud order be issued against Biel and the Verlie Gatlin concern because the scheme was one "for obtaining money through the mails by means of false and fraudulent pretenses, representations and promises." The solicitor's memorandum to the Postmaster-General, after setting forth the facts just described continues:

"The evidence shows that the treatment so sold consists of a powder and a cleansing and emolient cream and a complexion mask to be worn during sleep. The ingredients of the powder and creams are well known and the whole method is one that is generally known and commonly used for the purposes for which prescribed. For this treatment Mr. Biel obtains remittances of five dollars (\$5). That the treatment has not the efficacy pretended is shown by correspondence had by the inspector with persons who had used it. . . ."

"The main inducement by which this treatment is sold is the refund guarantee. The evidence shows that this guarantee is not kept in good faith. When a communication is received by Biel, in which the writer alleges that she purchased the treatment and was not satisfied therewith, it is his practice to advise the writer that her complaint will be

VERLIE GATLIN CO.

THE VERLIE GATLIN FIVE-DAY BEAUTY AND WRINKLE TREATMENT.

A TREATMENT DIFFERENT FROM ALL OTHERS ADVERTISED TO REMOVE WRINKLES, PIMPLES, BLACKHEADS, ERUPTIONS, LIVER SPOTS AND SCURFINESS FROM THE FACE, NECK AND SHOULDERS. HARMLESS AND PLEASANT TO USE. RESULTS GUARANTEED OR MONEY BACK IN FIFTEEN DAYS OR LESS.

1738 LAMAR STREET, DENVER, COLORADO.

REFERRED BY PERMISSION THE HIBERNIA BANK AND TRUST CO.

My Dear Sister:-

This time I am going to help you to obtain your heart's desire. I told you in a former letter that I had advanced my price from \$5. to \$10. for my Wrinkle and Beauty Treatment. I just had to do so, as it seemed that the more I sold the more money I lost at the price of \$5. I am not an experienced business woman, you see, and I had many things to learn. I forgot that in selling my treatment I would have to write so many thousands of letters and that each one had to be written by paid assistants. Well, the more letters I had to write the more my expenses counted up and when I figured up at the end of the month, I found that I had sold a wonderful lot of Treatments, but my expenses were greater than my receipts. Well, there was no other way to remedy that but to raise the price.

The risk you run in doing this or in buying an treatment, is NO RISK AT ALL, as, you see, I have a MILLION DOLLAR BANK backing up my reliability. My guarantee insures you against loss. A reliable bank never allows their name to be used by people who are not reliable themselves.

Mail-order fakery not infrequently use the name of banks to lend an air of respectability to their fraudulent business. Above is a reproduction (greatly reduced) of a typical form-letter sent out by the Verlie Gatlin concern. Notice that the letterhead states that the Verlie Gatlin Company has permission to use as a reference the Hibernia Bank and Trust Company; notice also the statement in the lower paragraph.

given prompt attention and then to fail to make any further reply to the communication unless the purchaser is persistent and writes again. In that event, it is the practice of Biel to ask the purchaser to state in what particulars the treatment was unsatisfactory and unless this information is forthcoming he fails to pay further attention to the complaint. Other letters from the purchaser are met with dilatory communications of the same nature; and the complaints in the case show that it is not the intention of Biel to make any refund except in cases where threats are made to report the matter to the Postoffice Department or to take other drastic action."

VERLIE A FIGURE-HEAD

Although all the advertising matter, either definitely or inferentially stated that Verlie Gatlin was the "discoverer" of the "treatment," and while all of the circular letters sent out were signed "Verlie Gatlin" and the printed return envelopes sent to prospective victims were addressed to "Miss Verlie Gatlin (Personal)" investigation showed that Verlie Gatlin had practically nothing to do with the business. To quote further from the solicitor's memorandum:

"The evidence shows further that this treatment was not discovered by Verlie Gatlin and was never used in good faith by her. The whole enterprise is one of Biel's conception, Verlie Gatlin, who is now Mrs. Virgil E. Truitt, having no other connection with the company than to lend her maiden name to its promotion and to permit Biel to use her photographs in the exploitation of this treatment, under a contract which was entered into by her and Biel, after she had responded to an advertisement for a woman to pose for pictures to be used in advertising. Under this contract, she was to be paid \$25 for the use of her photographs and 2 per cent. of the net profits of the business.


"The photographs used in the advertising matter of the company were so taken as to make it appear as though Mrs.

YOUR letters - I read - immediately send you -

WRINKLES MUST GO

Free to All

To every lady reader who writes me I will mail a free copy of my book, entitled **MY BOOK OF BEAUTY**. It tells you how to preserve; retain or develop to its fullest possibilities the charm of your face and form. An entirely new way. Results in five days or less. A plain, common sense home method of treatment that delights and astonishes all. **MY BOOK OF BEAUTY** will tell you **FREE**, how you can remove the Wrinkles, Crow's Feet, Blackheads, Acne, Pimples and facial blemishes.



Remove your wrinkles, and marks of age, my way -

NO MATTER WHAT YOU TRIED

My book tells you the reason of your past failures. My method has no record of failures. Throw away the Sucky Gums; Worthless Plasters; Harmful Instruments; Poisonous Washes; Expensive Vibrators or Cupping Devices, that never have helped you, and let me tell you how to

Restore the Bloom of Youth

Send me no money, as my Book of Beauty is **FREE**. It explains how all this can be done at home. Don't experiment with old useless methods any longer, that rob you of from 50c to \$1. at a time. **STOP NOW**, and wait till you have my book. It will save for you the beauty you now have, or restore what has been lost. You will no longer need powder or cosmetics of any kind. Learn how to have a clear smooth skin such as nature bestows on the young.

MY BOOK TELLS YOU

How to obtain **FREE** in connection with all this, the secret of Removing Superfluous Hair, if you are overweight. How to remove Superfluous Hair, if you are afflicted in that way. How to Develop the bust, if you are undeveloped. My book explains just how I give them away and **WHY I DO SO**. You want to know, so that you can begin at once to remove the wrinkles, and other marks of time. Write to-day as I only advertise at odd times, and you may not see the ad. again. **ACT NOW.**

VERLIE GATLIN, Dept. 215, DENVER, COLO.

A typical Verlie Gatlin advertisement.

Truitt were quite homely before using the treatment and beautiful thereafter, when in fact her appearance was the same when she posed for each photograph. The intent with which this scheme was devised is indicated by the fact that Mr. Biel had Mrs. Truitt use this treatment one night in order that she might truthfully say that it had been used by her."

The solicitor's report closes as follows:

"On Oct. 14, 1914, Biel was indicted by the Federal Grand Jury at Denver, Colo., on the charge of using the mails in the furtherance of a scheme to defraud in connection with this business, and is now held under bond awaiting trial. The postmaster at Denver, reports that this concern and party are receiving daily an average of forty letters.

"I find that this is a scheme for obtaining money 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 Verlie Gatlin and Verlie Gatlin Company at 1755 Larimer Street, Denver, Colo."

The fraud order was issued Jan. 2, 1915.—(*August, 1915.*)

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