

“Consumption Cures”

23

“EVERY MAN WHO TRADES
IN THIS MARKET, WHETHER
HE POCKETS THE PROFITS OF
THE MAKER, THE PURVEYOR
OR THE ADVERTISER, TAKES
TOLL OF BLOOD. HE MAY NOT
DECEIVE HIMSELF HERE, FOR
HERE THE PATENT MEDICINE
BUSINESS IS NAKEDST, MOST
COLD-HEARTED. RELENT-
LESS GREED SETS THE TRAP
AND DEATH IS PARTNER IN
THE ENTERPRISE.”

—SAMUEL HOPKINS ADAMS.

AMERICAN MEDICAL ASSOCIATION
535 NORTH DEARBORN STREET, CHICAGO

1917

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"CONSUMPTION CURES"

FOREWORD

In few organic diseases does the mental element play so important a part as it does in consumption. How great the psychic factor is, was strikingly shown by the experiments of Albert Mathieu, the French physician. Mathieu led his tuberculosis patients to believe that a wonderful "serum" for the cure of tuberculosis had been discovered. To these patients he gave injections of what they supposed to be this "serum," but what actually was a small quantity of a solution of common salt, and carefully noted their condition. A remarkable change was seen; the appetite improved, the temperature diminished, the cough, expectoration and night-sweats were mitigated and the patients began to gain in weight. With the discontinuance of the injections the old symptoms returned.

Mathieu's experiment was merely a scientific proof of a fact known to every physician who has treated phthisical patients. Any change either in the treatment itself or in the individual giving the treatment is likely to result in a temporary improvement of the patient. It is this curious psychologic fact that makes the tuberculous patient a pitifully easy victim of those who advertise worthless or fraudulent "consumption cures." The speciously worded advertisement, the exaggerated claims, the favorable testimonials—all conspire to convince the consumptive that here at last is the long-hoped-for "cure." Hence the profitability of this most despicable branch of quackery. In the following pages a few of the almost innumerable "consumption cures" are described.

While this pamphlet is of necessity wholly critical in its treatment, it should not be forgotten that much work of a constructive nature is being done. The

National Association for the Study and Prevention of Tuberculosis ranks easily first in work of this kind. This association willingly furnishes literature on the subject of tuberculosis and will give suggestions and advice regarding institutions and ways and means of dealing with tuberculosis in the home. In addition to its pamphlets, the National Association for the Study and Prevention of Tuberculosis publishes a monthly magazine — *Journal of the Outdoor Life* — which is especially valuable to those who are interested in the treatment and prevention of tuberculosis. By addressing Mr. Philip P. Jacobs, assistant secretary of the National Association for the Study and Prevention of Tuberculosis, 105 East 22d St., New York City, full particulars can be obtained regarding the material that the association has for distribution. Communications should be accompanied by a two cent stamp.

The following publications, which are not technical in nature, may be recommended:

- "Tuberculosis: Its Cause, Prevention and Treatment." Edward R. Baldwin, M.D.; published by the American Medical Association. Price, 5 cents.
- "What You Should Know About Tuberculosis." Prepared by a Committee of the National Association for the Study and Prevention of Tuberculosis; published by the American Medical Association. Price, 10 cents.
- "Tuberculosis as a Disease of the Masses and Its Prevention." (Prize essay—in many languages.) S. A. Knopf, 1901, New York. 25 cents.
- "Fresh Air and How to Use It." F. S. Carrington, 1912. \$1.00. National Association for Study and Prevention of Tuberculosis.
- "Tuberculosis: Its Cause, Cure and Prevention." E. O. Otis, 1914. F. Y. Crowell & Co., New York. \$1.00.
- "Advice to Consumptives." N. D. Bardswell, 75 cents. The Macmillan Company, New York.
- "Consumptives and Civilization." J. B. Huber, 1906. J. B. Lippincott & Co., New York. \$3.00.
- "Consumption, What It Is and What to Do About It." John B. Hawes, 2nd, M.D.; published by Small, Maynard & Co., Boston.
- Journal of the Outdoor Life.* The Anti-Tuberculosis Magazine (monthly), 289, Fourth Ave., New York City. \$1.00 a year.

AICSOL (LLOYD)

Of "consumption cures" there seems no end. Nostrum exploiters of all grades, from the veriest street-corner faker to the *soi disant* dispenser of "ethical proprietaries," seem to find in "curing" tuberculosis an illimitable field for their talents. The methods by which these fakes are worked up differ in no respect from that of many other similar means of depriving the public, simultaneously, of both health and money. The



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

so-called ethical preparations are "advertised solely to physicians"—that is, so long as medical men will aid and abet the manufacturers in marketing the preparations. By the time the medical profession has awakened to the fact that once more it has been humbugged, the exploiter has completed his plans to introduce his wonderful remedy ("Used by all the Leading Physicians!") direct to the public.

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

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

The National Fraternal Sanitarium at Fraternal City, N. M., an institution for the treatment of tuberculosis, owed

J. Q. Lloyd Chemical Co.
St. Louis, Missouri

08

Dear Doctor:—

Photographs sent under separate cover show my work in part.

I propose to organize, at once, a Stock Company under the laws of Missouri with \$200,000.00 capital stock, par value \$10.00 per share, full paid and non-assessable, which will be known as the "Lloyd Chemical Company". Of this \$200,000.00 capital stock I will retain \$80,000.00 (40%) for my formula, etc. (I have refused \$100,000 cash from one of the largest pharmaceutical houses in the United States for the formula). The balance, \$120,000 will be sold at par. Of this amount I am offering \$50,000.00 to the Physicians, payable one-half cash with subscription, balance thirty days.

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

The plan is to advertise Aisol under another name, through the daily and weekly newspapers, Farm Journals and Magazines as reading matter and not glaring ads, selling direct to consumptives at so much per monthly treatment, say about \$5.00 per month, on the mail order plan. Under this method no money will be thrown away on salesmen, bill posting, drug-store displays, large discounts and other unnecessary expenses that would be incurred under different methods. Money will be received in advance from the consumer.

My plan is to spend, through H. W. Kestor & Sons (one of the largest advertising agents in the business) about \$30,000.00 per annum in advertising. They assure us our returns within six months should be sufficient to re-emburse us for entire expenditure, which, if a fact, will leave the balance of the year's receipts as profits.

Aisol has the greatest percent of cures known to the Medical World and I know the Company will be a success; so do you. If this appeals to you, buy Stock in the Company. One cured patient, "will spread the News", naturally resulting in increased business.

Many requests for stock have been received from Physicians and the subscription blank should be returned at once, to secure you the amount of stock desired. Suggestions appreciated and correspondence answered confidentially.

Respectfully,

J. Q. Lloyd

JUL
1901

its existence largely to fraternal organizations of the United States. This sanitarium, which was largely in the hands of laymen, was used by the J. Q. Lloyd Chemical Company as a means of exploiting its product. Letters written on the official stationery of the sanitarium and signed by its president—who was not a physician—were sent out, notifying the tuberculous public that the institution would not be open for the reception of patients for some months, and suggesting that in the

meantime Lloyd's Specific should be used. Whether the president of the National Fraternal Sanitarium was guilty of any intent to deceive or was simply afflicted with a lack of worldly wisdom, it was not possible to determine.

After the J. Q. Lloyd Chemical Company had utilized the National Fraternal Sanitarium to the limit, another tack was tried; that hoary and venerable standby of the nostrum dispenser—testimonials. The name of the preparation was changed to Sol. Anti-Phthisis (Lloyd), and advertisements appeared in medical journals. Later Lloyd's Specific, *alias* Anti-Phthisis (Lloyd) again changed its name and became Aicsol (Lloyd).

This was in November, 1907. The latest developments show that the nostrum has not yet completed its nomenclatorial evolution. As the following letter shows, it is to be sold "under another name" and "direct to consumptives" "on the mail-order plan":

Does the J. Q. Lloyd Chemical Company imagine it can persuade physicians to buy stock in a "Consumptives Cured by Mail" concern? It would seem so from the above letter, which is being sent to physicians throughout the country.

THE "SPECIAL ARTICLE" DODGE

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

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

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

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

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

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

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

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

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

Later Developments in the Exploitation of Aicsol (Lloyd)

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

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

St. Louis, Nov. 21, 1908.

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

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

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

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

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

As a further inducement, he told me that if I took stock in the company he would give me a position in his office, as he needed a physi-

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

In the yard was an old tent in which he said a consumptive lived, but who was shining shoes the day I called. In a yard were eight rabbits and one guinea-pig. He said there were more of the pigs under

[illegible]

One of Lloyd's advertisements of his "cure" after it had ceased to be a "proprietary" and had become a "patent medicine." The original, of which this is a photographic reproduction, was four times this size.

the ground. He showed me a dog, "Kate," which he said he had cured of consumption four times; there was also another dog there. In a small shed were three monkeys, one, which was a little thin, he said had consumption. He also had a chicken coop with several chickens in it. He said that he mixed chicken's blood with tubercle bacilli and injected this to produce tuberculosis in the animals. In the yard were also six or eight barrels that appeared to be empty, and I think he said tar came in them.

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

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PURCHASING THE PRESS

In his letters to physicians, referring to the "article" which appeared in the *St. Louis Star*, Lloyd emphasizes the fact that "this write-up is given us *gratis*." Evidently this is the "free enlargement" scheme adapted to the exigencies of journalism. Who has not been approached by the suave gentleman who offers to enlarge your photograph *gratis*—providing you are willing to pay a nominal sum to cover the cost of "our handsome gilt frame and the expense of packing"? What enterprising newspaper, unhampered by an inelastic journalistic conscience, is there but would be willing to furnish a write-up "*gratis*"—providing the beneficiary thereof was willing to contract for 100,000 copies of the issue which contained it? Such methods of subsidizing the press may seem more crude than those adopted by some other "patent medicine" exploiters, but possibly they are just as effective.

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

WHAT IT ALL MEANS

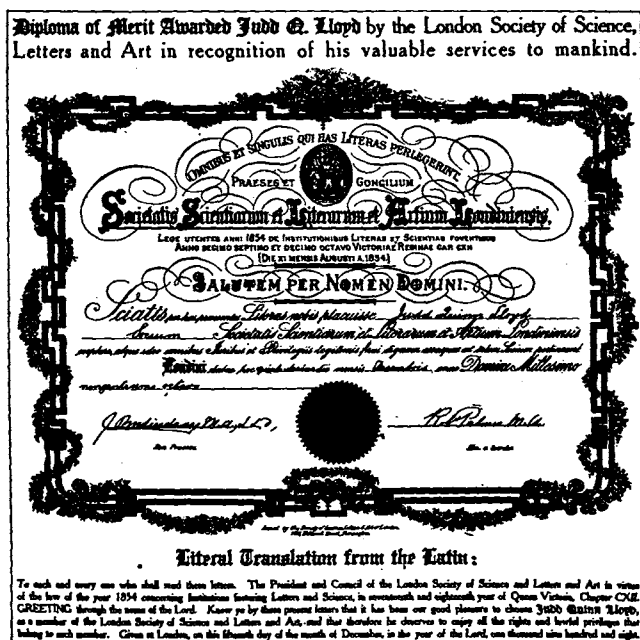
The promoters of such "cures" know full well how eagerly the hapless consumptive grasps at any therapeutic straw—useless or fraudulent; they also know that there is an inbred belief on the part of the laity that "medicine" will "cure" consumption; they know, too, that the panic fear of the consumptives'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

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

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

Lloyd Gets a "Diploma of Merit"

On two occasions we have given space to a "consumption cure" fake known at various stages of its career as "Lloyd's Specific," "Sol. Anti-Phthisis (Lloyd)," "Aicsol," and finally "Re-Stor-All," the promoter being one Judd Q. Lloyd of St.



Photographic reproduction of what Lloyd calls his "diploma of merit," issued by the "Society of Science, Letters and Art," of London, England, a serio-comic humbug that sells "diplomas" at \$5 (1 guinea) apiece.



Louis. Under the first three names it was advertised as an "ethical" remedy; the last name was given it when a company was organized by its promoter to place it on the market as a "patent medicine." This, at least, was the avowed intention. We find, however, in the daily papers that the nostrum is advertised not under its "patent medicine" name, "Re-Stor-All", but under its "ethical" name, "Aicsol." One advertise-


ment, which starts out with what is alleged to be a testimonial from a physician, contains in addition the following statement:



"On Dec. 15, 1908, the London Society of Science, Letters and Art, of London, England, which was established in 1881 for the purpose of determining the highest scientific and literary achievements of each year, awarded a diploma of merit to Judd Q. Lloyd in recognition of his valuable services to mankind in discovering 'Aiccol,' the only successful treatment for consumption, and was elected an honorary member of that well-known society. Only one such diploma is issued each year in any country."

Off Entry and on Outline of your Educational Career. Give Name and Address of Your Referee

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


 INCORPORATED
 NOVEMBER 10TH, 1881.





 INCORPORATED
 AUGUST 27TH, 1880.


180, HOLLAND ROAD, KENSINGTON, LONDON, W.

Formal Certificate of a Candidate for Admission as Fellow.

Name _____

Residence _____

Qualification _____

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

Dated this _____ day of _____ 189__

Proposed _____ 189__

Admitted _____ 189__

University Graduates, Fellows of Learned Societies, and others eminent or engaged in Science, Literature, or Art, including Music and the Fine Arts, are eligible as Fellows. Annual Subscription (including an entrance fee), One Guinea. Life Subscription, Five Guineas. Gentlemen and Ladies (males) in Science, Literature, Art, or Music, etc., are eligible as Members. Annual Subscription, Half a Guinea; Life Subscription, Three Guineas. Large Diplomas of Fellowship and Membership are presented to Life Fellows and Members. Certificate of Fellowship and Membership are presented to Annual Subscribers.

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

It seemed strange that a "well-known society" should award a "diploma of merit" to Judd Q. Lloyd for having "discovered" a fake consumption cure and especially that this "society" should rank the "discovery" as the "highest scientific and literary achievement" in the United States for that year. We tried to find out, therefore, something about the society, but were unable to get any trace of it in the various lists of scientific organizations in London. To obtain light on the subject, the editor of *London Truth*, who has shown up so many fake "societies," was written to. He replied as follows:

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

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

"In an evil moment for himself, Sturman, who was a stupid and illiterate man, came here to see us, and we published the interview, which made very funny reading. After this the concern went down hill and Sturman himself died six or seven years ago. His wife, however, who was really the active partner in the business, carried it on afterward with some success, but, as I have said, it has dropped out of sight recently, though one occasionally comes across people who display the 'F.S.Sc. (Lond.)'."—(*Modified from The Journal A. M. A., May 20, 1909.*)

 THE BENSONIZER TREATMENT

[The following from the *Typographical Journal* indicates an important and encouraging fact, namely, that the public is slowly but surely waking up to the wiles of the quack and the nostrum vender. The attitude of this publication on the subject of cure-alls demonstrates the change that public opinion has undergone in the past few years. The "cure" here spoken of—the Bensonizer Treatment—is but one of the many "consumption cure" schemes.]

proprietary" field. Presumably a mixture such as that represented by the "formula" did not lend itself to administration by mouth; there was nothing to do, therefore, but enlist the aid of "easy" physicians in furthering its sale. (*From The Journal A. M. A., June 4, 1910.*)

THE DUKET "CONSUMPTION CURE"

Three or four years ago we began to receive inquiries concerning a "consumption cure" exploited by one Peter P. Duket, M.D., in and around Findlay and Toledo, Ohio. As in all such cases, the advertising matter, circular letters, etc., sent out by the promoter were collected with the intention of making a thorough investigation. It soon became evident, however, that the fake was a minor one and that its perpetrator was but a small fish in the ocean of quackery. There were so many other and more dangerous frauds to be shown up that the Findlay concern was not deemed worth space in THE JOURNAL. The data collected were filed with such occasional additional matter as came to THE JOURNAL office; otherwise the case was forgotten. Suddenly, however, the Duket "cure" has flared into prominence: two months ago the newspapers heralded a new "cure" for consumption emanating from Chicago, professionally fathered by a medical college of that city and financially backed by a widely-known politician and banker. The conditions under which this unknown product is now being exploited are entirely different from those under which it was pushed in Findlay; its possibilities for harm have been enormously increased through its tacit recognition by presumably responsible persons. THE JOURNAL, therefore, makes no apology for taking up the subject. It believes that when its readers have gone over the articles that follow they will wonder what can have led the Bennett Medical College to lend recognition to a humbug so palpable. Mr. Lorimer's connection with this latest medical fiasco may charitably be assumed to be an altruistic one. But why men of scientific training should allow themselves to be drawn into a thing of this sort is hard to understand.—(*Modified from The Journal A. M. A., May 24, 1913.*)

ARTICLE I

About the time that Friedmann's press-agents were getting in their finest work, and when any news item—no matter how bizarre—regarding a consumption cure, made good newspaper "copy" the Chicago newspapers came out with sensational articles regarding a locally exploited "cure" for the white plague. Dr. Peter P. Duket of Chicago had produced, we were told, a "serum" that would cure tuberculosis. It is probable that Chicago newspapers would not have "fallen for"

this canard, if it had not been given an artificial news value by the fact that the "cure" was financed by William Lorimer, who for a time occupied a seat in the United States senate.

Newspaper notoriety seems to have been assiduously cultivated, and the "Duket serum" has been given publicity at stated intervals from the time of the first sensational articles in the early part of March until the present. The latest developments are that Mr. Lorimer has asked the governor of each state in the Union to send a representative to Chicago to watch the Duket "cure." Furthermore, he seems to have brought his influence to bear at Washington, for the papers state that an investigation of the Duket "cure" is to be undertaken by the United States Public Health Service.

So many inquiries have been received by THE JOURNAL regarding the Duket "serum" that we feel there is an urgent need of giving physicians such facts as we have already at hand. We have postponed publishing such matter as we have in the hope that we could have completed our investigations of this widely vaunted treatment. If conditions warrant it the result of these investigations will appear in due time.

Peter P. Duket was graduated by Hahnemann Medical College, Chicago, in 1893. He was licensed to practice in Ohio in 1896 on the presentation of his diploma, examinations for licensure not being required in that state until 1900. His name does not appear in the medical directories for the year 1896, but in 1900 he seems to have been at Bowling Green, Ohio. His name is again absent from the directories for 1902, 1904 and 1906, but appears in the issues of 1908, 1910 and 1912 under the city of Toledo. In 1902 Duket presented his diploma and obtained a license to practice in the state of Michigan. In June, 1911, and again in January, 1912, Duket made application for license to practice medicine in Colorado. It was refused. But he obtained a license to practice in New Mexico in January, 1912, the license being granted on presentation of diploma. While in New Mexico in 1912, Duket wrote to the Ohio State Board asking that board to endorse him to the Texas board. The Ohio board "inquired regarding his moral and professional standing," and as a result of

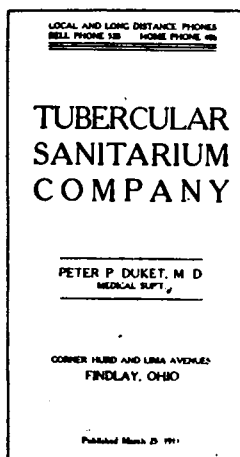


One of Duket's advertisements in the Toledo papers. This was before he opened his "sanitarium" at Findlay, Ohio.

this inquiry the secretary of the Ohio board "was instructed to refuse the endorsement." In January, 1913, Duket was granted license to practice in Illinois.

In connection with Duket's application to the Colorado State Board of Medical Examiners for licensure in that state, some interesting points were brought out. In the course of Duket's efforts to get a Colorado license, he appealed to a prominent Denver politician, who appeared before the board in Duket's behalf. During the course of the hearing, however, the politician himself seems to have become skeptical of Duket's good faith. Duket is said to have claimed at that time that he was curing tuberculosis with a "lymph" obtained from goats. The politician-friend asked Duket where

he kept his goats. Duket is said to have hesitated and finally answered that he had one goat that he kept at a certain address in Toledo, Ohio. The politician had the chief of police of Denver wire the chief of police of Toledo to locate the goat. The Toledo police chief both wired and wrote that investigation indicated that Duket had not at that time and never had had any goats quartered at the address given.



Title page of the booklet used by Duket in obtaining victims for his sanitarium at Findlay, Ohio.

DUKET'S FINDLAY SANATORIUM

In 1910 and 1911 Duket was operating what he called the "Tubercular Sanitarium Company" at Findlay, Ohio. He was using this concern as headquarters for the exploitation of his so-called serum. Business apparently being slow, Duket seems to have gone about

the country drumming up patients. He issued a somewhat elaborate booklet describing the sanatorium and giving some indefinite information regarding his medicament. When in a town he would send out this booklet to prospective victims with a rubber stamp imprint on its title-page giving the name of the hotel at which he was staying and the time that he could be seen.

CLAIMS MADE FOR DUKET'S CURE

From this booklet we take the following quotations:

"The only treatment that is to be considered is an intravenous treatment with an antiseptic lymph."

"This antiseptic lymph is non-toxic, non-irritant and subdues the inflammation of the lungs."

"In our treatment we use an antiseptic lymph which is a recent discovery and has been used by ourselves exclusively."

"There is no other institution in the world that has the same antiseptic lymph."

"It is not made from any product from tubercle bacilli."

"When given intravenously, the action of the germs ceases. The patients are restored rapidly to their normal weight enabling the system to assist the antiseptic in destroying the germs and curing the disease."

With the usual assurance of exploiters of "consumption cures," Duket was not at all modest in the claims made for his "antiseptic lymph." Here is what he gave as the percentage of "cures" made by his "treatment":

Patients in the first stage, 90 per cent. of cures.

Patients in the second stage, 75 per cent. of cures.

Patients in the third stage, 50 per cent. of cures.

To a layman who wrote to the Findlay institution Duket replied in part:

"The length of time required to be at the sanitarium or to effect a cure is 10 weeks. In some cases, of course, it may be longer than that."

"We have made some very remarkable cures and hope that you will not delay in coming."

As this letter was not answered, a few days later another communication came from Duket, four pages in length, urging the prospective patient to come to Findlay. "The treatment is safe, and none but good results follow," the recipient of the letter was told. This does not seem invariably to have been the case. A tuberculous subject who had been to the Ohio State Sanatorium and returned greatly improved took Duket's treatment. Each injection was followed by a rise in temperature and chill and in a few weeks all the good that had been accomplished at the state institution was undone. The poor fellow died and his brother writes that neither the deceased nor he noticed any improvement when his brother returned from Duket's sanatorium.

Here then is another alleged cure for tuberculosis being foisted on the public by a man who has no scientific standing and who has had little or no scientific training. Nor is this all. Duket has succeeded in enlisting the help of men whose motives we need not question and whose influence is immeasurably greater than his own. Thus the potentialities for harm are enormously increased. At an early date we hope to be able to give our readers further details regarding the results of the "cure" itself. In the meantime, every physician will, in the interest of his tuberculous patients, do well to give them such facts as we have presented regarding this latest cure.—(*From The Journal A. M. A., May 10, 1913.*)

ARTICLE II

Giving the Results of Some Investigations

Two weeks ago we gave a brief outline of a so-called cure for consumption exploited by one Peter P. Duket, M.D., and now being financed by ex-Senator William Lorimer. The

reply of Duket and his backers in the newspapers to the criticisms is that THE JOURNAL is making a personal "attack" and that no matter what Duket's personal shortcomings may be, the essential point is, does he produce "cures"? THE JOURNAL has made no "attack" on Duket personally; in fact, every effort has been made to avoid personalities.

To recapitulate briefly: In 1910 Duket was operating a "sanitarium" at Findlay, Ohio, where he exploited what he termed an "antiseptic lymph" for the cure of tuberculosis. At that time he claimed to produce cures in 90 per cent. of all cases in the "first stage" of consumption, in 75 per cent. of cases in the "second stage" and in 50 per cent. of those in the "third stage." Before that time he was advertising in the Toledo newspapers his "combination of vitalized and electrified air" as a "godsend to the sick"—"two trial treatments free."

**LORIMER TO
BACK WAR ON
PHTHISIS HERE**

Ex-Senator Founds St. Rita's
Laboratory for Tuberculosis at
Loyola University to Test Se-
rum Discovered by Dr. Duket

WILL BE GIVEN TO WORLD

Institution Is Incorporated at
Springfield, Following Experi-
ments, the Success of Which
Is Vouched For by Clergyman

Conviction that Dr. Peter V. Duket, a
Chicago physician, has produced a serum
which will cure tuberculosis, and that he
will be able to prove his claim to the
world, resulted today in the organization
at Springfield for a chapter in creating
the Lorimer Foundation St. Rita's Labo-
ratory for Tuberculosis.

The laboratory will be incorporated in
connection with the Benedict Medical col-
lege, the medical school of
St. Rita. Its doors will be

THE CURE ESPOUSED BY A MEDICAL COLLEGE

The object of the present article is to show what Duket really accomplished with his "cure" when in Findlay. Before taking this up in detail, the following facts should be given to our readers: The only reason that Duket and his cure are now being given any serious consideration is that recently the Bennett Medical College of Chicago has assumed to act as his professional sponsor while ex-Senator Lorimer is backing him financially. Duket seems to have approached the medical college at the psychologic moment. It was at a time when the newspapers were full of the Friedman "cure"; when descriptions of serums for tuberculosis made splendid copy for newspaper "stories"; when the public imagination was fired with the therapeutic possibilities of secret—and therefore awe-inspiring—remedies. Bennett Medical College, then—whether from altruistic or ulterior motives, we are not prepared to say—seems to have decided to father the Duket "lymph" or, as the newspapers have it, "serum"; but capital was necessary—and straightway forthcoming from Mr. Lorimer. Whether Mr. Lorimer's interest in the Duket "cure"

The opening paragraph of a long article in a Chicago paper heralding the Duket "cure."

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was prompted by a desire to get before the public in a more favorable light than that which he achieved in his political ventures, or whether it was a sincere desire to give humanity the benefit of some of his abundant wealth, need not be discussed. Motives in such a case are unessential. The facts are: a man of little education, of no scientific standing and of quackish tendencies has been given a certain professional recognition by the sponsorship of a medical college, and a financial standing by the aid of ex-Senator Lorimer.

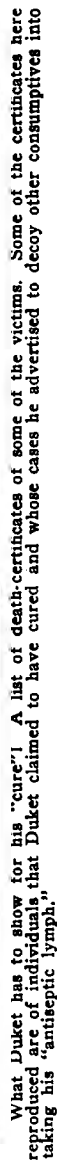
WHAT HAS IT ACCOMPLISHED?

Duket claims to have "discovered" his "serum" or "lymph" nine years ago. What has ~~he~~ to show for it? So far as we have been able to discover, the main exhibit is a long list of death certificates. When conducting his "Tubercular Sanitarium" at Findlay, Ohio, Duket issued a prospectus containing a description of the "sanitarium" and a farrago of pseudoscientific nonsense about the "cure." The booklet also gave what purported to be reports of cases of tuberculosis in patients who were successfully treated by his "exclusive" method. Of the fifteen case-reports, in only three were actual names furnished. The remaining twelve were identified by initials and addresses. Of these twelve, four were Toledo patients, and it is manifestly impossible to obtain data regarding individuals who are known only by initials and who live, or did live, in a city of nearly 200,000 population. This left eight cases of patients, identifiable only by initials, and living in small towns, whom Duket claimed to have cured with his "lymph." Inquiries were addressed to physicians in these towns asking for such information as they could give us regarding the cases. We have received replies from four of them.

Here it should be said that the three cases described in Duket's booklet in which the full names and addresses were given are those of Henry Buske of Toledo, Herman Buske of Adrian, Mich., and Bessie Gartz of Toledo. The two Buskes are brothers and are both living; Miss Gartz, also, is living. These three seem to be Duket's forlorn hope in his present exploitation. Miss Gartz admits that she and the two Buskes were present at a consultation held in Adrian, Mich., a little while ago at which a representative of the Bennett Medical College was among those present. In the reports that follow, it should be noted that Henry Buske seems to have drummed up a good deal of "trade" for Duket at the time he was in Findlay.

PUBLISHED REPORTS—AND THE FACTS

Now for the reports on those cases, that we have been able to trace, described in the Duket booklet published in March, 1911.



What the booklet said: "Mrs. B. McC——, Circleville, Ohio. Admitted on Sept. 24, 1910. Weight 90 pounds. The disease had reached the stage of suppuration, or third stage. Left on Dec. 3, 1910. Weight 97 pounds. Feeling good."

What we found: Mrs. B. McC——, Circleville, Ohio, although reported to have left Duket's "sanitarium" in December, 1910, "feeling good," went back there in March, 1911. Her daughter states that she "never was any better any time while under this treatment." She died July, 1911, of pulmonary tuberculosis.

What the booklet said: "Mrs. F. McG——, Upper Sandusky, Ohio. Admitted on Oct. 26, 1910. Weight 95½ pounds. Left on Jan. 14, 1911. Weight 105½ pounds. The disease had reached the third stage and well advanced. The patient is now in good health."

What we found: Mrs. F. McG—— went to a reputable physician in Upper Sandusky a few weeks after her return—"in good health"—from Duket's "sanitarium." The physician reports that he "found her in very advanced pulmonary tuberculosis with some involvement of the digestive tract." This diagnosis was substantiated by a bacteriologic examination made at the Hygienic Laboratories of the Ohio State Board of Health. Mrs. McG—— then went to another physician, who advised an operation, to which she submitted. She died a few days after the operation. The physician who first examined her after her return from the Duket place says: "I am satisfied she would have died of tuberculosis in three months at most from the time I first saw her."

What the booklet said: "Mrs. C. L——, Arlington, Ohio. Admitted on Nov. 1, 1910. Weight 110 pounds. Left on Jan. 20, 1911. Weight 120¼ pounds. The disease had reached the third stage. The patient is now feeling well."

What we found: Mrs. C. L—— was not benefited by the Duket treatment. Our informant writes: "The lady was up and able to do part of her work *before* treatment, which she was never able to *thereafter*." Mrs. L—— died of tuberculosis in July, 1912.

What the booklet said: "Mrs. C. F. K——, McComb, Ohio. Admitted on Nov. 12, 1910. Weight 94½ pounds. Left on Jan. 22, 1911. Weight 108 pounds. The disease had reached the third stage. The patient is now feeling well."

What we found: Mrs. C. F. K—— died of pulmonary tuberculosis in April, 1911, three months after leaving the Duket place, "feeling well."

SOME MORE "CURES"

These are all the reports we have obtained up to date regarding the cases described in the Duket booklet. We have, however, been able to obtain reports of other cases of which Duket—with more shrewdness than frankness—makes no rec-

ord in his booklet. We have signed statements for the matter we are about to give and also have certified copies of the death certificates of the individuals whose cases are described. To shield the relatives of the unfortunate victims from an unenviable publicity, we give merely the initials of the persons involved:

Mr. S. C.——. First taken sick in 1911. Went to Findlay in the fall, where he took three treatments, staying about two months. Duket said to have promised to cure him in three treatments, but the patient returned unimproved. Died July, 1912.

Mr. A. K.——'s mother states that her son first went to the Ohio state sanatorium for tuberculosis, where he remained under treatment until June, 1910. Came home much improved. Later he went to Duket's "sanitarium," where he received three injections. The "treatment" cost \$210. Duket is quoted to have said that three treatments would cure him. After giving the treatments Duket is said to have told the patient he was cured and could go home. He died January, 1913.

Mr. F. J. K.——'s mother states that her son first heard of Duket in January, 1911, from an acquaintance of Henry Buske. Duket and Buske called to see him and Duket is said to have promised a cure after three treatments. Treatments cost \$195. Had the last treatment in March, 1911; died two weeks later.

Mr. W. L.——'s wife said that her husband heard of Duket through a man who worked with Henry Buske. Went to Duket's "sanitarium" in June, 1910, and stayed six weeks. Received four or five injections. Returned home weaker than before going away. Died November, 1910.

Mr. G. C. S.——'s father stated that his son was persuaded to go to Findlay by the man who was financing Duket's "sanitarium." Was told that if he would take three injections three weeks apart he would be able to return home cured. Was to pay \$25 for each treatment and \$15 a week for board. Went to the Duket "sanitarium" in July, 1910. Was given four injections. Death occurred in September, 1910. Duket is said to have collected for the fourth treatment after threatening suit.

Miss W. W.——, according to her mother, heard of the Duket treatment through a relative of Henry Buske. Buske sent Duket to call. Duket is said to have claimed he could cure Miss W.—— in four treatments. She went to Findlay in January, 1911, and had three treatments, paid \$25 for each treatment and \$15 a week in advance for room. After six weeks Duket advised her to return home, which she did in March, 1911. Four weeks later she died. Her mother states that her daughter "had not coughed or raised sputum" until after beginning the Duket treatment.

Miss M. S. C——, who is still living, states that she heard of Duket through Henry Buske and that Duket promised the first treatment would relieve her cough and that two more treatments would make a definite cure. Duket wanted to give a fourth treatment, but she would not permit it. When giving the second treatment, Duket failed to locate a vein and had to make two incisions. Miss C—— has four large scars as a result of the "treatment." She states that she never had any hemorrhages, that the treatment did not modify the cough and that she lost weight while at the "sanitarium." She also states that Duket had only one nurse at any one time at the "sanitarium" and that this nurse also had to do the cooking. When Miss C—— refused the fourth treatment, Duket told her she would not live three months. This was three years ago. Miss C—— is still living.

Such, then, are the records of some of the Duket cases of which we have learned. To give in brief the results of our investigations, the following list is printed. Unquestionably it could be greatly enlarged if a more extended search were made but, as it is, it should be sufficient to demonstrate the absolute worthlessness of the "cure" and the utter unreliability of the man exploiting it. These cases are not selected.

PATIENT	ADDRESS	CONDITION
1. Miss M. S. C.....	Toledo, Ohio.....	Alive
2. Mr. S. C.....	Toledo, Ohio.....	Dead
3. Mr. A. K.....	Toledo, Ohio.....	Dead
4. Mr. F. K. K.....	Toledo, Ohio.....	Dead
5. Mr. W. L.....	Toledo, Ohio.....	Dead
6. Mr. G. C. S.....	Toledo, Ohio.....	Dead
7. Miss W. W.....	Toledo, Ohio.....	Dead
8. Miss B. G.....	Toledo, Ohio.....	Alive
9. Mrs. E. O'H.....	Findlay, Ohio.....	Dead
10. Mrs. A. M. E.....	Lucas County, Ohio.....	Dead
11. Mrs. S. E. U.....	Toledo, Ohio.....	Dead
12. Mr. O. B.....	Toledo, Ohio.....	Dead
13. Mr. H. B.....	Toledo, Ohio.....	Alive
14. Mr. H. B.....	Adrian, Mich.....	Alive
15. Mrs. B. McC.....	Circleville, Ohio.....	Dead
16. Mrs. F. McG.....	Upper Sandusky, Ohio.....	Dead
17. Mrs. C. L.....	Arlington, Ohio.....	Dead
18. Mrs. C. F. K.....	McComh, Ohio.....	Dead

A SECRET "CURE"

What is the Duket "cure"? We do not know. The medical profession does not know. Secrecy is quackery's handmaid. To the public there is something mysterious in a medical treatment put forward under exaggerated claims and whose composition no one but the exploiter knows.

In investigating the Duket cure, THE JOURNAL's representative was told that while operating the Findlay concern, Duket bought his drugs from Niles, Mich., and that it was thought that he was using a widely advertised "consumption cure" known as the Hyer-Baldwin preparation. While this product does not seem to have a fixed composition, it has been said to consist of:

Guaiacol carbonate	12.5 per cent.
Salicylic acid	37.5 per cent.
Glycerin	50 per cent.

This mixture, according to its exploiters, is to be injected intravenously. Whether Duket's "cure" is the same as the Hyer-Baldwin "cure" we do not know, but there is a striking similarity in the claims made for, and the method of exploiting, the two preparations.

THE ATTEMPT TO INVOKE GOVERNMENT AID

One more point must be referred to before closing. As we said in the previous article, the United States Public

**U.S. SURGEON COBB
CALLS DUKET 'CURE'
A FLAT FAILURE**

Reports to Washington That
'Discoverer' Displayed Gross-
est Ignorance of Pathology.

FURTHER TEST IS NEEDLESS

Asserts Death Certificates Point
Accusing Finger at Lorimer
Protégé's Claims.

M'ADOO ENDS ALL INVESTIGATION.

(BY A STAFF CORRESPONDENT.)
Washington, D. C., June 18.—(Special.)—
The report of the government bureau of public health, condemning the alleged tuberculous cure being exploited by William Lorimer and Dr. Peter P. Duket in Chicago, was disseminated today.

THE CHICAGO DA

**DUKET CURE TEST
PASSED UP BY U. S.**

Preliminary Inquiry Shows
Serum Not Worthy of Serious Consideration.

TREATMENT CONDEMNED.

Medical Officer of New York Port
Urges Guard on Fried-
mann Method.

(BY A STAFF CORRESPONDENT.)
Washington, D. C., May 28.—(Special.)—
The alleged great serum tuberculosis "cure" being exploited in Chicago by Dr. Peter P. Duket is regarded by the United States government as not worthy its serious attention. Federal officials say they have no jurisdiction over Duket's operations, which are subject to regulation by the authorities of the state of Illinois.
Secretary of the Treasury McAdoo issued an official statement today announcing that the public health service had refused "any further investigation into the treatment and its results." It was stated that this decision had been reached "in the light of the conditions which the preliminary survey of the situation disclosed."
U. S. Action Condemns "Cure."
The action of the government amounts to a complete condemnation of the Duket treatment, and puts it in the same class as the scores of tuberculosis "cures" being advertised in various parts of the country.
In the case of the Duket "cure" a preliminary inquiry was sufficient to show that a comprehensive

Some newspaper notices of the Government's action when the attempt was made to dignify the Duket "cure" by setting into motion the machinery of the Public Health Service.

Health Service has been called on to make an investigation of Duket's "cure." Through whose influence this was accomplished we do not know, although the newspapers of the country ascribe it to Mr. Lorimer. It is an outrageous state of affairs when the machinery of a scientific department of the United States government can be set in motion for no other purpose than that of advertising a secret nostrum

exploited by a man of no scientific standing and of unsavory professional reputation. Duket's cure has no more claim to serious consideration on the part of the United States Public Health Service than has Yonkerman's Tuberculozyne, Hill's Consumption Cure, Tubercleclide, Nature's Creation, Lung Germine, Oxidaze, Eckman's Alterative or any other of the scores of "consumption cures" with which the country is flooded. This much is certain: If the report of the Public Health Service is an unfavorable one, then it should not only be given the utmost publicity but should be couched in such terms as to deal a smashing rebuke to those who have seen fit to utilize the government as an advertising asset. If this is done, consumption-cure fakers may, in the future, hesitate to follow Duket's course.

In the meantime, Duket, by carefully selecting his cases so that the "treatment" is given only to those who in the ordinary course of events may be expected to live for four or five years at the least, will have accomplished what he seeks, and the medical college which is standing sponsor for him will have obtained much free advertising. And the unhappy consumptive is all this time paying the bill in blasted hopes—a refinement of cruelty that is a disgrace to a civilized community.—(*From The Journal A. M. A., May 24, 1913.*)

ARTICLE III

A Letter from Bennett Medical College and Comments Thereon

To the Editor:—In an editorial in the May 24 issue of THE JOURNAL, page 1646, entitled "The Duket 'Consumption Cure,'" you ask the question: "What can have led the Bennett Medical College to lend recognition to a humbug so palpable?" I think this question should be answered, and therefore I am sending this letter with the hope that you may see fit to publish it in THE JOURNAL so that others that read your article may have our answer.

In the first place, the only scientific journal that has spoken of this remedy, the investigation of which is now being conducted by some of the members of our faculty, as a "cure" has been your organ. The evidence submitted to the faculty of our college by the Hon. William Lorimer was of such a nature as to lead us to assist him in organizing a scientific laboratory in charge of scientific men. Briefly it was this:

Senator Lorimer stated that nineteen tuberculosis patients had been treated by this alleged remedy and that fourteen of them had been so benefited that they had been able to return to their usual occupations, one improved and four died. When these cases were investigated by us, we found that his statements were true, but, of course, did not know whether tuberculosis had been properly diagnosed in them or not. The object of this investigation is for the purpose of determining the merits or demerits of these claims, and not one of our

money for this investigation, but I desire to assure you that we and he have no other object in this matter than to help find something of benefit for the tuberculous patient. Let me assure you that we are not "exploiting a cure." During the last ten weeks over one hundred patients have been treated with this remedy at the Grace Hospital, Chicago, and if you

CHICAGO DAILY JOURNAL

SCORES SEEK DR. DUKET CURE

Telephone at Medical College, Where Phthisis Tests Are Made, Rings Continuously

Dr. Peter P. Duket, Chicago physician, who believes he has discovered a tuberculous cure, is working his laboratory, 1000 N. W. 10th St., where business transactions had never been of the "public" nature.



Dr. Peter P. Duket has announced that he has discovered a cure for tuberculosis. He has been working in his laboratory for several years, and he believes he has found the answer. He has been treating patients with his cure, and he has seen many of them recover. He has been working in his laboratory for several years, and he believes he has found the answer. He has been treating patients with his cure, and he has seen many of them recover.

Give Names of 4 Cured in New Phthisis Test

Dr. Peter P. Duket, in the test of new phthisis test, has been working in his laboratory for several years, and he believes he has found the answer. He has been treating patients with his cure, and he has seen many of them recover. He has been working in his laboratory for several years, and he believes he has found the answer. He has been treating patients with his cure, and he has seen many of them recover.

Ex-Senator Lorimer Declares Dr. Duket's Patients Apparently Recovered

Ex-Senator Lorimer, who has been working in his laboratory for several years, and he believes he has found the answer. He has been treating patients with his cure, and he has seen many of them recover. He has been working in his laboratory for several years, and he believes he has found the answer. He has been treating patients with his cure, and he has seen many of them recover.

Some newspaper interviews with Mr. Lorimer, Duket, et al. Also some posed pictures of Duket in the "laboratory." Unsought publicity, indeed!

desire to gain first-hand knowledge, the door is open to you. Any investigation that will not stand scientific scrutiny from any scientific source is unworthy, and when several hundred tuberculous patients have been treated at Grace Hospital during next year and when a record of each one of these cases

has been written, and when the records have been given one by one to the profession, then your opinion and my opinion as to the merits or demerits of this remedy will be unnecessary, for the records of the cases will tell the story.

As you well know, all medical progress has not been made by the well-known scientists, and "ages long have told and will yet tell the triumphs wrought unending by men and things once held as naught." THE JOURNAL should be helping either completely eliminate it or establish its efficacy. The waters should not be muddied by attacks while we are just beginning the investigation. The proof of the pudding is the eating thereof. Why not wait for the proof?

Let there not be that "refinement of cruelty" which says to the tuberculous patient: "There is no hope other than fresh air, fresh eggs and fresh milk for your malady," but let us add to these efficient agencies a strong hope that some day some one will find a remedy, and that the one way to prove the virtues of any remedy is to try and keep trying. Let us as medical men work out this great problem scientifically, carefully and conscientiously and do unto others as we would have others do unto us, and not condemn without investigation any remedy, or unheard, any medical man.

JOHN DILL ROBERTSON, President.

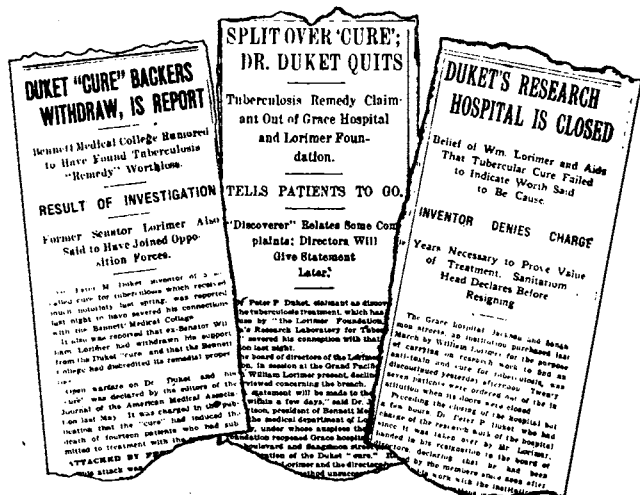
P. S.: If you desire to publish this article in THE JOURNAL I respectfully request that the entire article be published, and if this cannot be done that no abstract of it be published.

J. D. R.

[COMMENT: If this answer is the best that can be given to THE JOURNAL's question: "What can have led the Bennett Medical College to lend recognition to a humbug so palpable as the Duket cure?" we believe most of THE JOURNAL's readers will agree that it is a lame one. Dr. Robertson says that Bennett Medical College took up the "investigation" of Duket's preparation on Mr. Lorimer's assertion that nineteen patients with—alleged—tuberculosis had received the "treatment," that fourteen of these patients had been so benefited that they were able to return to work, that one had "improved" and that four had died. On Dr. Robertson's own admission, Bennett Medical College did not know whether or not any of these nineteen patients ever had tuberculosis. On such flimsy evidence—plus the persuasiveness of Mr. Lorimer's money—the college threw its influence behind this "cure" and gave it a standing it otherwise never could have had. Doubtless this action has resulted in giving the college an amount of publicity that may or may not have been desired; we venture to assert, however, that the advertising is not such as will enhance its standing in the scientific world.

It took neither a long time nor any great expenditure of

energy for THE JOURNAL to find that first, Duket had no professional standing; second, he had little or no scientific training; third, even those patients who had been heralded in the Duket booklet as "cured cases" were, in many instances, dead; fourth, a number of other patients, whose cases had not been advertised but who had been "treated," also were dead. With an expenditure of a tithe of the money that Mr. Lorimer must have spent, Bennett Medical College could have proved without the possibility of a doubt the absolute and unqualified worthlessness of the Duket remedy. If it had done



The newspaper items here reproduced in part appeared in Chicago papers November 4, 1913. Notice the date! They tell their own story.

this quietly, unostentatiously, with no publicity that would have awakened false hopes in the minds of thousands of unfortunate sufferers from tuberculosis, the college would have done a work, which, while lending itself less to advertising purposes, would have been of distinct service to humanity.

The statement that THE JOURNAL "has devoted space to writing up the man," is false. The fact is that THE JOURNAL has carefully avoided any discussion of Duket as a man, although it has in its possession plenty of material on this subject. Whatever has been said about Duket has had refer-

ence to his professional status, a point that is not only germane to the subject but indissolubly wrapped up in it.

The assertion that the "laboratory board" has not "sought publicity" would be funny if the matter were not so serious. Newspapers have heralded this new "cure" and Chicago papers in particular have printed alleged interviews with Mr. Lorimer, Dr. Duket, Father Green and others. Pictures of Duket himself, in various poses, both in and out of the laboratory, have also appeared in Chicago papers. Letters have been sent by Mr. Lorimer to the governors of states urging that representatives be sent to watch the "cure." In fact, the publicity, which we are told was "not sought," would have cost a king's ransom had it appeared as paid advertising matter.

Dr. Robertson says that THE JOURNAL should help Bennett Medical College "prove or disprove the value of this alleged cure." THE JOURNAL has done so. It has presented evidence that makes plain not only the worthlessness of the "alleged cure" but also its methods of exploitation—and the evidence is so overwhelming that no intelligent layman, much less a scientifically trained physician, could fail to accept it.

There is no "refinement of cruelty" in telling the consumptive that fresh air, good food and skilful care will cure him. But it is damnable cruelty to send broadcast over the country statements that will lead, and have led, hundreds, if not thousands, of these unfortunate sufferers to believe that a worthless remedy holds for them the hope of life. And when a supposedly reputable medical college aids and abets this cruel illusion, it is time that the medical profession protested, not for its own good name, but in the interest of a cruelly deluded public.—ED.]—(*Modified from The Journal A. M. A., July 5, 1913.*)

ARTICLE IV

The Duket Cure "Blows Up"

About a year ago, THE JOURNAL gave its readers the results of an investigation of a widely heralded "cure" for consumption put out by one Peter P. Duket, M.D. THE JOURNAL showed, as will be remembered, that Duket was a man of no scientific standing and of unsavory professional reputation; it showed that in eighteen cases investigated, the past record of Duket's "cure" gave a mortality of about 80 per cent.; it showed that the publicity and the professional recognition then being given Duket's "cure" was utterly unwarranted.

The only answer forthcoming to these criticisms was that

THE JOURNAL's articles were an "attack" on Duket personally. Meanwhile, Mr. Lorimer's money was being freely spent to give added publicity to this worthless "cure." A mailing-list was compiled—said to contain some 140,000 names—and bulletins were sent out at stated intervals advertising the "cure" far and wide. This went on for some months, and then a news item appeared in the Chicago papers announcing, unofficially, that the "investigation" of the Duket cure had demonstrated its worthlessness. These items appeared Nov. 4, 1913. So far as THE JOURNAL has been able to learn, however, the 140,000 persons who received the bulletins advertising the "cure" have never been sent the final report, showing its worthlessness.

- After waiting some weeks, THE JOURNAL wrote asking when the public would be notified of the results of the investigation. No definite reply was given on this point, but some time later a copy of the "report" on the "cure" was received for publication. This "report" was returned with the suggestion that it be given to the country through the same avenues of publicity that had been used in cruelly raising the hopes of the consumptives. It was again asked whether the facts were going to be given the public. No reply was forthcoming.

In view of this, it becomes the unpleasant duty of THE JOURNAL to give what publicity it can to the essential parts of the report by Duket's backers on the Duket "cure." The findings are really summed up in the following paragraph, taken from the report as submitted to THE JOURNAL. The capitalization is ours:

"It may at once be stated that the investigators and authors of this report have finally come to the conclusion that there are ABSOLUTELY NO MERITS IN THE DUKET TREATMENT of tuberculosis; that the method is VASTLY INFERIOR TO ANY OF THE APPROVED SYSTEMS of treating pulmonary tuberculosis; and that their observations would indicate that the DUKET TREATMENT MAY SOMETIMES LEAD TO ALBUMINURIA."

Summed up, then, every contention made by THE JOURNAL regarding the worthlessness of Duket's "cure" has been proved! At an expenditure of thousands of dollars a self-evident fact has been verified—a fact that THE JOURNAL gave to the medical profession and the public a year earlier!

In discussing the possible composition of Duket's secret "cure," THE JOURNAL admitted its ignorance on this point, but stated that there was evidence which indicated that Duket was using a widely advertised consumption "cure" known as the Hyer-Baldwin preparation, consisting of carbonate of guaiacol, salicylic acid and glycerin. Here is what the report has to say regarding the composition of the nostrum:

"The chemicals used in the so-called Duket cure for tuberculosis are *carbonate of guaiacol, salicylic acid, bicarbonate of soda, carbonate of potash and a small amount of nitric acid, all of which are dissolved in glycerin.* This solution is diluted with distilled water and sometimes a trace of tincture of chlorid of iron is added." [Italics ours. —Ed.]

What does it all mean? That a self-evident humbug has been seriously studied and gravely reported to be worthless; that, after exhaustive research costing thousands of dollars, scientific men solemnly affirm that the moon is not, and probably never was, made of green cheese!

But the expenditure of money and brains on a quest of this sort, while a woeful economic waste, could be overlooked if that were the only thing involved. In reality, this is the smallest part of it. The most expensive element in this widely advertised piece of miscalled research was paid for, not in money, but in the blasted hopes and shattered desires of a myriad of unhappy consumptives.—(*Modified from The Journal A. M. A., April 25, 1914.*)

ARTICLE V

The Duket Consumption Cure Is Offered Las Vegas —and Declined

Peter P. Duket is at it again: this time at Las Vegas, New Mexico. As our readers will remember, Duket first exploited his "cure" for tuberculosis in Findlay, Ohio. Failing there, he attempted to establish a similar business in Colorado, and doubtless would have done so had not the Board of Medical Examiners of that state protected its citizens against him. Then Duket came to Illinois, obtained a license and interested Bennett Medical College, and through it, William Lorimer, ex-Senator and ex-banker.

THE JOURNAL investigated and exposed Duket's "cure" in the early months of 1913. After spending thousands of dollars of Mr. Lorimer's money, Bennett Medical College admitted, months later, that scientific investigation of Duket's cure demonstrated its worthlessness. These findings apparently were never given the wide publicity that had been given the Duket cure itself. On April 25, 1914, THE JOURNAL gave its readers the findings of the Bennett Medical College investigators.

The Las Vegas papers for Sept. 30, 1914, contained a news-item to the effect that an open meeting of the citizens was going to be held that evening to consider a proposition made by Dr. Peter P. Duket to the Board of Directors of the Commercial Club of Las Vegas. To quote:

"According to the statement made by the doctor to the directors, he expects to erect a two-hundred-room sanitarium here in which he will treat patients with a specific cure for tuberculosis which he has discovered."

Duket was not at all modest in his requests on Las Vegas for, according to published reports, he suggested that he be given one of the most valuable pieces of real estate in the city and that the improvements on the lot be deeded to him with the land.

The special meeting called to consider the matter was held. Duket was present and gave the audience a glowing description of the advantage to Las Vegas of having a sanatorium operated by him for the purpose of giving his marvelous cure. After Duket had said his little piece one of the Las Vegas physicians asked to be heard. He stated that he had lived in Las Vegas all his life and appreciated the advantages of that city as a suitable place for the erection of a sanatorium and that he was more than willing to do all in his power to aid the founding of any worthy institution of this sort. He suggested, however, that a sanatorium was more than merely a well-equipped building in a favorable climate. Its success and the good it might do the community must depend largely on the controlling spirit behind it. At this point, the doctor proceeded to read the record of Duket and his "cure" from the various issues of THE JOURNAL of the American Medical Association. After this, a layman told the meeting that he was one of Duket's alleged cures. He went on to say that the Duket treatment had done him no good and he told the audience of seven or eight patients whom he knew Duket had treated without benefit, three of them in fact being dead. Following these verbal bomb-shells, the chairman did not even take the trouble to put a motion that had been made, and Dr. Duket and his "cure" were given no further consideration. The Las Vegas papers state that following his failure to sell Las Vegas a "gold brick," he left for Silver City, N. M., at which place "he will endeavor to interest the people in the sanatorium proposition."

Duket is quoted as having said when he first reached the city: "The Las Vegas climate is ideal for the treatment of tuberculosis." It is; but the Las Vegas climate is evidently an unhealthy one for "consumption cure" fakers.—(*Modified from the Journal A. M. A., Oct. 10, 1914.*)

ECKMAN'S ALTERNATIVE

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

Instead of being sold on the mail-order plan, as Tuberculozyne is, Eckman's Alternative is sold through the medium of

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

"The sanatorium treatment has only benefited temporarily, while Eckman's Alternative has cured."

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

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

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

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

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

LABORATORY REPORT

Eckman's Alternative comes in an 8-ounce bottle and is a dark brownish, turbid liquid with a strong odor of cloves. The label declares the presence of 14 per cent. of alcohol. Qualitative tests demonstrated the presence of alcohol, calcium, a chlorid, small amounts of vegetable extractive and traces of vegetable tissue. No other substance of a medicinal nature was detected. Quantitative examination gave the following results:

Total solids (residue at 100 C.), including	
3.93 gm. of calcium chlorid (CaCl_2).....	6.25 gm.
Alcohol	11.22 gm.
Insoluble residue.....	0.073 gm.
Water and undetermined, to make.....	100.00 c.c.

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

Here then we have a mixture of alcohol, calcium chlorid and cloves, which every intelligent physician knows is perfectly worthless for the cure of consumption, sold at an exorbitant price—\$2 for eight ounces—under the claim that it will save the tuberculous.

As has been pointed out time and again, the inherent viciousness of "consumption cures" lies in the fact that they lead the sufferer to abandon or ignore those hygienic and dietetic measures which are his only hope. It is not easy, it is not always comfortable, it is frequently disagreeable to follow the treatment which experience has shown to give the



A few advertisements of Eckman's Alternative.

only hope of success. It is much easier to continue living the life which, in so many cases, has been responsible for the consumptives' condition: merely taking at stated intervals a medicine which its manufacturers declare to be all that is necessary to bring about recovery. Hoping against hope that in the "consumption cure" nostrum the secret has at

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

Using a Philadelphia Newspaper as an Advertising Asset

Eckman's Alternative was exposed in THE JOURNAL, April 27, 1912. At that time an analysis of the preparation made in the Association's laboratory was published showing that it consisted, essentially, of alcohol, calcium chlorid and cloves. The Eckman concern is now running a series of advertisements, in which the impression is given that the medical profession, through THE JOURNAL and other medical publications, has endorsed Eckman's Alternative. The advertisements consist largely of quotations regarding the use of calcium (lime) in tuberculosis. By inference the reader is led to believe that wherever the use of calcium in the treatment of tuberculosis has been suggested by physicians, Eckman's Alternative has been endorsed. Nothing, of course, could be further from the truth.

The advertising of Eckman's Alternative has undergone the same change that has taken place in most medical advertising during the past two or three years. The "lie direct" has given place to the "lie with circumstance"; the outspoken falsehood has given place to the indirect falsehood; the definite statement that Eckman's Alternative will "cure consumption" has given place to inferential claims that mean the same thing; the word "consumption" has in many instances been eliminated from the advertising "copy," but other words have been substituted, which to the sufferer from consumption, mean exactly the same. Actually, the advertisements today are more dangerous than they were when their very outspoken falsity repelled a certain portion of the thinking public.

The various articles from this and other medical journals which the Eckman concern quote inferentially as references in favor of their nostrum have in fact nothing whatever to do in the remotest way with Eckman's Alternative. That calcium may have some value in the treatment of tuberculosis may be admitted. There are several drugs that may be given in selected cases of tuberculosis with some benefit, provided always that they are prescribed in accordance with the needs of the individual patient and provided further that the patient is warned at the time that the drugs are merely an incident. And here lies one of the strongest objections to all drugs sold as cures for consumption. The real treatment of pulmonary tuberculosis consists in painstaking and con-

scientious attention to the hygienic and dietetic rules laid down for the individual case. Every physician who has treated cases of consumption and every visiting nurse who comes in contact with such cases knows that the hardest task in the treatment of this disease is to make the patient realize that drugs hold out no hope for cure but that reliance must be placed on other measures.

Lime Treatment in Tuberculosis

IN THE May 25, 1912, issue of the *Journal of the American Medical Association*—official organ of the great society named—appeared this statement concerning calcium (lime) medication in the treatment of pulmonary tuberculosis (consumption):

"Under the systematic, continued and persistent regime of calcium assimilation, Van Gieson has been a number of his patients improve, undergo an evolution or partial consolidation in the lung, which then resulting would appear to contribute to the wailing off and closing of the lesions. Hand in hand with this course of events, the sputum clears up of tubercle bacilli, which finally disappear, and the patients are discharged with healed pulmonary tuberculosis."

Ethical medical journals seldom speak so positively about a remedial agent, yet the treatment of this disease, New York physician considers with that of many consumptives who have secured similar results following Eckman's Alternative.

Since calcium is a constituent of this remedy for pulmonary tuberculosis and allied throat and bronchial affections, its healing power may be some measure be attributed to the fact that this element is combined with the other ingredients. This combination is so effected that the calcium is easily assimilated by the average person and seems not to irritate the stomach.

Eckman's Alternative contains no opiates, narcotics or habit-forming drugs, so it is safe to try. If your druggist is out of it, ask him to order, or send direct to us.

Eckman Laboratory Philadelphia

Lime-loss and Tuberculosis

FROM the *Journal of the American Medical Association* (January 17, 1914) we quote the following:

"It has been many times stated that in tuberculosis or in the pre-tuberculous stage, an increased amount of calcium (lime) is lost both in the urine and feces. In fact, a demineralization has been thought to be a forerunner of the development of tuberculosis."

"Forced feeding of tuberculous patients and the enormous amount of eggs and milk once given such patients are not now considered advisable by a large number of physicians who are specializing in the treatment of pulmonary tuberculosis."

If tuberculosis is due to a loss of lime from the system, the success of Eckman's Alternative in the treatment of this disease may be due, in part, to the fact that it contains a lime salt so combined with other valuable ingredients as to be easily assimilated, and thus capable of replacing some of the lime.

Of course, in all physical affections proper diet plays an important part, and always we have urged more of Eckman's Alternative as stated strictly to matters of food and rest. The testimony of many users, however, leads us to believe that the apparatus who place his reliance on feeding are justified in their position.

In addition to rest and right food, some effective remedial agent, seems to be needed, and in numerous cases of apparent recovery from tuberculous and kindred throat and bronchial affections, Eckman's Alternative has supplied this need.

It does not contain opiates, narcotics or habit-forming drugs, so it is safe to try. Your druggist has it or will order it, or you can get it from us direct.

Eckman Laboratory Philadelphia

A Foe to Tuberculosis

THE *Journal of the American Medical Association* (August 5, 1911), following its article on "The Influence of Calcium Salts on Constitution and Health," published in a Berlin medical journal of high repute, said:

"They (the authors) report numbers of concrete instances in which patients gained in vitality and energy after taking calcium."

All doctors seem to agree that in tuberculosis and chronic throat and bronchial affections, lowered vitality and less energy are conditions to be overcome before improvement can be hoped for.

One of the constituents of Eckman's Alternative is calcium (lime) so combined with other ingredients as to be easily assimilated by the average person. To this, in part, is due its widespread success in the treatment of these distressing and disastrous troubles.

By preventing, as well as averting the ravages of the tubercle bacilli, Eckman's Alternative performs a service which any sane ethical practitioner has acknowledged to their patients. We do not make wholesale claims for it, but our knowledge of what it has done warrants the statement that IT CAN HELP!

It contains no opiates, narcotics or habit-forming drugs, hence a trial is safe. Should your druggist be out of it, you can order through him or direct from the makers.

Eckman Laboratory Philadelphia

Advise Lime in Tuberculosis

ACCORDING to the *Journal of the American Medical Association* (July 27, 1912, Page 303), Dr. C. F. Plummer, of Minneapolis, holds that a "deficiency of calcium" (lime) is responsible for the physical conditions which lead to tuberculosis, "and the therapy he advocates rests on this basis."

One of the reasons for the widespread success of Eckman's Alternative in the treatment of tuberculosis and chronic throat and bronchial troubles is its ability to supply this lime deficiency.

It contains a lime salt in such form, and so combined with other remedial agents, as to be easily assimilated by the average person, and in this it does on small measure of the remarkable results secured through its use. In there are no record many cases in which it seems to have effected complete and lasting betterment.

However, we make no exaggerated claims for Eckman's Alternative. We prefer it should be tried on the same basis that one tries any other preparation, and we believe that, when so tried, it will help for IT HAS HELPED in many cases.

It contains no opiates, narcotics or habit-forming drugs. Therefore, it is safe to try. And if your druggist is out of it, he will order, or you can get it direct from the sole manufacturers.

Eckman Laboratory Philadelphia

Photographic reproduction (reduced) of some of the Eckman advertisements. Because the composition of the Eckman fraud has been exposed and the fact that it contains lime (calcium) is now a matter of public information the concern tries to capitalize this fact. The careless reader of Eckman's advertisements might get the idea that *The Journal of the American Medical Association* has endorsed "Eckman's Alternative." As a matter of fact, it has condemned it as a cruel and wicked fraud.

The average person believes, unfortunately, that any disease can be cured by taking something out of a bottle—if only one knows just what to take. On this fallacy is built up the vast superstructure of fraud in the exploitation of consumption cures and cancer cures. It is not always pleasant or easy for the consumptive to so change his method of

living as to stand some chance of recovering. It is so easy, comparatively, to buy a bottle of medicine and take the stuff three or four times a day in the belief that it will cure the disease. Here lies the great danger in the use of every consumption cure, whether it is sold as a consumption cure or as a "remedy" for "serious lung trouble," to quote from one of the later advertisements put out by the Eckman concern.

In addition to the advertisements appearing in newspapers, the Eckman Manufacturing Company publishes the full series of advertisements in booklet form and emphasizes that "these advertisements are appearing in the Philadelphia *North American* and other leading newspapers through the United States." The Philadelphia *North American* is untrue to its high ideals when it accepts advertising contracts from the Eckman consumption cure.

Summed up, the case against Eckman's Alternative is this:

1. It is sold as a cure for consumption; it will not cure consumption.

2. It is sold under the claim that it contains no "narcotics or habit-forming drugs." Alcohol is both narcotic and habit-forming.

3. Its purchase means the use of money that frequently can be ill afforded and which should go into wholesome food and rational treatment.

4. Its use means that the consumptive is led to rely on a perfectly useless nostrum and to neglect the very things which offer him the only hope.

5. To claim that, because lime is sometimes used in the treatment of tuberculosis, therefore a preparation containing lime is a cure for consumption, is as illogical as it is cruel.—
(Modified from *The Journal A. M. A.*, Nov. 7, 1914.)

"The Lie with Circumstance"

It is an axiom that false and misleading advertisements are the life-blood of the "patent medicine" business. Before the public was as well informed on the "patent medicine" hoax as it now is, bald, blatant lies characterized nostrum advertising. As the public became more critical and as certain legal restrictions, state and federal, began to be operative, a change came over the "patent medicine" advertising "copy." The "lie direct" gave place to the "lie with circumstance," and today we find in this class of advertising lying by inference developed to a fine art. "Eckman's Alternative" is one of the few "consumption cures" that are sold, not on the mail-order plan, but through drug-stores and, presumably, because certain druggists are sharing in the blood money wrung from consumptives, this wretched nostrum has had thrown over it a cloak of quasi-respectability. Our readers have been shown how, in advertising this preparation, the

exploiters have quoted from THE JOURNAL on the subject of the use of calcium in tuberculosis. The advertisements are so designed that the average lay reader is likely to get the impression that THE JOURNAL has endorsed "Eckman's Alterative." One of the latest advertisements put out by the concern is headed in large type, "Dr. Osler on Tuberculosis." This, too, will convey the idea that Osler may endorse the use of "Eckman's Alterative." How this style of advertising appeals to decent advertising men is pretty well expressed in a recent number of *Printers' Ink*, a journal devoted to the art of advertising. To quote in part:

"'Dr. Osler on Tuberculosis,' is the headline of an advertisement that probably does quote exactly what Dr. Osler had to say about one phase of pulmonary disease. By careful wording, the inference is built up that the preparation advertised meets a condition named by the eminent physician in connection with the treatment of tuberculosis. Actually, the advertisement does not set up the claim that the patent remedy is a positive cure for tuberculosis, but its indirect claims are probably more appealing to victims of the Great White Plague than a bold, direct claim would be. The continuance of that kind of copy indicates that the ever-hopeful consumptives send on their dollars. . . . If there is anything more cruel and outrageous than consumption-cure advertising, the Schoolmaster has yet to hear of it. If the bald facts were not before us, it would be hard to believe that any publisher or advertising man would want to pay for his cigars or his golf privileges with dollars wrung from that source. How long, O Lord, how long?"

The opinion here expressed we believe to be the attitude of the modern, conscientious advertiser. If it is, the outlook for the public is as bright as the prospect for the fraudulent "patent medicine" business is dark.—(*Modified from The Journal A. M. A., Jan. 8, 1916.*)

Attempting to Cripple the Food and Drugs Act

The federal Food and Drugs Act was passed in 1906. By one of its most important provisions a drug product may be declared misbranded, "the package or label of which shall bear any statement . . . which shall be false or misleading in any particular." In due time, the interests affected attacked this portion of the law. A "cancer cure" quack who had been sued by the government contended that the law did not apply to claims for the curative effects of medicine but only to claims regarding composition and source of origin. The quack argued, in other words, that when Congress said "false or misleading in any particular" it really meant "false or misleading in *certain* particulars." When the case reached the Supreme Court of the United States the quack's contentions were upheld—in a divided opinion. So badly crippled was the Food and Drugs Act by this decision of the Supreme Court that the President sent a message to Congress urging an amendment to the law so that it might be restored to its previous efficiency. In this message the President said:

"I fear that if no remedial legislation be granted at this session the good which has already been accomplished in regard to these nostrums will be undone, and the people of the country will be deprived of a powerful safeguard against dangerous fraud."

As a result of this message the Sherley amendment was passed. This amendment declares that a drug shall be deemed misbranded:

" . . . if its package or label shall bear or contain any statement, design or device regarding the curative or therapeutic effect of such article, or any of the ingredients or substances therein, which is false and fraudulent."

While the amendment did not give to the law the strength that might have been given, it gave the public some measure of protection against those who would swindle the sick. Naturally, the amendment was—and is—viewed with disfavor by the "patent medicine" fraternity, and it was bound to be only a matter of time before the exploiter of some fraudulent nostrum should attack the validity of the amendment. This has finally been done. As the original law was attacked by a "cancer cure" faker so the amendment is now being fought by a "consumption cure" promoter.

"Eckman's Alternative," a "consumption cure," was "discovered" by a "horse doctor." It was examined in the Association's laboratory and a report published in *THE JOURNAL*. This, in effect, declared the stuff to consist, essentially, of alcohol and calcium chlorid, flavored with cloves. Later the federal authorities made a seizure of this nostrum, declaring it misbranded because, among other things, it claimed to be a cure for consumption, "whereas in truth and in fact, said article of drugs would not cure tuberculosis or consumption." The company was found guilty and a decree of condemnation and forfeiture was entered. The concern thereupon carried up the matter on a writ of error and it is now before the Supreme Court of the United States.

The Eckman concern raises a number of technical points in its attempt to justify the business in which it is engaged. These are described in a recent issue of the *Oil, Paint and Drug Reporter*. One is said to be based on the fact that the claim made that Eckman's Alternative will "cure" consumption appeared, not on the label attached to the bottle, but on the circular around the bottle. It is contended that as the contents of this circular did not become known to the purchaser until the package had been purchased by him and had left the realm of interstate commerce and entered that of domestic commerce, Congress could have no control over the wording of the circular. By far the most important point raised, however, is that attacking the constitutionality of the Sherley amendment. In its writ of error the company is said to allege that the Pure Food Law is unconstitutional, "in that it undertakes ^{all} to regulate statements regarding the curative and therape

which said statements are mere opinions which cannot be regulated by an act of Congress." Continuing further in this strain, the Eckman Company is quoted as saying:

"... we want to call in question the power of Congress to prevent a person from making statements or claims concerning the virtue of drugs, whether modest or extravagant, and we say that an owner, when advertising his drugs, has a right to exploit them and advance opinions concerning the curative properties thereof, notwithstanding the fact that such opinions may be objected to by others, and that he may make claims as to the result which will follow the use of his drugs which to some may appear unreasonable, because, in doing so, he is only doing that which the law gives him the right to do."

Moreover, this firm, engaged in selling an alleged cure for consumption is said to declare:

"... whether or not a person should be prosecuted for an offense or his property condemned, back of the prosecution or back of the condemnation, must be an offense or crime defined by law, not merely an offense that is to be determined by the state of public opinion or of scientific opinion."

The company apparently ignores the fact that the law has already made lying on the label an offense and that such a law was passed because public opinion has been aroused to the way in which the "poisoners of the public health" have, in the past, plied their wretched trade. The argument that the curative properties of drugs are matters of opinion and, therefore, not subject to legislation was splendidly met by Justice Hughes of the United States Supreme Court, one of the three members of the court who dissented from the opinion that made the Sherley amendment necessary. Said Justice Hughes:

"Granting the wide domain of opinion and allowing the broadest range to the conflict of medical views, there still remains a field in which statements as to curative properties are downright falsehoods and in no sense expressions of judgment."

This opinion must surely be held by all right-thinking persons who have given the subject any consideration.—(*Modified from The Journal A. M. A., Nov. 20, 1915.*)

The Sherley Amendment Is Constitutional

A few weeks ago THE JOURNAL described the attempt on the part of the exploiters of "Eckman's Alterative," to cripple the Food and Drugs Act by attacking the constitutionality of the Sherley Amendment. This amendment declares that a drug product shall be deemed misbranded if false and fraudulent therapeutic claims are made for it. The Eckman concern, which was charged with making false and fraudulent curative claims, carried the matter up to the Supreme Court of the United States attacking the constitutionality of the Sherley Amendment. On Jan. 10, 1916, Justice Hughes delivered an opinion for the court, every member of the Supreme Court having agreed to it. "We find no ground," as stating, "for saying that Con-

gress may not condemn interstate transportation of swindling preparations accompanied by false and fraudulent statements, as well as lottery tickets." The decision is one that means much to the health and safety of the public and will have the unqualified approval of all except the "patent medicine" fakers and their satellites.—(*Modified from The Journal A. M. A., Jan. 15, 1916.*)

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

A few weeks ago we devoted some space to a "consumption cure," Lung Germine, hailing from Jackson, Mich. A similar concern in the same town is conducted by one J. Lawrence Hill, who sometimes writes after his name the letters "A.M., D.D., M.D." As in most mail-order medical concerns, the "doctor" in whose name the concern is operated is really a very unimportant part of the company. "J. Lawrence Hill, A.M., M.D.," is the corporate name of the company that has recently been re-incorporated with an authorized capital of \$5,000, the stock being held in \$10 shares. There are apparently three stockholders: (1) F. L. Childs, Cleveland, Ohio; (2) F. C. Badgley, Jackson, Mich., and (3) J. Lawrence Hill, A.M., D.D., M.D. Of the 500 shares representing the entire stock, Hill is said to hold but 50 and the balance of 450 is said to be divided equally between Childs and Badgley. Evidently Childs and Badgley furnish the money, while Hill furnishes the "degrees"—and incidentally keeps the business from being technically illegal.

A COMMUNITY OF INTEREST

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

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

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

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

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

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

HILL'S METHODS

The methods by which J. Lawrence Hill, A.M., D.D., M.D., conducts the business which bears his name differ in no essential respect from those pursued by others who conduct mail-order "consumption cures." First, of course, there are the advertisements which appear in such periodicals and newspapers as are not above sharing the blood-money of the consumption-cure ghouls—a type of journalism, we are glad to say, that is yearly becoming scarcer. Second, is the series of follow-up letters, so prepared as to simulate personal communications, but which are really printed, even to the signature of the "physician" in charge. The only part of each letter of this series which has any remotely personal element in it is the name and address of the victim to whom it is addressed, these being "filled in" by means of a typewriter in the same style of type and color of ink as that used in printing the letters. Third, is the bait of a "trial-treatment," of which more later. Fourth, the inevitable testimonials—the *sine qua non* of the quack.

THE TRIAL PACKAGE

In his advertisements, Dr. Hill says he "cures consumption" and will send a trial package to all who will send 20 cents "to help pay for packing," etc. Those who answer his advertisement are sent a four-page circular letter, the first of his follow-up letters, designated, for the convenience of Hill's mailing force, "E 1," together with the "trial package." The package consists of a collapsible tube and three small cardboard boxes, all contained in a larger cardboard

box. The three small boxes are labeled, respectively: "Globules," "Systemic Wafers" and "Laxative Tablets," while the tube is labeled "Plasma." Cursory examination shows:

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

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

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

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

THE FOLLOW-UP SYSTEM

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

"My purpose in sending you my trial treatment is to prove to you . . . that it is not necessary for you . . . to spend a good deal of money in following a complicated mode of living . . ."

Trial Package Free

Every Man and Woman Suffering From Consumption, Bronchitis, Asthma, Catarrh, Hoarseness, Cough and Throat or Lung Trouble Should Write at Once.



Consumption Daily Remedy
Given to Thousands, Improves the Free Consumption of the Best White
100 East River, 4th Fl., New York, and Labeled Each Year.

Dr. Hill Says:



President, Michigan Man
Endorse Dr. Hill

Consumptive at 63 Cured by Dr. Hill

[Detailed testimonial text follows]

Cured in 2 Months.

Saved from the Grave

Send for Dr. Hill's Free Package Today

Free Treatment Package Coupon

[Form fields for name, address, city, state, zip]

If You Are a Sufferer or Know Anyone Who Is, Don't Fail to Send Name and Address Today for the Free Package.

A typical advertisement of the Hill consumption cure.

This statement and the fact that Hill claims in his preliminary advertising that the use of his "treatment" renders it unnecessary "to materially change the patient's mode of living," and the further fact that in none of his series of follow-up letters does he recommend the open-air method of treatment, make plain the danger of this particular "consumption cure." As every reputable physician knows, the hardest task that confronts him, in his attempt to help the consumptive, is to get the patient to consent to put up with the inconveniences and minor hardships inseparable from the only rational treatment of the disease—the outdoor life. The average consumptive believes that the physician should be able to give him "medicine" that will "cure" him—a belief that is as fallacious as it is dangerous, and yet one that Hill and most consumption cure quacks play on.

After he has persuaded the victim to part with his \$10 for the "first month's treatment," however, Hill sends a pamphlet entitled "Rules for Living," in which the "mode of living" recommended is certainly as "complicated" as any ever suggested by a reputable physician. It is evident, then, that the claims made—both directly and by inference—in the follow-up letters and advertising by which the prospective patient is led to believe that Hill's "treatment" is all that is necessary to cure consumption, are merely a catch-penny device to ensnare the victim. It is equally evident that if good results ever follow Hill's "treatment," they are due not to the drugs he sends but to the mode of living adopted by the patient.

SLIDING SCALE OF FEES

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

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

The second letter still gives the price of the treatment as \$10. Continued silence on the part of the patient brings—thirty days later—follow-up letter number "E 1 b." In this, the third letter of the series, the poor victim is told of those

who have "been laid away among the Innumerable Dead" because they did not send for the Hill treatment soon enough.

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

The third letter brings the price asked down to \$5—the balance to be paid "after you are cured, or whenever you are able, just as you see fit." One month later, if the patient still wisely continues to hold on to his money, comes the fourth follow-up letter, number "E 2 a." This letter is chiefly devoted to Hill's laudation of himself and his work. For instance:



Dr. J. Lawrence Hill's

Personal Guarantee

Name _____

Address _____

Date _____

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

Witness. That this money to whom this certificate is issued shall not be paid until the treatment faithfully according to my directions produces its full results in the end of 15 days and 30 days as requested.

J. Lawrence Hill

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

E. J. Wood

My commission expires April 22, 1918.

NOTARY PUBLIC
E. J. WOOD

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

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

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

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

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

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

THE "TREATMENT"

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

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

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

LABORATORY REPORT

A box labeled "Dr. J. Lawrence Hill's Rational \$10 Three-Fold Treatment for Consumption, Asthma, Bronchitis, Catarrh and all Diseases of the Throat, Nose and Lungs," and containing several forms of medication was submitted to the Association laboratory for examination. The "treatment" consisted of (1) a box of sealed elastic gelatin capsules containing a liquid in which floated a pill, and labeled "Dr. J. Lawrence Hill's Globules"; (2) a small box of pinkish tablets labeled "Dr. Hill's Systemic Wafers"; (3) a small box of chocolate-coated tablets—"Dr. Hill's Laxative Tablets"; (4) a collapsible tube of a white ointment or salve labeled "Dr. J. Lawrence Hill's Plasma"; (5) a small vial (less than 2 drams) containing a brown liquid and bearing on the label—"Dr. J. Lawrence Hill's Antiseptic and Germ Killing Ozonol"; (6) a black hard-rubber inhaler, and (7) a small box containing a tuft of cotton.

The "Globules": These were opened and the liquid and pill examined separately. The pill after being freed from the liquid was treated with hydrochloric acid, resulting in an evolution of hydrogen with a characteristic odor, such as is given off on treating iron with hydrochloric acid. On triturating one of the pills and washing away the lighter insoluble matter, a residue of shining metallic scales remained, which,

when dissolved in hydrochloric acid, emitted hydrogen gas as when the entire pill was treated. The resulting solution responded to tests for iron. On extracting the pills, from an alkaline medium, with ether, a bitter white crystalline substance was obtained, which responded to general alkaloidal tests, viz., it yielded a brown precipitate with iodine solution and a white precipitate with mercuric potassium iodide solution.

Consumption

Getting Stronger Every Day.

Lockport, Ill., 6-20-'08.
Dear Doctor: I am getting along finely and I am getting stronger every day. I do not raise as much as I did. I can breathe easier and my fever has got down to 99 and 100. I do not know just what I weigh, but I know I have gained. I feel greatly benefitted since using your treatment.

Yours,

FRANK WACHTER.

City of Lockport

Office of
DR. F. W. SCHOOP, Mayor

Lockport, Ill., Dec. 21, 1910.

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

F. W. Schoop, M.D.

Health Officer of the City of
Lockport at that time.

Subscribed and Sworn to before me.

this 23rd day of December 1910.

[Signature]
Notary Public.



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

Further examination showed that the substance gave strong reactions for quinin and less distinct ones for strychnin. No arsenic or other metals were found. From the results of the tests made it was assumed that the pills were composed essentially of iron (metallic), quinin and strychnin. The liquid in the globules was oily and possessed an odor of guaiacol. It was partially soluble in alcohol and completely soluble in ether and in chloroform. Alcohol extraction of the oil left a light yellow oil, practically odorless and tasteless; the portion extracted with alcohol responded to tests for guaiacol. The

Improves Greatly After Using Treatment Only 15 Days.

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

Hartford, Wis.

Dr. J. L. Hill,

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

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

Yours sincerely,

OTTO BRUCE.

COUNTY OF <u>Washington</u>		STATE OF WISCONSIN Department of Health—Bureau of Vital Statistics	
TOWNSHIP OF <u>Edin</u>		COPY OF DEATH RECORD	
Village of _____		Vol. <u>9</u> Page No. <u>126</u>	
City of _____ (No. _____)		St. _____ Ward _____	
(If no subject has named give family name)		FULL NAME <u>OTTO BRUCE</u>	
PERSONAL AND STATISTICAL PARTICULARS		MEDICAL CERTIFICATE OF DEATH	
SEX <u>Male</u>	COLOR <u>White</u>	DATE OF DEATH <u>5</u> <u>1909</u>	
DATE OF BIRTH <u>10</u> <u>1871</u>	AGE <u>31</u> <u>7</u>	I HEREBY CERTIFY That I attended deceased from <u>Mon. A. M.</u> <u>1909</u> to <u>Mon. 5.1</u> <u>1909</u>	
SINGLE MARRIED WIDOWED OR DIVORCED <u>Single</u>	BIRTHPLACE <u>Wisconsin</u>	That I last saw him alive on <u>Mon. 5.1</u> <u>1909</u>	
BIRTHPLACE (State or Country) <u>Wisconsin</u>	FATHER <u>Henry Bruce</u>	and that death occurred on the date stated above, at <u>PM</u> THE CAUSE OF DEATH was as follows: <u>Tuberculosis</u>	
MOTHER <u>Sophia Schuman</u>	RESIDENCE <u>Germany</u>	One and one half yrs. (Duration) _____ days	
DATE OF MARRIAGE <u>1904</u>	RELIGION <u>Domestic</u>	Contributory _____ (Duration) _____ days	
DATE OF DEATH <u>1909</u>	DEATH CERTIFICATE OF DEATH <u>Paul Bruce</u>	(Signed) <u>J. W. Monsted</u> M. D.	
THE ABOVE STATED PERSONAL PARTICULARS ARE TRUE TO THE BEST OF MY KNOWLEDGE AND BELIEF		SPECIAL INFORMATION may be supplied (Duration, Treatment, or other particulars)	
(Address) <u>Hartford #1</u>		When was disease contracted? _____	
Filed <u>3/8</u> <u>1909</u> <u>T. G. Manning</u>		PLACE OF BURIAL OR REMOVAL <u>Hartford</u>	
		UNDECEASED <u>Westenberger</u>	
		DATE OF BURIAL <u>3/8</u> <u>1909</u>	
		ADDRESS <u>Hartford</u>	

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

liquid portion of the "globules" then appeared to be a solution of guaiacol, or guaiacol-like body, in some bland oil.

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

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

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

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

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

The fact is the drugs sent out by Hill will not cure consumption, either in the first, second or any other stage of the disease. That they may easily upset the digestive apparatus of the person taking them is evident to any physician, and the

Gains 17 Pounds After Every One Gave Her Up.

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

Amherst, Wis.

Dr. J. Lawrence Hill, Jackson, Mich.

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

Yours truly,

MISS IDA SCHULTZ.

MARGIN RESERVED FOR BINDING

(Copy)

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

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

Full Name of Deceased: *Ida Anna Schultz*
(If an infant not named, give birth name)

Sex: *Female* Color: *White*
Date of Birth: *Oct 31 1886*
Age: *27* years, *9* months, *21* days
Single, Married, Widowed, or Divorced: *Single*
Birthplace (State and County): *Germany*
Name of Father: *Chris Schultz*
Birthplace of Father (State and County): *Germany*
Married Name of Mother: *Brotha Danke*
Birthplace of Mother (State and County): *Germany*
Occupation: *House*
The above stated personal particulars are true to the best of my knowledge and belief: *Chris Schultz*
(Signature) (Address) *Amherst, Wis.*
Filed *Sept. 2, 1914* by *M. Carey*
Local Registrar

Time of Death: *Aug 21*
(Month) (Day) (Year)
I HEREBY CERTIFY that I attended deceased from *Aug 17* until *Aug 21* and that I am not a doctor who on *Aug 17* and that death occurred on the day noted above at *4:30* P. M. as CAUSE OF DEATH was *Consumption*
(Signature) *F. J. Christensen*
(Address) *Amherst, Wis.*
SPECIAL INFORMATION, use for Death, Infection, Trauma, Burns, Etc.
Cause of Death: *Consumption*
Place of Burial or Removal: *Lower Amherst*
DATE OF BURIAL: *Aug 24*
Burial: *Amherst*

Notary Public for Wisconsin
I hereby certify that the above is a true and correct copy of transcript no 72 as it appears in the records. *Notary*

176 1710

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

danger of such a result becomes apparent when it is remembered that the chief hope of the consumptive is an unimpaired ability to digest food.

TESTIMONIALS—TWO KINDS

With each of Hill's follow-up letters testimonials are sent. These are of two kinds: One kind purports to come from "patients" telling how they were "cured"; the other emanates from "prominent business and professional men," and are printed to show Hill's "standing, both as a man and physician." Of the latter, four of the testimonials are purely personal and not professional. The use Hill has made of them, however, practically means that they are an endorsement of his "treatment." Hill seems to have "worked" his church



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

affiliations in the exploitation of his "cure." It is said that he used to be in the ministry, and that even after opening his fakery at Jackson he was a pretty regular attendant at the weekly meeting of the Jackson Ministerial Association, where he not only participated in the discussions, but occasionally contributed papers. Even as recently as Dec. 18, 1910, a Jackson newspaper contained a "Christmas Sermonette" by John L. Hill, entitled "Christ the Wonderful One." These incongruous mixtures of pseudopiety and quackery—and they are not uncommon—must make the thinking marvel and the religious grieve.

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

Says Rev. R. E. Macduff: "I knew then [at the time the letter was written] nothing about his quack nostrum, his method, the fraud being practiced on the sick. . . . I desire

earnestly that it shall be understood by the American [medical] profession that I absolutely repudiate the letter given which is being used as never intended. . . . I have been deceived and imposed on, like a large number of good men here."

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

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

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

SOME MEDICAL ENDORSEMENTS

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

PATIENTS' TESTIMONIALS

Testimonials from patients, as we have shown repeatedly, mean little. Those that are honestly given come from one of two classes of individuals: (1) People who are really dangerously ill, and who, in the optimism that every new "treatment" inspires, write praising the "cure"; (2) those who, having nothing seriously the matter with them, naturally recover from the passing indisposition and credit their recovery to whatever they may have taken. It may be laid down as an axiom that no sufferer from tuberculosis ever got well from the "treatment" sent out by mail-order consumption cure quacks.

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

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

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

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

Miss Young, South Haven, Mich.: A South Haven physician writes: "In my opinion, judging from my observations of her for the last ten years, she has never had tuberculosis. At all times she has presented the appearance of a strong healthy girl."

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

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


HILL GROWS WARY

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

HILL'S EDUCATIONAL QUALIFICATIONS

Just a word in closing about J. Lawerence Hill, A.M., D.D., M.D. He is a graduate of the Chicago Homeopathic Medical College, 1894. In his advertisements he claims to be a graduate of Edinburgh University, Scotland. Hill used to practice in Battle Creek, Calhoun County, Mich. In February,

1896, he filed his physician's certificate, as the law requires, with the county clerk of Calhoun County, and, according to the court records, he at that time *stated under oath* that he was "a graduate of Edinburgh Medical College, Scotland."



"Consumption Is Curable."

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

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

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

Inquiry made of the authorities of the University of Edinburgh brought the following reply from the register of the university:

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

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

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

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

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

CONCLUSIONS

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

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

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

Third: The methods employed to capture victims, by means of speciously worded circular letters disguised as personal communications, are an imposition on the ignorant or credulous.

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

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

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

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


Can a much more disgraceful business than the various

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

HOFF'S CONSUMPTION CURE

Hoff's Consumption Cure was sold by Maurice C. Schlesinger, who does business under the firm name of Bendiner & Schlesinger, New York. The following claims were made for the stuff, either in or on the package in which it was sold:

DOSE.—Six drops in a little water twice a day after breakfast and after supper. Increase two drops each week until the maximum dose of twenty-two drops has been reached then decrease by two drops each week.



TRADE MARK

PROF. HOFF'S

CURE FOR

CONSUMPTION

After the true recipe of the Author

BENDINER & SCHLESINGER,

CHEMISTS,

Third Avenue & 10th St., New York

Prof. Hoff's Cure for Consumption contains in addition to other valuable medicaments Watery Extract of Opium 2 grs. to each ounce

This Preparation is Non-Alcoholic.

"Prof. Hoff's Cure for Consumption."

"A positive remedy from the recipe of the author."

"Were the lungs alone affected, Professor Hoff's Consumption Cure could be relied on without the assistance of anything else to rid the system entirely of the consumption germs. But the kidneys, the stomach, the liver and the entire digestive tract are all weakened by Consumption, and are most likely to require at least a tonic treatment in order that the Professor Hoff Consumption Cure may take hold and do its work."

When analyzed by the government chemists, this nostrum was found to contain:

Morphin	Potassium
Cinnamic acid	Arsenic

The stuff was declared misbranded, first, in that it was not a "cure" for consumption or a "positive remedy"; second, that the presence of morphin was not declared; and third, in that

it was not true that this drug would rid the system entirely of the germs of consumption, even if a tonic treatment were applied in conjunction therewith.

With the "cure" was a pasteboard box containing another nostrum labeled "Superlatone." This was the tonic supposed to be used in connection with the "consumption cure." According to the label, Superlatone contained iron. Analysis by the government chemists, however, proved this claim to be false, and Superlatone was, therefore, declared misbranded.

A third bottle came with the consumption cure, this being labeled "Adjunct Cough Mixture Used in Conjunction with Prof. Hoff's Cure for Consumption." When analyzed, this cough mixture was found to contain:

Alcohol

Codein

Chloroform

As the presence of alcohol was not declared on the label, this preparation also was declared misbranded.

Bottle No. 4 that came with the cure was labeled "Concentrated Appolozzer's Mixture." While analysis demonstrated that this preparation contained nearly 8 (7.88) per cent. of alcohol, the label declared the presence of only 2.5 per cent. Misbranding was therefore alleged in this case also.

Package No. 5 in the "cure" was labeled "Kodal Tablets." These tablets were found to contain codein. Since there was nothing on the label to indicate the presence of this drug, this preparation, too, was declared misbranded. Schlesinger pleaded guilty to the government's charges, and the court imposed a fine of \$25.—[*Notice of Judgment No. 1551.*]

Prof. Hoff's Prescription.—A preparation, originally known as "Hoff's Consumption Cure," marketed by Bendiner and Schlesinger, New York. Sold for the treatment of consumption, asthma, bronchitis, hay fever and "catarrh." Government charged that the curative, therapeutic and physiologic effects claimed for the nostrum were false and fraudulent. No claimant appeared for the property and the court ordered that the United States marshal should destroy it.—[*Notice of Judgment No. 4268.*]

LOWER'S GERMEN PRESCRIPTION

Marion, Ohio, has the unenviable distinction of being the home of one of the latest attempts to capitalize the credulity and the hopefulness of the consumptive. This is Lower's Germen Prescription, prepared by Lower's Pharmacy. The nostrum is said to be the "discovery" of C. A. Lower, one of the proprietors of the Lower Pharmacy, who emphasizes the fact in the newspaper advertisements that he is a "chemist." While as a pharmacist Lower disgraces an honorable profession, he utilizes the knowledge there learned to avoid technical violation of the federal Food and Drugs Act

in putting out his nostrum. The "pure food law" effectually prevents lying on the labels, but unfortunately its operations do not extend to the newspaper advertisements. Lower allows full play to his mendacity when describing his "consumption cure" in the newspapers. Of the many falsehoods told in describing this stuff we quote a few:

"The most Deadly Foe to the Great White Plague—TUBERCULOSIS—Science Has Yet Produced."

"Its record is perfect."

"Germen Prescription is a Permanent Cure."

"A Genuine Cure for Tuberculosis."

"Its Record of Cures of Tuberculosis is Higher Than Any Other Known Remedy."

These excerpts from newspaper advertisements, which the federal law does not control, make plain just how far Mr. Lower would go on the labels of his nostrum were they not subject to the healthy restraint of the federal law. Of course there are testimonials. The absolute worthlessness of such testimony is exceeded only by the ease with which it may be obtained, as has been demonstrated time and again. Usually THE JOURNAL waits for a year or two before publishing an article about a fraudulent consumption cure so that it may present to its readers the death certificates of the individuals whose testimonials have been used. As Germen Prescription has been on the market but a comparatively short time, the inevitable has not yet occurred in those cases of true tuberculosis in which patients are relying on Lower's fraudulent nostrum for their recovery. In due time, however, photographic reproductions of the testimonials side by side with the death certificates of those giving them will be forthcoming.

According to Lower "it takes from 15 to 30 large bottles of Germen Prescription to remove the tuberculosis poison." The "large" bottles cost the unfortunate victim \$2 each. This probably explains why Mr. Lower can carry full-page newspaper advertisements.

A sealed original package of Lowers' Germen Prescription was obtained for analytical purposes and subjected to examination in the Association's laboratory. The label on the bottle, in addition to declaring the presence of 5 per cent. alcohol, gives what purports to be the composition of this nostrum in bastard Latin, thus:

"Herb Menthae peperitae.

"Herb Marrubium Vulgarae.

"Ex Balsanum Tolutonum.

"Herb Hydrastis Canadensis.

"Scillae Maratinia, Mentholis.

"Ex Virginianna Prunus.

"Ex Capsici Fastigatum."

This formula reduced to English would read:

Peppermint.

Horehound.

Extract of Balsam of Tolu.

Golden Seal.

Squills.

Menthol.

Extract of wild cherry.

Cayenne pepper.

TUBERCULOSIS AND PNEUMONIA

THE TWO GREAT WHITE MESSENGERS OF DEATH

Facts That Should Prompt Everyone to Overcome Colds Quickly

MANY a medical orator has given the press eloquent written articles on how to stamp out Tuberculosis—but they fail to give warning regarding the seriousness of a neglected cold. If the public fully realized and considered the great number of Tuberculosis cases that originated from slight colds, they would be more careful to seek prompt relief. Colds, then a hacking cough, Bronchitis or Pneumonia, are all the forerunners of lung infection. Though, often not considered serious at the time, a little later when loss of flesh is noticed, when appetite and sleep are impaired, when friends begin to whisper, and the Wise Old Family Doctor Suspects Tuberculosis—then neglect of a cold causes real anxiety. Hundreds of death certificates that read, "Tuberculosis," are but the result of not promptly eradicating the effects of Coughs and Colds.

ONE OF THE SUREST, QUICKEST WAYS OF ERADICATING COUGHS AND COLDS IS TO USE GERMAN
PRESCRIPTION. HUNDREDS OF PEOPLE RIGHT HERE IN MARION KNOW OF ITS SAVING POWER.

ECHOES FROM THE GRAVE

THREE TWO PRISONERS WERE SENTENCED TO CON-
SPICUOUS GRAVES BY PUTZKAMP—NOW
OWN THEIR LIFE TO CHANGING PERSPECTIVES.



—

MR. MOON of the Erie Canal, says that
the canal would have been a great benefit
to the State, if it had been completed.

There are but a few of the hundreds of people who previously voted for Gurnea Proscription. Ask your neighbor, wherever the State assembly sits, of Gurnea, and

FOR THE FIRST TIME THAT GERMEN PRESCRIPTION HAS BEEN ON THE MARKET—ITS PERCENTAGE OF CURES HAS BEEN FUNDAMENTAL.

SPECIAL INFORMATION

To the Public and Users of Common Prescription.

We request all people who use this available for information to write us, so we can share such contacts in communication with people who have our Common Prosperity and have returned to the design in different level than on before, carrying from one imagination to one while another, and the other of our individual.

It takes 15 to 20 large bottles of German Prescription to remove the tobacco tar from about eight large bottles for each of throat, lung, bronchitis or stomach, about seven large bottles for asthma and bronchitis—cancer cases require 20 large bottles.

It is absolutely necessary, for best results, that tubercular patients rest down of the revolver for two or three days between bouts, so that the system may rest before starting to new fight with the disease, that follows the close of German Revolution.

Patients using this for severe Tetanus, Anthrax or Cerebra, should use the smallest highly for one year after they last used it as to avoid a relapse.

Accept on order for German Prescription unless it
bears the following signature:

E. A. LUNEL, CHÉMISTE

R. A. LUNDEL, CHEMIST,

GENERAL PRESCRIPTION

SHOULD BE IN EVERY HOME
WITH ONE ADULT & A CHILD

Do not get the impression then that this remedy is only for the elderly. Dr. Loren, Chemist and Formulator— that the old adage of an "Ounce of Prevention is worth a Pound of Cure" is one motto both of this paper and our motto. Take Gerson's Prevention for Colds! By using a large spoonful before going to bed at night, many a cold is averted, broken-up by morning. It is not meant to cure, but it is a balm.

GERMAN PRESCRIPTION FOR CHILDREN AND INFANTS: WHOOPING COUGH RELIEF

For infants from one to 6 months old, two drops is a safe dose; from 6 months to 12 months old, 4 drops is safe; 2 or 4 times a day should be given. One year to 3 years old children, 10 to 20 drops is the dose—and can cause no harm because it stimulates no organs or circulation.

Methods have reported that for Whooping Cough a tea given more often than anything ever before used.

**IF YOUR DOCTOR DOES NOT SUCCEED IN OVER-
COMING YOUR COUGH, GET THIS
REMEDY PROMPTLY**

Insist upon GERMAN PRESCRIPTION at your Druggist's—and refuse to accept anything else claimed to be "just as good." All of Martin's best Drug Stores sell and recommend it. Sold in 50c, \$1.50 and \$5.00 bottles. Send postage prepaid, enclosing

THE LOWER PHARMACY

One of the many full-page newspaper advertisements of Lower's "consumption cure."

LABORATORY REPORT

"Qualitative tests of Lower's German Prescription indicated the presence of sugar, menthol, capsicum and traces of alkaloids, probably hydrastin and berberin. Quantitative determinations indicated the presence of 2.93 per cent. of alcohol by volume, 1.83 gm. of menthol and about 0.01 gm. of alkaloidal substance in each 100 c.c. Since the alcoholic content is but 2.93 per cent. appreciable quantities of the balsam of tolu can not be present. Since the recognition of small amounts of horehound, squills and wild cherry in complex mixtures is very difficult no attempt was made to determine the presence of these substances other than by odor and taste. According to Herder (*Arch.*

Pharm., 1906, ccxlv, 120) and to Astolfoni (*Bull. Chim. Farm.*, 1904, xliii, 117) the alkaloids of hydrastis are found only in the rhizome and roots of the plant. According to this the preparation should not contain any alkaloids from hydrastis since the herb of this plant only is claimed to be present. The traces of alkaloid found appear to be a mixture of hydrastin and berberin, thus indicating that the rhizome and roots of hydrastin, rather than the herb, had probably been employed. Whether or not such drugs as horehound, balsam of tolu and wild cherry are present matters little since they are of so little therapeutic value. It is evident that whatever therapeutic value the preparation may possess is due largely to the menthol."

Evidently, therefore, this peppermint-horehound-cayenne pepper-menthol mixture has but one drug present in sufficient quantities to have any therapeutic effect—menthol. It hardly requires medical knowledge to recognize the falsity of the claim that this mixture will "cure" consumption. About the only effect that the continued use of Germen Prescription will have, is that of deranging the digestion of the person taking it. The ability of the consumptive to digest food is a necessity if he would successfully combat the inroads of the bacilli.

Summed up, then, it may be said that Lower's Germen Prescription will shorten the life of every consumptive who depends on it for his recovery. The only beneficiaries of the sale of this worthless and harmful mixture are the Lower Pharmacy and those newspapers that are willing to advertise it. Of all tainted dollars few are quite so dirty as those wrung by deceit or ignorance from the unfortunate but ever-hopeful consumptive.—(*Modified from The Journal A. M. A.*, May 2, 1914.)

LUNG GERMINE

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

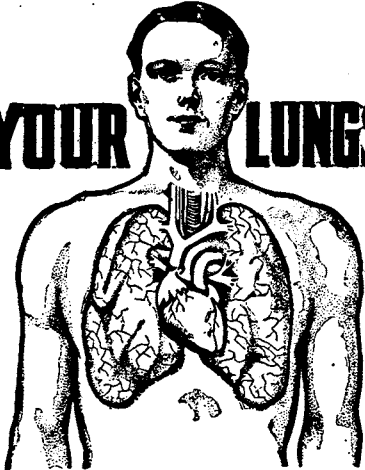
The necessary air of mystery is given to Lung Germiné by advertising it as having been discovered by "an old German Doctor Scientist." The method of reaching the public is the usual one—*via* those newspapers or magazines whose advertising conscience is atrophied or unborn.

HOW VICTIMS ARE CAUGHT

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

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

FEBRUARY 10, 1910



YOUR LUNGS

Are Your Lungs Weak or Painful

DO YOUR LUNGS EVER BLEED?
DO YOU HAVE NIGHT SWEATS?
DO YOU HAVE PAIN IN CHEST AND BACK?
DO YOU SNEEZE YELLOW AND BLACK MATTER?
ARE YOU CONTINUALLY COUGHING AND HAWKING?
DO YOU HAVE PAIN UNDER YOUR SHOULDER BLADES?

THERE ARE REGARDED SYMPTOMS OF LUNG TROUBLE AND

CONSUMPTION

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

WE STAND READY TO PROVE TO YOU

Alas, that Lung-Germine, the German Treatment, has cured completely and permanently also after case of advanced Consumption (Tuberculosis). Charles Bruchstein, Chairman of the Bronchitis Team and other Lung Sufferers.

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

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

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

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

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

JUST SEND YOUR NAME

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

Photographic reproduction — much reduced — of one of a series of Lung Germine advertisements. This advertisement in the original measured 9 by 15 inches.

form letter follows in two weeks' time in which the reduced price of \$3.00 is made. Eleven days later, if the money is still not enticed out of the victim's pocket, comes form letter

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

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

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

Improving in Every Way.

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

Death of Young Man

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

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

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

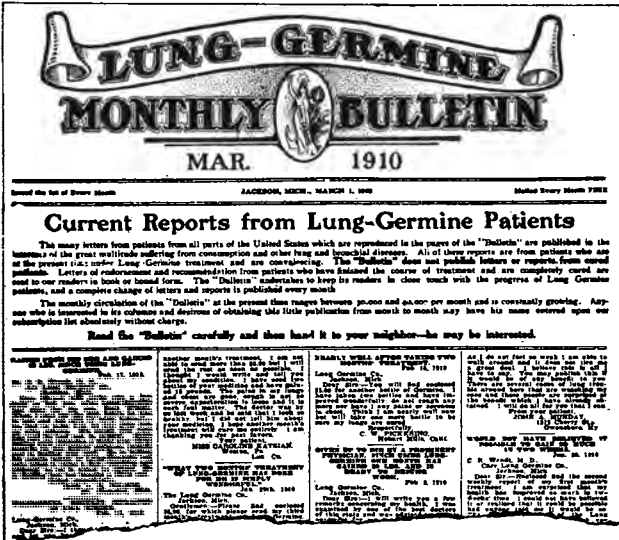
TESTIMONIALS FROM BEGINNERS

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

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

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

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



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

WHAT THE TESTIMONIALS ARE WORTH

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

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

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

Regarding A. W. M. of Ark.: "There is no such individual here.
Regarding Mrs. E. E. of Ala.: "I am confident Mrs. E. had no tuberculosis."

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

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

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

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

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

WHAT IT DID IN ONE CASE

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

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

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

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

REPORT OF THE LABORATORY

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

Lung Germine is a light brown, transparent liquid possessing an alcoholic odor, resembling sherry wine, and a sharp acid taste. Qualitative examination of the preparation indicated the presence of alcohol, sulphuric acid and a trace of ash, containing iron, phosphates, sodium and potassium. Further tests indicated the absence of alkaloids, iodids, bromids, chlorids, nitrates, phosphates and metals, other than those present in minute traces in the ash. From the results of the quantitative examination it is concluded that Lung Germine is essentially a mixture of sulphuric acid, wine, fortified by alcohol, and water, in approximately the following quantities:

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

MISBRANDED UNDER THE LAW

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

The traffic in health and even life in which the exploiters of "consumption cures" are engaged has time and again been referred to in these pages. Yet to the physician the facts are as old as his practice. He knows the tragedy of hope deferred and precious time wasted in the cases of the poor dupes who fall into the clutches of these quacks. He knows, as none other than the victim himself knows, how difficult

LUNG GERMINE

GERMAN TREATMENT FOR CONSUMPTION

And Diseases of The Lungs and Bronchial Tubes

CONTAINS 14% ALCOHOL

Guaranteed by the Lung Germine Co. to conform with the U. S. Pure Food and Drugs Act of June 30, 1906. Serial No. 13466.

it is to get the consumptive to live the only life that holds out hope for him. It is almost impossible to convince the layman suffering from tuberculosis that there is no specific drug remedy for his ailment. Add to this inbred belief the specious claims and honeyed lies of the quack and the temptation to squander money on the worse than worthless nostrums becomes well-nigh irresistible.


The consumptive must be protected against himself and against those moral outcasts who would fatten on the despair and weakness of the dangerously or mortally ill. There is but one way to do this effectively and that is for physicians to enlighten the public on the possibilities and the limitations of modern therapeutics. When this has been thoroughly done mail-order medicine concerns will cease to exist.—(*Modified from The Journal A. M. A., Aug. 6, 1910.*)

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

who held himself out as a licensed physician in Michigan, although he was not, died. Since then the Lung-Germine Company has employed such professional renegades as it could get to act as consulting physician for the concern. The first one was S. M. Angle, a "women's specialist" of the usual advertising type who had written a testimonial for the Hill "consumption cure" in the same city. Soon after Angle's connection with the Lung-Germine Company, the newspapers published an account of his arrest on the charge of selling

Dr. Seth M. Angle Succeeds
Dr. Wendt as Consulting Physician
For Lung Germine Co.

Dr. S. M. Angle, a Physician in the prime of life,
whose qualifications combine energy, ability
and kindness, takes up the work so abrupt-
ly left by Dr. Wendt



S. M. Angle M. D.

introducing Dr. S. M. Angle as our future
we can do so

Reproduction of portion of a leaflet sent out by the Lung-Germine Company, introducing Angle to its victims.

cocain to young boys. Later, Angle seems to have left Jackson and to have been associated with an organization of traveling quacks which does business under the name "United Doctors." During this period, the Lung-Germine Company notified its victims that Dr. J. P. Will was its consulting physician. It was not long, however, before Angle was back in Jackson with his name on the stationery of the Lung-Germine Company. Apparently, a mail-order consumption cure is a better paying proposition than itinerant quackery.]

INTERNATIONAL INSTITUTE FOR THE TREATMENT OF TUBERCULOSIS

The "International Institute for the Treatment of Tuberculosis" was a Chicago concern founded in 1908 and conceived and operated by one Orlando E. Miller. Miller had, at various times, been a grocer, lawyer, newspaper editor, proprietor of a "rupture cure," president of a "dope" sanatorium and exploiter of a "sand cure" for dyspepsia besides having "served time" in a federal prison after being convicted of being an accessory to the misapplication of national banking funds. In his "consumption cure" scheme he had one W. B. Forsythe as business manager and vice president of the "institute." THE JOURNAL of the American Medical Association investigated Miller and his "institute," showed up the quack's record, proved that over 80 per cent. of his victims died under treatment and in general turned the search-light on the scheme. Publication of the investigation brought two results: (1) an action for libel against THE JOURNAL, which never came into court; (2) the downfall of the institute in 1909. After the exposé the public heard nothing more of Miller for over two years. Then, in May, 1911, an article appeared in a New York paper stating that Miller had attempted to introduce his "consumption cure" in a hospital of that city. This attempt was defeated, due to the fact that the heads of the hospital board were familiar with Miller's record. In April, 1912, a London magazine published a special article exposing the details of Miller's operations in England. In October, 1914, Miller was sentenced to prison in London after being convicted of having caused the death of a woman by administering a drug while she was a patient in his alleged sanatorium. Full details of Miller's Chicago "institute" as well as the previous history of Miller appears in "Nostrums and Quackery," second edition.

NATURE'S CREATION

An example of the way in which even the merest pretense of scientific consistency is sacrificed by nostrum mongers for the financial returns of the moment is to be found in a "patent medicine" emanating from Columbus, Ohio, called "Nature's Creation." This nostrum was at one time exploited in Chicago as an "absolute cure" for syphilis—or "blood poison." Under the caption, "Nature's Creation *vs.* Mercury and Potash" this "cure" was foisted on the public and the ignorant were told that "Nature's Creation and Antitoxin are the only *Real* specifics discovered in recent years." The syphilitic was warned against taking "mercury and potash" and was told that "it is *much* better to let the disease

run with no treatment at all than to suppress it with mercury and potash." The viciousness of such doctrine is only equaled by the effrontery which becomes evident when the results of the analysis of this nostrum are considered. "Marvelous Cures" were reported, the records of which were "made under the personal supervision of one of Chicago's most prominent physician!"

NOW A CONSUMPTION CURE

As the public became more and more interested in the subject of tuberculosis it apparently was decided that there was more money to be made out of a tuberculous clientele than out of syphilitic patrons: exit the "blood poison" cure; enter the consumption specific.

USUAL NOSTRUM CLAIMS

The claims made for "Nature's Creation" make its classification easy: *Genus*, "nostrum"; *species*, "consumption cure"; *variety*, "mysterious unknown plant." As to what it is, let the advertisements speak:

"Nature's Creation is a secret remedy . . ."
 "Is made entirely from vegetable matter . . ."
 "Contains everything beneficial and nothing harmful."
 "It is a complex vegetable compound, cannot be analyzed."
 "Comprised of vegetable matter containing at least one ingredient that the medical world knows nothing about—it is the one that gives the greatest value, and no chemist has ever been able to determine what it is."

But what it has been said to *be*, pales into insignificance when compared with what it has been claimed to *do*:

"Creates an appetite."
 "Strenthens the heart."
 "Reduces the temperature."
 "Develops atrophied cell tissues."
 "Stops night sweats and hemorrhages."
 "Renovates and builds up the entire system."
 "Checks at once further progress of the disease."
 "Positively strengthens and restores the leucocytes."

TESTIMONIALS

No enterprising exploiter of nostrums, whether of the "ethical proprietary" or of the "patent medicine" type, need experience any difficulty in obtaining testimonials. As has been repeatedly shown testimonials are about the least expensive part of the stock-in-trade of the nostrum vender. A free bottle or two of the preparation, an order on a local photographer for a dozen photographs, a refund of a portion of the blood-money collected by the exploiter, the not uncommon weakness of the unintelligent to desire to see their name and picture set forth in all the glory of printer's ink or even in some few cases an honest belief in the efficacy of the nostrum—all furnish easy and not costly means of obtaining favorable comment on any "patent medicine" however worthless.

That the virtues of "Nature's Creation" are extolled via the testimonial route goes without saying; that the testimonials differ in no essential particulars from those common to the "patent medicine" business, is likewise evident. We find that old familiar patient who has been "given up" by numerous physicians and who has been told that she could not live more than ten days; "Nature's Creation" is taken at the eleventh hour and death is robbed of one more victim!

To determine the value of a few of the testimonials, letters were sent to physicians living in the same town as the individuals who have written (?) so enthusiastically regarding the virtues of "Nature's Creation." Here are some of the replies that have been received:

"In regard to 'Nature's Creation' and Miss ——'s connection with same, I would state that she did not have consumption at all. . . . When —— gets a cold and coughs the least bit she thinks she has consumption, and it was during such a spell as this that she commenced to take the fake remedy. I have treated the family and I know positively that anything else would have worked similarly."

The Miss —— here referred to was advertised as one of those people "whose recoveries have been most wonderful." The physician who wrote the above also had this to say of an individual whose case is *not* advertised:

"There was Mrs. —— here who really had tuberculosis and came into my hands after spending a great deal of money trying the nostrum and drifting into the last stage. She rapidly got worse all the time she took it and died a short time after I first saw her."

Another physician who was written to concerning another "wonderful recovery" said:

"As regards —— and 'Nature's Creation' . . . she is not my patient . . . I only attended one patient who took the wonderful remedy and she praised it up for several weeks and at the end of that time passed from the sphere of 'Nature's Creation' into the presence of the Creator."

Another quoting a fellow practitioner who had last treated one of the marvelous "cures":

"Dr. A. says . . . that —— is no better than he was before taking the nostrum and, in Dr. A.'s opinion, —— had no tuberculosis, anyhow!"

Of one patient whose testimonial was given much publicity two years ago, a Colorado physician writes:

"She has been benefited by the change to this climate but *she is not cured* and the benefit she has is attributable to Colorado sunshine. Further, she refused to allow this nostrum to use her name in their literature."

SOME PECULIAR COINCIDENCES

One letter of inquiry was written direct from THE JOURNAL office to an individual living near Columbus, Ohio, whose portrait appeared among other testimonial givers. The reply in itself was amusing, breathing injured innocence and restrained indignation; but some coincidences of a mechanical nature made it even more amusing:

Coincidence 1: The letter was typewritten on a plain sheet of paper that bore a certain watermark; the same watermark is found in the Nature's Creation Co.'s stationery!

Coincidence 2: The machine on which the letter was typewritten had two characters out of alignment; the same two characters show the same lack of alignment in a communication sent out by Nature's Creation Company on its official stationery!

Coincidence 3: The degree of indentation of the first line of each paragraph was unusual; the same peculiarity is to be

TUBERCULOSIS OR CONSUMPTION

Why Doctors Don't Prescribe N. C.

It is generally understood that under the arbitrary rules of the American Medical Association which has a membership comprised of nearly all the physicians forbids its members to prescribe a medicine if the originator refuses to furnish them with the formula—no matter if they have been shown absolute proof that it is a sure cure for the disease that it is intended for—now Nature's Creation is in that class—it is a secret complex preparation comprised of vegetable matter containing at least one ingredient that the medical world knows nothing about—it is the one that gives the greatest value, and no chemist has ever been able to determine what it is—Nature's Creation is sold only in original bottles direct to the patient, one price to all—this, of course, cuts the doctors out of any chance to make a fee and for this reason but few are possessed with sufficient courage and human kindness to recommend it to their patients suffering with a disease (Tuberculosis) that they acknowledge they can not treat with success—it is the religious duty of every physician to investigate the merits of Nature's Creation and when satisfied—have the manhood to stand by it instead of condemning it when questioned by their poor unfortunate patients. The time is near at hand when public sentiment will cause them to see that the course they are now pursuing will react upon them. What confidence can a family have in their doctor after hearing him condemn Nature's Creation when they know it has saved one or two of its members even after he has given up all hope—Is it not natural to suppose that when the services of a physician is again required for any other ailment that they will avoid him.

Buffalo, N. Y. April 21st, 1904
Office hours from 9 to 5
Bell Phone Sen. 1144

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

A typical newspaper advertisement of "Nature's Creation." The most extensive advertising seems to have been done in the cities of Columbus, Ohio, and Buffalo, N. Y. Small advertisements have appeared in the classified advertising sections of the New York papers.

found in a letter emanating from the office of the nostrum company!

Coincidence 4: The "reply" was dated five days later than the letter of inquiry; this is about the time that would be consumed if the testimonial-giver sent THE JOURNAL's letter to Columbus and awaited a reply!

Under the circumstances, it is difficult to avoid the suspicion that the "reply" to THE JOURNAL's letter originated in the office of "Nature's Creation" and was merely signed and mailed by the individual who gave the testimonial.

WHAT OUR CHEMISTS FOUND

Laboratory Report: An original, sealed bottle of "Nature's Creation" was obtained direct from the Nature's Creation Company, Columbus, Ohio, and was submitted to the Association laboratory for chemical examination. The bottle was labeled



back and front and was wrapped in a circular containing directions for using the preparation. On the front label was pictured in colors a rocky landscape and waterfall over which the words "The Nature's Creation Co's Discovery" were printed in red. A facsimile signature, "Mrs. J. M. Reynolds (originator)" was printed across the lower part of the label, which also bore the serial number "16050 B." and declared the presence of 6 per cent. alcohol. The label on the other side of the bottle contained directions for using the preparation. "Nature's Creation" is a dark, brown liquid having a sassafras-like odor and a salty, licorice-like taste. Qualitative tests show the presence of iodid, potassium, sodium, vegetable extractive—including some preparation of licorice—and small quantities of sulphates, phosphates, calcium and iron.

Appropriate tests indicate the absence of potent alkaloids, salicylates, benzoates, cinnamates, and phenols such as creosote and guaiacol. Quantitative estimations of potassium and iodid indicated that these constituents are present in the form of potassium iodid, equal approximately to 6.00 grams in 100 c.c. of the preparation. Estimation of sulphate and phosphate indicated that these radicles are probably present in combination with small quantities of sodium, calcium and the potassium not present as iodid. These salts are present in quantities too small to have any therapeutic effects.

The examination indicates that "Nature's Creation" is essentially a solution of potassium iodid in a weakly alcoholic medium containing vegetable extractives and flavoring matter and small quantities of inorganic salts.

From the analysis given it seems, therefore, that the main medicinal ingredient of this "complex vegetable compound" which "cannot be analyzed" is potassium iodid. These findings are not surprising when what has been said about the earlier exploitation of "Nature's Creation" as a remedy for syphilis—a substitute for the "potash" treatment!—is borne in mind.

REVERSING THE USUAL ORDER

Many nostrums now on the market were originally exploited to the medical profession as "ethical proprietaries" and after receiving the necessary quota of testimonials from unthinking

physicians were boldly launched as "patent medicines," pure and simple. The "consumption cure" of J. Q. Lloyd of St. Louis, variously known as "Lloyd's Specific," "Re-Stor-All" and "Aicsoi," is a case in point. "Nature's Creation" apparently is reversing the usual order. Originally sold direct to the laity, first for syphilis and now for tuberculosis, exploited by means of newspaper advertisements that are probably without a parallel in their villification of the medical profession, the promoters of this nostrum have the consummate impudence to attempt to foist their "vegetable" mixture of dilute alcohol and potassium iodid on physicians. The Buffalo, N. Y., headquarters of "Nature's Creation" are known as the "Therapeutic Co., Inc.," with a Dr. W. H. Baker as its "consulting physician and a director of its affairs." Dr. Baker

Tuberculosis or Consumption

POSITIVELY CURED

Over 300 cases cured in Columbus, O., the home of NATURE'S CREATION

Endorsed by the State Board of Tuberculosis and also by Leading Physicians in Ohio.

Those suffering with this dreadful disease can be assured of a speedy and permanent cure. Write to any resident in Columbus, Ohio, or call on C. G. EDWARDS, at No. 316 FRANKLIN STREET, BUFFALO, N. Y., for testimonials and further information and also to secure the medicine as Mr. Edwards is sent here by THE NATURE'S CREATION CO. and the remedy can only be obtained through him.

No matter how many doctors have pronounced your case incurable NATURE'S CREATION will cure Tuberculosis (Consumption). It destroys the germs, and can be taken into the most DELICATE STOMACH or by the smallest child. Its soothing effect will be noticed immediately.

CHILLS and FEVER

Stopped in from One to Three Days.

Call and investigate this wonderful medicine. The only cure ever discovered that will cure Tuberculosis (Consumption). It will cost you nothing to call and be convinced and

Reproduction (much reduced) of part of a leaflet sent out by the Buffalo, N. Y., branch of the concern. The size of the original was 11½ by 9 inches.

circularizes the medical profession in the interest of "Nature's Creation" which he claims "is equally as effective and specific in tubercular trouble as Anti-Toxine is with Dyptheria." (Spelling and composition as in original). The "literature" sent out to physicians by the "Therapeutic Co., Inc." differs but little from that sent to the laity. The medical profession is given a few enlightening, fundamental facts regarding the composition of the blood—though these facts are known to every school-boy who has reached the seventh grade. There is one paragraph, however, that has been deleted from the "literature" that is sent to physicians. Here it is:

"Nature's Creation is a secret remedy and as it is a complex vegetable compound cannot be analyzed. This is why the medical profession has not the same medicine."

With this exception there is practically no difference between the "lay" and "professional" advertising. The "consulting physician" encloses with his own letter to the medical men a facsimile letter from Dr. Arthur W. K. Downes, a homeopathic physician of Chicago, who states that "you need have no hesitancy in using this medicine in any and all cases of consumption . . ." In answer to a letter addressed to the "consulting physician," asking for the formula of "Nature's Creation" the secretary of the company wrote:

"It will be impossible for us to forward to you the formula of the remedy, known as 'Nature's Creation,' as we do not possess the same."

CONCLUSION

This nostrum is typical of its class, and its method of exploitation characteristic of the innumerable "cures" that flood the market.—*Modified from The Journal A. M. A., March 5, 1910.*

Some Testimonials That Have Been Published and Some That Have Not

Nature's Creation has in the past been given publicity by means of large display advertisements in the newspapers. Recently the method of using advertisements in the classified columns of the newspapers has been adopted. The following is appearing in the "Personal" column of papers in various parts of the country:

PERSONAL—TO CONSUMPTIVES: I POS-
sess information which cost me a fortune, and
feel that I should let every consumptive know
about my experience. Mrs. J. M. Reynolds, Cen-
tral National Bank, Columbus, Ohio.

The victims who answer this advertisement receive a letter written on pale blue stationery such as is used for social correspondence. The letter is signed—not always in the same handwriting—"Mrs. J. M. Reynolds" and the initials J. M. R. are embossed, monogram style, in gilt on the paper and also on the envelope. In this letter Mrs. Reynolds states she has cured herself, "in defiance of the world's scientists," by the discovery of "a combination of certain roots and herbs." Whether she cured herself of syphilis or consumption, she does not state, but she does say that in the joy of being well, "I am now devoting my life to saving others."

The recipient of this social epistle is further told by Mrs. Reynolds that as it is impossible for her "to attend personally to the multitude of inquiries" that reach her, "I am referring your request to my secretary—Mr. Campbell—you will no doubt hear from him soon." By the next mail comes a letter from the Nature's Creation Company signed "H. W.

Campbell, Sec'y." It was the H. W. Campbell Company, then of Chicago, that exploited this same nostrum as a syphilis cure a few years ago.

Mrs. Reynolds' solicitude for the welfare of the sick may be understood when it is known that she is the president and a director of the Nature's Creation Company, capitalized at \$200,000—a concern engaged in exploiting a discarded syphilis "cure" to consumptives at \$5 a bottle.

TESTIMONIALS

No "consumption cure" is complete without its testimonials. The worthlessness of such testimony, from a scientific standpoint, has repeatedly been shown, and this, too, without



Photographic reproduction (reduced) of some of the numerous advertisements of Nature's Creation appearing in the "Personal" columns in the classified advertising sections of newspapers all over the country. Notice that the first letter of the initials prefixed to Mrs. Reynolds' name varies in different papers. This is done by the company as a means of checking up the number of inquiries obtained from a given advertisement.

assuming that the letters are fraudulent. That many of the letters published by medical concerns are documentarily genuine there is no doubt; that is to say, the letters were actually written. How valueless they are is made evident by looking into the cases of the individuals giving them. On investigating "consumption cure" testimonials, one of two things is practically always found: Either the writer of the testimonial did not have tuberculosis and recovered from his indisposition in spite of the nostrum, rather than because of it; or, the poor victim, in the first flush of optimism that comes whenever a new remedy is tried, deluded himself into believing that the stuff actually helped him.

We are reproducing five testimonials taken from the Nature's Creation advertising. In every case the poor vic-

tims who wrote them are dead. But the testimonials still live to delude other unfortunate sufferers from a disease which no drug can cure. And in this lies the cruelty and viciousness of the "consumption cure": The patient hoping against hope that here at last is the "specific" that he believes, in the optimism of ignorance, the nostrum venders have discovered.

How Immel Recovered

COLUMBUS, OHIO, September 12, 1908

TO MY FRIENDS:

As there have been so many misleading reports circulated regarding my condition, I take this means of explaining. I had been sick so long and considered hopeless by all that I feel I should give a complete statement of my case.

I was first afflicted in 1902—had several hemorrhages and September 24th went to Denver, where I stayed four months. February 24th, '04, I changed to Phoenix, Ariz., where I remained three months. I gained considerable and started home, via California. At Redlands I was again stricken and in five weeks had twenty hemorrhages. I was brought home in May, '06, on a stretcher.

January, '08, I went to Tucson, Arizona. I returned home April 15th, and March 24th, '08, I was stricken much worse than ever. May 24th my father got a bottle of Nature's Creation and started me on the treatment that day. I was in bed practically helpless and had been through the same condition for eleven weeks. The doctors had given up all hopes and said I wouldn't live over one week.

Now I recovered almost unbelievable but here are the facts: In one week after I started taking Nature's Creation I got up and dressed myself—have been up and on the go ever since. Have gained steadily in weight and every other way and today feel perfectly well. Am strong as ever and able to work every day. I have taken no other medicine or treatment since I began taking Nature's Creation May 24th.

I wish to thank you all for your kindly interest and sympathy and if any of you are similarly afflicted I will be more than pleased to tell you personally of the wonders of Nature's Creation.

219 Deahler Avenue.

(Signed)

Herbert E. Immel

to keep the offices together under these circumstances, it was thought.

HERBERT E. IMMEL DIES.

Succumbs to **Tuberculosis** With Which He Had Been Suffering For Seven Years.

Herbert E. Immel, son of Fred Immel, former member of the board of public service, of 219 Deahler avenue, died Sunday morning at 4 a. m.

tuberculosis with which he had been suffering for 10 months old. Burial will be Tuesday.

Rev. J. W. ... with Dr. Rocke ... pastor, are at the head of the movement.

Immel Funeral Today.

Funeral services for Herbert Immel, aged 26, son of Fred J. Immel, former director of service, who died Saturday of tuberculosis, will be held at 10 a. m. today at the Immel residence, 219 Deahler avenue. Burial will be at ...

DEATH NOTICES.

IMMEL—Herbert E. born January 24, 1882, died December 3, 1910, age 28 years, 10 months, 17 days. Funeral from 219 Deahler avenue, 10 a. m.

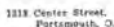
These reduced photographic reproductions of a testimonial and three newspaper clippings tell their own sad story. The testimonial was published as an advertisement in the Columbus *Dispatch*, and later reproduced as an advertising circular by the Nature's Creation Company. The death and funeral notices also are taken from Columbus newspapers.

SOME TESTIMONIALS HITHERTO UNPUBLISHED

So much for testimonials that are favorable to the nostrum; now for the reverse of the shield. As has been said before, the Nature's Creation concern has its headquarters at Columbus, Ohio. The local medical profession in that city is much alive to the dangers of this nostrum and has taken active steps to combat it. For some time the Board of Health of the City of Columbus has been collecting data relative to

March 23, 1910.

"I took Nature's Creation one year ago without benefit. Gave up taking it and came to the hospital, and am greatly improved since coming here." Have gained more than twenty-five pounds and feel much better than for two years.—*Emanuel Lewis.*



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

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

Respectfully

Yours & Sonnet

(From *Press-Pop* April 22, 1909.)

[illegible]

Photographic reproduction (greatly reduced) of a certified copy of the death certificate of Mrs. Geo. S. (Rosa A. H.) Hewitt; also Mrs. Hewitt's testimonial.

NOT WORTH NINE CENTS

March 23, 1910.

"I took Nature's Creation last summer because it was claimed a cure for tuberculosis. Took two bottles without benefit. Wish I could get my \$9 back. They gave me two bottles for \$9, but I do not consider that the two bottles were worth 9 cents.—E. M. Devereaux."

UNABLE TO LEAVE BED AFTER TAKING

March 23, 1910.

"I took Nature's Creation in the spring of 1909 on advice of a friend. Took three bottles. I was far worse off when I quit than when I started taking it. I decreased in weight and felt worse generally. I was able to be up and about when I commenced taking it, but was unable to leave my bed after taking two bottles . . . Wish that I could recover \$15 they took from me without benefit.—Mrs. Herron."

UPSET HIS STOMACH—HASTENED HIS DEATH

"My son, Gussie Jones, was suffering with tuberculosis for about a year. Nature's Creation was recommended to him as a cure, and finally he began taking it. He took two bottles of the medicine, but before he had finished the first he suffered terribly with his stomach as a result of it . . . I firmly believe that it did him more harm than good, and hastened his death, and I am free to make this statement of the facts of the case.—Mrs. H. C. Jones."

FIVE BOTTLES—NO BENEFIT

March 23, 1910.

"To Whom It May Concern: This is to certify that my sister, Mrs. J. E. Kibby, deceased, while living at 537 West Rich Street, and who was suffering from pulmonary tuberculosis, bought and used as per directions, five bottles of Nature's Creation. She did not gain in strength or appear to be benefited whatsoever by its use.—J. Redman."

LEROY SPARR



Star Hotel, Dayton, O.
June 22, 1909

Two years ago I was ordered West by my physicians, as my lungs were affected and they could do nothing for me. I went to Colorado and tried different treatments, but was of no avail. I was looking rapidly and could scarcely walk across the room without getting out of breath, when I started taking Nature's Creation. I can now walk all day without any trouble. Five bottles was sufficient to bring me home. In the name of humanity I advise sufferers to stay at home and take Nature's Creation and if already away to send for the medicine and be restored to health and friends.

Very truly
Leroy Spahr

(From Ohio State Journal, June 24, 1909)

STATE OF OHIO
BUREAU OF VITAL STATISTICS
DEPARTMENT OF HEALTH

Form No. 10
PLACE OF BIRTH
Dayton, Ohio

DATE OF BIRTH
June 2, 1902

FULL NAME
Leroy Spahr

PERSONAL AND STATISTICAL PARTICULARS

1. SEX
Male

2. COLOR OR RACE
White

3. DATE OF BIRTH
June 2, 1902

4. AGE
8 yrs.

5. OCCUPATION
Student

6. BIRTHPLACE
Dayton, Ohio

7. NAME OF FATHER
Charles Spahr

8. NAME OF MOTHER
Mary Spahr

9. THE ABOVE IS TRUE TO THE BEST OF MY KNOWLEDGE
(Signature) *Charles Spahr*

10. PLACE OF BIRTH
Dayton, Ohio

11. DATE OF DEATH
June 2, 1910

12. CAUSE OF DEATH
Pneumonia

13. PLACE OF BURIAL OR REMOVAL
Dayton, Ohio

14. DATE OF BURIAL
June 4, 1910

15. ADDRESS
Dayton, Ohio

Greatly reduced photographic reproduction of the death certificate of Leroy Spahr; also Mr. Spahr's testimonial.

BELIEVED THE ADVERTISEMENTS—IS NOW DEAD

March 21, 1910.

"My daughter, Carrie, went South for her health about May, 1908, having been advised to go there by our family physician. To keep her from becoming lonesome I subscribed for the *Dispatch* (Columbus), in which she saw the advertisement for Nature's Creation, and would not be satisfied until she had tried it. She came home for the express purpose of taking this remedy, believing that the advertisements were true and that the remedy would cure her.


"She went to the Nature's Creation Company, was examined and told by them that the remedy would cure her and that she would have a 'speedy recovery.' . . . She took the medicine as advertised by the company, but no improvement was noticed. . . . She gradually grew worse and died on Oct. 14, 1909, and we believe that her death was hastened by the use of this medicine. . . .—Charles H. McGuire."

The attention of those gentlemen of the daily press who feel that their responsibility extends no further than their editorial columns is respectfully called to Mr. McGuire's letter. No fine-drawn sophistries can excuse such papers as carry advertisements of "consumption cures," from the moral guilt involved. Without the aid of the press these nostrums would die, for without publicity they would cease to be profitable and it is for profit only that they exist.

THE TESTIMONY OF RELATIVES

One of the officers of the Board of Health, Columbus, sends in statements from various individuals whose relatives had taken Nature's Creation. Here are two of them:

HERBERT E. IMMEL.



Columbus, O.,
April 12, 1908.

To Whom It May Concern:

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

Very truly,
Herbert E. Immel

119 Deahler Avenue

Columbus, O., Dec. 9 1910.
John W. Keegan, Registrar.

This is a correct copy of the death record of Herbert Edward Immel now on file in this office.
Attest: John W. Keegan, Registrar.

**BOARD OF HEALTH
COLUMBUS, OHIO**

County of Franklin No. 851
 Township of _____ Reg. Index No. 186
 City of Columbus No. 219 Deahler Ave. Registered No. 3042
 Full Name Herbert Edward Immel

Personal and Statistical Particulars

Sex Male Color White Race White
 Date of Birth Jan. 16, 1874
 Age 26 years, 10 months, 17 days
 Single Single
 Place of Birth Columbus, Ohio
 Occupation None

Medical Certificate of Death

Physician Certifies That I attended the deceased from July 1, 1910 to Dec. 3, 1910
 and that death occurred, on the date stated above, at 7:10 P.M. The Cause of Death was as follows:
Pulmonary Tuberculosis

Signature of Physician P. D. Schinner M.D.
 Date Dec 3 1910 (Address) 47 W. Main
 SPECIAL INFORMATION only for Hospitals, Institutions, Transfers, or Accidents Available.

Place of Death Home
 How long ill Weeks
 Place of Death Home
 Date of Death Dec 3 1910

Signature of Registrar J. L. Davis
 Date 12/6 1910

Photographic reproduction (greatly reduced) of the death certificate and testimonial of Herbert E. Immel. The Nature's Creation Co. spent a good deal of money in telling the public how Mr. Immel had been cured. See page 101.

"Mrs. Homer Eggleston, who formerly lived at 203 S. Belle Street, stated that her husband died of tuberculosis after taking four bottles of Nature's Creation. She stated that she did not think it did him any good whatever."

"Mr. J. N. Schilling, 438 Naghten Street, stated to me that his daughter took from ten to twelve bottles of Nature's Creation; that it was of no benefit whatever to her and really did her more harm than good; she died several months ago."

SOME ADDITIONAL REPORTS

The Columbus Society for the Prevention and Cure of Tuberculosis, through its visiting nurses, has had excellent

opportunities for obtaining first-hand information about the use of "Nature's Creation." Some of the reports made by the nurses are here given:

John Woods: Took Nature's Creation and insisted that he was improving. This was not apparent to the visiting nurse. Died March 14, 1910.

Miss Ford: Took Nature's Creation when first taken ill. Died March 24, 1910.

Louis Goodwin: An incipient case, when he began taking Nature's Creation. Took from eight to ten bottles before death. Died Jan. 9, 1909.

Mrs. Mack: After taking two bottles of Nature's Creation, went up to the office of the company and demanded an examination. A man in the office said she was looking so well that they would pronounce her cured. Died May 23, 1910.

Joseph Kessler: Was a hopeful case. Lost valuable time taking Nature's Creation until it was too late for other treatment to be of any benefit. Failed steadily. Died June 2, 1909.

Ira May: Took Nature's Creation for a time, during which period he sat in a closed room huddled over a fire. Died March 3, 1910.

Joseph Steele: Took Nature's Creation until bedridden. Died Dec. 26, 1908.

Mrs. Geyer: Took several bottles of Nature's Creation, but as considerable stomach disturbance followed, discontinued. Died Dec. 4, 1909.

A GRUESOME LIST

The following classified list has been collected by the Columbus Board of Health. It consists of the names of those persons who have taken Nature's Creation—advertised to "check at once further progress of the disease"—but who, nevertheless, died:

SOME COLUMBUS, OHIO, PERSONS WHO HAVE TAKEN NATURE'S CREATION

NAME	DIED	NAME	DIED
William Malinkhoff	7-20-1908	Chas. W. Davis.....	1-15-1910
R. J. Jones.....	8-25-1908	C. F. Higginbotham....	2- 4-1910
Myrtle M. Furrow.....	9-23-1908	George Swank	2- 8-1910
William Snyder	9-27-1908	Ira May	3- 4-1910
Anna Philos	10-19-1908	Casper Herman	3- 5-1910
Edward Stock	10-26-1908	Howard A. Denune....	3- 6-1910
Anna Barbara	11-24-1908	Ned L. Evan.....	3-13-1910
Irene A. Freeman.....	12- 9-1908	John Woods	3-14-1910
Almeda E. Irwin.....	12- 8-1908	B. F. Segines.....	3-18-1910
J. Steele	12-26-1908	John J. Jenkins.....	3-19-1910
George Wertz	1-15-1909	Mary I. Ford.....	3-24-1910
Carl Hasbrook	2- 2-1909	Forrest J. Greenlee....	3-31-1910
Joseph Kessler	6-12-1909	Sarah R. Ross.....	4- 5-1910
Chas. Wm. O'Day.....	6-29-1909	Samuel Robinson	4-30-1910
Mrs. J. Kibby.....	7-31-1909	Mrs. Mack	5-23-1910
Florence Underwood....	9- 2-1909	John C. McAfee.....	8- 9-1910
Theresa Harat	9- 3-1909	George H. Howell.....	8-11-1910
Lucy Fultz	9- 3-1909	Daisy Sherman.....	11-10-1910
Christina Shilling	9- 8-1909	Herbert W. Immel.....	12- 3-1910
Carrie McGuire	10-14-1909	Anna S. Smith.....	12- 3-1910
G. W. Johnson.....	11-26-1909	Mrs. Geyer	12- 4-1910
George Smith	11-28-1909	Maud Peters	12-20-1910
Sheldon Harsh	12-21-1909		

CONCLUSION

As has already been stated, the information just given deals with but one locality—Columbus, O. When it is realized that this iniquitous stuff is being advertised and sold from Maine to California the misery left in its wake may be imagined. While what precedes is but a part of the damning evidence which has been submitted against Nature's Creation we believe it is sufficient to convict it at the bar of public opinion.

How much longer will the sale of this humbug be permitted? Its continued existence will depend on two things—the gullibility of the public and the willingness of the press to share in the company's blood-money by accepting adver-

MRS. F. F. MARTIN



St. Augustine, Fla.,
June 1, 1909.

The Nature's Creation Co.,
Gentlemen—We think your remedy
wonderful and have told dozens of peo-
ple about it and gave them your ad-
dress. My daughter now seems as well
as ever and weighs 12 pounds more
than when she commenced taking Na-
ture's Creation. She was married last
month. I am sending you her picture,
but don't know as it will be of any use
to you, as she has always been thin in
the face. We thank you kindly for
courteous treatment and will always
recommend you highly.
Your grateful friend,
Mrs. A. T. Sutton
59 St. George Street.

(Chas. G. Hatch, the well-known Plum-
ber of Jamestown, O., is this girl's
uncle, and to him goes the credit of
saving her life, as it was he who got
the medicine for her when she was
practically confined to her bed.)

STATE OF NORTH CAROLINA
STATE BOARD OF HEALTH—DIVISION OF VITAL STATISTICS
CERTIFICATE AND RECORD OF DEATH

DECEASED'S NAME: Mrs. F. F. Martin
PLACE OF DEATH: Asheville, N.C.
DATE OF DEATH: July 2, 1911
FULL NAME: Oran
SEX: Male
AGE: 22
MARRIED: Yes
OCCUPATION: James C. Dier
RESIDENCE: 29 S. 2nd St.
CAUSE OF DEATH: Consumption
DATE OF BURIAL: July 2, 1911
PLACE OF BURIAL: Asheville, N.C.
SIGNATURE OF PHYSICIAN: J. F. Martin
SIGNATURE OF MINISTER: James C. Dier
SIGNATURE OF CORONER: James C. Dier
SIGNATURE OF JURY: James C. Dier
SIGNATURE OF DEPUTY: James C. Dier
SIGNATURE OF CLERK: James C. Dier
SIGNATURE OF ASSISTANT: James C. Dier
SIGNATURE OF RECORDER: James C. Dier
SIGNATURE OF ARCHIVIST: James C. Dier
SIGNATURE OF LIBRARIAN: James C. Dier
SIGNATURE OF CLERK: James C. Dier
SIGNATURE OF ASSISTANT: James C. Dier
SIGNATURE OF RECORDER: James C. Dier
SIGNATURE OF ARCHIVIST: James C. Dier
SIGNATURE OF LIBRARIAN: James C. Dier

Photographic reproduction (greatly reduced) of the death certificate of Mrs. F. F. (Oran) Martin. A testimonial from Mrs. Martin's mother is also reproduced.

tisements of the nostrum. It is little less than criminal that men without even the pretense of medical training and with more capital than conscience should be free to exploit a valueless mixture of drugs as a cure for a disease which no drug can cure.

It is hoped that physicians will make it their duty to call the attention of the public to the facts here presented. Nature's Creation is but a type; if it goes out of existence there still remain scores of fakes just as bad and just as cruel. And as they, too, die, others will spring up to take their places. So long as the credulity of ignorance is a human attribute, so long will the "consumption cure" and "cancer cure" thrive. The only remedy is enlightenment and

it is a fact, as notorious as it is pathetic, that a vast section of the public is densely ignorant of the limitations and possibilities of drugs.

Unfortunately, the medium through which the public could so easily be reached and enlightened—the newspapers—is, to a large degree, unavailable. Many of these publications are still too deeply under the blighting influence of the “patent medicine” advertisers. But the number of newspapers whose silence cannot be purchased increase yearly and their power is slowly but surely making itself felt. In the meantime it is the physician’s duty to the public to give it the enlightenment which it needs for its own protection against “consumption cure” nostrums.—(*Modified from The Journal A. M. A., Feb. 4, 1911.*)

A Peep Behind the Scenes

“When thieves fall out, honest men get their dues”; when “patent medicine” fakers fall out, the general public is given an insight into this disreputable business which is instructive if not edifying.

The motive power behind the Nature’s Creation concern was H. W. Campbell; Mrs. Reynolds was largely a figurehead. Now it seems that this couple are no longer friends, for, two or three weeks ago, Campbell filed suit against Mrs. Reynolds (who, by the way, is now a Mrs. Cohen) to recover \$28,000 of which he alleges she has defrauded him.

The petition filed in this case is interesting. In it, Campbell declares under oath that Nature’s Creation, which is sold at \$5 for a twelve-ounce bottle, costs but 2 cents an ounce to make. This does not mean that Campbell’s conscience is hurting him because the indigent consumptives and others who have bought this worthless stuff have been robbed! Not at all! He is merely angry because he considers that he has not received his full share of the “swag.” It appears from the petition that Mrs. Cohen (Reynolds) has been “holding out” on Campbell. It seems, if we are to believe Campbells sworn statement, that Mrs. Reynolds was telling fortunes in a Chicago basement when he “discovered” her. When these two decided to float Nature’s Creation, Mrs. Reynolds, evidently believing that a man who would engage in such a disreputable business was not to be trusted, kept the secret of the “formula” of this potassium iodid mixture and charged Campbell 25 cents an ounce as the cost price of the ingredients; later she lowered the rate to 10 cents an ounce. But Campbell swears that the cost of making it has never been more than 2 cents an ounce or 24 cents a bottle.

Nor is this all. Campbell further complains that Mrs. Cohen (Reynolds) called a special meeting of the directors of the company and ousted him without cause from his position of secretary and treasurer. And, worse than that!

Campbell, believing that the stock in the company had depreciated from par to 10 cents on the dollar, sold it at that rate when he had an opportunity, as he believed, to "get out from under." Having found that the stuff costs only 2 cents an ounce to make instead of 10 cents or 25 cents an ounce, Campbell realizes that the profits were much greater than he supposed and he is convinced that the stock was easily worth par and that in selling his shares for 10 cents on the dollar, he has lost thousands of dollars. Campbell is particularly mortified, moreover, to find—what he did not know at the time—that the individual to whom he sold his stock was Mrs. Cohen herself. In consequence of these alleged deceptions, Campbell claims that Mrs. Cohen owes him more than \$28,000 and he is appealing to the courts in the hope of getting it.

A sordid business? Yes, but the sale of a worthless consumption cure can scarcely be anything else. We can only express the hope that the publicity thus given to the details of its exploitation will prove the *coup de grâce* for Nature's Creation. We trust, too, that the courts will hold that Campbell having been engaged in a disreputable business, cannot receive the protection of the law, but that he stands condemned as a self-confessed faker who has humbugged the helpless sick for his personal gain.—(*Modified from The Journal A. M. A., March 30, 1912.*)

OXIDAZE—OLEOZONE—HYDROCINE

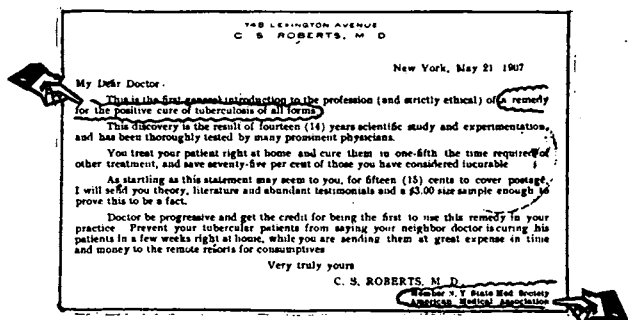
In 1907, a "consumption cure" was put on the market under the name, Hydrocine. Hydrocine was called—at first—a "hyper-oxidized hydro-carbon;" later, it was referred to as an "oxidized carbo-hydrate." It was analyzed by the Association's chemists, who reported that they found that "each 29.5 grain Hydrocine tablet contains 28 grains of cane sugar and small quantities of volatile oils and a trace of pancreatin." This preparation seems to have originated with a C. E. Getsinger, who organized what was known as the Medical Food Company. The commercial possibilities in selling an odoriferous sugar mixture as a "consumption cure" apparently appealed to one Charles S. Roberts, a physician of Syracuse, N. Y., who, with the help of Charles H. Goddard and others, incorporated the Hydrocine Company for the purpose of exploiting Getsinger's "treatment." Goddard, it may be mentioned in passing, was the man who organized that cooperative "patent medicine" concern known as the A. D. S.—American Druggists Syndicate.

Getsinger and Roberts later seemed to have had a disagreement and Getsinger marketed his own product under the name of Oxydase. Roberts changed the name of Hydrocine to Oleozone and apparently had the stuff made by the A. D. S.—

or at least it bore the same serial number as that given the A. D. S. products. Coincident with these changes in the name of the "hyper-oxidized hydro-carbon," another concern came into existence—the Cowles Institute, said to be operated by one H. L. Cowles. This also dispensed "oxygenated products" for the cure of consumption. A little later Cowles seems to have changed the name of his concern to the Hemavitæ Company and to have rechristened his product, Hemavitæ.

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

The matter which follows is a reprint (slightly modified) of the articles that have appeared in THE JOURNAL of the



Photographic reproduction (reduced) of a post-card sent out by C. S. Roberts at the time he first began exploiting Hydrocine. Notice the claim that his nostrum is a "positive cure of tuberculosis of all forms." Note, too, the way in which Roberts made capital out of his membership in the Medical Society of the State of New York and in the American Medical Association. Roberts joined the American Medical Association in December, 1906, just before he went into the "consumption cure" business. In September, 1907, the county society repudiated him and his membership in the state and national organizations was thus automatically terminated.

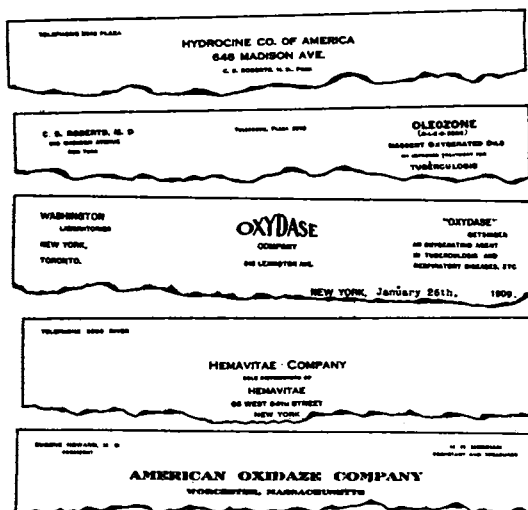
American Medical Association, tracing the vicissitudes through which this odoriferous sugar mixture has passed in its various stages of evolution as a "consumption cure."

Hydrocine

During the past three months¹ physicians all over the country have been receiving postal cards announcing the discovery of a new and wonderful remedy for consumption. The card is signed, "C. S. Roberts, M.D., Member N. Y. State Medical Society and American Medical Association." It is to be gretted that what Roberts says regarding his membership is true. Until within the last few months Roberts lived at Syra-

1. This was written in August, 1907.

cuse, N. Y., and is a member of the Onondaga County Medical Society and consequently of the Medical Society of the State of New York. Last December he became a member of the American Medical Association. This was just before his removal to New York City, and he evidently obtained this membership because he was going into this wretched business and wanted to use his membership as apparent guarantee of his ethical standing. As soon as the Onondaga County Medical Society discovered the business Roberts had gone into he was asked to resign, but this he refused to do. Hence it became necessary for the society to go through the legal form of trial before expelling him from the society. We understand that his trial cannot come off until September, and that Roberts is fighting to retain his membership.²



Photographic reproduction (reduced) of the letter-heads of some of the various concerns that have found it profitable to exploit an odoriferous sugar mixture as a "cure" for consumption.

According to the postal card, Roberts is just commencing to introduce to the medical profession "(on strictly ethical lines)"—this is put in parentheses probably for emphasis—"a positive cure for tuberculosis in any form." "This discovery," he says, "is the result of fourteen years scientific study and experimentation," but so far as we have been able to learn, Roberts has not been noted as performing any remarkable cures of tuberculosis in Syracuse, nor was it known that he was using this wonderful remedy. The last paragraph of the postal card is supposed to be a clincher:

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

"Prevent your tubercular patients from saying your neighbor doctor is curing his patients in a few weeks right at home, while you are sending them at great expense in time and money to remote resorts for consumptives."

Judging from the circulars, Roberts seems to have gone to New York to help exploit a nostrum—Hydrocine—put out by the "Medical Food Co.," and evidently the postal card is the initial move in a scheme to exploit the medical profession.

The recipient of the postal card above referred to is told that if he will send 15 cents in postage stamps he will be furnished with the "theory, literature and abundant testimonials and a \$3 size sample to prove what we say." The wonderful remedy is known as Hydrocine—hyper-oxidized hydro-carbon. The circular tells us that "the physician is unquestionably entitled to a full, frank and candid statement of the composition, nature and character of any and every medicinal preparation he is asked to prescribe." This sounds excellent, and then follows the formula:

FORMULA

Hyper-oxidized hydro-carbon (vegetable).....	28 gr.
Pure rock sugar.....	8 gr.
Powdered pancreatin	$\frac{1}{20}$ gr.

The oxids are liberated in the stomach and thrown into the circulation.

It is barely possible that there is somebody on this mundane sphere that can tell what "hyper-oxidized hydro-carbon (vegetable)" is. Most of us have a knowledge of pure rock sugar and powdered pancreatin, but when we come to the other ingredient, we fear the majority of us would have to give it up.

However, we find this in the printed circular:

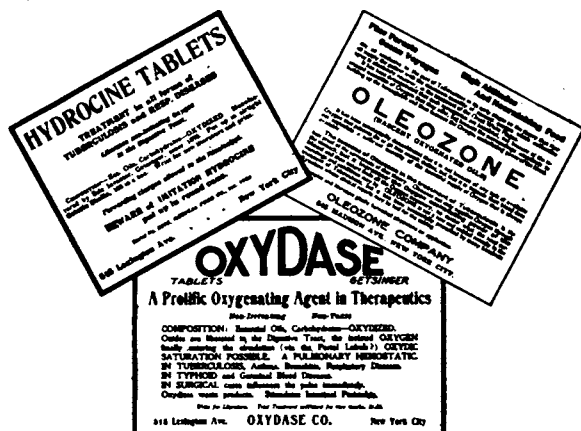
The hydro-carbon is extracted from oils of cinnamon, coniin, peppermint, spruce, myrtle, chekan, marrubium, myrrh, turpentine and thymol, is then condensed, and positively all toxic properties are eliminated. The residue is hyper-oxidized, pre-digested by pancreatin, mixed with a small quantity of powdered rock sugar and pressed into 30 grain tablets.

There we have it. And when we have it, what have we?

The literature is of the usual quackish order, the optimistic kind that will make the physician who does not stop to think, feel that it is something worth trying at least.

When we began to receive Roberts' postal cards and were asked to show up the scheme, we thought the card itself was so quackish that no intelligent physician would risk even the 15 cents. It seems, however, that some have been "almost persuaded," and we have been astonished to receive letters asking if it is not possible that this nostrum may do what its promoters say it will do, evidently feeling that possibly, after all, the long-looked-for remedy has been discovered. How foolish! If Roberts and the promoters (who are, perhaps,

making him a cat's paw) really had a remedy that would do what they claim this one will do, there would not be words in the English language strong enough to characterize their villainy and inhumanity in keeping it secret. If, on the other hand, the stuff is worthless, then it is simply another instance to add to the list of attempts to humbug the public, and to make money out of their suffering. Either horn of the dilemma is certainly reprehensible, and to have one who is supposed to have once been a reputable physician mixed up in it should be a source of regret to every member of our profession.—(Modified from *The Journal A. M. A.*, Aug. 17, 1907.)



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

An Analysis of Hydrocine

Hydrocine has been analyzed by our chemists and found to consist chiefly of cane sugar. Its promoters state that Hydrocine is "a vegetable hyper-oxidized hydro-carbon"—whatever that may mean. Its "formulas" are equally enlightening. We use the plural advisedly, as Hydrocine exhibits that fine fickleness and mutability of composition that characterizes nostrums of its kind. Its early "formula" was as follows:

Hyper-oxidized hydro-carbon (vegetable)..... 28 gr.
 Pure rock sugar..... 8 gr.
 Powdered pancreatin $\frac{1}{2}$ gr.
 The oxids are liberated in the stomach and thrown into the circulation.

For some unknown reason, however, this "formula" was changed before the edition of the pamphlet, setting forth the

wonders of the combination, was exhausted. "Formula" No. 2, as printed on a "sticker" placed over "Formula" No. 1, states that Hydrocine consists of:

Oxidized carbo-hydrates and essential oils.....	18½ gr.
Mineral constituents	1½ gr.
Pure rock sugar.....	9 gr.
Powdered pancreatin	1/20 gr.

Accompanying this later pamphlet—or more correctly, the earlier pamphlet with a later "formula"—is a circular giving the following enlightening information regarding the composition of Hydrocine.

INGREDIENTS

"Oil of cinnamon, coniin, peppermint, spruce, myrtle, chekan, marrubium, myrrh, turpentine and thymol, with all toxic properties positively eliminated. The residue is highly oxidized, mixed with oxidized sugar, pancreatin and pressed into a 30 grain tablet. The oxygen is liberated in a nascent form and taken up by the circulation, and thus enables patients to become saturated with the same in 30 minute doses."

This same circular also gives what purports to be a report of an analysis of Hydrocine Tablets, which, however, reads more as if it were a testimonial prepared at the request of the manufacturer, in spite of the fact that it is written by a presumably reputable chemist. Thus, while the report states that the tablets contain a certain amount of "aldehydes, ketones and oxidized products from the bodies used," the chemist virtually acknowledges that these bodies were not actually determined by him. In fact, from the language of the report one is led to believe that he accepted the manufacturer's statement in regard to their presence. Of course, we do not know the composition of the Hydrocine which the manufacturer submitted to this chemist for report, or the composition which Hydrocine will have in the future. The report of the analysis made for the Americal Medical Association by its chemists indicates the composition of Hydrocine such as is sent to physicians, and is, therefore, of interest. It is as follows:

RESULTS OF ANALYSIS

We have made a careful examination of the original package of Hydrocine and find that the average weight of the tablets is 29.5 grains. Of this, 95 per cent., or 28 grains, of the total of 29.5 grains, is cane sugar. Each tablet contains an average of 0.3 of a grain of a substance, insoluble in alcohol, containing nitrogenous matter. The indications are that this substance may be very impure pancreatin, that is, that this 0.3 of a grain may contain the 1/20 grain of pancreatin claimed to be present by the manufacturers. It also contains very small quantities of aromatic oils, and it is probably due to the fact that these oils, like turpentine, react with oxygen that it is claimed that the vegetable matter is "hyper-oxidized." The formula,

however, mentions "hyper-oxidized hydro-carbon." Perhaps the manufacturers have reference to the rock sugar and mean carbohydrate, for there is probably no oxidation of the sugar, though it is probable that the aromatic oils present may be partially oxidized and changed in other ways after a time, but the "hyper-oxidized hydro-carbon (vegetable) 28 grains" of the formula is an absurdity, particularly as the analysis

UP-TO-DATE AND OUT-OF-DATE

by

**W. H. MORSE, M. D., F. S. Sc. (LONDON),
HARTFORD, CONN.**

Read before the Sixteenth Annual Meeting of the
New England Eclectic Medical Association,
Boston Meeting, June 24th, 1910.

Reprinted from
Gaillard's Southern Medicine
American Medical Journal
Oklahoma Medical News Journal
The Medical Summary

Photographic reproduction (reduced) of the cover page of a small booklet in which a Dr. W. H. Morse fulsomely lauds Roberts' product. This write-up was also published in several of the less reputable medical journals. Morse seems to make a business of furnishing write-ups for various medical fakes. Epilepsy cures, rheumatism cures, cures for blindness and vibrators are but a few of the things that Morse has testified for. The letters "F.S.Sc. (London)," that appear after his name, indicate that he is a member of a serio-comic, fraudulent concern calling itself the "Society of Science, Letters and Art." The cost of obtaining the honor (?) of membership in this "society" is \$5.00.

shows that the tablet contains 28 grains of sugar. We do not believe that it is possible for such a substance as turpentine, for instance, when in contact with sucrose (cane sugar) to act as an oxidizing agent.

Apparently, therefore, the essential constituent of Hydrocine, as it is now offered to physicians, is cane sugar, and evidently this was the substance which was referred to as the

"hyper-oxidized hydro-carbon." As indicated by our chemist's report, the very learned (?) statements regarding the "hyper-oxidized hydro-carbon" or "oxidized carbo-hydrates" may be reduced to a simpler statement: "Each 29.5 grain Hydrocine tablet contains 28 grains of cane sugar and small quantities of volatile oils and a trace of pancreatin."

SUMMARY

To sum up, we have: A preparation, shown by analysis to be 95 per cent. cane sugar, put on the market to be retailed at a cost of \$8 a pound (avoirdupois). The claim is made that by giving this preparation in 30-grain doses to the extent of one and a quarter ounces daily, tuberculosis can be "permanently cured" in "from six to sixteen weeks." To impress the unthinking, the main constituent in the formula is given a quasi-scientific name, meaningless in import. The exploiter of this "remedy" claims to have given up a practice yielding \$10,000 annually "to spread the truth regarding this preparation"—and incidentally, we suspect, to reap the benefits that must accrue from selling sugar at over \$5 a pound, wholesale.

Our chemist having translated for us into simpler language the statements as to the composition of the article, we, as physicians, should not find it difficult to interpret correctly the evidence on which the claims are based.—(*Modified from The Journal A. M. A., Feb. 15, 1908.*)

Oleozone—Oxydase—Cowles Institute

Hydrocine is no more, but the commercial possibilities in sugar as a therapeutic agent are still recognized. Phoenix-like, there have arisen from the ashes of Hydrocine two other "hyper-oxidized hydro-carbons"—Oxydase and Oleozone. In fact, there seems to be at present no fewer than three concerns which are "curing" tuberculosis by means of sugar *plus* various incidentals.

HYDROCINE—OLEOZONE—OXYDASE

Before Dr. Roberts "gave up a practice that was yielding . . . [him] an income of over \$10,000 a year" to sell odoriferous sugar at \$8 a pound, Hydrocine seems to have been manufactured by a Mr. E. C. Getsinger. It now seems that Getsinger and Roberts have parted company, for the country is being flooded with letters from Roberts in which he says:

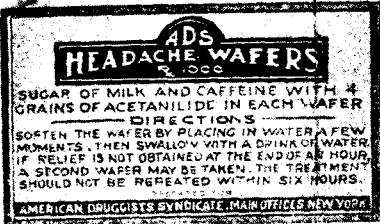
"In view of the fact that the party [Getsinger?] who formerly manufactured the old product for me . . . is now attempting to market it himself, I wish to avoid the danger arising from anyone confusing it with my improved treatment. For this reason I have adopted a new name, Oleozone (oil and oxygen), and under this title my new and vastly improved product will be marketed."


On the other hand Mr. Getsinger, who signs himself proprietor of the "Oxydase Company," and who, apparently, is the Oxydase Company, has attempted to checkmate Dr. Roberts by means of post-cards and other advertising matter. He says:

"The chemical name of the compound is 'oxydized hydro-carbon' and later it was named 'Hydrocine.' In the present perfected form we present it to the profession under the name 'Oxydase.'"

Guaranteed under the Food and Drugs Act,
June 30, 1906. (No. 1214)

CUT ON THIS LINE





TRADE MARK
REG. U.S. PAT. OFF.

HYDRO CINE

FOR THE
TREATMENT OF
RESPIRATORY DISEASES
AND ALL FORMS OF
TUBERCULOSIS

C. S. ROBERTS, M. D.

646 MADISON AVE.
NEW YORK CITY.

LAB'RY SERIAL (No. 1214)
GUAR'D UNDER THE FOOD AND
DRUGS ACT, JUNE 30-1906.

Photographic reproduction of two labels, one from the "headache cure" put out by the A. D. S., the other from the "consumption cure," Hydrocine (now called Oleozone), exploited by C. S. Roberts, one of the original directors of the A. D. S. Notice that the serial number on the two labels is the same, indicating a common source.

That there may be no mistake, the Oxydase Company sends out a printed post-card which begins:

"DEAR DOCTOR:—This informs you that Dr. C. S. Roberts of New York is no longer the sales agent for Hydrocine."


BRINGING TESTIMONIALS UP TO DATE

The advertising "literature," including testimonials of the apparently defunct Hydrocine Company, seems to have reverted to Mr. Getsinger, as the Oxydase Company's pamphlets are practically a re-hash of the old Hydrocine matter.

In this connection, it is interesting to note how testimonials are overworked. One of the most imposing testimonials in the old Hydrocine pamphlet was that accredited to Dr. O. P. Barber of Saginaw, Mich. In this testimonial, Dr. Barber was quoted as saying:

"I was looking for a case to try Hydrocine on, which Mr. George B. Morley, President Second National Bank, had brought home with him from New York, and was furnished me by him for nearly all the cases I have treated."

We called attention in our previous article to the somewhat unusual course of a physician administering a remedy of whose virtues he learned from the layman who furnished it. This objection cannot be raised, however, to this same testi-



A shell of Hydrocine Tablets. Exact Size.

New York City, November 12, 1908.

Dear, Doctor:—

This informs you that Dr. C. S. Roberts of N. Y., is no longer the Sales Agent for Hydrocine. The Manufacturers (since 1902) themselves will now supply you with **Genuine Hydrocine**, put up in **Gelatin Shells** and thus insure you an undiluted tablet.

AVOID SUBSTITUTES which claim to be super-oxidized, yet by igniting a tablet with a match reveals a yellow flame, against the Oxygen-blue flame of Hydrocine.

These substitutes are white, whereas it is common knowledge that Hydrocarbons turn a peculiar oxide-brown when oxidized. Such is the color of Hydrocine Tablets.

ORDER DIRECT FROM US. Cash with order, or C. O. D. Delivery Charge Prepaid. **West of the Mississippi \$2.30 per 100 or Box. East of the Mississippi \$2.25 per Box.** Special price on 500 or more. Write for new Literature.

OXYDASE COMPANY.

515 LEXINGTON AVENUE
TELEPHONE 1251 38TH STR.
NEW YORK.

An Oxygenating Agent in Therapeutics.

Photographic reproduction (reduced) of a postal card sent out by Getsinger after his break with Roberts, in which he calls attention to the fact that Roberts is no longer the sales-agent for Hydrocine. It was at this time that Getsinger rechristened his product Oxydase. In the original card the words "Hydrocine is now called Oxydase" were imprinted with a rubber stamp over the picture of the shell of hydrocine. Most of this is lost in the photographic reproduction here given.

monial of Dr. Barber's as it now appears in the Oxydase "literature." While it is used practically verbatim, except for the substitution of the term "Getsinger treatment" where "Hydrocine" used to appear, we find that the erstwhile bank president has assumed a professional rôle, and that "Mr. George B. Morley" has become "Dr. George B. M." We are loath to believe that a bank president would give up his highly reputable and not un lucrative business for the purpose of developing the therapeutic possibilities of rock candy—even though there may be money in it. Knowing what we do of testimonials and their value, it seems more reasonable to suppose that the transformation of the banker into a physician is merely an artistic touch on the part of those who adapted the Hydrocine advertisements to the Oxydase product.

THE NEW CHEMISTRY

Much stress is laid by the Oxydase Company on the statement that while their tablet is super-oxidized, the substitute tablet [Oleozone?] "is not oxidized." To prove (?) their point, the Oxydase Company says:

1 He then came to see me, at my request, as I was looking for a case to try hydrocine on, which Mr. George B. Morley, President Second National Bank, had brought home with him from New York, and was furnished me by him for nearly all the cases I have treated.

His condition was such that I had no hopes whatever of helping him with any remedy, but Mr. Morley had so excited my curiosity regarding this remedy by his description of cases he had talked with in New York, alleged to have been cured by this treatment, that I put him on the medicine.

His appearance was marked in the extreme

2 He then came to see me, at my request, as I was looking for a case to try Hydrocine on, which Mr. George B. Morley, President Second National Bank, had brought home with him from New York. Mr. Morley had so excited my curiosity regarding this remedy by his description of cases he had talked with in New York, alleged to have been cured by this treatment, that I put him on the medicine.

His appearance was marked in the extreme

3 He then came to see me, at my request, as I was looking for a case on which to try the Getsinger treatment, which Dr. George B. M. had brought with him from New York. Dr. M. had so excited my curiosity regarding this remedy by his description of cases he had talked with in New York, alleged to have been cured by this treatment, that I put Goldsmith on the medicine.

His appearance was marked in the extreme

The evolution of a testimonial. From the Goldsmith Case credited to Dr. O. P. Barber: 1, As it appeared in the earlier Hydrocine pamphlets; 2, from the later Hydrocine "literature"; 3, as it is now in the Oxydase pamphlet.

"Place the tablet between tweezers, ignite with a match, then observe the *oxygen blue flame*. The sputtering is the explosion of *small quantities of Oxygen* as it is rapidly liberated. There is no smoke, nor odor, proving complete combustion."—[Italics ours.—Ed.]

This test, both from theoretical and practical considerations, deserves notice. Theoretically, because oxygen being, in air,

an incombustible gas, can neither explode nor burn with a blue or any other kind of flame; practically, because, the statement to the contrary notwithstanding, there *was* some smoke and a distinct odor of burning sugar when a sample Oxydase tablet was ignited.

The "oxygenating" power of Oxydase and its varied therapeutic indications are set forth in the following weirdly constructed sentence:

THURSDAY, MARCH 10, 1911

OXIDAZE TABLETS

Something Everyone Should Know

How to help stamp out Tuberculosis. How to quickly relieve Pneumonia. How to relieve Paroxysms of Asthma.

How to relieve Acute Chronic Bronchitis, Catarrh, Laryngitis and Whooping Cough. How to keep the voice of singers and public speakers clear and strong. How to restore the voice when overworked or impaired. How to fortify the body against the invasion of all germs of infection of whatever name or nature.

While scientists are wrangling over theories concerning these matters, we are producing results. Suffering humanity demands no fine spun theories, but simply asks for quick and tangible results. Our testimony is small volumes, not theories, but of actual results obtained from the use of OXIDAZE TABLETS.

Here is a Statement Made to The American Oxidaze Co. by a Prominent Physician of Worcester County Who Has a Very Extensive Practice.

About one year ago you sent me a large number of testimonials from physicians and patients, in various parts of this country and Mexico, concerning the remedial effects of Oxidaze Tablets. As these testimonials were handed me on a valuable piece of old newspaper I felt justified in giving this remedy a fair trial in my practice. The results I have obtained have been far greater than I anticipated. Now, I have used it at the end of one year in every case of pneumonia and after using many thousands of these Oxidaze Tablets I find that it really was claimed for them in one note from one of the latter, "the most effective in several other diseases not mentioned in the testimonials referred to." For instance in pneumonia, in laryngitis, in bronchitis and in whooping cough I find that this remedy is effective in every case of asthma, which is quickly relieved. In whooping cough I have not even known a remedy that acts so quickly or so effectively. In laryngitis I have observed most marked results and have witnessed the complete restoration of the voice where it was practically lost.

For Singers and Public Speakers with impaired voices, I know of nothing in medical practice that has so produced such quick, satisfactory and permanent results as Oxidaze Tablets. I want to thank you for calling my attention to this valuable remedy. I know hereby that my brother physicians will test these tablets as thoroughly as I have, feeling confident that they will secure equally good results from their use.

The results obtained with Oxidaze Tablets by prominent and thoroughly reliable physicians, are so satisfactory that they merit continued use to preserve them. Their orders to use are now by the thousands, where at first were only for the hundred trial box. No fair minded physician will condemn Oxidaze Tablets who has ever given them a fair trial.

We cordially invite all physicians of whatever school, to give this remedy a fair, practical trial in any of the above mentioned diseases, allowing the results obtained to prove and declare their real merit.

American Oxidaze Company

CAPITAL \$250,000
Massachusetts Charter.

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

F. F. Knowles, E. J. Ross,
F. B. Hamilton, Henry H. Merriam,
Gen. C. W. Wood,

Net of Corporation—The manufacturers and distributors of the Oxidaze Remedies for Tuberculosis, Pneumonia, Asthma, Whooping Cough, and other affections of the Throat and Lungs.

**Home Office: Old Telegram Building
Worcester, Mass.**

Oxidaze Tablets are on sale at your drugstore—If not found there they can be obtained at the office of the Company.
Box 100 Tablets \$3.00 Box 50 Tablets \$1.50 Trial Box Tablets 50c

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

"With 20 remedial impulses in septemia within ten hours, or longer on the same dosage, is a formidable weapon in the hands of a physician—in cases of Typhoid Fever, and other sudden invasions of disease; in Croup, Pneumonia, Diphtheria, Asthma, Abscesses, Bronchitis, etc., Oxydase will give you surprising results."

OLEOZONE "STRICTLY ETHICAL"

In calling attention to his "improved Hydrocine," Dr. Roberts emphasizes that he is "distributing this remedy along strictly ethical lines only." In fact, he "will not even place

it in drug stores, unless to accommodate a physician at his request." This course is somewhat of a departure from that which he followed in exploiting Hydrocinei.

THE "COWLES INSTITUTE"

But Dr. Roberts and Mr. Getsinger are apparently not the only ones who dispense "oxygenated products." We have received letters from various parts of the country inquiring about a New York concern calling itself the "Cowles Institute." A pamphlet sent out by this "institute" has printed on the cover a red double-cross—a misuse of the international emblem of the campaign against tuberculosis that is as unwarranted as it should be illegal. On the title page we read:

"Established for the treatment of tuberculosis in its various forms by entirely new and special methods of medication complying with the highest ethical standards, by which full recoveries in uncomplicated cases of tuberculosis are generally made in from six to nine months without the necessity of changing climate or enforcing severe or rigid hygienic-dietetic rules."

A SUBTLE REMEDY

The "entirely new and special methods of medication" is "by means of an easily digested specially oxygenated product that by regular process of assimilation conveys Atomic Oxygen in proper combination direct to the circulation . . ." This wonderful remedy is far too subtle a product to distribute indiscriminately to the medical profession, much as the Cowles Institute would like to do so.

"but owing to the necessity of keeping it under fixed conditions of light and temperature and of using it within a very limited period of time in order to obtain the proper results, it is manifestly impossible to do this."

We find, however, that the "treatment" is not to be entirely "cornered," as letters are sent to physicians stating that it is the desire of the "institute" to place the "oxygenated product" in the "hands of at least one competent physician in every community of consequence." To those physicians who have a tuberculous patient under their care, they would "be glad to send a sufficient quantity to demonstrate its value without any expense except express charges." As to what may be expected from this "treatment," the modest claim is made:

" . . . practically 90 per cent. of the cases we take in the first and second stages of tuberculosis make a complete and apparently permanent recovery."


We have, then, apparently three concerns "curing" tuberculosis by means of sugar and essential oils, two of them operated by laymen.—(*Modified from The Journal A. M. A., March 20, 1909.*)

Oxidaze

The latest change in the name of Getsinger's product is "Oxidaze," put out by the American Oxidaze Company. This company is said to have purchased the formula of Getsinger, who is no longer connected with the business.

The Oxidaze concern sells its product direct to the public. The nostrum is recommended for tuberculosis, pneumonia, asthma, bronchitis, catarrh, laryngitis, whooping-cough, etc., and this evil-smelling mixture is said "to fortify the body against the invasion of all germs or infection, of whatever name or nature." While most of the men connected with this new company seem to be laymen, one individual—its president—is a physician, and his facsimile signature appears on the advertising matter and the packages of the nostrum.

LAS PASTILLAS "OXYDASE GETSINGER."



Responde OXIGENO al estado anémico.

Es el mejor específico para AFECCIONES PULMONARES.

Cura los PULMONÍAS en 240 días.

Cura los TUBERCULOSIS en 4 a 8 meses.

Cura rápidamente TOS Y CATARRO.

Cura efectivamente la BRONQUITIS.

Únase la "OXYDASE" en los CATARROS.

Para prescripción de los PULMONÍAS.

CIA. LATINO-AMERICANA DE OXYDASE, S. A.

AVENIDA 16 DE SEPTIEMBRE 26. 1er. PISO.

APARTADO 2590.

MEXICO, D. F.

Photographic reproduction (reduced) of a "return envelope" sent out by the South American branch of the Oxydase concern. Quackery knows no geographic limitations.

This man is Eugene Howard, M.D., who was graduated by the Missouri Medical College in 1874. Howard, it is said, has not practiced medicine for the past twenty-five years but has been engaged in business. He is not registered in Massachusetts, having discontinued practice prior to the registration act of 1894. The assumption seems justified that the use of the title "M.D." after the name of the president of the Oxidaze Company is for the purpose of lending an air of respectability to an otherwise disreputable business.

To determine the composition of this latest form of the "sugar cure" for consumption so that it might be compared with its predecessors, an analysis of the stuff was made in the Chemical Laboratory of the American Medical Association. The chemists' report follows:

LABORATORY REPORT

"The tablets received in a carton labeled 'Oxidaze Tablets, No. 1 Dark. A most effective remedy in the treatment of Tuberculosis, Pneumonia, Asthma . . . etc. . . . prepared for American Oxidaze Company, Worcester, Mass.,' are dark brown in color possessing a strong odor and taste of essential oils. A general separation of ingredients yielded the following results:

Chloroform-soluble matter	10.98 per cent.
Water-insoluble matter	7.86 per cent.
Water-soluble matter (by difference).....	81.16 per cent.

100.00

"The chloroform-soluble matter appears to be, at least in large part, a mixture of volatile oils.

"The water-soluble portion appears to consist of sugar containing some dye and a trace of potassium iodid, the latter amounting to 0.14 per cent. of the tablet.

"The water-insoluble matter consists almost entirely of corn starch.

"The specimen of Oxidaze tablets examined may then be said to consist essentially of sugar containing a small amount of volatile oils, starch and a trace of potassium iodid."

From this analysis, it is evident that the tablets now sold as Oxidaze are of the same character as those formerly exploited as Hydrocine. The substitution of a little starch for some of the sugar, the addition of a little more oil and the presence of a minute quantity of potassium iodid mark the only essential difference between the Oxidaze tablet and its prototype, Hydrocine. In spite, then, of its nomenclatorial evolution, the "sugar cure" for consumption remains just as worthless and just as silly as it was before it sprang new-born from the fertile brain of its inventor. So long, however, as the public clings to the old belief that any preparation that tastes bad and smells worse must have therapeutic value, so long will the J. Rufus Wallingfords of the pharmaceutical world continue to capitalize the hopefulness and credulity of ignorance.—(*Modified from The Journal A. M. A., Dec. 30, 1911.*)

OZOMULSION

Ozomulsion is one of several nostrums put out by the T. A. Slocum Company of New York City. Nearly ten years ago Mr. Samuel Hopkins Adams (*Collier's*, Jan. 13, 1906) had something to say about the Slocum nostrum factory and the man who was at that time proprietor of the concern, one A. Frank Richardson. To quote from part of Mr. Adams' article:

"The Slocum Consumption Cure proper consists of a gay-hued substance known as 'Psychine.' Psychine is about 16 per cent. alcohol, and has a dash of strychnin

to give the patient his money's worth. Its alluring color is derived from cochineal. It is 'an infallible and unfailing remedy for consumption.' Ozomulsion is also a sure cure, if the literature is to be believed. To cure one's self twice of the same disease savors of reckless extravagance, but as 'a perfect and permanent cure will be the inevitable consequence,' perhaps it's worth the money. It would not do to charge Dr. T. A. Slocum with fraud, because he is, I suppose, as dead as Lydia E. Pinkham; but Mr. A. Frank Richardson is very much alive, and I trust it will be no surprise to him to see here stated that his Ozomulsion makes claims that it cannot support, that his Psychine is considerably worse, that his special cure offer is a bit of shameful quackery, and that his whole Slocum Consumption Cure is a fake and a fraud so ludicrous that its continued existence is a brilliant commentary on human credulousness."

The nostrum, "Psychine" which, previous to the passage of the Food and Drugs Act, was labeled "An Infallible Remedy for Consumption" to be later modified to "Wonderful Remedy for Consumption" and still later to be changed to "Tonic Appetizer and Aid to Digestion" has, apparently not occupied much space in the public prints during the last few years. Ozomulsion, however, has, apparently, been kept alive by advertising. In April, 1915, the United States Attorney for the Southern District of New York, acting on a report by the Secretary of Agriculture, filed two informations against the T. A. Slocum Company, alleging that the concern had shipped two consignments of Ozomulsion from the state of New York into the state of Tennessee in violation of the Food and Drugs Act. The product was declared misbranded in both informations on the ground that the therapeutic claims made on the carton were "false and fraudulent." Moreover, the government declared that these claims:

"... were applied to said article knowingly and in reckless and wanton disregard of their truth or falsity, so as to represent falsely and fraudulently to the purchasers thereof, and create in the minds of purchasers thereof the impression and belief that it was in whole or in part composed of, or contained, ingredients or medicinal agents effective for permanently curing tuberculosis, consumption, phthisis, whooping cough, pneumonia, and all kinds of lung diseases, St. Vitus's dance, epilepsy, night sweats, and malaria, when, in truth and in fact, said article was not in whole or in part composed of and did not contain ingredients or medicinal agents effective for curing tuberculosis, consumption, phthisis, whooping cough, pneumonia, and all kinds of lung diseases, St. Vitus's dance, epilepsy, night sweats, and malaria."

The product was declared misbranded further because of the claims made that Ozomulsion would cure pneumonia and prevent the development of consumption "when in truth and

in fact, said article was not in whole or in part composed of, and did not contain, ingredients or medicinal agents effective for curing pneumonia or for preventing the development of consumption following pneumonia, or at any other time."

The analysis made by the federal chemists was summed up in the statement "sample appears to be an emulsion of cod liver oil and glycerin with the addition of phosphorous compounds of calcium and sodium." The chemists also call attention to the fact that their tests indicated that the cod liver oil used in this emulsion "had not been ozonized." This claim about "ozonizing" the oil used in the nostrum has long been one of the talking points; in fact the old trade-package declared that Ozomulsion was a combination of ozone, cod liver oil and other ingredients "OZONIZED BY ELECTRICITY (Slocum's French method) for the purpose of replacing by ozone the oxygen consumed by the system in digesting cod liver oil."

The T. A. Slocum Company pleaded guilty to the government's charges and was fined \$80. This can hardly be considered an excessive punishment for a concern engaged in the business of defrauding the sick in general and consumptives in particular. The details of this case will be found in *Notice of Judgment* 3979, issued Oct. 21, 1915.—(*From The Journal A. M. A., Dec. 18, 1915.*)

PULMONOL

"Fifty thousand physicians and all standard text-books endorse every ingredient in Pulmonol." Yes, and a hundred thousand physicians and standard text-books endorse every ingredient in dishwater; soap is good, grease is good, water is good, each in its place; but neither physicians nor any one else recommend dishwater as a cure for consumption. Neither does any physician nor any layman, except he be a fool or a knave, recommend Pulmonol as a cure for consumption.

Pulmonol is put on the market by the Pulmonol Chemical Company, New York City. The Pulmonol Chemical Company seems to be a trade name assumed by one Arthur Vincent Payne, M.D., who terms himself "medical director."

Of the various claims made for this stuff, these are typical:

- "It cleans out the lungs."
- "Stops night sweats."
- "Prevents hemorrhages."
- "Strengthens the heart."
- "Gives strength to resist disease."
- "Cures the most stubborn coughs."

Like some other men in the consumption-cure business, A. V. Payne is shrewd enough to recommend, in his advertising matter, that those taking Pulmonol shall follow the

rules laid down by reputable physicians for the treatment of tuberculosis; that, in addition to taking his nostrum, they shall live in the open air as much as possible, eat nourishing food and in other ways follow out the approved method of treating the disease. Such suggestions, coming from "patent medicine" exploiters, are worthless, as every physician knows. The one reason, above all others, that causes the consumptive to fly to the quack is his belief, born of ignorance and the optimism that characterizes the disease, that the medicine he buys will relieve him of the necessity of following the strict regimen laid down by his physician.

There is an inborn belief among the laity that there is a specific drug for every disease—if the medical profession were only wise enough to discover it. The quack, either inferentially or directly, assures the public that he *has* found the specific; and the public believes him! It is the universal experience of those who have had much to do with consumptives that dietetic and hygienic measures are disregarded in direct proportion to the amount of medicine the sufferer takes. Herein lies the viciousness of the consumption cure. A. V. Payne may smugly "point with pride" to his "literature," in which he urges those who buy his nostrum to follow the rules laid down by scientific men in the treatment of tuberculosis, but such rules will not be followed, once the victim begins relying on Pulmonol.

SOME TESTIMONIALS INVESTIGATED

A few of the testimonials published by the Pulmonol Chemical Company have been investigated with the usual results. The testimonial-givers are, as always, divided into two classes; those who really had tuberculosis and those who did not have it. As we have said many times, it is useless to investigate fresh testimonials. Most of them are written in good faith

PULMONOL
(PAYNE)
AIDS
IN THE PREVENTION, RELIEF, AND
CURE OF
CONSUMPTION

1st—BY PROMPTLY BREAKING UP
ALL NEGLECTED COLDS.
2nd—BY RELIEVING THE APPETITE.
3rd—BY CLEARING OUT THE
LUNGS.
4th—BY RELIEVING THE NIGHT
SWEATS.
5th—BY RESTORING THE NAT-
URAL FUNCTIONS OF THE BODY.

These claims have been proven and
certified to by physicians, trachea
nurses, clergymen and phrenologists
all over the world.

AN EXTRAORDINARY CASE.
We should like to send a complete
copy of the latter "evidence" from Mrs.
Margaret J. Marshall, 31 Grand Avenue,
Richmond Hill, N. Y. We do not be-
lieve that there are many cases like it
on record.

Nearly three years ago she was
brought from Liberty, N. Y., a hopeless
physical wreck. "To quote her own words
and per her letter:

"I came back (from Liberty, N. Y.)
more dead than alive. It was impos-
sible for me to walk without assistance.
I coughed, had night sweats, no ap-
petite and lost seventy-five pounds. This
was my condition after everything pos-
sible had been done as we supposed. My
daughter purchased a bottle of Pulmo-
nol, and I commenced to take it that
very night. I have taken it ever since,
and would I am not entirely well. I can
now sleep, can eat, sleep and walk a
mile or two every day and the night
sweats stopped long ago. This has all
been done in my own home."

The Committee on Tuberculosis will
not give a much interesting case for its
investigation.

PULMONOL (Payne)
For Sale at All
Riker Drug Stores
Where Booklets Containing Further
Information May Be Had

Photographic reproduction (reduced) of a typical Pulmonol newspaper advertisement. The woman whose testimonial appears in this advertisement died of consumption months before the advertisement appeared!

and not until the cases have progressed further are the victims undeceived as to the efficiency of the nostrum. It is therefore necessary to wait a year or two before looking into testimonials of this class. We then find, invariably, that the consumptive who had relied on the nostrum is dead. This is what has been found in the case of Pulmonol testimonials.

One testimonial published by the Pulmonol concern was featured as an "Extraordinary Case." "We do not believe that there are many cases like it on record," says the booklet, which, after giving the testimonial, suggests that "The Committee on Tuberculosis will find this a most interesting case for its investigation." It will! The poor woman whose case is described therein has been dead for some years, and we have evidence that indicates that the Pulmonol Company continued to publish the testimonial not only after the death of the victim, but after that death had been specifically brought to the attention of A. V. Payne. A nice, ghoulish sort of business!

Another testimonial, published under the heading, "Unbiased Physician Recommends Pulmonol," was that purporting to come from a Brooklyn physician, who is alleged to have recommended Pulmonol to a tuberculous patient who was so nearly dead "that the priest was called in and the last rites were administered." The man took Pulmonol, says the booklet, "and is still taking it. He is not entirely well, but well enough to be one of the happiest men in Brooklyn." Not so; the poor fellow may be happy, but he is not in Brooklyn. He went the way of all consumptives who have reached the last stages of the disease.

Here are some other cases: Mrs. F. A. C—— testifies that she took seventeen bottles of Pulmonol "and was greatly benefited." This testimonial appears in a booklet entitled, "Fighting the White Plague, Consumption, with Pulmonol." The inference, naturally, is that Mrs. F. A. C—— had been cured of consumption by the use of Pulmonol. The case was investigated and Mrs. C—— was found to be a strong, robust woman whose case had never been diagnosed as tuberculosis, but who just "knows she had it" because she coughed a great deal! And on such testimony as this is this wretched nostrum sold to the consumptive.

In the same booklet Mrs. E. J. S—— says that her husband had "lung trouble." "He took six bottles of Pulmonol and it cured him." Here again we note that no direct statement is made that the man has been cured of tuberculosis; but the inference is there. Investigation shows that Mr. E. J. S——, who is living and well, never had tuberculosis.

Mr. L. E. F—— also gives a testimonial that, inferentially, gives the impression that Pulmonol has cured him of consumption. Our investigation, however, shows that such is not the case, for poor F—— was one of those who really had tuberculosis. He is now dead.

Mr. S—— is alleged to have testified that he was afflicted with tuberculosis and had “consulted the best physicians.” He tried sanatorium treatment, but in spite of all continued to get worse. Finally he “bought a bottle of Pulmonol” and “took the medicine as a joke.” As a result he alleges: “I am now relieved of all distressing symptoms and gaining in weight and strength daily—and attending to business.” This case was investigated with some care and the physicians under whose treatment he claims to have been at the sanatorium were written to for a history of the case. We found that Mr. S—— died of tuberculosis some time ago.



The Pulmonol label.

A testimonial dated from a village of less than 1,300 population and alleged to have been written by a Mrs. A. O. B——, urges “every one suffering with consumption” to take Pulmonol as she had done. A physician who lives and practices in this village was written to regarding this case, the full name of the alleged testimonial writer being given. He replied that, although he had lived in the place more than ten years, he had never heard of such a person.

Mrs. C. D. W—— is another individual whose name is given in the testimonial list. On making inquiries, we discovered that Mrs. W—— did have tuberculosis and still has it. She is not taking Pulmonol at present. Her physician

says, "Her health is somewhat better than it was a few years ago," and he adds: "I do not consider her improvement due to Pulmonol."

Mr. L. S——, the Pulmonol concern would have the public believe, was cured of tuberculosis by the use of its nostrum. We find, on looking into the matter, that Mr. S—— had tuberculosis some five years ago and that he went to the state sanatorium for treatment. He returned much better. His family physician writes us that he regards this "as an arrested case, produced by sanatorium treatment."

The same old story: the individuals that really suffered from consumption and relied on the "consumption cure" are dead. Every testimonial for a "consumption cure" that we have investigated—and they number hundreds—brings out the same facts: In those cases in which the individuals are still living, they either did not have consumption at all, or the arrest of the disease was due to scientific treatment and not to the nostrum for which they had testified.

WHAT IS PULMONOL?

Pulmonol has been analyzed in the Association's laboratory and, as is the case with most nostrums, has been found to contain drugs that have been used for years by reputable physicians. And yet Arthur Vincent Payne, M.D., yclept the Pulmonol Chemical Company, has the effrontery to declare that Pulmonol is a prescription that he has perfected after he had "given his entire life to a study of tuberculosis and diseases of the lungs." Essentially, Pulmonol consists of a mixture of benzoate of soda, a guaiacol compound, with a dash of strychnin, dissolved in a mixture of glycerin and water. Here is the chemist's report:

"Three original bottles of 'Pulmonol' (manufactured by the Pulmonol Chemical Company, New York) were received at the Association's laboratory and subjected to chemical analysis. The bottles contained a red, aqueous liquid, having a bitter taste and a faint odor of benzoic acid. Its specific gravity was 1.088.

"Qualitatively Pulmonol contained potassium, sodium, benzoate, sulphonate, glycerin, guaiacol (or cresol), strychnin and coloring matter. The red coloring matter responded to tests for the dye known as bordeaux. The guaiacol was present in a combined form and its characteristic odor became apparent only after boiling with strong sulphuric acid. The strychnin was probably present as the sulphate, as a very faint trace of sulphate was detected.

"Quantitatively the mixture closely corresponded to the following:

Potassium guaiacol sulphonate.....	5.7	per cent.
Sodium benzoate	2.1	per cent.
Strychnin sulphate	0.008	per cent.
Glycerin	11.6	per cent.
Water	77.7	per cent.
Difference	2.8	per cent.

"Each fluidounce of Pulmonol is equivalent to approximately 29 grains of potassium guaiacol sulphonate, 10 grains sodium benzoate and $\frac{1}{24}$ grain strychnin sulphate."

SUMMARY

It is the universal experience of visiting nurses and others who come in daily contact with consumptives that just as soon as the victim begins to rely on a widely advertised "cure," he immediately becomes careless of the safety of others and relaxes those efforts which are necessary if he hopes to overcome the disease. It is but human that such should be the case. The tendency is to follow the line of least resistance. If consumption can be cured by taking something out of a bottle four times a day, why should the sufferer subject himself to the minor inconveniences of the more or less strict regimen laid down by the physician?

Of all mean businesses in the world, there are few, if any, more contemptible, more heartless or more economically vicious, than that carried on by the man who enriches himself at the expense of the life of the unfortunate consumptive. Of all tainted money, none is quite so dirty as the blood-toll collected by the "consumption cure" faker.—(*Modified from The Journal A. M. A., Nov. 29, 1913.*)

ROGERS' CONSUMPTIVE CURE

"Rogers' Consumptive Cure and Cough Lozenges" and "Rogers' Inhalant" were two products sold by the M. J. Rogers Medical Company of Lewiston, Maine. According to a government report the former product bore on the labels such claims as:

"Rogers' Consumptive Cure and Cough Lozenges. Are good for Lung Troubles of all kinds. . ."

"For Whooping Cough they are a ready relief."

"For Coughs, new and of long standing, they are unsurpassed."

"They can be confidently relied upon as an *infallible cure* for all pulmonary troubles of every description."

"... warranted to effect entire and permanent cures in every case curable at all. . ."

The latter preparation bore such claims as:

"Rogers' Inhalant Is the Greatest Discovery of Modern Medical Science, for the positive cure of Catarrh, Asthma, Hay Fever, Rose Cold, Cold in Head, Influenza, Headache, Pneumonia, Bronchitis, Diphtheria, Hoarseness, Loss of Voice, Bleeding of the Lungs, Pleurisy, and all diseases leading to Consumption."

The government officials filed an information against the M. J. Rogers Medical Company alleging that these two products, which had been shipped in interstate commerce, were misbranded because of the false and fraudulent claims

for curative effect that had been made for them. The government chemists, who analyzed both the lozenges and inhalant, reported that the former "consists of sugar lozenges containing a small amount of gum and a trace of oil of rosemary" and that the latter was "an alcoholic solution of volatile oil, chiefly rosemary." The false and fraudulent therapeutic claims made, only a few of which we have quoted, were declared by the federal officials to have been applied to the articles "knowingly and in reckless and wanton disregard of their truth or falsity." This concern entered a plea of *nolo contendere* and was fined \$15, the case being described in *Notice of Judgment 3986*, issued Oct. 21, 1915.—(*Modified from The Journal A. M. A., Dec. 18, 1915.*)

SARTOLIN—SANOSIN

When an American quack or nostrum-vender has milked his gullible native clientele dry he often transfers his field of operations to Europe where he goes through the same process. In a like manner when a nostrum has worn out its welcome in Europe its astute exploiter casts his lines in American waters in hope of relieving the credulous sick of their dollars.

Sartolin is a "consumption cure" which had its origin several years ago in Germany, its "inventor" being one Robert Schneider of Berlin. Its name originally seems to have been Sanosin. Apparently it did not take very long for this nostrum to be discredited in the land of its birth, and then advertisements began to appear in the British newspapers extolling the wonderful virtues of Sartolin and detailing its "cures." Still more recently the newspapers in this country recorded the fact that "Dr." Robert Schneider of Berlin had arrived in the United States and was on his way to Chicago where he "would demonstrate his method of curing consumption." Now we find that the "U. S. Head Office & Depot" of the Sartolin Company is located in Chicago.

According to the booklet put out by the Chicago concern, Sartolin is "the newly discovered treatment for consumption and kindred diseases" and has been patented in the United States. Further we learn that the "treatment" consists of vaporizing the mixture which constitutes sartolin, and inhaling the fumes. According to the patent specifications sartolin seems to be composed of:

Powdered eucalyptus leaves.....	7.5
Oil of eucalyptus.....	4.5
Flowers of sulphur.....	63.0
Powdered wood charcoal.....	25.0

A small amount of this mixture is placed on a slab under which an alcohol lamp is burning. The whole thing is supposed to be operated in a room that is tightly closed and in which the tuberculous patient is required to stay. As the booklet of directions puts it: "The fumes are breathed in a closed bed-room during the night . . ." In the advertising matter the open-air treatment is belittled and serum therapy designated as valueless. The victim is urged to use the "sartolin treatment," which consists in shutting himself up for

COMES FROM BERLIN TO CURE CHICAGOANS

Discoverer of a New Method
to Banish Consumption
Reaches America.

PANIC AT ELLIS ISLAND

Twenty Immigrants Hurt in Up-
star Due to Fumiga-
tion Smoke.

[SPECIAL TO THE RECORD-HERALD.]
NEW YORK, Feb. 22.—Dr. Robert Schneider,
of Berlin, the discoverer of a new-cure
for tuberculosis, who
soon will demonstrate
his method in Chi-
ago, arrived here to-
day. He was a passenger on the steamship
Umbria, which was buffeted by storms
throughout its voyage and was three days
late.

Dr. Schneider employs a combination of
sulphuric acid, charcoal and eucalyptus,
which is burned in a lamp placed in the
sleeping-room of the patient. The progress
of the disease is arrested by the fumes of
the drug, although the doctor says it is
impossible to restore a lung that has been
wasted away.

Dr. Schneider says he has effected many
cures in Europe, and is confident that the
efficacy of the method will be demonstrated
in this country.

NEW ANTISEPTIC TREATMENT IN CONSUMPTION AND KINDRED DISEASES, WITH SARTOLIN

The cure is achieved by following the
methods propounded by authorities such as
Galen (the father of therapeutics), Rhazes,
Hippocrates, Pasteur and others, viz.—By
means of the dry distillation of chemicals,
breathed in conjunction with air (internal
Antiseptin) and by the application of Bal-
sam externally.

Sartolin goes to the root of the Disease
by killing the Bacilli, cleansing and rene-
wing those air passages, the obstruction or
fouling of which is responsible for Con-
sumption, Asthma and Bronchitis.

Sartolin makes the application of narco-
tics unnecessary. No medicine is required,
no Sanatorium—the Sanatorium being at
Home.

Serum tubercular injections are danger-
ous. In most cases they have a toxic effect
and poison the system of the whole body.

The dispensing of drugs and medicine
in treating tuberculosis also has proved
itself to be a failure. The Sanatorium or
Open Air Treatment, which is costing
the nation huge fortunes annually, has
given but little, if any, effective results
whilst Sartolin is a remedy of which nume-
rous concrete proofs of cure have been es-
tablished even in the most desperate cases.

The remedy has been recommended by
specialists on Tuberculosis before the Medi-
cal Association of Berlin, Germany. The
Honorable Frank H. Mason, United States
Consul-General for Germany, has made an
official report to his Government on the
invaluable discovery of Sartolin. Full par-
ticulars can be obtained post free from
Sartolin, 3015 Evanston Ave., Chicago.

Newspaper item heralding the arrival of "Dr. Robert Schneider of Berlin" in this country with his new "cure" for consumption. An advertisement that appeared later (in the same paper) of the "cure" itself.

the night in a tightly-closed room to breathe the stagnant air laden with the products both of his own exhalations and of the combustion of the stinking mixture which forms the nos-
trum. If there are degrees of viciousness in the various fake
cures for tuberculosis it would seem that sartolin surely
should rank as one of the worst.—(From *The Journal*
A. M. A., June 18, 1910.)

[As "Sartolin," this nostrum, apparently, was not a success. Possibly, THE JOURNAL's publicity, coming just at the time that Schneider, "subject of the King of Prussia, Emperor of Germany and a resident of Berlin, Germany," was getting ready to exploit American consumptives, was too much for it. At any rate, the thing seems to have had a somewhat precarious existence. At the present time, Mr. Schneider's mixture is being advertised under its older name, "Sanosin."—January, 191.]

Lungs Weak?

Generous Offer To Tuberculosis Sufferers of Trial of Europe's Remarkable Remedy **SANOSIN**

World's noted medical scientists—Doctors Danneberg, Sommerfeld, Wolf, Noel, Essers—declare **SANOSIN** the **most effective treatment** for Pulmonary ailments yet discovered. Felix Wolff, Court Physician, Director of the Sanatorium for Consumptives in Reiboldsdamm, Germany, says he has administered and **strongly recommends** **SANOSIN** has been officially recommended to the Berlin Medical Association. Dr. C. W. A. Essers, Amsterdam, Holland, declares it a "Moral obligation to make **SANOSIN** known to the whole human race." American sufferers, rich or poor, can use this remarkable home treatment that has met with such phenomenal success in Europe. **SANOSIN** does its work by absorption of Germs—not an injection. Produces calm, restful sleep without Morphine or similar deadening drugs. Brings almost immediate relief from coughing, blood spitting and night sweats. **SANOSIN** is proving a blessing to all suffering from Tuberculosis, Bronchitis, Asthma, Catarrhs, Whooping Cough, etc. Send for **FREE BOOKLET** (with testimonials) explaining this treatment and how a Trial can be made in your own home at our risk. Address **SANOSIN**, Dept. C 40, Madison Bldg., Chicago.

Show This To Some Unfortunate

Reduced reproduction of an advertisement appearing in a Chicago paper in October, 1915.

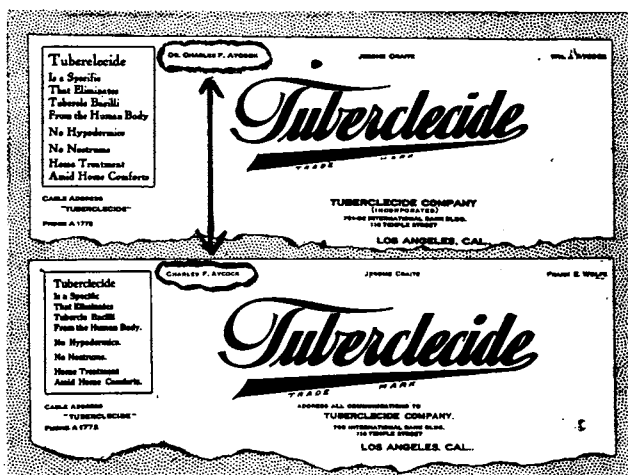
TUBERCLECID

At various times in the process of investigating and exposing "cancer cure" and "consumption cure" nostrums, THE JOURNAL has called attention to the disreputable character of the individuals who are engaged in this business. The relation of personal character to commercial enterprise is, of course, not so much a matter of coincidence as of cause and effect. It is natural that individuals who would engage in such cruel and disreputable businesses as those of exploiting cancer and consumption cures should themselves be disreputable. There are, it is true, occasional well-meaning, unbalanced ignoramuses who really believe that they have discovered cures for these deadly diseases and who sell their nostrums under that honestly mistaken belief. Such cases are rare; so rare as to be negligible. Practically every individual who takes money from a consumptive, or from a sufferer from

cancer, for a worthless nostrum sold as a cure for either of these diseases, knows that he is defrauding his victims just as truly as the highway robber knows that he is plundering the citizen whom he holds up at the point of a revolver.

SOME PERSONAL HISTORY

Tuberclecide is a worthless consumption cure sold by the Tuberclecide Company, which has headquarters at Los Angeles and agencies in various southwestern states. The leading spirit of the concern and the reputed "discoverer" of Tuberclecide is one Charles F. Aycock. From the evidence at hand, Aycock seems to be just the type of man one would expect to



Photographic reproductions of the Tuberclecide Company's letterheads at different periods. It will be noticed that the older (upper) letterhead has Aycock as a "Doctor"; the more recent (lower) letterhead omits this title.

find engaged in taking money from indigent consumptives under the fraudulent promise of a cure. A careful investigation seems to establish the following facts regarding Aycock: He was reared in Boone County, Arkansas, where he is said to have exploited, many years ago, a fraudulent catarrh cure. Even at that time, Aycock seems to have been able to fool the people successfully, as he was elected county treasurer. While holding this office, the people learned how foolish they were to trust a "patent medicine" faker with other people's money, for Aycock is alleged to have embezzled over \$2,900 of the county funds. A neighbor who, at the time, had some confidence in him went on his bond so as to permit Aycock to be at liberty until the trial. Aycock is said to have demon-

A greatly reduced photographic reproduction of a Tuberclecide advertisement that appeared in the Albuquerque, N. Mex., newspapers. Thanks to the activities of the local authorities, Aycock found it desirable to close his Albuquerque office.

The records show that Charles F. Aycock was sentenced to the penitentiary for five years on the charge of embezzlement. At the end of a year and a half he was pardoned, largely on the strength of a petition which his wife had circulated. Aycock again displayed his appreciation for help given, by deserting his wife and child soon after his release from the penitentiary. We next hear of him in Oklahoma, where, although he had no medical education, he practiced medicine.

After a while Oklahoma seems to have become too hot for Aycock for he left for California, where he organized the Tuberclecide Company. In the meantime he had married again, but two or three months ago the second wife began

TUBERCLECID TO
BE TESTED BY
U. S. GOVERNMENT

Company Will Treat Six Patients Free to Prove to the World That Cure Is as It Is Represented.

The Tuberclecide company has made an application to the United States government to turn them over six patients who are in the last stage of tuberculosis, and the Tuberclecide company will treat them at no cost of the government or patient to prove to the world that a cure for the great white plague has at last been found. The company agrees to send a representative to any part of the United States that the government may select to make the test.

You will read in the report of one of the leading physicians of the United States in one of the most complicated cases of tuberculosis on record. See the case of Roy L. Taylor, elsewhere in this issue.—Adv.

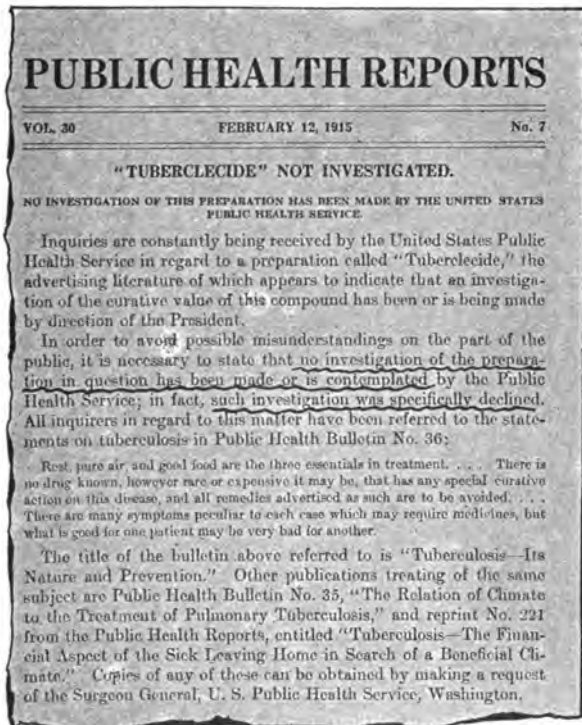
This is one of the advertisements issued by Aycock at the time that he attempted to get advertising ammunition by writing a letter to the federal authorities making an offer which he must have known could not be accepted and which he, doubtless, would be the last to want to have accepted.

divorce proceedings against Aycock. Even after going to California Aycock posed as a physician, but more recently he has removed the prefix "Dr." from his name as it appears on the Tuberclecide stationery.

These details are given not for the purpose of raking up an ex-convict's past, but because Aycock is at present engaged in a much more villainous business than the embezzling of public funds or the selling of fake gold mines.

THE "CURE" ITSELF

Tubercleclide comes as a pale-yellow, oily liquid for which \$15 for a two-ounce bottle is asked. When examined in the



Here is a photographic reproduction (reduced) of a government bulletin issued Feb. 12, 1915. This conclusively gives the lie to the claim made by the Tubercleclide exploiters that the United States government was investigating the nostrum.

Association's laboratory, the chemists reported that Tubercleclide is "essentially a solution of creosote or guaiacol in some bland oil, probably olive oil."

About the time that Tubercleclide was exposed in THE JOURNAL, Aycock opened a branch office in Albuquerque, New Mexico, and at once commenced a vigorous advertising campaign. Fortunately for the consumptives of Albuquerque and vicinity, this town has an intelligent wide-awake layman who.

recognizing the viciousness of Tubercleide, took active steps to combat it. When he first opened the Albuquerque office, Aycock continued to give the impression that he was a physician, going so far as to have "Dr. Charles F. Aycock" printed on the company's stationery. It was not long before he was arrested on the charge of violating the medical practice act and although, owing to local conditions, he was not convicted he found it the part of discretion to omit the title "Dr." The notoriety that he gained in Albuquerque was such as to make him close that office and seek other fields where less was known about him.

THE ALLEGED GOVERNMENT TEST

Like other consumption cure fakers, Aycock attempted to get advertising ammunition by entering into correspondence with government officials relative to his nostrum. He wrote to the Secretary of the Interior and asked that official to turn over to him "six or eight patients who are in the last stages of tuberculosis" for treatment with Tubercleide. Following this impudent request, newspaper advertisements were published—as reading matter—headed "Tubercleide to be tested by United States Government." When Mr. C. S. Ucker, chief executive officer of the Department of the Interior, was written to regarding the truthfulness of the claim that the government was going to test Tubercleide, the following reply was received:

DEPARTMENT OF THE INTERIOR

FREEDMAN'S HOSPITAL

November 14, 1911.

Sir:—By departmental reference I have a copy of your letter dated November 6, 1911, addressed to Mr. Ucker, regarding "Tubercleide," and beg to state this office did not look with favor on the preparation, consequently took no notice of the same.

Very respectfully,

W. A. WARFIELD, Surgeon in Chief.

Of course, Aycock, not being a fool, can hardly have expected the government to take any action and doubtless would have been greatly chagrined had his bluff been called. The important point, to him, was that he had been able to put his worthless nostrum before the public in such a light as to deceive credulous consumptives.

TESTIMONIALS

Of course Aycock publishes testimonials telling the wonderful results that have been accomplished by the use of Tubercleide. There never has been a consumption cure fraud but could obtain all the testimonials that could be used. Some

such testimonials are fraudulent; others—the majority—are honestly given by those who, in the optimism born of any new treatment, really believe at the outset that they are being helped. It is testimonials of this last class that make up one

LOS ANGELES HERALD: SU

LOCAL ALCHEMIST DISCOVERS CURE FOR TUBERCULOSIS

Germes of Disease Are Destroyed
by Specific Worked Out
After Prolound Study

FREES HUMANITY OF PLAGUE

Millions of Lives Needlessly Sac-
rificed Each Year—Two
Perish Every Minute

“OVER a million persons die each year of tuberculosis. That is at the rate of three thousand a day or two a minute. This awful sacrifice of human life is not necessary. The disease is curable and in less than one generation can be eliminated.”

This startling statement was made in all seriousness by a Los Angeles man who claims to have perfected a specific cure for tuberculosis. Charles F. Aycock, formerly of Oklahoma, spent fifteen years studying and experimenting in his laboratory, seeking a remedy for the dread white plague. During that time he was practicing medicine and closely observing numerous cases that came under his care.

“All that time,” said Mr. Aycock, “who was seen at his office in the International Bank building. ‘I knew that this affliction, which was the most prevalent of all fatal diseases, would yield to some specific if it only could be discovered. I made exhaustive microscopic tests of tubercle bacilli and other pathogenic germs until I was convinced that if one could discover a specific that would destroy the toxins without impairment of the tissues then tuberculosis would be easy to cure.’”

SUCCESS CROWNED RESEARCH

“My discovery was not an accident. It was a result slowly worked out to the final day, and the perfection came when I sought to hypodermic inject a patient. The outcome and as an al-

and care were given the patients have recovered. Bacteriological tests were taken in all these cases, and I have in my possession monthly statements from an eminent bacteriologist showing how steadily the tubercle bacilli had diminished until they had disappeared.

RESPOND QUICKLY TO TREATMENT

“I am convinced there is no case of consumption I cannot cure, given that the patient has the vitality to survive a few weeks and give my remedy a chance to begin the elimination of the tuberculous germs.”

Asked for a more detailed description of the treatment, Mr. Aycock said there was nothing to say. The fluid is nearly tasteless and is taken at mealtime with the food. It is not noticeable, and there are no evil effects. No claims are made that the remedy is a tonic, yet Mr. Aycock declares that in almost every instance the patient's digestion is improved and upbuilding of the system follows.

According to statements from former sufferers from tuberculosis, Mr. Aycock's remedy generally meets with response within a week or ten days after treatment has been begun. The chemist and his associates declare it depends on the individual. “In instances of extreme prostration the response is quicker than in cases where the sufferer is up and around the house. In cases where the victim is working each day the remedy is slower in effect. This is but natural, as those who are taking perfect rest should improve the more rapidly. In cases where there were plenty of good food, rest and fresh air we have met with quick and satisfactory results. In many instances four or five days after treatment has been begun the patient has had the first real restful sleep for months, if not for years. The cough diminishes. Of course the more that is done for the benefit of the general surroundings the better. There is no objection to any palliatives that may be administered while waiting for my specific to get hold on the real cause of the trouble. Those palliatives, however, are usually abandoned in a short time after treatment is begun. They become unnecessary, and there is no inclination to continue them.”

DESTROYS THE GERMS

Asked about the extreme cases of tuberculosis of long standing the discoverer instantly disavowed any claims to building up destroyed tissue. He declared that no miracles were wrought. The specific does what he claims for it—it destroys all the tubercle bacilli in the human anatomy and gives the afflicted one an opportunity to make the most of the fact that the germs are gone. “We have one case in which a woman, who had been given up by the doctors, has been given back to life.”

Reproduction of part of a two-column advertisement of Tubercleicide. The advertisement was so set as to appear as reading matter.

of the most tragic chapters of “patent medicine” frauds. As THE JOURNAL has shown time and again, it is only necessary in many an instance to wait a few months or a year to be able to publish side by side with the testimonial the death certificate of the poor victim who gave it.

The following brief record gives the names of a few individuals who have taken Tuberclecide but about whom the exploiters of this fraud are careful to say nothing:

- Case 1.—H. Wenzell took twelve bottles. Worse.
- Case 2.—J. M. Horner took five bottles. Died Aug. 20, 1911.
- Case 3.—F. Allen took four bottles. Died July 7, 1911.
- Case 4.—A. J. Imel took two bottles. Died June 6, 1911.
- Case 5.—J. D. Hoyt took two bottles. Worse.
- Case 6.—J. Goldfinger took one bottle. Worse.
- Case 7.—W. Porterfield took one bottle. Died March 2, 1912.

CONCLUSION

So much for Tuberclecide. That a mixture of guaiacol in olive oil will not cure tuberculosis, every physician knows. In fact, if the public were informed of the composition of Tuberclecide, it would be impossible to sell this preparation either at the exorbitant price that is asked for it—\$15 for two ounces—or at practically any price.

There is a ghastly sameness in the description of various consumption cure frauds. Exploited in nearly every case by men who are lacking in professional training as they are in moral responsibility, these "cures" are sold under claims that are grossly false and with an utter disregard of the most elementary canons of commercial honesty. The same tragedies of money wasted that can be ill-spared, of time squandered that can be spared still less, of the occasional testimony favorable to the preparation given at the beginning of the new "treatment" and, finally of the same depressing death lists.

And thus it goes. Under our present insufficient laws, there is no way of halting this slaughter of the innocents. So long as men, immoral or unmoral, see fit to enrich themselves on the blood-money of the consumptive, there is nothing to prevent them so doing except the tediously slow process of educating the public to realize the utter worthlessness and potential danger of every consumption cure.—(*Modified from The Journal A. M. A., May 13, 1911.*)

TUBERCULOIDS

The following card is sent out to the public by the Columbus Pharmacal Company, Columbus, Ohio, and a copy was sent to THE JOURNAL office by a physician:

Some of the literature and a sample of the preparation were submitted to the chemical laboratory of the Association and the chemists were asked for an opinion and a report. The chemists declared that the statements made were typical of

those made for the average "patent medicine." While pretending to give exact information regarding the composition of the remedy, the literature contains only mystifying phrases. The formulas given are criticised, and it is stated that they are evidently intended to mislead. Apparently, the tablets


PHTHISIS PULMONALIS CURABLE

By the Germicidal Antiseptic (non-irritating), Alterative, Reconstructive and Restorative Properties of **TUBERCULOIDS TREATMENT** for TUBERCULOSIS. The medicinal factor being **TUBERCULOIDS TABLETS**, a chemical production proven efficacious by bacteriological tests, substantiated by practical use by physicians under all kinds of climatic and systemic conditions. Full size package (\$1.50 size, 200 tablets) furnished free to accredited practicing physicians on return of the attached card. Ample information furnished by personal letter for intelligent administration. Originated and manufactured only by **COLUMBUS PHARMACAL COMPANY, COLUMBUS, OHIO**. Serial No. 3219, Guaranteed under the Food and Drugs Act, June 30, 1906.

contain bismuth, possibly a nitrate of bismuth, a compound of guaiacol and a salt of cinnamic acid. There is no class of patients whom the nostrum maker can influence more easily than consumptives; they are always hopeful and ever ready to praise any remedy they happen to use. This is undoubtedly the reason why the "consumption cure" promoters succeed in

**TUBERCULOIDS, a Systemic Antiseptic
Treatment for Tuberculosis
AND ALLIED DISEASES**

Full \$1.50 Size
Package sent
postpaid to
Physicians
FREE
on request



Composed of Iodine, Guaiacol, Cinnamates,
and strength in combination secured by
our own special Chemical process.

The action of Tuberculooids is that of a Systemic Antiseptic. They are equally valuable in all the various forms of Tuberculosis, Pulmonary, Intestinal, etc., and in the treatment of any disease, tuberculosis or otherwise, which a systemic antiseptic will antagonize.

Allied Affections: Asthma, Bronchitis, Pneumonia, Chronic Coughs and Catarrh in all its various forms, often forerunners or accompaniments of Tuberculosis are amenable to Tuberculosis Treatment.

Manufactured only by
THE COLUMBUS PHARMACAL CO.
COLUMBUS, OHIO

Complete Catalog "No. E." free on request

getting so many testimonials. Attention is directed to the fact that the statement "guaranteed under the Food and Drugs Act" does not carry with it any guarantee of the purity of the preparation or of its efficacy in the class of cases for the cure of which it is advertised.—(*Abstracted from The Journal A. M. A., Feb. 29, 1908.*)

Tuberculoids.—This product was made by the Columbus Pharmacal Co., Columbus, Ohio. It was sold under the claim that it was a cure for tuberculosis, asthma, bronchitis, pneumonia, chronic coughs and catarrh. These claims the government declared were false and fraudulent and applied knowingly, recklessly and wantonly. The company also claimed that Tuberculoids consisted of a "recently discovered Anti-Tubercular chemical compound." The government declared this statement to be false and misleading because, as a matter of fact, Tuberculoids consisted of "Coated tablets, containing creosote derivatives, cinnamic acid, bismuth, potassium, a small amount of organic iodine, traces of sulphate and chlorid, carbonate and starch." The company pleaded guilty and was fined \$20 and costs.—[*Notice of Judgment No. 4361*].

VIRGIN OIL OF PINE

Virgin Oil of Pine was one of the first nostrums to be sold by the "prescription fake" method. The advertisements originally appeared as reading matter, as will be seen by the accompanying illustration. The reader was given to understand that a "Dr. Leach, a famous specialist," has a camp for consumptives in the northern woods of Maine and that he was curing his patients "with oil of white pine trees." The article went on to state that a local physician who was familiar with "Dr. Leach's" treatment was authority for the statement that it was just as efficient in the home of the patient as it was in the pine woods.

Treatment is very simple, consisting of pure Virgin Oil of Pine mixed with whisky and glycerin in the following proportions:

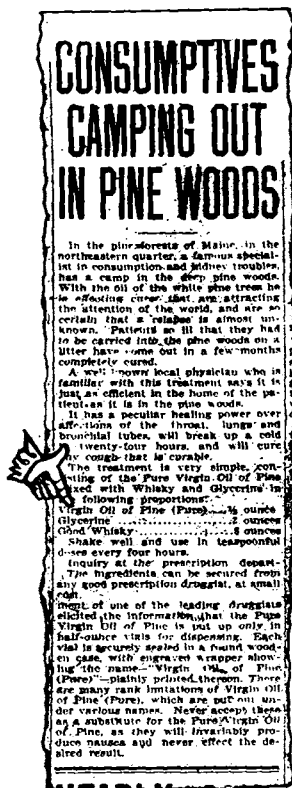
Virgin Oil of Pine (pure).....	½ oz.
Glycerin	2 oz.
Good whisky	8 oz.

Shake well and use in teaspoonful doses every four hours.

Of course the joker in this "prescription" was the Virgin Oil of Pine. This nostrum was put on the market by one W. A. Leach. Leach was not a physician; he was not a "famous specialist" in consumption; he had no camp for consumptives in the Maine woods; no local physician had made the statement attributed to him and Oil of Pine contained neither pine oil, pine needle oil nor, in fact, any oil except a small quantity of oil of sandalwood. These facts were brought out when Leach sued F. W. Scarff for an infringement of the trade name of his nostrum and to restrain Scarff from entering into unfair competition. Leach was shown to have no standing in a court of equity, because he was unable to come into court with clean hands. The judge, in giving his opinion on this case, said, in part:

"It appears from the record that there is such an article as oil of pine; that complainant's [Leach's] article has no appre-

cialable amount of any oil of pine in it, and that it is mainly liquefied resin. It further appears that claimant has misrepresented as to his qualifications to prescribe for the ills for which he proclaims his compound a specific; that he was not a physician, as implied in the use of the term, 'Dr. Leach,' in connection with his advertising; that his 'camp for consumptives in the pine woods of Maine,' was a pure fiction, and that the remedy was advertised ingeniously as reading matter,



CONSUMPTIVES CAMPING OUT IN PINE WOODS

In the pine-forests of Maine, in the northeastern quarter, a famous specialist in consumption and other troubles, has a camp in the deep pine woods. With the oil of the white pine tree he is effecting cures that are attracting the attention of the world, and are so certain that a 'relapse' is almost unknown. Patients so ill that they had to be carried into the pine woods on a litter have come out in a few months completely cured.

A well-known local physician who is familiar with this treatment says it is just as efficient in the home of the patient as it is in the pine woods.

It has a peculiar healing power over affections of the throat, lungs and bronchial tubes, will break up a cold in twenty-four hours, and will cure a cough that is curable.

The treatment is very simple, consisting of the Pure Virgin Oil of Pine mixed with Whisky and Glycerine in the following proportions:

Virgin Oil of Pine (Pure).....	10 ounces
Glycerine.....	2 ounces
Good Whisky.....	18 ounces

Shake well and use in teaspoonful doses every four hours.

Inquiry at the prescription department.

The ingredients can be secured from any good prescription druggist, at small cost.

Except of use of the leading druggists elicited the information, that the Pure Virgin Oil of Pine is put up only in half-ounce tins for dispensing. Each tin is securely sealed in a round wooden case, with engraved wrapper showing the name, "Virgin Oil of Pine (Pure)" plainly printed thereon. There are many rank imitations of Virgin Oil of Pine (Pure), which are put out under various names. Never accept these as a substitute for the Pure Virgin Oil of Pine, as they will invariably produce nausea and never effect the desired result.

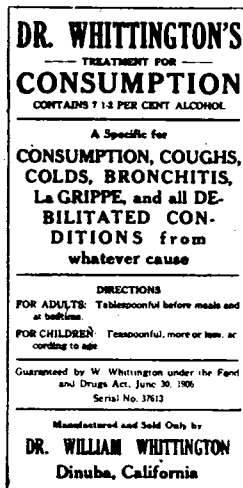
Photographic reproduction (much reduced) of a typical Virgin Oil of Pine advertisement, published so as to simulate news matter.

conveying the idea of some new discovery. . . . Complainant confronts the dilemma either of perpetrating a fraud on the public by claiming the presence of any oil of pine as an ingredient on the one hand, or, on the other hand, of claiming a trade name in the mere proper pharmaceutical designation of the drug or compound he seeks to protect. In either case, a court of equity is not open to him, nor is it to his admin-

istratrix, and the suit must be dismissed for want of equity. The infringement complained of [that perpetrated by Scarff] is plain and palpable and does not commend itself to the court. Under the facts of the case as now presented, however, the court can grant no relief."

DR. WHITTINGTON'S "SPECIFIC"

"Dr. Whittington's Treatment for Consumption" is, according to the label, "manufactured and sold only by Dr. William Whittington, Dinuba, Cal." According to our



Reduced photographic facsimile of the label on Whittington's "consumption cure." It obviously violates the federal Food and Drugs Act.

records, Dr. William Whittington was graduated by the Missouri Medical College of St. Louis, Mo., in 1880 and was licensed to practice in California in 1891. The preparation, which admittedly contains 7.5 per cent. alcohol, is labeled:

"A Specific for Consumption, Coughs, Colds, Bronchitis, La Grippe and All Debilitated Conditions from whatever cause."

The bottle contains about twelve ounces of a brown, sirupy liquid and sells for \$5.00. In reply to an inquiry sent to Whittington by a supposedly consumptive layman, there came a letter signed "W. Whittington," reading in part as follows:

" . . . I have a treatment that DOES CURE CONSUMPTION. The cost of the treatment is \$20.00 for each month's treatment. You can get it one month at a time or more as you like. If you wish to try it you better take one month's treatment at first to see what it will do for you. But if you take it for one month I know you will send back for more. For I know it will do you good. For THIS IS THE ONLY TREATMENT THAT DOES REALLY CURE CONSUMPTION. As to how long you will need to take it depends on your condition. It takes from three to six months to cure. If you have not had it long three months may cure you. If you are very bad it will take longer . . ." —[Capitals ours.—Ed.]

Requests have come in at different times for information regarding this nostrum. A bottle of Whittington's "Specific" was examined in the chemical laboratory of the American Medical Association. The condensed report of the chemist follows:

"The liquid had an odor of raspberry and prunes and also somewhat vinous characteristics, with a tannin-like taste. The reaction toward litmus was acid. The specific gravity at 15.6 C. was 1.0963. The weight of ash from 100 c.c. was 0.73 grams. Qualitative tests indicated the presence of alcohol, magnesium, tannin and other vegetable acids, acetate, sugar, glycerin, and traces of calcium, potassium and sodium. Tests for the following yielded negative results: heavy metals, haloids, sulphates, alkaloids, emodin-bearing drugs, benzoate, cinnamate, salicylate and glycyrrhiza. From this analysis it appears that 'Dr. Whittington's Treatment for Consumption' is a flavored syrup, devoid of potent ingredients other than alcohol."

Selling flavored syrup as a "cure" and "specific" for consumption is a disreputable enough business under any circumstances, but what shall be thought of a physician who will carry on such a trade?—(*From The Journal A. M. A., Dec. 18, 1915.*)

THE WILSON CONSUMPTION "CURE"

A fraud order has been issued by the postoffice authorities against a concern engaged in the "consumption cure" business under the name of Rev. Edward A. Wilson. The individual conducting the business was one C. A. Abbott of Brooklyn, the Rev. Mr. Wilson being a hypothetical personage whose name was used as an advertising "blind." Advertisements were published in newspapers, chiefly in those with a rural circulation, in which the Rev. Mr. Wilson informed the afflicted that "having been restored to health by simple means after suffering for several years with . . . consumption" he was "anxious to make known to fellow sufferers the means of cure." This he offered to do by sending free of charge to all applicants "a copy of the prescription used, which they will find a cure for consumption, asthma, catarrh, bronchitis" and several other conditions.

Those who answered this advertisement received a large amount of printed matter purporting to come from the Rev. Mr. Wilson. In this the reverend gentleman explained how, when in charge of a church in Maine, he contracted tubercu-

TO CONSUMPTIVES.

The undersigned having been restored to health by simple means, after suffering for several years with a severe lung affection, and that dread disease Consumption, is anxious to make known to his fellow sufferers the means of cure. To those who desire it, he will cheerfully send (free of charge) a copy of the prescription used, which they will find a sure cure for Consumption, Asthma, Catarrh, Bronchitis and all throat and lung Maladies. He hopes all sufferers will try his Remedy, as it is invaluable. Those desiring the prescription, which will cost them nothing, and may prove a blessing, will please address
REV. EDWARD A. WILSON,
 Brooklyn, N. Y.

A sample of the advertisements in which the mythical Rev. Wilson offered to send the formula for a "sure cure for consumption."

RECIPE FOR CATARRH.

Consumption, Asthma, Bronchitis, Coughs, Colds, &c.

<i>Extract Blodgetti,</i>	- - - - -	<i>Three Ounces.</i>
<i>Hypophosphite of Lime, and Soda</i>	- - - - -	<i>One half Ounce.</i>
<i>Alantin (Pura),</i>	- - - - -	<i>One Drachm.</i>
<i>Meconin (Pura),</i>	- - - - -	<i>One half Scruple.</i>
<i>Extract Cinchona,</i>	- - - - -	<i>Two Drachms.</i>
<i>Powd. Sugar,</i>	- - - - -	<i>One Pound.</i>
<i>Pure Port Wine Rum or Whiskey,</i>	- - - - -	<i>One half Pint.</i>
<i>Cold Water,</i>	- - - - -	<i>One Quart.</i>

To prepare the above Recipe properly, all the powders and extracts should be thoroughly compounded and mixed well together, and placed in a vessel or bottle holding at

A photographic reproduction (reduced) of the Reverend Wilson's "prescription." Notice the "Extract of Blodgetti," an ingredient that had no existence, but which made it necessary for the dupe to send to Wilson if he wanted the "prescription" filled.

losis and after trying various treatments, was finally cured by a famous Dr. Churchill of Paris, France. The prescription to which he owed his life he was giving away free in a spirit of thankfulness. But in view of the difficulty experienced in

having many druggists fill the prescription, he had imported large quantities of the ingredients direct from Dr. Churchill himself, had had them compounded by a competent chemist, and was prepared to furnish a three weeks' supply of the same to any one who would send him \$3, including six or twelve cents for postage. As the prescription contained as its essential ingredient "Extract of Blodgetti"—a drug whose existence was as immaterial as that of the Rev. Mr. Wilson—the difficulty in getting it filled was not overestimated.

Investigation showed that there was no "Rev. Wilson"; that the ingredients were not imported; that they were compounded by Abbott himself, who was not a chemist; that there was no "Extract of Blodgetti," and that the advertising "literature" was false and misleading in every respect. Hence the fraud order.—(*From The Journal A. M. A., Jan. 2, 1909.*)

[In 1915 this scheme seems to have been resurrected. Advertisements appeared in country newspapers in which Charles A. Abbott offered to send, not "a copy of the prescription" as of old, but "a full description of his—Rev. Edward A. Wilson's—cure."]

YONKERMAN'S "TUBERCULOZYNE"

Time was when the United States was the dumping ground for the British quack and nostrum vender. The absence of medical practice acts, or the inadequacy of such as existed, made many of the states a fertile field for the quack from across the water or for the discredited British physician. The lack of enforcement of such state food and drug laws as existed and the absence of any federal law on the subject left the American people at the mercy of as heartless a gang of quacks and "patent medicine" exploiters as ever plied their disreputable trade.

This influx of quacks and nostrum makers from over seas has been largely diminished since the advent of the Federal Food and Drugs Act. In fact the current has set in the other direction and now instead of the American public being fleeced by the English medical fakers the American quack is finding the English public "good pickings."

It is surprising to those who have kept in close touch with the "patent medicine" question, how many medical and medicinal frauds of American origin are now being vigorously exploited in Great Britain.

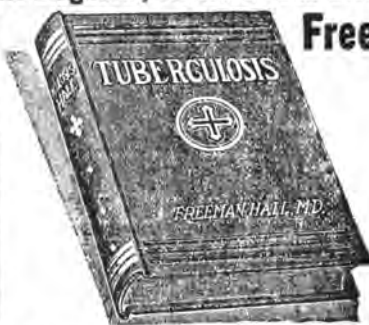
The reason for this improved state of affairs is to be found in the activities of the federal, and to a certain extent the state, authorities in this country, in prosecuting various fraudulent medical concerns. This, coupled with the campaign of enlightenment against the great American fraud that has been consistently carried on by the American Medical

Association for the past few years through THE JOURNAL, the Association laboratory, and the Council on Pharmacy and Chemistry has resulted in a steadily narrowing field of operations for the quack and the nostrum seller in the United States.

Consumption

Its Diagnosis, Treatment and Cure

Free



NEW TREATISE ON TUBERCULOSIS
By FREEMAN HALL, M. D.

This valuable medical book tells in plain, simple language how Consumption can be cured in your own home. If you know of any one suffering from Consumption, Catarrh, Bronchitis, Asthma or any throat or lung trouble, or are yourself afflicted, this book will help you. Even if you are in the advanced stage of the disease and feel there is no hope, it will instruct you how others, with its aid, cured themselves after all remedies tried had failed, and they believed their case hopeless.

Write at once to The Yonkerman Co., 5136 Water St., Kalamazoo, Mich., and they will gladly send you the book by return mail. Free and also a generous supply of the New Treatment absolutely Free, for they want you to have this wonderful remedy before it is too late. Don't wait—write today. It may mean the saving of your life.

Photographic reproduction of a Yonkerman advertisement typical of those appearing in the cheaper magazines and the less particular newspapers of this country.

Great Britain, on the other hand, has a Food and Drugs Act that is neither as broad nor as specific as our own. The British courts, too, have shown a decided tendency to treat the "patent medicine" faker with a leniency that is compatible neither with good sense nor public policy.

YONKERMAN'S CONSUMPTION CURE

An interesting example of the greater laxity on the part of the authorities in Great Britain in controlling quackery may be found by comparing the "literature" issued by Derk P. Yonkerman of Kalamazoo, Mich., and London, England,



Photographic reproductions of the labels used by Yonkerman on opposite sides of the Atlantic. The upper two pictures are the labels used on American products; the lower two those used on British products. Notice that the two statements that appear on the British labels (1) "The only known remedy for all forms of consumption," and (2) "An antitoxin-acting agent of the greatest therapeutic value," are absent from the American label. The reason is that after lying on labels became illegal in the United States, it was still tolerated in England.

for use on opposite sides of the Atlantic. Yonkerman runs a "consumption cure" of the usual quack type, consisting chiefly of a potassium bromid mixture and a full set of "follow-up" letters and other "literary" accessories in the way of testimonials, etc.

In his booklet and other advertising matter, Yonkerman styles himself "Dr." As he purports to treat tuberculosis in human beings, the natural inference is that he is an M.D. Inquiry discloses the fact, however, that he is not a licensee of the state in which he "practices."

Page 11

Consumption Can be Cured



Dr. Dork P. Yonkerman, Who Has Discovered a Wonderful Cure for Consumption.

At last a positive cure for Consumption has been found. A wonderful specific has been discovered which destroys the tubercle bacilli—the germs of Consumption—without injury to even the most delicate constitution. This remarkable discovery has already been tested in numberless cases with such marvellous success that Consumption can no longer be considered an incurable disease. Consumption in its far-advanced stages, aggravated cases of bronchitis, asthma, and catarrh have been quickly cured by this new treatment, even after change of climate and the use of emulsioms and all the usual remedies brought no relief whatever.

In order to place this treatment in the hands of every sufferer, both rich and poor, the discoverer has organized a distributing company. Through this company he has arranged to supply a generous

FREE TRIAL TREATMENT

to those having Consumption or who have Consumption of

A much reduced photographic reproduction of a typical British advertisement of Yonkerman's "Tuberculozyne." From the *London Daily Mirror*.

YONKERMAN'S MEDICAL QUALIFICATIONS

Yonkerman claims that he "graduated from Ontario College, Toronto, Canada." There is no such college! There is an Ontario Veterinary College at Toronto, whose principal states that Yonkerman was graduated from this institution in 1882.

Yonkerman claims also to have taken "a special course at Stuttgart University, Germany." There is no such university! There is a veterinary college at Stuttgart, but the dean of this

institution writes us that no man of the name of Yonkerman was either matriculated at, or was graduated by, the college.

'According to a list issued by the Michigan State Veterinary Board, D. P. Yonkerman of Kalamazoo is a registered veterinarian. On the strength of his qualifications as a horse doctor he dispenses mail-order treatments for the "cure" of tuberculosis in human beings. Regarding Yonkerman's qualifications, the company wrote to an English enquirer:

"The originator of this remedy is Dr. Yonkerman, whose medical qualifications are all American. Realizing the prejudice in England against doctors with Transatlantic degrees, he thinks nothing would be gained by discussing the same."

We doubt if there is any "prejudice in England against doctors with Transatlantic degrees"—at least so far as reputable American physicians are concerned. Such prejudice as exists is the very natural one against American quacks and irregulars—of which Yonkerman is a type—who exploit the British public with worthless "cures" such as Tuberculozyne. Yonkerman is doubtless correct in assuming that he would gain nothing by discussing his medical qualifications; even the most credulous English layman would balk at being treated by a horse doctor.

Free samples of Tuberculozyne are sent out by both the American and English branches of Yonkerman's nostrum and a comparison of the respective labels is interesting:

ENGLISH LABEL

Tuberculozyne Yonkerman.
The New Remedy for Consumption.
The Only Known Remedy for all forms of Consumption.
An Antitoxin Acting Agent of the Greatest Therapeutic Value.

AMERICAN LABEL

Tuberculozyne (Yonkerman)
The New Remedy for Consumption.
Not a Patent Medicine.

It will be noticed that the statement "The Only Known Remedy for all Forms of Consumption" which is to be found on the English labels is absent from the labels on the American samples. The reason is plain. The American Food and Drugs Act declares that lying on the label is illegal—and as the statement in question is a palpable falsehood, the company, doubtless, will not risk a possible prosecution by putting it on the American product. Probably for the same reason the other untruth, viz., "An Antitoxin Acting Agent of the Greatest Therapeutic Value" is also omitted from the American labels.

Fear of the postoffice fraud-order is doubtless responsible for the generous pruning of the "literature" sent out by this concern from its Kalamazoo office, resulting in a corresponding protection to the American public. For instance, a booklet is sent out purporting to describe "Tuberculozyne" and its use in consumption; in England this brochure bears the title:

"TUBERCULOZYNE (YONKERMEN) CURES CONSUMPTION"

This, of course, is an untruth as vicious as it is cruel. The expurgated American edition, therefore, goes through the mails with the following title:

"CONSUMPTION, ITS DIAGNOSIS, TREATMENT AND CURE"

Many other little twists, omissions and modifications are found that indicate the value of the American postoffice fraud-order.

ENGLISH EDITION	AMERICAN EDITION
"There have been found <i>cures</i> for small-pox . . ."	"There have been found safe <i>pre-cautions</i> , such as <i>vaccination</i> , against smallpox . . ."
"Consumption remained as <i>mysterious</i> and deadly as ever."	". . . consumption has remained as <i>insidious</i> and deadly as ever."
"Tuberculozyne (Yonkerman) the most wonderful and marvellous medical discovery of the age, cures consumption."	[Not in the American edition.]
". . . the Tuberculozyne treatment introduces copper into the blood . . ."	[No mention is made, in the American edition, of the "copper salts" said, in the English edition, to be the essential element of the "cure." The omission is probably due to the fact that copper if present at all in this fake exists in such infinitesimal quantities as to have no appreciable therapeutic action.]
"Tuberculozyne is a combination of certain salts of copper . . ."	
"Tuberculozyne—the Copper Cure for Consumption' . . ."	

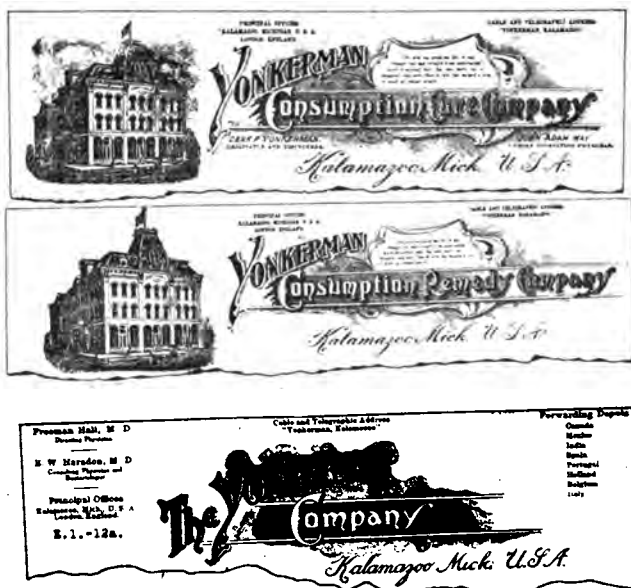
There are numerous other details in the American edition of the Tuberculozyne booklet that have been toned down from the English version so as more nearly to correspond, if not with the facts, at least with probabilities. In giving the "life history of Dr. Derk P. Yonkerman," for example, we find that Englishmen are asked to believe that Yonkerman

". . . won prizes for proficiency in every study in the curriculum."

Americans, fortunately, do not have their credulity strained to the same degree for in the United States edition we read that Yonkerman merely

". . . won many prizes for proficiency in his studies."

Whether this modification is a tribute to the natural skepticism of the American public or to the stricter postal laws that obtain on this side of the water is not known. That modesty had anything to do with it is unthinkable. Many other equally interesting differences between the claims made on opposite sides of the Atlantic might be quoted, but the whole matter can be summed up by saying that in England the style of the Tuberculozyne booklet is that of "the Lie Direct," while in the United States it approximates "the Lie with Circumstance."



Photographic reproductions of Yonkerman's American letter-heads at different stages of development. In the older (upper) one it was a "Consumption Cure Company"; after it became illegal to label the nostrum a "cure," the concern became a "Consumption Remedy Company." It is now merely "The Yonkerman Company."

A word in closing regarding the composition of this fake. The nostrum comes in two solutions which have been analyzed in this country by Dr. L. F. Kebler of the Bureau of Chemistry, U. S. Department of Agriculture, in Australia by the Board of Health of Sydney, N. S. W., and in Great Britain both by the public analyst and by the British Medical Association. Like every nostrum, the formula seems to vary at the whim of its exploiter. We give the latest analysis, that made for the British Medical Association and published in "Secret Remedies."

lent to $\frac{1}{48}$ grain of crystallized copper sulphate in each fluid dram. As regards the other ingredients the following formula gave an exactly similar liquid:

Glycerin	18.0 parts
Essential oil of almond.....	0.1 part
Burnt sugar	q. s.
Water to	100 fluid parts

"The estimated cost of ingredients for No. 1 and No. 2 together is $2\frac{1}{2}$ d." (5 cents).

Yonkerman has two prices for his "Tuberculozyne," in England he asks £2 10s. 0d. (\$12) while his own countrymen get the same thing for \$10. Not altogether the same, either, as the "literature" sent out in Great Britain is typographically more elaborate and, as has been shown, the claims are more preposterous. The bigger the lie, the larger the fee!

Tuberculozyne, we are told, is sold, "at a very moderate advance above actual cost." If selling 5 cents' worth of drugs for \$10 or \$12 is Yonkerman's idea of "a very moderate" profit, we shudder to think what might have happened if instead of electing to follow quackery as a trade he had turned his talents toward the field of "high finance."—*(From The Journal A. M. A., Oct. 8, 1910, with modifications and additions.)*

SOME PRODUCTS DECLARED MISBRANDED BY THE GOVERNMENT

A. D. S. Cod Liver Oil Comp.—"A. D. S. Cod Liver Oil Comp." was one of the preparations put out by the American Druggists' Syndicate, a cooperative concern to which druggists belong who wish to share in the profits of the manufacture as well as of the sale of "patent medicines." The preparation, which admittedly contained 17 per cent. alcohol, was marketed under such claims as:

"A Sovereign Remedy in Pulmonary Tuberculosis or Consumption of the Lungs."

"The Great Curative Value of this Preparation has been demonstrated by the Most Eminent Physicians, who regard it as a powerful strength builder, that gives the system force to resist the Invasion of Bacilli."

These statements the federal officials charged were false and misleading because "the said article and drug was not a sovereign remedy in pulmonary tuberculosis or consumption of the lungs, was not a powerful strength builder, and possessed no properties such as would give the system force to resist the invasion of bacilli." The government officials also charged that the statement that the product was a "Preparation of the Active Principles of Pure Norwegian Cod Liver Oil" was false and misleading because the prepara-

tion "did not contain cod liver oil in any appreciable or measurable quantity, and did not possess the active principles of cod liver oil." The company first pleaded not guilty but later changed its plea to guilty. The penalty assessed by the court against this wealthy corporation for selling an alcoholic nostrum under the representation that it was a "sovereign remedy" for consumption was \$5.—[*Notice of Judgment No. 4033.*]

Ballard's Horehound Syrup Compound.—"Ballard's Horehound Syrup Compound" was put on the market by James F. Ballard, St. Louis, Mo. The trade package contained, among numerous claims, the following:

"For Consumption, Coughs and Colds."

"For Coughs, . . . Asthma, Dry Hacking Cough, . . . Irritation of Throat, Soreness of Chest, Croup, Spitting of Blood, Influenza, Lung Fever, Whooping Cough &c."

These claims the federal authorities declared were "false and fraudulent" and applied "knowingly and in reckless and wanton disregard" of their truth or falsity. Ballard pleaded guilty and was fined \$10 and costs.—[*Notice of Judgment No. 3971.*]

Black's Pulmonic Syrup.—W. F. Black and W. H. Martin, who did business under the name Black Distributing Agency, Nashville, Tenn., put on the market "Black's Pulmonic Syrup" which was alleged to contain 20 per cent. alcohol and to be "Compounded by W. F. Black, M.D., Birmingham, Alabama." It was sold as "The New Remedy for Tuberculosis and Bronchitis." Government chemists reported that it was a water-alcohol solution of ichthyol, glycerin and sugar. Government officials declared, naturally, that the claim that this stuff was an effective remedy for tuberculosis was false and fraudulent and applied knowingly, recklessly and wantonly. Both defendants pleaded guilty and Black was fined \$200; Martin, \$100, and the costs assessed on both.—[*Notice of Judgment No. 4357.*]

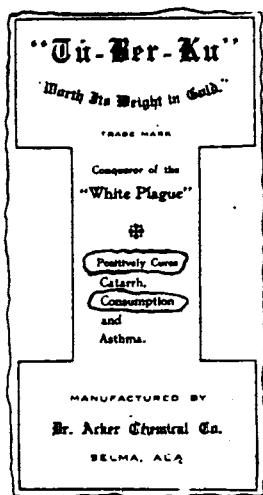
Coe's Cough Balsam.—The C. G. Clark Co. of New Haven, Conn., shipped a quantity of this nostrum in interstate commerce. The product was labeled:

"For Croup, Whooping Cough, Quinsy, Asthma . . . Catarrh and Consumption."

When analyzed by the Bureau of Chemistry the stuff was found to contain, among other ingredients, 8.7 per cent. of alcohol by volume, 31.2 per cent. sucrose, together with small amounts of opium, ipecac and licorice. The court held the stuff was misbranded in that unwarranted claims had been made and the full percentage of opium had not been declared, as required by law. As no defense was offered by the manufacturers the court ordered the product destroyed.—[*Notice of Judgment, No. 3815.*]

Downs Vegetable Balsamic Elixir.—Henry, Johnson & Lord of Burlington, Vt., was the defendant in this case. The nostrum was reported by the federal chemists to be "a sweetened solution of opium, ipecac, glycerin, and small amounts of calcium, potassium, and iron compounds, flavored with anise." The claim that it was a remedy for consumption was declared false and fraudulent. The defendant pleaded guilty and was fined \$50.—[*Notice of Judgment No. 4210.*]

Tu-Ber-Ku.—The Dr. A. W. Acker Chemical Co. of Selma, Ala., shipped in interstate commerce 144 bottles of "Tu-Ber-Ku" which the government declared were misbranded in violation of the Food and Drugs Act. The preparation which admittedly contained 20 per cent. alcohol was sold under such claims as:



"Tuberculosis Can Be Cured. Tu-Ber-Ku Triumphs."

"It is a Blood Cleanser, a Lung Builder, a Flesh Maker, a Health Restorer and an effective agency for fighting and curing Tuberculosis."

"Has cured Consumption, Catarrh, Lagrippe, Asthma and severe colds."

These and similar claims were declared by the government to be false, misleading and fraudulent. The Dr. Acker Chemical Company filed an answer to the libel claiming the product and the case was brought before the court and a jury. After due deliberation the jury returned a verdict sustain-

ing the government's charges. The court ordered the fraudulent nostrum destroyed.—[*Notice of Judgment No. 4367.*]

The Great American Fraud

BY SAMUEL HOPKINS ADAMS

This is a reprint of a series of articles by Mr. Adams that appeared originally in *Collier's*. The first one came out in October, 1905; others followed at more or less frequent intervals during 1906 and 1907, and in 1912 the subject was again taken up. Most of Mr. Adams' articles have been reprinted in this book. They contain detailed exposures of the methods of "patent medicine" men and quacks and the harm that these do to the public. The object of the series was to make the situation so familiar and thoroughly understood that at least the worst aspects of the evil would be mitigated.

Among the subjects discussed are: Preying on the Incurables, Miracle Workers, Sure Cure, the Specialist Humbug, the "Patent-Medicine" Conspiracy Against the Freedom of the Press, Strictly Confidential, the Treatment Accorded Private Letters by the Nostrum Manufacturers, "Patent Medicines" Under the "Pure Food Law," Peruna, Swamp Root, etc.

The analyses of many "patent medicines" are given in non-technical language so that their fraudulent composition will be easily understood and indelibly fixed in the mind.

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THE NOSTRUM EVIL

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| I. Introduction. | IV. The Subtle Poisons. |
| II. Peruna and the Bracers. | V. Preying on Incurables. |
| III. Liquozone. | VI. The Fundamental Fakes. |

QUACKS AND QUACKERY

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| I. The Sure-Cure School. | III. The Specialist. |
| II. The Miracle-Workers. | IV. The Scavengers. |

PATENT MEDICINES, THE LAW AND THE PUBLIC

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| I. The Fraud Medicines Own Up. |
| II. The Fraud Above the Law—"Swamp Root." |

[FIFTH ENLARGED EDITION]

PRICE

Paper cover.....25 cents Cloth cover.....50 cents

Stamps are acceptable for amounts up to 50 cents

AMERICAN MEDICAL ASSOCIATION

535 NORTH DEARBORN STREET, CHICAGO

PAMPHLETS ON THE NOSTRUM EVIL AND QUACKERY

- "Cancer Cure" Frauds.**—Illustrated; 6 cents.
- "Consumption Cures."**—Illustrated; price 20 cents.
- Convictions Under the Food and Drugs Act.**—Illustrated; price 15 cents.
- Cosmetic Nostrums.**—Illustrated; price 10 cents.
- "Deafness Cures."**—Illustrated; price 10 cents.
- "Epilepsy Cures."**—Illustrated; price 10 cents.
- "Female Weakness Cures."**—Illustrated; 15 cents.
- Medical Institutes.**—Illustrated; price 20 cents.
- Medical Mail-Order Frauds.**—Illustrated; price 10 cents.
- "Men's Specialists."**—Illustrated; price 10 cents.
- Miscellaneous Nostrums.**—Illustrated; price 10 cents.
- "Obesity Cures."**—Illustrated; price 10 cents.
- Sanatogen.**—Illustrated; price 10 cents.
- Some Quasi-Medical Institutions.**—Illustrated; price 10 cents.
- Some Mechanical Cure-Alls.**—Illustrated; price 10 cents.

(Prices include postage)

This list is subject to change. Write for a descriptive price list of pamphlets and other publications dealing with the nostrum evil and quackery.

AMERICAN MEDICAL ASSOCIATION

535 NORTH DEARBORN STREET, CHICAGO, ILL.

NOSTRUMS and QUACKERY

(SECOND EDITION)

For some years The Journal of the American Medical Association has published articles, in its Propaganda for Reform department, dealing with quackery and the "patent medicine" evil. Most of the exposés have been the result of the work done by the Propaganda for Reform department supplemented by help from the Association's laboratory. Full reports have also been published of the splendid work done by the federal government, both through the agency of the postoffice fraud order and by the enforcement of the Food and Drugs Act. Similar data furnished by the state authorities have been drawn on and work done in Europe along the same lines has been used. All this matter was brought together, elaborated, freely illustrated and supplemented with additional information on the same subjects to make the book "Nostrums and Quackery."

It was published in the belief not only that the information ought to go to the public, but also that the public desired just such information. The best evidence that this belief was justified was the necessity of issuing a second edition in less than a year. The second (1913) edition is larger by about 200 pages and has more than 100 additional illustrations. Much entirely new matter was added, and a large portion of the material that appeared in the first edition was brought down to date. The distinguishing features of "Nostrums and Quackery" are the thoroughness with which the work has been done and the accuracy of the information it gives. It has an index that makes it a veritable "Who's Who" in Quackdom.

Part 1—Quackery

<i>Advertising Specialists</i>	<i>Drug Cures</i>
<i>Cancer Cures</i>	<i>Mail-Order Concerns</i>
<i>Consumption Cures</i>	<i>Mechanical Fakes</i>
<i>Deafness Cures</i>	<i>Medical Institutes</i>

Part 2—Nostrums

<i>Asthma Cures</i>	<i>Hair Dyes</i>
<i>Baby Killers</i>	<i>Headache Cures</i>
<i>Diabetes Cures</i>	<i>Miscellaneous Nostrums</i>

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This book is issued in a permanent and attractive form, bound in green cloth, stamped in gold. Seven Hundred pages. Three Hundred illustrations.

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