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American Medical Association,
Propaganda Dept.

Medical Institutes

"THEY WAGE ETERNAL WAR AGAINST THE PUBLIC HEALTH; AND WORKING UPON THE WHIM, THE TIMIDITY, THE DESPAIR, THE HOPE OR SUPERSTITION OF WEAK MINDS, DEBILITATED STILL MORE, PERHAPS, BY A SICKLY FRAME OF BODY, THEY SCRUPLE NOT TO ASSERT ANY FALSEHOOD WHATEVER THAT MAY INVEIGLE THESE DELUDED VICTIMS TO THEIR SACRIFICE."

—SKETCHES OF THE TIMES, 1774

[THIRD EDITION]

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L.A. Medical Association.
Propaganda Dept.

MEDICAL INSTITUTES

ADVANCED MEDICAL SCIENCE INSTITUTE

About Sept. 20, 1912, a quack concern styling itself variously the "Advanced Medical Science Institute," "Radio-Electric Company," "Witman Medical Company" and "Delish-Etts Manufacturing Company," with an alleged capital stock for each of these concerns of from \$25,000 to \$2,000,000, and claiming to be a part of the State Land Company of Oklahoma, with branches in a dozen or more states, began operations in one of the principal office buildings in Louisville. Flaming advertisements in the newspapers announced that it had expert diagnosticians and scientific apparatus too costly and accurate for the medical profession to possess or appreciate, and in a few days reported cures so numerous and miraculous as to attract a large clientele. The State Board of Health put the machinery of the law in operation and its special agents, male and female, reported in a few days that X. W. Witman, the head of the concern and its expert diagnostician, was not a physician, and that the only medical man in it was one who had failed as a practitioner and was employed in an attempt to legalize its practice at a salary of \$15 a week. The scientific apparatus—a fake worthy of the operators—consisted of a cheap fluoroscope. Witman, pretending to look through the body into a blind box, would declare that he saw handfuls of gall-stones, and stomach, lung and kidney lesions, and thus found it easy to relieve the unfortunates of any surplus cash they had or could obtain.

Twenty indictments were secured at the next sitting of the grand jury (most of them not for violations of the medical law, it should be observed) and warrants were taken out from day to day as evidence could be secured. One woman, it is alleged, furnished \$3,000 to finance the concern and its defense, able attorneys were employed by it, a virulent crusade was begun in the press against the State Board of Health, the State Medical Association and the American Medical Association, and women were employed in broad and systematic efforts to blackmail and intimidate leading members of the profession, especially those connected with the prosecution or summoned as witnesses. All of this was of no avail. The attorney of the board, to whom chief credit is due for the freedom of Kentucky from open quackery for

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the last twenty years, had prepared the cases with such care and ability that the woman in the concern who had been used in the efforts to discredit members of the profession, turned state's evidence.

ADMIT GUILT

Nine of the indictments were against the Delish-Etts Manufacturing Company, Dr. George W. Foreman, X. W. Witman, W. M. Foreman and Frances Holst for failure to file a certificate. One was against the Advanced Medical Science Institute and the persons named for unlawfully practicing medicine, and nine against the same institute and persons for failing to file a certificate. The failure to file a certificate refers to the engaging in business under an assumed name as in the cases of the Delish-Etts Manufacturing Company and the Advanced Medical Science Institute, without having filed a certificate giving the names, places and residences of all persons actually interested in and conducting the business, and the nature of the business. There were eighteen counts of this sort. The other two were for practicing medicine illegally. On the eighteen charges, by agreement, Witman was fined \$25 each and \$50 each on the two latter, making, together with costs, nearly \$700, which Witman paid. Dr. Foreman pleaded guilty to one charge of doing business under an assumed name, the Advanced Medical Science Institute, and a fine of \$50 was imposed, which is included in the above sum. Frances Holst filed a statement in court as to her connection with the business and agreed to cease having any future connection with such business. The cases against her and W. M. Foreman were dismissed. Witman admitted that the business had been illegally conducted, that the offices would be immediately closed and that he would not in future engage in similar business in the state of Kentucky. This is all a matter of record in the criminal courts of that state. The concern closed its offices within an hour and notices were at once issued for Dr. George W. Foreman to appear before the State Board of Health at its next meeting to show cause why his certificate to practice medicine should not be revoked "for gross unprofessional and dishonorable conduct of a character likely to deceive and defraud the public." Foreman graduated from the Kentucky School of Medicine in 1902, his name being given as George Forman. He was licensed in Kentucky in 1903 under the name of George W. Foreman.

NEWSPAPER RESPONSIBILITY

This, for the time being at least, ends the career of one of the crudest and most brazen examples of advertising quackery, which the daily papers of Louisville aided and abetted by printing large reading notice advertisements with flaming headlines. It is a matter of astonishment that in this day

and age reputable newspapers should lend themselves to such gross forms of swindling. In effect they make themselves partners in a crude confidence game in which their own patrons are not only swindled out of their money but are doubtless, many of them, irreparably harmed by the treatment, or by the lack of the proper treatment they require. Many of the statements made in these advertisements are so extravagant and absurd as to be laughable and really should not deceive any layman of average intelligence. Yet these

THE UNITED STATES SUPREME COURT
 Recognizes the Merits of Electro Therapeutics and Places It On an Equality With All Medical Professions
 A DECISION BY JUDGE WALDON HARDIN, WASHINGTON, D. C.

The World's Most Eminent Medical Authority has Just Declared that the Most Wonderful Electro-Therapeutic Now Available is the Electro-Radio. Declared by Scientists to be the Secret of the New Radiations, its Working Principle is Unmistakable. The Method and Ministry of the New Element Can Be Had Without Cost, and is Instituted in London and Paris People Are Throwing Like Flashes to Healing Devices.

It is the Most Remarkable Specimen in the History of Science for Which Medical Skill Gives Us. Electro-Radio Begins—From Laboratories in Vienna Comes the News That Electro-Radio Has Been Adopted and Endorsed the Old Method of Healing.

THE DIAGRAPHOSCOPE
 The Most Wonderful Invention of the Age—A Wonder-Working Machine Which Will Revolutionize the Medical World and Cure Most Diseases

Man Almost Mutilated!
 Scientific Mechanical Achievements That Astounded the World! Mr. Herbert Beatty a Lucky Man!

THE CHIEF CONSULTING AND EXAMINING PHYSICIAN OF THE ADVANCED MEDICAL INSTITUTE ARRIVES
 He is An Inventor and Benefactor To the Human Race and Brings Hope To Sufferers In This Vicinity.

ELECTRO-RADIO THOROUGHLY EXPLAINED TALKS STRAIGHT FROM THE SHOULDER.
 Vices of Patent Research, Corps of Experts and Progress in Apparatus an Unparalleled Contribution to Civilization. THESE READINGS OF THIS MAY CHANGE DRETTITY OF YOUR LIFE.

Photographic reproduction (much reduced) of portions of some of the advertisements put out by the Advanced Medical Science Institute fraud.

quacks must have done a large business in Louisville, else they could not have paid for the extensive advertising space purchased by them in these newspapers.

A few examples of statements from these advertisements are given below.

The following appeared in the *Louisville Times* October 17:

"MAN ALMOST MUTILATED! SCIENTIFIC MECHANICAL ACHIEVEMENTS THAT ASTOUND THE WORLD! MR. HERBERT BEATTY A LUCKY MAN!"

"After an automobile accident which all but killed him outright, Mr. Herbert Beatty's life was saved by mechanical means which has astounded the civilized world. The following is what was done for

Mr. Beatty at the Advanced Medical Science Institution, 708 Realty Building: A glass eye, an artificial nose, a silver plate in his skull and a false lining in his stomach was inserted, and yet Mr. Beatty lives and enjoys perfect health. In answer to the question when interviewed by a reporter the doctor explained: 'Almost anything can be done nowadays by electricity when in the hands of a scientist. The lining of Mr. Beatty's stomach was deposited there by a powerful current which is perfectly harmless and painless; bismuth is used, as that metal can be removed after a cure is effected as readily as when placed there by simply reversing the polarity of the current. When this lining is placed in a diseased stomach or bladder it coats the diseased mucous lining protecting the diseased parts from the matter which would constantly irritate the parts and prevent a cure without this protection. . . . This great discovery is a boon to those sufferers from stomach trouble and intestinal canal, or any irritation of the kidneys caused by stricture or ulceration of any kind. The multiple machine, the only one in the U. S. of America, was applied and one application dissolved that troublesome malady in less than three minutes' time.'"

Equally interesting with the "multiple machine," described above, which cured a "stricture or ulceration" in three minutes, is the "Diagraphoscope" which is stated in the *Louisville Herald* of September 20, to be "The Most Marvelous Invention of This Age—A Wonder-Working Machine Which Will Revolutionize the Medical World and Cure Most Diseases." In the absurd description of the "diagraphoscope" which is called the "eighth wonder of the world," it is said that it is:

"Doing more for diseases than an ocean of drugs or a forest of surgeons' knives. . . . It gives a diagnosis that is absolutely true—not guess-work. This is accomplished by showing to the naked eye every organ in the patient's body. By means of this phenomenal machine's powers one can see the heart in action, the rise and fall of the diaphragm, a spoonful of bismuth passing down the throat. Any constriction is as visible as the light of day, as are kidney stones, or in fact any abnormal condition. It will show gallstones so often believed to be cirrhosis of the liver. You can see right past the appendix, often observing the kidney stones so often mistaken for appendicitis. . . . Any enlargement of the joints is immediately revealed, and taking it all in all, makes the formerly much-vaunted x-ray look like a toy."

In another reading notice in the *Sunday Herald* of Sept. 22, 1912, it is announced in great headlines that the chief consulting and examining physician of the Advanced Medical Institute has arrived. He is described as the "great scientist who has revolutionized the medical profession and startled science" with his electro-radio. The important announcement is made that he had brought his auto and had engaged beautiful apartments in the fashionable part of town. But the most wonderful part of this advertisement is the description of the way in which they examine the patient in the Advanced Medical Science Institute.

The brazen assurance of these quacks is illustrated still further in an advertisement in one of the *Louisville* daily papers in which is quoted almost completely an article by a prominent surgeon in one of the popular magazines concern-

ing medical ethics. The surgeon's name is signed to the article, and the article is used in an attempt to show why regular physicians are not worthy of confidence and that faith should be placed in the electro-radio treatment of these quacks.

MORE LYING

A still more flagrant example of the sheer nerve of these swindlers is found in a half-page advertisement in the Louisville *Evening Post*, Oct. 12, 1912, in which it is said in headlines extending across the whole page that:

"The United States Supreme Court Recognizes the Merits of Electrotherapeutics and Places It On an Equality with All Medical Professions. A Decision by Judge Waldon Hardin, Washington, D. C."

Then it pretends to quote from and comment on the Collins decision by the United States Supreme Court. It quotes Judge Hardin as having delivered himself of the following brilliantly expressed thought presumably from the Collins case:

"The allopathic doctors dug their own pits in the Collins case. They never realized they had hold of a live wire until it was too late."

There is no Judge Waldon Hardin on the bench of the United States Supreme Court or in the district courts. The Collins case was a case from Texas involving the reregistration of an osteopath who had a license under a previous medical act, and had nothing to do with electrotherapeutics. The decision of the Supreme Court in that case sustained the new Texas law requiring the osteopath to register anew. This serves only to illustrate the brazen effrontery of this quack concern which swindled the people of Louisville and vicinity probably out of many thousands of dollars in a few months. The fine of about \$700 amounted really only to a cheap license fee for these swindlers and they can afford to go somewhere else and do the same thing, which they probably will. While the people of Louisville are to be congratulated on having been saved from further exploitation by this bald form of quackery through the activity of the profession and the state board of health when they once got in action, yet they have no reason to feel proud of their neighbors and friends, the proprietors of the newspapers who published the advertisements of these fake concerns and thus made possible their swindling operations.—(*From The Journal A. M. A., Dec. 21, 1912.*)

THE BELLEVUE MEDICAL INSTITUTE AND THE BOSTON MEDICAL INSTITUTE

Edward R. Hibbard of Oak Park, Ill., a suburb of Chicago, was found guilty of obtaining money through the mails by means of fraudulent pretenses. Hibbard conducted a so-called medical institute which had two names because it had two doors, each of which opened on a different street. One door was the entrance to the "Boston Medical Institute," the other the entrance to the "Bellevue Medical Institute," both occupying the same suite of rooms and carrying on the same business under the same set of employees and managers. Their object was advertised as the "medical treatment of the private diseases of men." The methods employed were those of other similar concerns; pamphlets with titles such as "The Army and Navy," "Vim of Life," "Perfect Manhood," etc., were scattered broadcast where they would be most likely to attract the attention of boys and young men. The first of these was the most adroit; it purports to give statistics comparing the army and navy of the United States with those of other powers, but contains articles on "Unnatural Habits," "Insane Asylums," "Lost Manhood," "Spermatorrhea," etc., and a lot of "sworn testimonials" (unsigned) from grateful patients of the institute. In his correspondence with patients, Hibbard represented that he had a medical staff of eleven members, "including some of the most eminent physicians of America and Europe," but the testimony revealed a medical staff of two, one of them Dr. Edmondson, "shown by the investigations of the inspectors to be a man of mediocre ability, who is not recognized as a specialist and is without standing in his profession," and the other a Dr. Koehn, who would not allow his name to be publicly used in connection with the business and who gave not over half of each day to analyzing such specimens of urine as might be submitted by the patients. The report of the postmaster shows that the mail received averaged 250 letters a day, and the testimony of the clerks and stenographers shows that the instructions for the answers to those letters, and therefore the treatment of all the patients, were received from Dr. Edmondson. The compounding of the medicines sent out appears to have been largely, if not wholly, entrusted to an ex-sailor, without any special qualifications for the work, but who mixed up the medicines by the numbers or marks on the boxes. The patients were guaranteed a cure or return of their money,

and encouraged to keep up the treatment as long as possible, but if they became dissatisfied and demanded their money back they were threatened with prosecution for defamation of character or blackmail. In order to secure the return of compromising correspondence the institute had forms printed on the backs of their letters for the patient to fill out, reporting progress, and to return. When Hibbard was asked to cite instances in which the patient's money was returned, according to the promises, he refused and gave as his reasons that the names of patients were held confidential. The government exhibit of letters threatening patients with public exposure is in startling contrast to this assertion.

This, in brief, explains the *modus operandi* of Hibbard's institutes. The matter which follows is a detailed account of the government's case against this man, as it appeared in THE JOURNAL of the American Medical Association.

THE BOSTON-BELLEVUE MEDICAL INSTITUTE

If the United States Circuit Court of Appeals sustains the findings of the lower court, Edward R. Hibbard of Oak Park, Ill., will spend two years in the Chicago House of Correction, besides paying a fine of \$1,500 and the costs of the prosecution of his case.

Mr. Hibbard is a man who has been a prominent citizen of Oak Park and whom Edward F. Dunne, former mayor of Chicago; William A. Hutchinson, postmaster at Oak Park; Frederick H. Wickett, attorney at law; C. F. Haffner, member of the Cook County Civil Service Commission, and others have regarded as a good citizen and a good neighbor. As to his general reputation for honesty—"It was good; it was very good." In fact, he was a neighbor to be proud of (so these people thought), and yet it is alleged (and the lower court found him guilty) that while Mr. Hibbard was posing as a model citizen and a bright and shining example for the Sunday-school-going youths of Oak Park, he was running a so-called medical institute, which bore two names because it had two doors, each of which opened on a different street.

TWO NAMES—ONE INSTITUTE

One door was the entrance to the "Boston Medical Institute," the other the entrance to the "Bellevue Medical Institute." Both "institutes" occupy the same suite of rooms, both have the same managers, the same physicians and the same object.

That object is advertised as the "medical treatment of the private diseases of men"; but the evidence submitted to the United States attorney at Chicago was such that the grand jury found that the object of said institutes was to obtain money through the mails by means of fraudulent pretenses.

Government exhibit 69 is a letter from the Boston Medical Institute guaranteeing the reliability of the Bellevue Medical Institute, and correcting a rumor that the latter institution was poor pay.

The *modus operandi* of this concern was on a par with similar institutes. Pamphlets—a million copies a year—with titles such as “The Army and Navy,” “Vim of Life,” “Perfect Manhood,” etc., have been scattered broadcast, in farmers’ wagons, buggies, etc., under the cushions on seats when possible, where they would be most likely to attract the attention of boys and young men. The most adroit one of these was first mentioned, which purports to give statistics comparing the Army and Navy of the United States with those of other great powers, but which contains articles on “Unnatural Habits,” “Insane Asylums,” “Lost Manhood,” “Spermatorrhœa,” “Impotency,” “Varicocele,” “Gonorrhœa,” “Syphilis,” “Specialism in Medicine,” a notice about the “Boston Medical Institute,” 152 Lake Street, Chicago, “the oldest medical institute in the country,” and a choice collection of “sworn testimonies” (unsigned) from grateful patients whom this institute had kept from filling untimely graves or from becoming inmates of asylums for the insane.

“The pitcher which goes too often to the well shall at last be broken.” Since 1869 the “Boston Medical Institute” had been doing a most successful (financially) mail order business; but finally it undertook to “cure” one Mr. A¹ of Michigan, and did not succeed; whereupon Mr. A claimed the return of his money under the “guarantee” of the the institute, and when he found he could not get it he was ready to take action in lieu thereof.

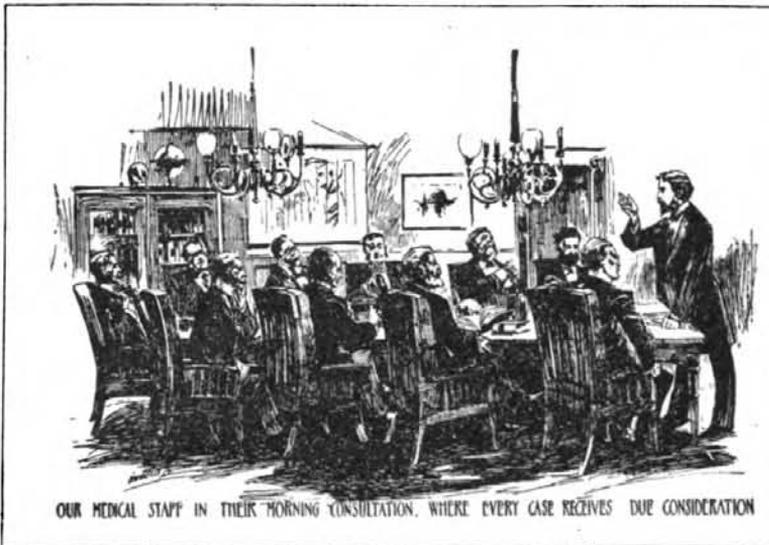
Hence it was that on the nineteenth day of October, 1907, the United States grand jurors, inquiring for the eastern division of the northern district of Illinois, found that Edward R. Hibbard, under the name and style of Boston Medical Institute, “had devised a scheme and artifice to defraud one Mr.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

Similar charges were brought against Mr. Hibbard on account of his dealings with Mr. B of Wisconsin and Mr. C of Ohio. Hibbard was admitted to bail in the sum of \$2,000. The recognizance was filed Oct. 22, 1907. On the second of November Edward R. Hibbard filed a demurrer. The case came to trial on the twenty-fourth day of March, 1908. On the fourth of April the jury found Edward R. Hibbard guilty as charged in the indictment.

1. While the actual names of the patients here referred to, were given in the article as it originally appeared in THE JOURNAL, the letters A, B, etc., have been substituted for such names.

MEDICAL STAFF

Some interesting facts about the "Boston Medical Institute" were brought out at the trial. In correspondence with the "patients" Hibbard represented that he had a medical staff of eleven members, "including some of the most eminent physicians of America and Europe." But the testimony of Dr. S. E. Embry, who was engaged by a Mr. Ward (advertising man for the Boston Medical Institute) to make an investigation and report of said institute, brought out the fact that when Dr. Embry visited the institute there were two doctors there—Dr. Edmondson and Dr. Koehn. Dr. Gilbert W. Edmondson testified that he was a graduate of the College of Medicine, Louisville, Ky., had attended the Indiana



Photographic reproduction (reduced) of the reverse side of the stationery sent out by the Boston Medical Institute. This picture of the "consulting staff" was wholly an imaginary one.

Medical College, Indianapolis, and that he was employed as medical superintendent by the Boston Medical Institute. In the course of the trial it was brought out that Dr. Edmondson "is shown by the investigations of the inspectors to be a man of mediocre ability, who is not recognized as a specialist and is without standing in his profession." Concerning Dr. Koehn the following statement was made: "The only other physician connected with the institute in any way whatever is a Dr. Koehn, who feels so with reference to the business that he will not permit his name to be in any wise publicly used in connection with it, and who gives not to exceed half of each day to analyzing such specimens of urine as may be submitted by patients. The value of his services

in this regard can be appreciated from the fact that he admits 'analyzing' twenty and more specimens in the half day devoted to the institute."

CORRESPONDENCE

Government exhibit 38 is a picture of the "correspondence department" of the Boston Medical Institute, "nearly 3,000 square feet," and one of the clerks testified that he had seen twenty men at work. The report of the postmaster shows that the mail received by the institute averaged 250 letters a day, and yet the testimony of the clerks and stenographers proves that the instructions for the answers to these letters, and therefore the treatment of all the patients, were received from Dr. Edmondson. The bookkeeper and cashier, Oscar A. Kempe, testified that the receipts of the institute were from \$4,000 to \$5,500 a month. The average fee from each patient was \$7 a month. It is therefore probable that an average of nearly 700 patients a month were treated, and all by Dr. Edmondson.

LABORATORY

One of the most taking catches of the advertisements of the institute, aside from the fictitiously large consulting staff, was that in regard to the laboratory. This was represented as "the most complete and extensive in the country, containing all of the latest discoveries known to science." The indictment sets forth that the laboratory was not the most complete in the country, and that it did not contain all the latest discoveries known to science.

Also the Boston Medical Institute advertised: "Our medicines are prepared to meet the symptoms in each individual case, in our extensive laboratory, by skilful and experienced chemists, thereby avoiding the mistakes so often made in compounding by incompetent druggists or their overworked clerks. The greatest care is exercised in the purchase of pure and unadulterated drugs and chemicals."

HOW THE MEDICINES WERE PREPARED

Charles A. Jessamine, called on behalf of the government, testified that he was a shipping clerk. He had been a sailor. Jessamine entered the employ of the Boston Medical Institute as a shipping clerk. But when Jessamine described the compounding of drugs in the laboratory the following testimony was elicited:

- Q. Who selected the medicines and put them in the tub?
 A. I did this.
 Q. Under whose instructions would you do this?
 A. Under the doctor's instructions.
 Q. Would you do this when he was not there at any time?
 A. He was in the room when he told me, but he would step out and I would do it.
 Q. What would you have to guide you in making the proper mixture?
 A. The drugs were mixed when we got them.

- Q. Now, in making the compound, that is, saturating it with alcohol and water, what directions would you have?
- A. That was specified at all times, a certain amount for each particular drug.
- Q. What shape were those directions in?
- A. They specified to me to use 33 per cent. alcohol for a certain drug, and it was an understood fact that was what I had to use.
- Q. Would you go to the bottles and pour out the alcohol, 33 per cent?
- A. Yes, sir.
- Q. Would you do that when the doctor was not around?
- A. Sometimes he would be in the room, and sometimes he would be just stepping out.
- Q. What kind of medicines were those that were used for the tub?
- A. Saw palmetto compound, black willow bark, and trifolium compound.
- Q. Did you ever take any drug and put it into the tub and mix it up when the doctor was not there?
- A. Yes, sir, I have.
- Q. What guide would you have to go by in doing that?
- A. All three kinds were marked by different numbers.
- Q. How would you know whether you got the right drug or not?
- A. It was very hard for me to get the wrong kind.
- Q. What enabled you to determine whether it was the right kind?
- A. They were marked inside and I could pull the box out and see which mark was on the one wanted, "X," "D," or "M."
- Q. You depended entirely on the marks, did you?
- A. I could depend on the results and smell.
- Q. Have you ever studied pharmacy?
- A. No, sir.
- Q. Have you ever had any experience in a pharmacist's place?
- A. No, sir.
- Q. Did you ever take any special instruction under Dr. Edmondson in pharmacy?
- A. No, sir.
- Q. Were you during the time you worked for the Boston Medical Institute ever a registered pharmacist?
- A. No, sir.
- Q. During the time that you were working there, nearly four years, was there ever a registered pharmacist in that laboratory?
- A. Not to my knowledge.
- Q. And you say that you were the chief chemist there?
- A. I didn't say that at all. I didn't say there was any chemist at all. The doctor—there was no chemist there.
- Q. It says here: "Our prescription department, chief chemist and two assistants. Now, who is the chief chemist?"
- A. It must have been the doctor.
- Q. Who were the assistants?
- A. I was assisting him. I was not the chief chemist.
- Q. Who was the other assistant?
- A. The boy Swanson. He was not a chemist. There was no one there to my knowledge that was a chemist. I could not swear whether the doctor was a chemist or not.

VALUABLE INVESTIGATION

Judging from the development at the trial, it was apparently the custom of the managers of the Boston Medical Institute to employ any one available to do whatever was to be done, regardless of the fitness of the person employed. For instance, when it was deemed advisable to have the institute and its "consulting staff" "examined," the advertising man for the institute secured the services of a Dr. S. E. Embry. The institute treated specially the diseases of men. Dr. Embry testified of himself as follows:

"The nature of my practice has been general practice and surgery. Since I have been in Chicago my practice has been principally corporation surgery."

Nevertheless Dr. Embry went through the Boston Medical Institute and "examined" Dr. Edmondson as to his fitness for his position with the institute.

THE VELVET GLOVE

The institute seemed to have had a regular set method of dealing with the unwary flies which fell into its trap. One of the complainants in the case against E. R. Hibbard, as representing the institute, was Mr. B of Wisconsin. In Mr. B's complaint it is shown that when he was about 19 or 20 years old he was influenced by the advertising literature of the Boston Medical Institute to seek treatment from it, through the mails, for occasional night emissions. Such a condition in a healthy young man of the age of Mr. B at that time is entirely normal. This concern, however, represented to Mr. B that he was in a serious state, suffering from sexual debility and in need of immediate and the most skilled attention. Quoting the language of the concern to Mr. B, he was advised that his case had been carefully considered by the institute staff of specialists, who had decided that he was suffering from "spermatorrhea, passive congestion of the kidneys, partial impotency and nervous debility," and he was informed that unless he speedily obtained "energetic and well-directed treatment, the inevitable result will be not only a breakdown of the general nervous system, but a complete extinction of the sexual powers themselves." He was further told: "We are pleased, however, to state that, if you at once begin an efficient medical treatment, we do hereby absolutely *guarantee* your ultimate restoration to perfect health or refund every dollar paid to us in fee, and it is our belief that the same can be brought about in from two and one-half to four months."

Services and medicines were offered for \$10 for the first month and \$8 for each of the succeeding months.

Mr. B testifies that he treated with this institute for twenty-three months, and at the end of the time his health was completely wrecked, and he was compelled to go to his physician for attention. Mr. B testified that altogether he paid the institute more than \$150. He finally became convinced that the institute was not curing him and was only injuring his health and securing more money from him without giving him any real benefit. He therefore demanded the return of his money in accordance with the promise and guaranty made to him that, if he was not cured, his money would be refunded. The letter of the company written in reply to this demand, refuses him his money under the pretext that he had not been guaranteed a cure in any definite time; and despite the fact that the institute had been handling his case for nearly two years, it had the audacity to suggest that it could ultimately cure him if he would indefinitely continue treatment.

THE HAND OF IRON

When Mr. B attempted to press his claim for the return of his money he was advised that his "scurrilous, defaming and blackmailing letter" would be placed in "the hands of our attorneys to prosecute you to the full extent of the law."

Dr. Robert A. Kitto, Racine, Wis., whom Mr. B consulted after discontinuing treatment from the institute, testified that when Mr. B came to him he was "very nervous and debilitated. He was in what we call a hypochondriac condition. That is, he was largely imaginary, worrying, and very weak, emaciated and pale. My treatment of him was tonic and advice. I advised him not to worry about his condition, that it was not as bad as he supposed it was, and it was a good deal of imagination, and that was working on his mind, and his mind was working on his body, and that made him feel as he did, when in reality he was not diseased, as he imagined he was. I gave him very simple tonics, what we call tissue medicine, or building medicine. I treated him about three or four months, I think, constantly. When I got through I considered him all right. He had been cured at that time."

A TYPICAL CASE

Mr. A another of the complainants, had an experience similar to that of Mr. B. When Mr. A was "going on 17 years" he lived in Ann Arbor and was an organ maker who was doing a full day's work every day. He testified that "the condition of my health prior to January, 1905, seemed all right except that I had bad habits." It was brought out in the cross-examination that Mr. A had practiced self-abuse for a year and a half. At the time Mr. A began the practice he did not know anything of its effects. When he found out that it was a "bad" habit he "gradually slowed down," and at the end of six months discontinued it.

One day, near the Ann Arbor depot he picked up a Boston Medical Institute pamphlet—"Our Army and Navy." Mr. A testified: "I read every word of this pamphlet through. I commenced to think about it, and I thought I was very sick, and I cut out the question blank and sent it to the Boston Medical Institute." Mr. A had nightly emissions: "about once in every two weeks." At this time the practice of self-abuse had been discontinued. The Boston Medical Institute pretended that he was in a most serious state, was suffering from sexual debility, and required immediate and skilled attention. He took the treatment for about seven months in 1905 and for about three months in 1906. He alleges that as a result his digestion was ruined, and that because of the treatment he was compelled to obtain the attention of a local physician.

INDUCED TO PROLONG TREATMENT

The letters which he received from the institute while under treatment were all of a character to induce him to prolong the treatment. The treatment commenced Jan. 25, 1905. In March he was advised: "Greatly pleased with progress—we are greatly interested in your case." In April: "Trusting that you will continue to manifest a hearty good will in cooperating with us—especially interested in case—our entire board of physicians following your progress." In June: "Sorry you feel discouraged, and we assure you that there is no reason whatever for you to do so—it would be nothing short of criminal to quit now." In July: "We are pleased with the continued improvement in your condition, and can assure you that you are improving nicely."

About this time Mr. A became discouraged and dropped the treatment, but in December, 1905, was induced to take it up again by the representations of the institute that "we do absolutely guarantee that our treatment will check all unnatural losses and restore the organs to their natural size, strength and vigor, and as a result of such vigor you will certainly feel like a new man in three months." In January, 1906, he was informed that "we are greatly pleased with the progress made thus far." In March, 1906: "Although your improvement is quite slow, it is steady."

THE INSTITUTE SHOWS THE CLOVEN HOOF

Mr. A finally became convinced that instead of curing him the institute was seriously endangering his health, and ceased the treatment and applied for the return of his money, in accordance with the company's guarantee. He was advised that the company had never guaranteed to cure him in any certain time; also that he had not been promised that all of his money would be returned, but that only the institute fee would be refunded, if he was not cured, and that this fee was only "10 per cent. of all you paid us." The institute refused to return even this, pretending that it had not failed to cure him. He was further advised: "Let us tell you now that if you cause us any trouble about this matter, or try to do so, we will have good grounds against you for slander and defamation of character. We do not wish to get into any trouble with you about the matter, but if you persist in it and bring it on yourself, we are sure that we shall defend ourselves to the limit, and *we will show that at the time you began the treatment you were practicing these secret masturbation habits.* [Italics ours.—Ed.] We will also have something to say along other lines when you are done with all you wish to do—we will show you that this very letter in our possession to-day on this subject is a ground for blackmail on your part against us."

This threat publicly to expose the weaknesses and infirmities of patients, given in professional confidence, is in strange contrast with the assurance printed at the top of each letter: "All correspondence strictly confidential."

ATTEMPTS TO SECURE RETURN OF CORRESPONDENCE

The correspondence between the institute and patients, submitted with the complaints to the Postoffice Department, shows the significant fact that the institute had endeavored to obtain the return to it of all its correspondence to patients by printing on the reverse side of its letters forms for the patients to fill in and return to the institute, reporting the progress of their cases. This practice of the company would seem to indicate that they recognized that the matter desired to be returned was of an incriminating nature. This is plainly shown by the cases discovered by the inspector, in which



Photographic reproduction (reduced) of a letterhead of Hibbard's concern. Notice the statement printed at the top of the letter, "All correspondence strictly confidential;" then note (below) the threat made by these quacks to expose the weakness of a patient who demanded the return of his money.

money was paid by the institute for the return of its correspondence, which it had failed to obtain by the first-mentioned method.

In the case of a Mr. D of Pennsylvania, the Boston Medical Institute wrote him July 3, 1906, in part as follows:

"We wish to settle that trouble and have no more to do with you. Will pay you the \$40 you ask if you will comply with the following conditions, and send us an express C. O. D. for the \$40. In the package we wish you to place *all* the letters, pamphlets, clips, etc., that were ever sent you, including the *two* sheets of the letter of diagnosis and terms first sent you; also sign the enclosed statement with your full name, and date it, and give us the privilege of examination before paying the C. O. D. and we will pay it if all these things are in it."

STOCK DIAGNOSES

For the purpose of testing the skill and honesty of the business as regards the diagnosing and treatment of cases, the inspectors caused test letters to be sent to the Boston Medical Institute, and the results are given as follows:

1. *T. M. Moran, Canton, Ill.* In this case the inspectors after opening correspondence with the institute as from a regular patient, submitted symptoms of a plain, uncomplicated and patent case of hydrocele. This is a condition recognized by all reputable practitioners of medicine as amenable only to surgical treatment. The institute, recognizing it could give no service of value through the mails for the hydrocele, falsely pretended that the condition was "sexual neurasthenia," a term that covers a great many ailments and diseases; as, for instance, "nervous debility or general weakness of the nervous system, peculiar pains and aches in different parts of the body, tired and exhausted feeling, and so forth." None of these symptoms were given by the patient; but the patient was assured that the institute could cure the condition diagnosed in from two and one-half to four months, and urged the party to take treatment at \$12 for the first month and \$8 for each succeeding month.

2. *John B. Gardner, Brookfield, Mo.* In this test the inspectors submitted symptoms showing a plain, uncomplicated and patent case of varicocele, which is also a condition recognized by all reputable physicians as amenable only to surgical treatment, if any be required. In this instance the institute wrote: "The physicians connected with our institute have to-day given your case their attention, and, after carefully considering the description of your condition, find you to be suffering from sexual neurasthenia, falsely called spermatorrhea," and urged the patient to take treatment from the institute for \$12 for the first month and \$8 for each month thereafter, under the promise: "We do hereby absolutely guarantee your ultimate cure for the trouble diagnosed or refund to you every dollar you have paid us in fee, and it is our belief that your cure can be accomplished in from two and one-half to four months." This diagnosis is on a printed form, which shows its general use, and also contains the following statements calculated to create a condition of fear in the mind of the patient: "We also desire to add that we do not regard your trouble as especially dangerous to your life at present, or desire to frighten you in any manner or exaggerate your complaints, but at the same time we do regard them as dangerous to your sexual health and happiness, if you allow them to go unchecked, for these troubles are progressive and demand immediate treatment, which we are prepared to give."

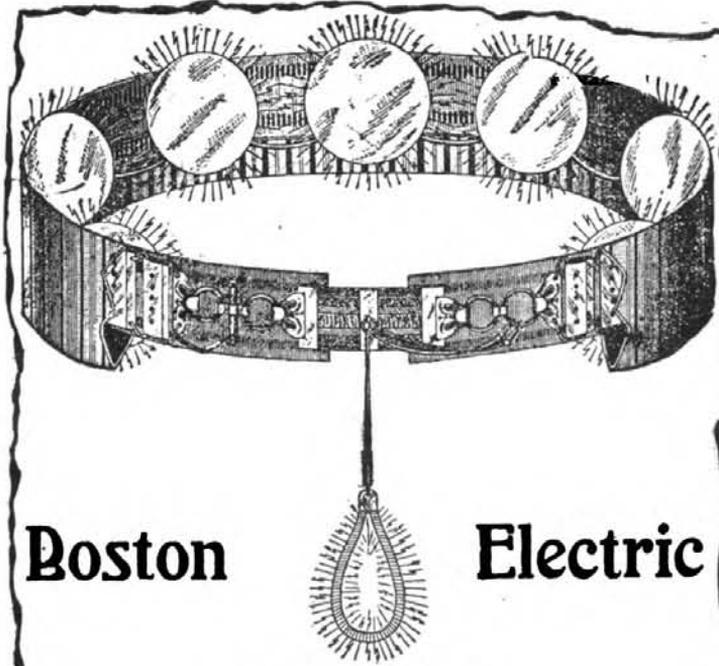
3. *E. J. Robb, Aurora, Ill.* A test similar to the Gardner test was conducted under the name of E. J. Robb, the inspectors submitting a plain and uncomplicated case of varicocele, and receiving the same stock diagnosis in answer thereto.

FRAUDULENT PRETENSES OF INSTITUTE

These tests show affirmatively that it was the practice and intent of this institute to endeavor to obtain money from the unfortunate by falsely and fraudulently pretending that it could treat them through the mails successfully and thereby inducing them to purchase treatment, although it knew it could give no treatment of value by mail for the conditions from which they were suffering. The recognition that the institute could give no services of value in the tests cases conducted by the inspectors is not only patent from the cases themselves, but was conceded by Mr. Hibbard, the manager and proprietor of the business, in his written answers to questions propounded to him by the inspectors with reference to these cases.

The facts disclosed by Mr. A's, B's, D's and other complaints show that the promises given by this institute to secure patients; that in case of failure to effect a cure all money paid will be refunded, are not made in good faith or honestly, but are held out fraudulently and without any intention on the part of those conducting the business

to fulfill them; but rather that the intention was to refuse to return the money, to make such requests matters of controversy, to claim that such requests were blackmail, to threaten public exposure of patients, to claim that no time was absolutely specified and that therefore there could be no claim for a refund, to claim that the promise was not that all the money would be refunded, but only the fee.



Boston **Electric**

BELT.

The powerful electric current, fully warranted and guaranteed, the most perfect belt known on account of its wonderful and peculiar electric power. It is not recommended for general use

Boston Medical Institute,
152 LAKE ST., CHICAGO, ILL.

Photographic reproduction (reduced) of part of the leaflet sent out by the Boston Medical Institute.

Concerning this last point, it is interesting to note that to the inspector's question as to what he meant by the statement in his letters, "We absolutely guarantee to cure or refund every dollar paid to us in fee." Mr. Hibbard answered "We meant all money paid—every cent."

The inspectors asked Mr. Hibbard to cite instances in which the money of uncured patients had been refunded. Mr. Hib-

bard declined to do so, and gave as his reason that the names of patients were held confidential. The government exhibit of letters threatening patients with public exposure is in startling contrast to this statement.

An interesting feature of the trial was the fact, which was made evident, that there are physicians, who desire to be known as good and regular practitioners, who for solicitation and hire will defend such an institution as the Boston Medical Institute was proved to be, and, furthermore, one of these men testified that he believed the effects of distribution of such literature as that sent out by the institute was good.

At the end of the trial it was found that the business conducted under the names Boston Medical Institute, F. L. Hibbard, E. R. Hibbard, Bellevue Medical Institute, B. Norton and B. Newton, was a scheme for obtaining money through the mails by means of false and fraudulent pretenses; and a verdict against Edward R. Hibbard was given as cited in the beginning of this article.—(*Modified from the Journal A. M. A., Oct. 17, 1908.*)

Hibbard Pleads Guilty

The Boston Medical Institute and the Bellevue Medical Institute were two names used on separate entrances to a single quack concern in Chicago. The institute purported to treat the "private diseases of men," but a federal court decided that the business was a scheme for obtaining money through the mails by means of fraudulent pretenses. E. R. Hibbard—who seemed to be the owner—was sentenced to two years' imprisonment and to pay a fine of \$1,500 and costs. He, of course, appealed, and his case was remanded for a new trial. Recent issues of Chicago papers state that, rather than undergo the new trial, Hibbard has pleaded guilty. The government has decided that payment of the fine of \$1,500 and costs would be sufficient punishment.—(*From the Journal A. M. A., Nov. 13, 1909.*)

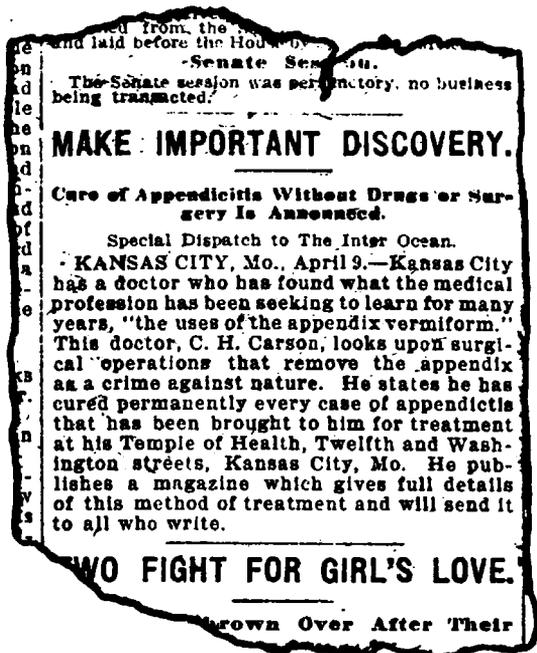
C. H. CARSON AND HIS TEMPLE OF HEALTH

[C. H. Carson was a Kansas City quack, who became rich by humbugging and defrauding the sick. The following article appeared in the editorial pages of THE JOURNAL of the American Medical Association, Sept. 30, 1911, commenting on a particularly disgraceful phase of Carson's quackery.]

Religion and Quackery

For years the religious press reeked with unsavory advertisements of nostrums and quacks of varying degrees of fraudulency and indecency. Public opinion finally forced the more influential church papers to throw out this class of advertising and to-day, except for some of the more insignificant publications, the religious journals are practically free from the blight of "patent medicine" advertisements. That quackery still seems to possess a peculiar fascination for the clergy, however, was recently shown in an episode that occurred at Kansas City, Mo. That city is the unfortunate possessor of a quack named Carson—Hiram Carson, or as he calls himself "Dr. C. H. Carson." This charlatan has grown rich, thanks to a venal press and the large supply of gullible sick. He used to "treat" by means of "vital force," developed by rubbing his victims with vaselin mixed with red pepper. The tingling produced by the red pepper was, he assured his dupes, the "vital force." Later he improved on this "treatment" and had his assistants give out slips of tissue paper that he had "magnetized." These slips the patients were instructed to pin on their nightgowns between the shoulder-blades! Carson is now operating what he calls the "Temple of Health," and advertising heavily. As a means of drumming up trade Carson occasionally gives elaborate "receptions" at his "Temple of Health," to which the curious are invited. A little while ago a meeting of this kind was held at which, as a crowning advertising stroke, Carson got the pastor of one of the leading Congregational churches of the city—the Rev. J. B. Silcox—to give an address! This address and other details of the "reception" occupied nearly two columns in the Kansas City papers of the following day, and although a paid advertisement, the article was set up in news-matter style. Why a reputable minister of the gospel, whose own church membership is strictly high-class and, we are informed, includes some of the best-known medical men of the city, should endorse such a blatant quack as Carson, is a mystery.

Every intelligent layman in Kansas City knows that Carson is a humbug and that his system is a fake. Every man in that city also knows, or could know, that Carson's only claim to the title "doctor" lies in his possession of a "diploma" from as wretched a mill as ever ground out parchments—the American Health College of Cincinnati, long since defunct, thank heaven! If there is one class of men more than another that should stand between suffering ignorance and the machinations of the miserable harpies of the Carson type, it is the ministry. If there is one man more than another who should expose the deception and covetousness of the quack, it is the man who professes to follow the teachings of Him whose voice was always raised against shams

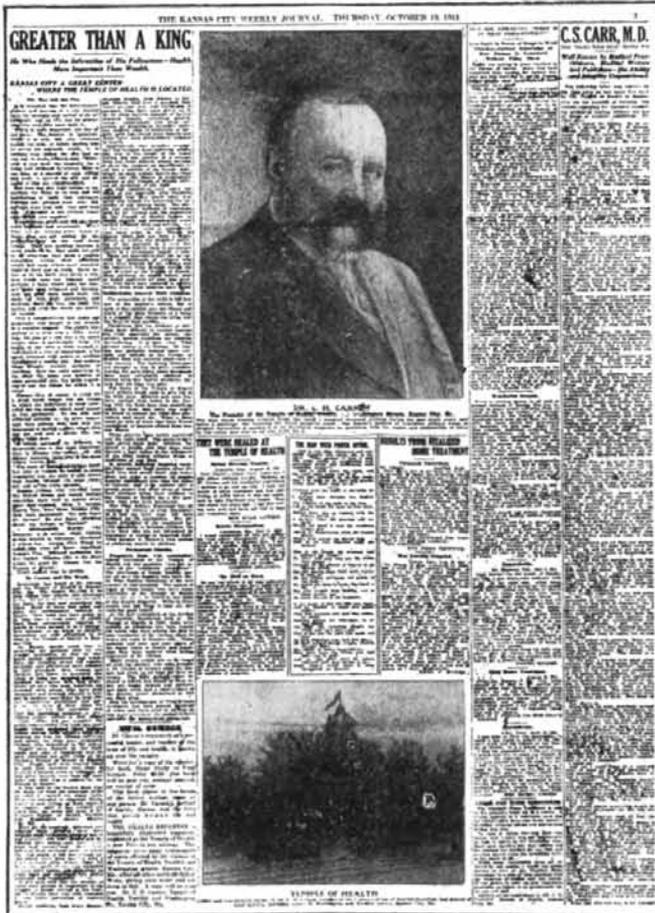


One of Carson's tricks was to have his advertisements published as news items. Here is a photographic reproduction of a "news item" that appeared in a Chicago paper.

and cheats and the cupidity of avarice. Yet we have, in the address of Rev. Mr. Silcox, the unedifying spectacle of a Christian clergyman lending the influence of his cloth and personality to further the cause of one who fattens by deceiving the sick and suffering.

[The foregoing article called forth no comment from Carson for over a month. Then a letter was received by THE JOURNAL demanding an apology and threatening, if it was not forthcoming, to appeal to the courts. THE JOURNAL'S answer to this threat was the following editorial that appeared Dec.

9, 1911. In the same issue there was published a good deal of information obtained under oath from Carson, himself, and from the individual who conducted the "school" in which Carson claimed to have received his medical education. Nothing further has been heard from him!]



Full-page advertisements were expensive, but Carson could easily afford them. They were paid for, of course, by the poor dupes who exchanged good money for a worthless "treatment." This is a photograph of a page advertisement in a Kansas City paper. It appeared a few days after our first exposé of this humbug.

C. H. Carson—Quack

In *THE JOURNAL* for September 30, reference was made editorially to "Dr." C. H. Carson, the Kansas City gentleman who conducts the "Temple of Health" for the "Treatment of Disease by the Vital Science System." In our editorial we were constrained to refer to Carson as a quack, also as a

charlatan and a humbug. We used other adjectives equally uncomplimentary. After waiting a month, "Dr." Carson reached the conclusion that we had both libeled and slandered him and wrote a long letter to THE JOURNAL apprising it of this opinion. In his letter, the high priest of the "Temple of Health" says that he is "very sorry indeed that so high-toned a journal" as THE JOURNAL of the American Medical Association should contain such an article. We acknowledge "Dr." Carson's judgment in estimating the value of THE JOURNAL, and are willing, also, to admit that he doubtless is very sorry that the article appeared.

"Dr." Carson says: "I write this letter in the spirit of kindness and hope it will be received by you in the same way." And further he tells us that he has "recently won in a long-drawn-out litigation" in which questions regarding his "credentials" and his "diploma" were discussed. He says that the State Board of Health of Missouri investigated the matter thoroughly and that "the standing of the school [from which he "graduated"] and its right to issue diplomas were finally established, and no questions regarding this has ever arisen since." "Dr." Carson objects to our calling the "school" from which he "graduated" a defunct institution, and plaintively observes: "A school may pass out of existence without there being any reason for calling it defunct." Dictionaries and other sources of real information are doubtless closed books to the "doctor."

Carson says, further, that his standing "as a moral, upright man" has not been questioned "even by the doctors of medicine" of Kansas City. This statement, doubtless, is as far from the truth as many other statements emanating from the "Temple of Health." The opinions of the decent medical men of Kansas City as to the "morality" and "uprightness" of a man who will defraud the sick and the suffering by selling them slips of tissue paper as "cures" for disease, can easily be imagined.

With this letter, "Dr." Carson encloses an advertisement from the Kansas City *Weekly Journal*, in which is reproduced a long rambling article written by C. S. Carr, M.D. This article is a write-up of Carson and his "Temple of Health," that appeared in Carr's journal and which has since been used by Carson as an advertising asset. To the uninitiated the advertisement gives the impression that this article appeared in a reputable medical journal and was written by a reputable physician. As a matter of fact, Carr is and has been for years employed by the Peruna concern; he is engaged in a mail-order nostrum business of his own and is running a pseudomedical sheet that he calls the *Columbus Medical Journal*, whose advertising receipts have come from some of the worst fakes in the country. Presumably Carson is too ignorant to understand the status of C. S. Carr. No other

supposition would explain his apparent belief that an article such as he sends with his letter would be of value to his cause.

Carson further says that our "most unfortunate article" seems to reflect not only on his "professional ability," but also on his "integrity." We are glad that the four weeks'

**KNIFE NOT NEEDED
IN APPENDICITIS**

Dr. C. H. Carson, the Kansas City Healer, Announces He Has Conquered Dread Ailment Without Terrors of an Operation.

**VIOLENT DISEASE PUZZLES
ABLEST OF THE DOCTORS**

Author of New Treatment Voluntarily Offers to Post a Large Sum of Money in Support of His Contention.

BY G. E. MORAN.

Special Dispatch to The Inter Ocean.

KANSAS CITY, Mo., Oct. 10.—Appendicitis, in this modern day, has come to be a bugbear and an ever present dread. A few years ago it was good humoredly referred to as "the rich man's disease," and it was playfully remarked that you had to have money to get it. The general supposition was that appendicitis was an ailment consequent upon high living—that rich foods and costly wines conduced to this agonizing, frequently fatal trouble, and that the poor man could call his abdominal pain a bad case of stomach ache.

The surgeons said that the vermiform appendix was a curious, chrysalis-formed sac, apparently a bit of the odds and ends of the human system—something that seemed to have been left over, or incomplected. It was a receptacle wherein might lodge small seeds, sharp cornered objects of any variety, or plain inflammation, and a site of disease and pain whence would issue sudden, complete wreckage of abdominal conditions, and ultimately death.

Carson's explanation seemed to be the fact that appendicitis is a

This advertisement, of which only a small part is shown, appeared in a Chicago paper.

study that "Dr." Carson gave to our article resulted in his getting our meaning as accurately as he seems to have done. In view of all this, Carson closes his letter by asking us to "kindly publish an editorial . . . apologizing for what has been said . . . and asking the pardon of the ones you have injured."

If we will perform this small service, we have it from "Dr." Carson that he will then "have the spirit of the Master" and say: "Father, forgive them for they know not what they do." But—and here comes the climax—if we feel that we cannot apologize to "Dr." Carson for calling him a quack, a charlatan and a humbug, he "will take the proper steps" to see whether we will be willing so to apologize "after a legal decree has been obtained."

THE JOURNAL has no desire to do any man an injustice; equally foreign to it is any intention to indulge in braggadocio or bluff; nevertheless, after considering the question from all angles and with an eye single to the principles of justice to the individual and the enlightenment of the public, it is constrained to make the following reply to the letter received from the owner of the "Temple of Health:" "Dr." Carson is a quack; he is a charlatan and he is a humbug, and, in the interests of public safety and for the protection of the susceptible sick, THE JOURNAL of the American Medical Association will be pleased, if necessary, to prove its statements in the courts.

Some Sworn Testimony Regarding Carson's Professional Qualifications

Three or four years ago, George Creel, the editor of the *Independent*, exposed Carson's charlatanism and fakishness. As a "come back," Carson published statements to which Mr. Creel took exception and which resulted in Carson being sued for slander. Depositions were taken in this case from which we are going to quote somewhat extensively. It should be explained that at the same time that the testimony was being collected in this case a criminal prosecution was being brought against Carson by the state of Missouri, charging him with practicing medicine without a license. This will make clear why Carson refused to answer questions to which no reputable practitioner of medicine would have hesitated to reply. In the matter that follows, Mr. Reed, who speaks occasionally for Carson and on whose advice Carson refused to answer questions, was one of the numerous attorneys employed by this quack to defend him. The matter that immediately follows and in which Carson shows an unwillingness to state the business in which he was engaged, was elicited on direct examination by Mr. Frank P. Walsh. Mr. Walsh was the special counsel appointed by the State Board of Health to prosecute Carson for practicing medicine without a license:

CARSON'S TESTIMONY

Question.—What is your name?

Answer.—C. Hiram Carson.

Question.—What does the "C" stand for?

Answer.—Just for an initial.

Question.—No name to it?

Answer.—No, sir.

Question.—C. Hiram Carson.

Answer.—That is the name.

Question.—How old are you, doctor?

Answer.—I have passed the age of sixty-two. I will be sixty-three on the 22nd day of the present month.

Question.—Where do you live?

Answer.—I live in Kansas City.

Question.—At what place?

Answer.—Twelfth and Washington.

Question.—How long have you lived in Kansas City?

Answer.—Since November, '79.

Question.—What is your business?

Mr. Reed: We decline to answer the question because the plaintiff in this case has instigated a criminal prosecution against this defendant in the Criminal Court of Jackson County, Missouri, charging him with practicing medicine without a license, and the answer, if given, might be used against this witness in the criminal prosecution, and might tend to convict him in that case.

Question.—Do you advertise yourself as a divine healer?

Mr. Reed: That is objected to, and the witness declines to answer for the reason that there is a charge now pending against him in the Criminal Court of Jackson County, Missouri, instigated by the plaintiff in this case charging him with practicing the healing art, and the answer, if given, might tend to convict him of the offense charged.

Commissioner: The question was, Do you advertise yourself as a divine healer?

Answer.—For reasons stated by my attorney I refuse to answer.

Question.—Do you refuse to answer as to whether you advertise yourself as a divine healer on the ground that your answer might tend to incriminate you?

Answer.—Yes, sir.

Question.—Are you a divine healer?

Mr. Reed: Objected to for the reason given before and decline to answer it for the same reason given.

Commissioner: You decline to answer, doctor?

Answer.—Yes, sir.

Question.—Do you decline to answer the last question on the ground that your answer might tend to incriminate you?

Answer.—I do.

[Carson used to call his institution the College of Psychic Sarcology and at the same time he published an advertising sheet called the *Psychic World*. Some of the questions and answers regarding this publication follow:]

Question.—What is the College of Psychic Sarcology?

Answer (after argument).—It is an institution incorporated under the laws of the State of Missouri, as a philanthropic and educational institution.

Question.—Who is president of it?

Answer.—C. H. Carson.

Question.—Is that you?

Answer.—That's me.

Question.—Who is vice-president of it?

Answer.—R. M. Carson.

Question.—Related to you in any way?

Answer.—She is my wife.

Question.—Who is treasurer of it?

Answer.—Same party.

Question.—Your wife?

Answer.—R. M. Carson.

Question.—Who is secretary of it?

Answer.—I have just stated that; Dr. F. M. Planck.

Question (after argument).—I will ask you if Dr. Planck attends to correspondence for you?

Answer.—He does—write and dictate letters.

Question (after argument).—Does Planck write articles for you for the newspapers?

Answer.—He does not.

Question.—Who writes articles for you for the newspapers? Who do you have in your employ for that purpose?

Answer.—C. H. Carson writes most of the articles for the newspapers. I have no one in my employ to write articles for newspapers.

Question.—In this college you have spoken of, *Psychic Sarcology*, do you issue some kind of a publication in connection therewith?

Answer (after argument).—For the reasons given by my attorney I decline to answer the question because the answer to the question might incriminate me in a suit now pending before the Criminal Court.

Question.—Did the College of *Psychic Sarcology* during the present year publish a paper or a magazine?

Mr. Reed: Now we object to that as absolutely immaterial in this case.

Commissioner: Objection overruled.

Answer.—It did not. It published a circular or prospectus of the things that we teach one. Only one issue of that is in existence now.

Question.—What is the name of that?

Answer.—It is called a prospectus of the Carson College of *Psychic Sarcology*.

Question.—Did you employ any person or persons to write articles for that?

Answer (after argument).—Before I answer that I would like to make an answer to the court—explanation. This prospectus was a single issue. I dictated the character of the contents and gave it to a stenographer who wrote and furnished me the material for publication in this circular and prospectus.

Question.—What was the name of the stenographer?

Answer.—The name of the stenographer that wrote that—the writer of that was Mrs. Balguc.

* * *

Question.—Do you publish a book, magazine or printing and call it the *Psychic World*?

Answer (after argument).—For reasons stated by my attorney, I decline to answer the question because there is a suit pending against me in the Criminal Court, and my answer to this question might incriminate me.

Question.—Did the College of *Psychic Sarcology* publish or print a pamphlet or magazine known as the *Psychic World*?

Answer (after argument).—On the advice of my attorney I decline to answer the question for the same reason that I declined to answer the preceding question.

Commissioner: If you decline to answer this you must give the reason for declining.

Answer.—It did not.

Question.—Are you acquainted with the publication called the *Psychic World*?

Answer (after argument).—I am.

Question.—Did you employ any person to write articles, including testimonials of persons alleged 'o have been cured of diseases by your process, and have said articles published in this publication known as the *Psychic World*?

Mr. Reed: Now we decline to answer that question for the reason that the plaintiff in this suit has caused to be instigated a criminal prosecution against the defendant, and the evidence is not intended to be used in this case, and is not being called for in good faith for use in this case,—is simply asked for the purpose of harassing and annoying the defendant, and inquiring into, and because the answer, if given, might be used against him in the criminal prosecution instigated by this plaintiff, and might tend to incriminate him.

[We have referred to the "magnetized" slips of paper humbug, before. Here is what Carson himself admitted under oath regarding this picturesque fake:]

Question.—Do you give your patients slips of tissue paper and tell them if they pin them on their garments it will relieve them of disease?

Answer.—I do not.

Question.—Do you give your patients slips of tissue paper and tell them to apply them to the part affected?

Answer.—I sometimes give my patients a tissue that I prepare for the purpose of being placed on the nerve center at the base of the brain or between the shoulders and pinned there to be worn during the night and removed and destroyed in the morning.

Question.—In what way do you prepare this tissue paper?

Answer (after argument).—The tissue paper is placed between my hands. My hands possess a magnetic and electric power that seems to

be transmitted to this tissue. It is placed in an envelope securely sealed, and an absolute statement made of how to use it. The statement is made on the envelope.

Question.—What is the statement of how to use it?

Answer.—The statement says; this is what I say to the patient, "Place one of these tissues between your shoulders at night."

Question.—No matter what disease the patient has?

Answer.—In case of extreme suffering place the tissue over the seat of pain. If you wish to have me state what I have been able to accomplish with it I would like to do it.

Question.—Do you place that on the seat of pain no matter where the pain is or what the character of the pain is, or what the disease is.

Answer.—I do not give these in all diseases. (After argument.) I simply state to the patients in my instructions that if they are suffering from any severe pain place the tissue over the seat of pain—if the pain is relieved—when the pain is relieved return it where it was formerly placed.

Question.—Where do you get this tissue paper?

Answer (after argument).—It is ordered specially from a wholesale house; I don't remember the name.

* * *

Question.—What do you claim that you put into this tissue paper when you pass your hands over it?

Answer.—I have answered that question before, sir.

Question.—Well, answer it again.

Answer.—I have answered that question once or twice. If you will tell me what the fox puts on the ground when he steps on the ground and the hounds come and follow him I will tell you what I put into the tissue paper.

Question.—What do you claim that power is that you put in that tissue paper?

Answer.—Some call it vital power. Some call it magnetism.

Question.—What do you call it?

Answer.—I only know it gets results. I get the result.

Question.—In every case?

Answer.—In every case, yes, sir. I don't use this in every case, sir.

Question.—If you can get that result, why don't you use it in every case?

Answer.—I use the original hand in the treatment.

[Carson, after telling how he had cured cases of appendicitis by rubbing his hand over the patient's stomach, testified as follows:]

Question.—The real part is rubbing the hands across the stomach?

Answer.—Yes, sir; by using my vital power.

Question.—Do you have to remove their clothing to do that?

Answer.—Sometimes I do, and sometimes I don't.

Question.—Do you put anything on your hands?

Answer.—No, sir.

Question.—Do you ever use vaselin on your hands?

Answer.—Capsicum vaselin.

[The capsicum (red pepper) in the vaselin was responsible, of course, for the tingling sensation which the patient understood was produced by "vital force." The "doctor" also treated eczema.]

Question.—Do you treat eczema?

Answer.—I have treated eczema, but Mr. Creel cannot find, or anybody else, where I claimed that I cure anything. No person has ever been told that I cure anything. I treat successfully all diseases, as to certain diseases the newspapers may make it, but they make it without my permission. I claim to treat successfully. I claim to treat appendicitis. I have treated the disease known as eczema. Some of the most successful are simply by passing my hands liberally over the form of the disease.

Question.—Any other treatment?

Answer.—Sometimes I might use a very simple form of ointment to protect my hands from the injurious effects of the disease.

Question.—What kind of ointment?

Answer.—Might be sweet-oil.

Question.—Where do you get it?
Answer.—I usually bought it at Guernsey & Murray's.
Question.—Did you put anything in the sweet-oil?
Answer.—Sometimes might use something in the sweet-oil.
Question.—What did you put in it?
Answer.—I don't treat all cases exactly alike.
Question.—When you sometimes put something in it, what did you put in it?
Answer.—I didn't put it in the sweet-oil. I sometimes used a plain, simple ointment.
Question.—What did you put in it?
Answer.—Sometimes I used a simple ointment. There is an ointment I use sometimes; it is called cerate.

THE AMERICAN HEALTH INSTRUCTOR. [NOV. 1895]

At the American Health College, under the H. H. H. and organized National Vitapathic Association, for vision, medical interests, and general by receiving members, adopting and regulations, and electing officers at some time.

offices are to perform the duties of the respective offices. A copy of rules issued at Officers to state a quorum of that board.

will office to hold his office until the Annual Convention, to be held on the 1st of September, at the American Health College, Fairmount, Cincinnati, Ohio, and until new officers are elected.

The Association to be regulated by Constitution and By Laws as provided, to conform with the original charter of the parent College Society, from which they obtain their name.

It is so provided also that the AMERICAN HEALTH INSTRUCTOR shall be the official organ of the National Vitapathic Association.

All Vitapathic physicians who will be made members of this Association. The name will be added to the list.

A. Campbell, of Cincinnati, Ohio, who has been for a few days, has our most wonderful in curing many of our citizens of heretofore considered incurable diseases; and his success in Dr. Flower is most remarkable. Dr. Flower has a helping, helped over seven years, but now he is cured. Dr. Flower is so surely as to be led and walk.

with Dr. Campbell has cured many old citizens were in the hospital many years ago, and the gratification from the people is truly beyond description.

Dr. J. B. Campbell of Boston, Mass., a former physician, was called to Richmond, Va. to visit his many patients there, and made wonderful cures. He learned the secrets of the Old Doctor who had failed to cure the same sick man, and who then put their allegiances of law into force on the streets, carried into court, and Dr. Flower was there; and the Court decided in favor of the Vitapathic, and that was the end.

CAMPBELL'S
 Serravallo's Elix-
 ir
 Philadelphia
 1895.



FATHER OF VITAPATHY.

THE HIGHER VITAPATHY!
 A Religious System of Health & Life
 FOR EVERY AGE AND SEX.
 HAS ITS ESTABLISHED SYSTEM AND BROTHERHOOD SOCIETY.

With its accepted Members and Ordained Ministers for the special work that they are authorized to do, according to the philosophy and belief of this sect and the denomination, and according to their Charter from the State of Ohio in the

American Health College Religious Health Society

For teaching their Religious System, and healing the sick by the power of Vital Signs by all the new methods of its application, as employed by the prophets and healers of old, and as Jesus instructed and commended, and thus benefit body and soul.

The Great Medical System, and how the simple and the common (only as conductors of healing agents), and only our fully instructed, endowed, and Ordained Ministers can practice it, and they must have Diploma and Certificate to show.

JOHN BUNYAN CAMPBELL, President.

HEALTH FOR ALL!
 SECOND EDITION.
 REVISED AND ENLARGED
 by Prof. John Bunyan Campbell, M. D., V. D.
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 In and Out of the Physical Body.
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In a Beautiful Location in Fairmount,
 For Treating, Boarding, and Nursing all classes of Invalids, and for curing every variety of Physical and Mental Diseases, and all Chronic, Nervous, and Female Complaints.

Here, in this Health Institution, is employed, with greatest care and highest skill, all the vast Vitalizing Powers of Nature, through Vital Air, Water, Food, Electricity, Vital Magnetism, and VITA, the highest power of all, as employed only in the great Vitapathic System.

PROF. J. B. CAMPBELL, M. D., V. D.
 Founder, President, and Physician in Chief,
 FAIRMOUNT, CINCINNATI, OHIO.

GO TO THE COLLEGE AND NAME
 City Railroad Stations

The *American Health Instructor* was an advertising sheet issued by J. B. Campbell in the interest of his fakery, the "American Health College." Here is shown a much-reduced photographic reproduction of part of a page of the *American Health Instructor*. In addition to giving some idea of the fakishness of the whole business, this illustration brings out two other things: (1) the statement that the institution conducted by Campbell was "not a medical system"; (2) the complimentary reference to the quack, R. C. Flower (a "graduate" of Campbell's "college"), brother to B. O. Flower, president of the National League for Medical Freedom, and ex-president of the R. C. Flower Medicine Company.

Question.—What was this simple ointment that you put on your hands?

Answer.—It is a preparation called cerate.

Question.—What is it made of?

Answer.—It is a proprietary remedy and the contents of it may not be absolutely known.

Question.—Do you know the contents of it?

Answer.—Do I know the contents? I have my opinion in regard to that. My opinion is that it is very simple, harmless and not very efficient, and would not be efficient in the hands of a doctor as a remedial agent. For the purpose I use it for, it seems to produce the result. It is a proprietary remedy.

Question.—What is your opinion of its contents?

Answer.—I said it was a very simple cerate.

Question.—What is that?

Answer.—It is the simplest kind of preparation that is made from oil—from lard—elements of lard from a hog largely, may be composed of that, and may contain the slightest tint of camphor—little odor of camphor. I am only giving an opinion; that is all I can say on the subject.

Question.—All you know, in your opinion, is that there is a little camphor in it—mostly lard?

Answer.—Well, no; not mostly lard.

Question.—Mostly camphor?

Answer.—I don't know.

Question.—What is cerate?

Answer.—It is a simple basic ointment used for various things.

Question.—Do you know of your own knowledge what is in cerate?

Answer.—No.

Question.—Most cerates are then ointments?

Answer.—Yes, sir.

Question.—Who was the manufacturer of this that you used?

Answer.—I think it was manufactured by a man by the name of Weaver.

[Much of Carson's advertising is run in the form of reading matter, being set in the same style of type and having the same general appearance as ordinary news items. The *Kansas City Journal* long shared the illicit profits of quackery with "Dr." Carson, who used that paper extensively to aid him in angling for his dupes. The following is interesting:]

Mr. Reed.—Doctor, did you have any written contract with the *Journal* with regard to you advertising with them, or was it oral?

Answer.—I have no memory of ever having had any written contract with the *Journal* for advertising. I am not able to answer that question directly. I can only say that I paid the *Journal* when they presented their bills to me to pay them.

Question.—Did you make any agreement, or did you during the month, including November 8, have any agreement with them as to the publication of matter for you?

Answer.—I have an agreement with them for publication of matter at any time.

Question.—How much do they charge you?

Answer.—They usually charge me for double ads—charge me ten cents a line—for matter they publish as reading matter they charge fifty cents a line; that is, on inside pages.

Question.—On outside pages what do they charge you?

Answer.—Until last year they charged less—a dollar and a half on the first page.

Question.—And what does the *World* charge you?

Answer.—The *World* charges me seven cents a line, I think, for display or reading. On reading matter I think they charge me inside twenty-five cents for reading matter, what they call reading matter; even common matter repeated they call reading matter.

“DR. COOK & CO.”

The history of the swindling of Emil William Nelson, an Alaskan miner, out of more than \$2,000 by “Dr. Cook & Co.,” a medical corporation of Seattle, is an example of the “strong-arm” methods sometimes employed by medical pretenders in stripping their victims of their money. The ordinary highwayman takes only money; that is, if his victim obediently throws up his hands; but these medical highwaymen not only took practically all of Nelson’s money (and he surely threw up his hands), but subjected him to alleged treatments as well which may have been no less dangerous to life than the more brutal onslaught of the robber on the public road.

The legal records in the case give a graphic description of the manner in which Nelson was swindled, and incidentally contain an interesting ruling of the court that a corporation does not and can not have a license to practice medicine, and any moneys paid to it, for treatment of a patient are are paid without a consideration and contrary to public policy.

The chief persons interested in “Dr. Cook & Co.” were C. K. Holsman and H. J. Jiles, who own and run a number of medical institutions or offices in Pacific Coast cities. It is alleged in the complaint of Nelson that Holsman as president and manager for “Dr. Cook & Co.” received the patients induced to come to the office by their advertisements in the daily papers, “sized up” their financial ability, dicovered the amount of cash they had on hand or in bank, as nearly as he could, and fixed the charges to be made to said patients in proportion to their financial ability and in proportion to the false diagnoses made by the alleged doctors of the company, who, of course, made the patients believe themselves much more seriously ill than they really were.

The complaint then recites that Nelson, a Swede, accustomed to believe the statements made by the newspapers and in print, was induced to apply to “Dr. Cook & Co.” for treatment of a slight ailment then affecting him; there was, it is said, in fact nothing much the matter with him, but when he applied to “Dr. Cook & Co.” he was received by Holsman, turned over to an alleged doctor in the office, and for about a month and a half thereafter induced to take treatments for which he paid “Dr. Cook & Co.” \$550 in cash. Later Holsman represented to Nelson that he would need an electrical battery for treating himself, which “Dr. Cook & Co.” would supply for \$160; this Nelson paid for by check on a bank. As a result of this, it is alleged, Holsman through his agents and servants was enabled to find out that Nelson had about \$3,000 in the bank on which he drew the check. They then, according to the complaint, set about “fraudu-

lently, unlawfully and wrongfully" to get possession of this sum, and "pursuant to such conspiracy to thus cheat and defraud plaintiff and get his money from him for nothing." C. K. Holsman induced Nelson to have a consultation with an "eminent practitioner" from the East, then in Seattle. This was said to be H. J. Jiles, also connected with "Dr. Cook & Co." and with the other enterprises in which Holsman is interested. He told Nelson that he was afflicted with some very serious ailment, that unless an operation was performed he would certainly die, and that no one except this "eminent practitioner" could perform the operation that would save his life. He explained that this was a very expensive operation to perform, and that it would cost the plaintiff the sum of \$1,525. Nelson drew his check for this sum and paid it over to "Dr. Cook & Co." for the alleged operation. It is then stated in the complaint that the next day Nelson was taken to the operating room and placed on the operating-table in the presence of the alleged "eminent practitioner" in the service of "Dr. Cook & Co." and, after an injection of some kind which deprived him of his senses and capacity to understand or act intelligently, he was held up in the arms of one of the agents of the defendant, Dr. Cook & Co., his check book was placed in his hands by another, and he was induced to sign a check on the Washington Trust & Savings Bank for the sum of \$762.50, payable "to cash." This check was later cashed by "Dr. Cook & Co." and the proceeds received by the company.

For all the money obtained by these outrageous methods, the complaint alleges that no operation of magnitude and no treatment by any account was performed or administered to Nelson. It is said that Nelson "was so overcome, hypnotized, weakened and distressed, that he was incapable of transacting any business at all and was completely under the influence and domination of Holsman and his agents." The complaint characterizes the corporation as "a fraudulent concern" and its agents, servants and so-called doctors and physicians as "quacks, charlatans, frauds, and cheats."

"Dr. Cook & Co.," in its answer to the complaint, denied everything except that it was a corporation in which Holsman was interested, but alleged the concern had given Nelson a large number of treatments and had performed two operations. Judgment was given against the defendants for \$2,287.50, although Nelson had paid them practically \$3,000. The office of "Dr. Cook & Co." was sold out and Nelson recovered a part of his money.

The details by which Nelson was swindled out of this large sum constitute an extreme case, perhaps, but it illustrates the lengths to which such medical schemers will go in their wretched business.—(*From The Journal A. M. A., July 26, 1913.*)

DE BARTHE TREATMENT

We have received a number of inquires about a Chicago concern known as the "DeBarthe Treatment for Rheumatism." The so-called treatment is "administered" at the Chicago Hospital, which was purchased from reputable physicians some time ago by the persons who, under the name of the Neal Institute, are exploiting a "three-day liquor cure."

Of the "treatment" employed by the Neal Institute in the "cure" of the liquor habit, we have nothing to say at present. We believe that physicians are not informed as to the details of this "cure," although physicians are offered a 20 per cent. commission on all patients sent to the institute! In passing, it may be said that B. E. Neal, the "founder" of the Neal Institute, is reported to have been sued by the Gatlin Institute, another concern in the "three-day liquor cure" business. The Gatlin Institute is said to have declared that Neal, who was in its employ for about six years, used the secrets learned when in its employ and that, too, in spite of the fact that Neal is alleged to have made an oral contract not to divulge what he learned as an employee and not to employ the methods that he learned in a similar business if ever he severed his connection with the Gatlin Institute.

The president of the Neal Institute is one James E. Bruce, also president of the "DeBarthe Treatment for Rheumatism." The DeBarthe treatment is advertised by methods common to quackery. For example, in a Chicago paper a few months ago, an advertisement appeared headed in large black letters:

"Chicago Physician has Positive Cure for Rheumatism. Dr. DeBarthe's Treatment a Universal Success."

Some of the claims made for the DeBarthe Treatment are:

"A cure is within the reach of all."

"We cure all forms of rheumatism that are curable."

"An absolute cure for rheumatism in all its various forms."

"An internal Turkish bath that cures rheumatism, liver, stomach and nervous diseases."

"All forms of rheumatism are amenable to its administration."

"There is no recurrence of the trouble."

"Consists of purely vegetable and perfectly harmless medicines taken internally." [Reminds one of Lydia Pinkham.]

On the stationery of the DeBarthe concern, in addition to the president's name, two other names appear—"John Alexander Ross, Physician in Charge," and "Dr. Jos. DeBarthe, Director Medical Dep't." What the DeBarthe treatment is, we do not know. A letter from a physician, regarding this concern, says, in part:

"The agent representing the DeBarthe Co. gives the Chicago Hospital, Chicago, Ill., as their address. They seek to sell their treatment, consisting of medicine of secret formula, at \$25 a treatment to physicians or institutions and require an initial payment of \$1,000 on account."

degree from the school in which he was a "professor," we do not know.

In this connection, the following sidelight on DeBarthe and his methods will be of interest. In November, 1910, THE JOURNAL received a letter from a Mr. L. of M., Ohio. Mr. L.'s story was briefly as follows: For twelve years his wife had been affected with rheumatism and was unable to walk more than a few steps. DeBarthe, who had been treating patients in X—, Ohio, heard of the case and came over to Mr. L.'s house. He told L. that he could put Mrs. L. "on her feet in one year," but he required \$250 in advance before he would take the case. Mr. L. sent DeBarthe the \$250 and received some medicine, which, he claims, DeBarthe valued at \$50. Treatment was commenced October 18, 1910, at which time Mrs. L. was in her usual state of health. She died eleven days later—October 29, 1910. When Mr. L. saw that his wife was becoming seriously ill under the treatment, he both telegraphed and telephoned DeBarthe to come immediately. This DeBarthe refused to do and told L. over the telephone, that he was unduly alarmed, that his wife would not die and that he did not think it necessary to call in a local physician. After his wife's death, Mr. L. sent the death certificate to Chicago where it was signed by DeBarthe and returned to him.

Such briefly is the story told by Mr. L. Investigation proved that DeBarthe was not licensed to practice in Illinois nor in Ohio. We have, therefore, the spectacle of a man living in Illinois, practicing in Ohio and signing death certificates although he has no legal right to practice in either state. In fact, so far as we know, DeBarthe has no legal right to practice in any state.

From what has been said, the medical profession will have little difficulty in assigning the DeBarthe Institute to its proper niche in the hall of fakes and humbugs.

effect. They also claimed to cure Bright's disease, diabetes and cancer, besides a host of other things, and did not hesitate to quote alleged statements from well-known medical men to the effect that surgery was a failure in such diseases as gall-stones and appendicitis, and that the electro-oxygen treatment was the only effective one. The impression given in their deceptively worded advertisements that they used the Friedmann serum for the treatment of tuberculosis brought dozens of patients to their offices. Knowing that their deception would soon be found out, after a large sum of money had been taken from the patients they closed the offices and departed without leaving any information as to their destination. Complaints of patients put the local and the United States authorities on their trail and they were located in Denver. Before they could be arrested, however, they again fled. Information that Dr. Brantley had returned to his former home, Memphis, resulted in his arrest in that city and from him it was discovered that Witman and his wife had found a "promising field" in Colorado Springs, where they also were arrested. The charge against them was using the mails to defraud. They were held in bail pending trial in the United States Court at Omaha.—(*From The Journal A. M. A., June 28, 1913.*)

THE EPILEPTIC INSTITUTE COMPANY AND THE HAMILTON DISPENSARY

The Epileptic Institute Company was a pseudo-medical institution operated by one Otto Kalmus of Cincinnati. An investigation of this concern by the postoffice authorities resulted in the government issuing the fraud order against it. In the report by the assistant attorney-general for the postmaster-general it was shown that it snared its customers by advertisements and by circulars containing extravagant representations of the success of the methods employed. These circulars were addressed to persons named on mailing lists purchased from, in the words of the inspector, "other concerns that have obtained all of the money possible from such unfortunates without effecting a cure." If replies were received, often after more or less persistent sending, a stock diagnosis, varying only in the name of the patient, the alleged variety of epilepsy, and the price of the medicine, was usually sent together with a package of medicine, to be paid for on delivery. If the medicine was not at once accepted and paid for, a series of letters were sent urging its acceptance and the importance of not missing the opportunity offered to secure this valuable treatment. The patients were urged to continue the treatment for from a year to a year and a half or longer; the charge varying from about \$3 to \$9 a month, according to the patient's willingness and ability to pay. The so-called "Schönka" treatment advertised by this concern, is based on the bromids, special virtues being claimed for their combination with the drug *adonis vernalis* in the medicines used.

The inspector's report gives testimonials from authorities as to the effects of the drugs; he was unable to learn of any cures that had been effected. The testimonials published by the concern appear to have been obtained after direct or indirect solicitation from patients while under treatment. In one instance the patient was given free treatment for his testimonial, and in another the present of a silver watch was used as an inducement. The alleged "skilled specialists" employed by the concern seem to have been three men of very questionable or no standing in the profession. Other misrepresentations exposed in the inspector's report are those made as to the harmlessness of the drugs as used, their costliness, etc. The institute, as the inspector was informed, had treated about 6,000 persons before it was deprived of the use of the mails.

After the fraud order had been issued against this concern, its promoter, Otto Kalmus, at once attempted to evade the

effects of the order by starting the same scheme under another name—the Hamilton Dispensary. The postoffice authorities again took up the matter and not only was a fraud order against the Epileptic Institute Company extended to cover the mail addressed to the Hamilton Company, but criminal proceedings were instituted against Kalmus.

The following is an abstract of the report on this concern by R. P. Goodwin, assistant attorney-general to the postmaster-general. It is based on an investigation conducted by Inspector George W. Sorenson and others:

THE EPILEPTIC INSTITUTE

This business consists of a medical treatment by mail of the disease of epilepsy. One Otto Kalmus, a resident of Cincinnati, commenced the business in the spring of 1903, under the name of the Epileptic Institute, and so it continued until July, 1907, when he incorporated it under the name of the Epileptic Institute Company, he continuing as president and general manager and principal owner. As a private address for patients who, it was explained, might not care to have it known that they were corresponding with an epileptic institute, use has been made of the name of Dr. H. J. Luecke, a physician connected until recently with the institute. While not with the institute since last November, Mr. Pyle and Dr. Schoenling explained at the hearing that by agreement with Dr. Luecke his name has continued to be used, and that the institute still receives that mail addressed to him which is also directed to Box 99 in the Cincinnati postoffice.

Until lately, communication with epileptics was obtained through advertisements in newspapers, chiefly those circulating among Germans and other foreigners. One of these advertisements, taken from the Dec. 13, 1905, issue of the *Home and Farmers' Companion*, a German agricultural paper published at Milwaukee, Wis., was furnished the inspector by Mr. John Edel, father of a former patient of this concern, and when translated reads as follows.

A BOOK IN REGARD TO FITS SENT FREE

The Epileptic Institute in Cincinnati will send perfectly free of all cost to every reader who writes for it a valuable German Doctor book, containing many pictures, treating of the causes and cure of fits. It sets forth how and in what manner this terrible disease can be cured with safety, lastingly and for one's whole life, through a treatment altogether new. It is worth its weight in gold. It costs nothing and is securely packed, and will be sent gratis and post free. Order at once. Address Epileptic Institute, Box 99, Cincinnati, Ohio.

HOW PATIENTS ARE SNARED

More recently the practice has obtained of purchasing the names and addresses of epileptics from, as the inspector says, "Other concerns that have obtained all of the money possible from such unfortunates without effecting a cure," and then mailing circulars to such persons, urging them to take treatment from the institute. Names have been so purchased, the inspector reports Mr. Kalmus and Dr. Schoenling informed him, from one Dr. Town of Fond du Lac, Wis., and from the firm The Guild Company of New York, N. Y. Mr. Kalmus identified for the inspector the circulars so sent by him to such persons soliciting the addresses to become patients of his institute. Samples of these circulars are among the papers. They are filled with extravagant and highly colored representations with reference to the unprecedented success of the institute's treatment, which it denominates the "Schönka" treatment, as a cure for epilepsy; and among other things it is represented that this treatment is original with the institute, and by its means the institute can successfully treat the heretofore-considered incurable disease, epilepsy, and in many cases effect a cure; that the treatment is something not known to medical science and is different from anything used by the profession in such cases; that the physicians of the institute are skilled and experienced specialists, and include "one of the foremost examining specialists in America," and that the case of each patient will be carefully considered, and in instances where a cure is not believed to be probable the patient will be so informed frankly, and also that the treatment is perfectly harmless.

The first circular sent to prospective patients is accompanied by a booklet entitled "Causes and Cure of Epilepsy, by Otto Kalmus, Epileptic Institute, Cincinnati, Ohio, U. S. A.," and also by a symptom blank on which the prospective patient is requested to outline his condition and return it to the institute. This symptom blank, when so returned, is the basis of the institute's diagnosis of the case. Quoting from this circular booklet and symptom blank, such statements as the following are held forth as inducements for those afflicted with epilepsy to commence treatment with this institute:

It gives us pleasure to acquaint you with the efficacy of our treatment for Epilepsy and its related afflictions. We are specialists confining our practice to the treatment of these derangements; ordinary physicians cannot cure these diseases and frankly admit it when honest with their patients.

Years of untiring research and investigation of a great number of epileptic cases have at last resulted in an eminently successful method, originated by us and known as the SCHONKA TREATMENT.

This treatment is not a general thing; it cannot be administered to all patients alike; the best results are obtained only when it is graduated to meet the special requirements of each case and directed at the predisposing cause.

No matter how hopeless the case may seem, no matter how many doctors and remedies have been tried in vain, do not hesitate to

consult us. If we regard the case beyond our power we shall not hesitate to tell you so. Awaiting return of the symptom blank filled out and assuring you prompt and careful attention. . . .

Specialists in the treatment of Epilepsy, Neurasthenia and disorders of the nervous system.

Our treatment will be directed at the cause of the derangement. It is a mild and safe, yet radically effective method of treatment, and by adapting it to the individuality of the case we can offer the strongest possible encouragement.

The Schönka Treatment.

This treatment, known as the Schönka Treatment, is not the discovery of a day. It is founded upon the study, discovery and scientific research that have come down through centuries of medical investigation and learning.

While this treatment will perform its part in assisting nature to effect a cure better than any other treatment, it must be admitted that not every case is curable. It is safe to state, however, that no other method has been more successful in the treatment of this terrible disease than the Schönka Treatment.

No epileptic, no matter how severe his trouble, should hesitate in taking the Schönka Treatment, for if his case is curable this treatment is the one he can depend on.

It is safe to say that no other method of treatment of Epilepsy has a greater number of cures to its record. There is no reason why anyone should continue to suffer from epilepsy or permit a dear friend or relative to suffer from this most annoying disease, when the means of relief are so near at hand.

Considerable of the booklet is also given up to distressing accounts of epileptic seizures in public; the obvious object being thereby to frighten the epileptic into exaggerating the consequences of his own affliction and purchasing the treatment.

Should the person to whom this first letter is sent fail to return the symptom blank, the practice is to send him or her a second circular, further urging the epileptic to return the symptom blank, and impressing on him or her the unparalleled success that the institute is having in treating this disease.

Should the epileptic still fail to reply, it is the practice of the institute to send him a third circular of much the same nature as the second. In this circular occurs this statement:

You secure without cost the opinion on your case of one of the foremost examining specialists in America.

Should the epileptic still fail to reply, a further circular is sent him of much the same nature as the preceding, in which is the following statement:

It is a common enough thing to hear of those who are called incurable among sufferers from epilepsy; in fact, if we believe what the ordinary doctor says, most epileptics, if not all, are hopeless and beyond human help. This is an error. Medical science has long been powerless, but we have progressed and modern science has found a way by which some cases of epilepsy can really be cured.

HOW PATIENTS ARE TREATED

If in consequence of any of these circulars the epileptic should return the symptom blank, it is the practice to mail him a circular, reading as follows:

My Dear _____

Your letter with description of your _____ case arrived with this morning's mail.

This case appears to be serious and somewhat complicated and demands most careful attention. Before giving you a definite opinion, I desire more time in order to give the case the very best personal attention possible. I shall make an accurate diagnosis and notify you whether a cure can be effected.

I greatly regret this delay, but if you desire an exhaustive examination, it is absolutely necessary. You will realize that it is for your own interest and I believe I owe my success to the careful attention I give to each patient.

Remember that I am considering the case and that you will hear from me in about two days, as soon as I have thoroughly investigated every symptom of the complaint.

Faithfully yours,

THE EPILEPTIC INSTITUTE CO.,
Per Medical Director.

P. S.—If you have not received our booklet explaining CAUSES and CURE of EPILEPSY, please notify me so that I may send you a second copy free.

Two days after the above circular is mailed, the practice, as Mr. Kalmus explained to the inspector, is to mail the epileptic the following circular as a diagnosis:

My Dear _____

Since writing you a few days ago I have given your case earnest, careful and conscientious study.

I find that your spells and seizures are of Reflex Origin; you are suffering from what is called in medical language "Epilepsy," which is a deviation from the more common form of the disease and with which it is so easily confounded. Although there has been no perceptible change in your condition for some time, the chances are that unless prompt and energetic treatment is begun, the trouble will become further complicated and may result in the gradual loss of the more important functions of your brain and spinal cord.

Whatever your experience has been in the past, I believe I am justified in saying that medicines have done more harm than good, for the reason that they were intended to smother and suppress rather than help *cure* the disease.

It is a well-known fact that many brother physicians find it difficult to relieve Epilepsy when confronted with a stubborn case, and it is a constant source of astonishment to them, that I am treating some of the severest cases with great success. You see there are no less than forty-eight different types of Epilepsy; in each of these forms the attacks originate differently, consequently every type requires a modified system of treatment, which again must be varied according to the existing complications, and you will easily understand why a regular physician who in his entire professional career encounters at most not more than a dozen cases, can not possibly be qualified to treat such cases like a specialist, who comes in contact with almost every type daily.

I have studied your symptoms carefully, studying out each separately and collectively, with regard to the progress of your disease and relation of your future health and I have also compared them with those of a number of similar cases of Epilepsy to see what results have been accomplished so that I am able to tell you whether or not I can conscientiously offer you any encouragement.

After this thorough investigation and diagnosis, I can now honestly say that your case should readily yield to my treatment, if commenced at an early date and my advice closely followed. In a case so deep seated and complicated, ordinary treatment would be of no avail; it would be useless to merely try to suppress and diminish your attacks; the special features must be considered and treatment skilfully directed at the *cause of the disease* if it can be reached.

It is therefore my intention to treat not your symptoms alone, but I shall endeavor to eradicate every trace, manifestation and effect of the disease entirely from your system, thus preventing a return of the attacks. My long experience in cases of this character has proven this the only successful way.

Because of the complicated nature of your trouble, some special remedies have been required in order to bring about quick relief, and the treatment which I have formulated for you is composed of different remedies, each having its own object to accomplish in restoring you to health. The medicines I prescribe for my patients are in my opinion, positively the best that medical science has garnered from the wisdom of ages and are perfectly harmless; they are mild, soothing and healing, contain nothing injurious and leave no unpleasant after effects. They are made with the greatest care and with strictest attention to such details as accuracy, purity and reliability. I do not use opium, Hemlock or other dangerous drugs that merely smother the symptoms and for a time ward off the attacks. That is one way of treating epilepsy, but it is not my way.

In view of the fact that in your case there exists a marked tendency for the worst and inasmuch as I presume you desire relief, I have personally prepared this treatment for you, which is absolutely accurate and perfectly adapted in every particular to the requirements of your case.

I do not desire to appear as unduly urgent in the matter, nor do I approve of sending medicine C. O. D., yet knowing what your trouble can lead to if neglected, I thought it best to put this treatment within your reach at once, and I have lost no time and shipped this complete course of treatment to your express office, where the agent will deliver it to you on receipt of \$... and express charges.

This may at first seem high to you, but when you stop to consider that the treatment consists of the very purest and highest grade of ingredients that can be procured in any part of the world, also the time and painstaking care which I have given to their exact preparation for your special case, then I feel confident that you will come to the conclusion that it is just as cheap as I could make it consistently with my high reputation, which I could not afford to jeopardize with a cheap grade of remedies that would not produce the desired results. I trust you will appreciate this conscientious work and the deep personal interest which moves me to do the very best that lies within my power for you and that I have in preparing this treatment taken the same care that I would were you my nearest kin.

Everything is securely packed and free from observation. Full, simple and explicit directions, regulations for your diet, mode of living, etc., are enclosed in the package. Read them carefully, pay attention to the treatment and I assure you that in a short time the unmistakable signs of a marked change for the better should become manifest. With proper care and attention, good results are generally accomplished, where the treatment is promptly taken. I shall want you to write me freely, that I may know how you are progressing and counsel you until no longer in need of medical advice.

I have tried to point out to you as clearly as possible, the wise course to take and I can urge you with good conscience to take this important step and begin your treatment as soon as you can, for should you let this opportunity go by, it might be a source of regret as long as you live. Above all things, let me appeal to that strongest of human instincts, nature's first law—self-preservation. Do your duty by yourself.

On the other hand, I want your case for treatment, knowing as I do what a splendid thing it would be for you to be rid of that demon epilepsy—how much better, livelier and brighter you would feel and how much more life would be worth living.

I do not accept any case unless I have the necessary time to devote to any one so afflicted, and for this reason there has been a little delay in fully replying to your letters, but in future your letters will be answered on the same day that I receive them.

As soon as the medicines are received, will you kindly date and return the enclosed post-card, that I may make a note of the time the treatment began, on my books?

With best wishes, I remain,

Sincerely your physician,

THE EPILEPTIC INSTITUTE Co., Inc.,
per Medical Director.

(A copy of the Booklet, "GUIDE FOR EPILEPTICS," is enclosed in package.)

P. S.—The package is shipped as coming from my Secretary, O. Kalmus. No one through whose hands it may pass will know what it contains, or that it comes from a doctor. I do this to protect you from annoyance, as I find that many of my patients wish to avoid publicity.

This diagnosis letter is a stock circular printed in similitude of typewriting, and when sent out as a diagnosis to patients is the same in all instances, with the exception of the name of the prospective patient, the particular variety of epilepsy from which he is diagnosed to be suffering, and the price of the medicine. So far as the inspector could find, the practice has been to send out this stock diagnosis letter in all instances. At the hearing, however, it was claimed, that in some instances, which it was admitted were few, a special letter was prepared, and that sometimes cases were rejected, in which event, of course, the diagnosis letter would not be sent. When the inspector called on the institute to furnish him with the names of rejected cases, Mr. Kalmus produced the names and addresses of five persons. As to the four who resided in the United States, the inspector addressed inquiries to their postmasters. In three cases the postmasters knew nothing about the parties, and in the one case where the postmaster could locate the patient he discovered the case had not been rejected, but had in fact been accepted and medicines been sent to the patient C.O.D. and the price later reduced to induce acceptance of the package. The inspector also had a practicing physician of Cincinnati make up a fictitious report of an incurable case of hereditary epilepsy, which he then mailed to the institute. In return he received in due course the regular stock diagnosis. The institute's failure to furnish any real cases of rejected patients and its acceptance of the inspector's test of an incurable case indicate that the occasion must be quite rare when the stock diagnosis letter quoted above is not used urging the epileptic to apply to the institution for treatment and holding before him strong encouragement for a cure.

At the same time that the above diagnosis is mailed there is sent to the epileptic by express a package of medicine, with the charges to be collected on delivery.

Should the prospective patient decline to immediately accept and pay for the C.O.D. package, the institute mails him or her a regular series of letters to induce the acceptance of the package. In one letter it is said that "these remedies are not cheap compounds, but a scientific treatment skillfully prepared at a great expenditure of time and trouble from rare

and costly medicines, and under my personal supervision solely for this case"; that "what you want is a cure, and my experience tells, that a system like my own, aiming at permanency of results is really the one worthy of your attention. These so much-needed medicines are now within your reach and it rests entirely with you to decide. If you wait it may be forever too late; but if you do your part promptly, I do not hesitate to predict a grand success"; that "you know the sad consequences of delay and I honestly believe there is no such thing as fail in this case." In another of this series of letters the epileptic is told that the institute's previous experience in curing just such cases convinces it that its treatment faithfully used will prove for him, as it has for so many others, "a genuine success." Reduction of the price of the C.O.D. charges is also resorted to in order to induce the acceptance and commencement of the treatment. Likewise, after the treatment has once been commenced the institute has a regular series of letters to mail the patient to induce him to continue with the treatment. One of the statements made in this series of letters is:

"I am entirely satisfied that the treatment which I have shipped will prove its worth and merit, and just now is the very best opportunity to take it, for if there is no further complication, a cure should certainly be effected within a reasonable length of time."

The time that this institute urges its patient to continue with the treatment is from a year to a year and a half, and longer, varying, of course, in different cases. Its charge for medicine ranges from about \$3 to \$9 a month, the variance depending, it seems, on the amount which the patient can be induced to pay.

WHAT THE SCHÖNKA TREATMENT IS

The medical treatment, so glowingly advertised by this institute as a "cure" for epilepsy, is based on the bromids. It is what is generally known as the bromid treatment except—and this is where the institute rests its claim for unusual and peculiar efficacy—that the drug *adonis vernalis* is used in conjunction with the bromids. In connection with the medical treatment, the usual and ordinary rules regarding diet, hygiene, etc., are also given.

Dr. Kebler informs me that what is in general known as the bromid treatment is in common use by the profession in treating epilepsy; that its physiologic action has been quite well defined; that it is not a "cure" for the disease, but acts simply as a sedative, and in this way tends to suppress the attacks; that medical science to-day has no drug treatment that will cure this disease; that this disease is among the most difficult and intractable of all diseases to treat, and that small per cent. of the more favorable cases only have been successfully treated, and that the success in these instances

has been due most probably to the condition of the patient himself rather than to the medication.

[The report then goes on to quote from the text-book or other writings of a number of recognized medical authorities, statements showing the evil results that may follow the long-continued use of the bromids. For instance, H. A. Hare ("Text-Book of Practical Therapeutics," 8th edi., Phila., 1900, p. 110) says:

In other cases evidence of mental aberration develops, the patient becoming irritable, morose and even homicidal. Sometimes, however, we find melancholia and hallucinations, and, rarely, exalted ideas. In still others a dangerous suffocative bronchitis develops, the patient may become profoundly cachectic, or the condition may resemble typhoid fever.

Testimony to the same effect is quoted from the works of Drs. Roberts, Bartholow, S. O. L. Potter, Sir T. L. Brunton, H. C. Wood, Sr. and Jr., Edward N. Clarke, G. F. Butler, J. B. Yeo and R. W. Wilcox. Dr. W. T. Spratling, an authority on epilepsy and for many years superintendent of the Craig Colony for Epileptics, at Sonyea, N. Y., a state institution of recognized merit, is also quoted at great length. From his remarks the following are selected:

The colony has ascertained through the analysis of nearly thirty of the more widely advertised patent nostrums for the "sure cure" of epilepsy that the bromid is the base of them all.

Many of these quack remedies so glowingly set forth in the public prints, possess the power of suppressing the attack for a time, but it is suppression only, not cure, and the patients are always worse afterward.

If pushed too far, death may intervene from acute bromid poisoning. This happened in the case of a boy of 12 years, whom I knew, whose parents gave him too frequent doses of a patent nostrum, the essential ingredient of which, as with the bulk of patent epileptic cures, was bromid of potassium.

It is a frequent experience to see patients brutalized by bromid, go months without fits, but with a loss of mental and physical activity.

The report further publishes the replies to a series of questions, made by several of the more prominent practicing physicians in response to a request by Dr. Kebler at the instigation of the assistant attorney-general. On all points the replies are practically unanimous, and are to the effect that symptom blanks sent through the mail can alone not afford data for a reliable diagnosis of epilepsy; that the indiscriminate use of bromids is dangerous; that the bromid treatment is not a cure, but only a palliative, for epilepsy; that the respondents have no personal experience of a single case in which a cure of epilepsy could be attributed to the use of the bromids alone; that adonis vernalis can be beneficial at best in selected cases of certain types only; that its use is liable to be attended with danger; and that they know of no instance in which a cure of epilepsy could be attributed to its use.]

ADONIS VERNALIS: HOW IT CAME TO BE USED

As regards the drug, adonis vernalis, which the institute claims is what gives its treatment the peculiar and unusual merit that is claimed for it, and makes it a "cure" where

science has been unable to discover any curative medication for this disease, in addition to the statements of the physicians quoted above, Dr. Kebler advises me that this drug has been known to and used by the medical profession for some years as a heart stimulant; and was for a while experimented with somewhat in connection with bromids for the treatment of epilepsy, but was found to be without value, except possibly in a few cases in which there is an affliction of the heart which might be contributory to the case. He states, however, that such cases could only be recognized by careful personal examination. Dr. Schoenling told me that the use of this drug was suggested by Mr. Kalmus when it was proposed to undertake this scheme; that he advised Mr. Kalmus that he did not believe it was of value; but that Mr. Kalmus insisted, and they therefore experimented with it and found it to be of value, and so made it a part of the treatment. He did not tell me what experiments were made or on whom, nor was anything given me on this point except Dr. Schoenling's general statement. Mr. Kalmus is not a physician, nor has he a medical education; and Dr. Schoenling could not advise me how it was that Mr. Kalmus got the idea of using this drug in connection. I am unable to understand how it was that this drug was made a part of this treatment, except that it was to provide a point for argument in the event, which may have been foreseen, that the unusual claims of the institute for the new and wonderful cure for epilepsy, when in fact the bromids were to be the base of the treatment, should be challenged.

INADEQUACY OF THE SYMPTOM BLANK

The blank used by the institute to secure the patient's symptoms for diagnosing his condition and preparing his treatment has been set forth above. In addition to the statements of the physicians quoted above, Dr. Kebler advises me that he does not consider it practicable by such a means and such information for a physician to make an accurate and scientific diagnosis; and Dr. Schoenling also was forced to admit that such was not practicable in all cases, although he claimed that such instances would be few. The meagerness of this blank, as a basis for an accurate and scientific diagnosis, is quite marked when it is compared with that used by the Craig Colony above referred to in considering applications for admission to that colony (see "Bulletin" of April 1, 1906). As the institute's treatment is supposed to be predicated on the information so obtained, if it is insufficient for a proper conception of the patient's condition, the good faith with which such cases are undertaken to be "cured" must certainly be questionable.

With the papers in this case is correspondence had by the inspector with a number of persons who were patients of

this institute. The inspector says he procured their names and addresses in 1905, and that after allowing the 12 to 18 months to elapse in which the company claims its treatment will effect a cure, he inquired of them the results of the treatment. Not one of the answers received says that a cure was effected. A number state they obtained while taking the treatment more or less relief in the suppression of the attacks or the reduction of their severity or frequency. In some instances the patient became so bad from the effects of the bromid that the treatment had to be discontinued and the patient confined in a state institution. The suppression of attacks or the reduction of their severity or frequency, which this correspondence indicates is a result of this treatment, is, I am informed by Dr. Kebler, the ordinary effect of bromids. This result, however, does not mean that the patient has been cured of the disease.

HOW TESTIMONIALS ARE OBTAINED AND THEIR VALUE

As part of the advertising literature of the institute to secure patients, use has been made of what seemed to be reprints of letters written by patients to the institute speaking favorably of the results obtained in the cases of the writers. The inspector wrote to the postmasters of all of the persons whose testimonials were so used. The correspondence, which is among the papers in the case, disclose that practically all the testimonials, some twenty in number, were directly or indirectly solicited, probably while the patient was still taking the treatment and was under the favorable influence of the bromids. In one instance the patient was given free treatment for his testimonial, and in another instance a present of a silver watch was used as an inducement for the giving of the testimonial. The correspondence developed that the persons giving these testimonials had not been permanently cured of epilepsy, though in most instances the attacks were suppressed or their frequency or severity reduced while taking the treatment by the effect of the bromids. The postmasters also indicate in several instances that it is not certain whether the patient was actually afflicted with epilepsy or was suffering merely from hysteria. This institute, it would seem, although knowing that these testimonials were the product merely of the ordinary effect of the bromids, nevertheless circulated them for the purpose of misleading and deceiving the class of persons from whom it solicited business into believing them actual cases of cures effected by some new and wonderful treatment. As heretofore stated, this institute appeals for business principally among foreigners, and the letters of patients that have been submitted on the hearing indicate that as a rule the writers are persons of small education and experience and are of a class that probably could be easily deceived.

WHO AND WHAT THE "SKILLED SPECIALISTS" ARE

One of the strong reasons urged for taking treatment by this institute on those persons whom it solicits to become its patients, is the representation that its patients have the benefit and advantage of having their cases handled by trained and skilled specialists, including one of the foremost examining specialists in America. As I am advised, there have been connected with this institute, since it commenced business in the spring of 1903, three physicians, namely, Dr. E. H. Schoenling, Dr. H. J. Leucke and Dr. A. L. Guertin. Dr. Schoenling stated at the hearing that for about the first six months, being half owner for the first three months, he attended to the medical end of the business for Mr. Kalmus, examining the symptom blank and diagnosing the case, prescribing the treatment and compounding it as well; that after he then left, Dr. Leucke did this work until December, 1907; and that since then he has again done the diagnosing and prescribing and Dr. Guertin has done the compounding. Dr. Schoenling graduated in 1900, when about 22 years of age, has made no special study of epilepsy, except in connection with this mail-order business, is not a member of any medical society, is not regarded in the profession as a specialist, and has most of the time since his graduation worked for \$25 a week for a Dr. Charles Shafer of Cincinnati, who advertises in the public prints soliciting kidney and urinary and sexual cases. The salary paid him for his work at the institute, he says, has been less than \$100 a month; and stated that he spent but a few hours each day at the institute and regarded it as a sort of a side line to his regular work with Dr. Shafer. Dr. Leucke graduated in 1901, went to this institute in 1903, has had no special preparation in epilepsy, does not consider himself a specialist, and was paid by the institute, the inspector says, only \$15 a month. He is not a member of any medical society, his professional standing is doubtful, his regular practice is sexual and urinary diseases, and in December last his advertisements were excluded from the Cincinnati papers on the ground that they related to the sale of abortifacients and the performing of criminal operation in violation of the statutes of the United States. Dr. Guertin receives \$35 a month for his services from the institute, works there but a few hours each day, is not a member of any medical society, his standing in the profession is questionable, he has little or no practice in Cincinnati, and was investigated by this department in 1905 for giving to a concern against which was pending a charge of fraud under these statutes, and against which a fraud order was later issued, a testimonial as to its medicine, which he later admitted to the department was done for a valuable consideration, and without reading the statement which he

was paid to sign, and which he repudiated as untrue. He admits he is not a specialist. These are the self-styled specialists and "foremost examining specialists of America" of this institute. No comment is needed on these facts to show the utter falsity and fraudulency of the representations in question.

A "FRANK" OPINION

Another representation used to secure patients is that in those instances in which a cure is not believed to be probable, the party will be so informed frankly. The evidence heretofore referred to as regards the inability of the institute to sustain its claims as to the rejection of incurable cases, and the test case of the inspector in which the institute solicited with its regular stock diagnosis circular, holding forth strong encouragement for a complete cure, what Dr. Lewis of Cincinnati, referred to above, and, Dr. Kebler states, represents an incurable case of hereditary epilepsy, prove, it seems to me, that this promise is not made in good faith or with the intention of observing it.

On the hearing it was ingeniously urged for the institute, in excuse of this course of action, that it could not be told with certainty in advance of treatment what would be the result in any specific case. The natural question, then, is, Why is such a promise made? And the argument also obviously involves an impeachment by the institute itself of the good faith of the assurances of an almost certain "cure" with which it induces patients to undertake the treatment.

DANGEROUS MEDICINES

Another of the representations is that the medicines used are "perfectly harmless" and "contain nothing injurious and leave no unpleasant after-effects." The dangerous nature of the medicines that are used has been previously shown; and it is to be remembered that this danger is increased by the fact that the treatment is administered without the personal examination or supervision of a physician. The jeopardy to the health, and even reason and life themselves, of the patients that is involved in the methods used by this institute renders this business, it seems to me, one of the more pernicious and reprehensible of the schemes to make money by fraud which infests the mails and against which the statutes here in question are directed.

Another representation is that the medicines used are costly and rare. Dr. Kebler advises me that none of the drugs which the institute states it uses can be said to be costly or rare.

Another statement is that the treatment is "directed at the predisposing cause," that "it would be useless to merely try to suppress and diminish the attacks; the special features must be considered and treatment skillfully directed at the

cause of the disease," etc. In fact, as shown by the treatment actually administered, the very thing is done that it is claimed will not be done, and the thing which it is claimed will be done is not done.

The institute has submitted on this hearing as proof that it uses a treatment that is effective and of benefit to its patients, a considerable number of letters and affidavits of persons who state they took treatment from this institute and were benefited to a greater or less extent by the suppression of the attacks or the reduction of their frequency or severity, and a few even think they have been cured. In some instances it is stated that the patients realize that a cure is uncertain, but that they are satisfied with what results they are experiencing and are willing to continue longer with the treatment. These statements are to be taken in connection with all the other circumstances of the case, especially the facts as to the treatment which is administered, the way in which it is done, and the qualifications and experience of the physicians handling the cases. When it is known what the medication is that has been given these people, namely, the bromid treatment, the physiologic effect of which is well known to medical science, the significance of these statements is easily appreciated. Nothing is disclosed except the well-known effects of the bromids, namely, that as a sedative they tend to suppress the attacks. One fact to be borne in mind concerning these statements is that they were prepared by the institute and its attorney to meet the charges here presented, and then sent to the patients to subscribe to what was written if they would; also that the statements seem to be principally from patients who commenced more or less recently taking the treatment and were still taking it.

The institute has treated in all, I am informed, about 6,000 persons. The probability is that it has carefully scanned its records and with the 100 or so cases which it has submitted to me to consider has put forward its better foot. The institute has given these people certain drugs with certain known qualities, and it would be strange indeed if some of them did not experience the ordinary effect of such treatment and feel satisfied therewith. But it must be remembered that each of these persons whose statements are presented, as well as the other patients of the institute the results of the treatment in whose cases are not disclosed, were all solicited and urged to pay their money and take this treatment with strong encouragement for a complete and permanent cure, and with the assurance that they would be treated with a new treatment originated by this institute and unknown to the medical profession generally, and which had the power to work cures in cases where the profession was helpless, and with the further assurance that they would not be drugged "merely to smother symptoms and for a time

ward off the attacks—that is one way of treating epilepsy, but it is not my way;” also that their cases would not be accepted unless it was felt they would be cured; also, that the physicians of the institute were specialists and included the foremost examining specialists of America; also, that the treatment was entirely harmless, as well as many other statements to which attention has been called. In fact the institute had no warrant for its strong encouragement to the prospective patient, to expect a complete and permanent cure, and could not have offered such hopes in good faith; it did not have any new treatment, but simply proposed to use a treatment based on the bromids, which are not a “cure” for the disease; it was intended simply to smother the symptoms, and was not intended to use some other way so fondly distinguished from the “smothering” process; it was not proposed to frankly so advise those persons who it was not believed could be cured, but it was intended to urge the treatment on practically every one without discrimination; and the physicians of the institute were not specialists as pretended, nor did the staff of the institute include the foremost examining specialists of America; but, in truth, the physicians of the institute were young graduates and men without standing in their profession and following questionable lines of practice, and were men employed at what would seem to be about as small salaries as any at which the required service could be obtained; and the treatment intended to be administered was not entirely harmless, but was of a nature that might wreck the health and even reason and life themselves of the patient. Therefore, while in what may be said to be a comparatively few instances, as the institute has not disclosed its records in the great number of its cases, patients have experienced from the treatment what is the ordinary effect of the bromids and may feel satisfied with so much, yet I feel it is not true that the other and the greater share of the patrons of the institute have not been deliberately deluded with false hopes and representations, and defrauded of their money which they probably would not have paid if aware of the facts, in addition to having their health, reason and life endangered. The answer to the claim that certain of the patrons are satisfied with what benefit they do get from the treatment, is that in that event were the business conducted with an honest purpose there should be no occasion for promising anything more. The satisfaction of the few is not justification for the defrauding of the many. Furthermore, this scarcely is the case in which the patients are sufficiently familiar with the facts to be able to determine whether they should be satisfied or not, and this is especially so of the patient who has commenced the treatment but comparatively recently, and particularly among the class of people among whom it appears the most of the business of the institute is solicited.

CRIMINAL PROSECUTION INSTITUTED

After the fraud order had been issued against this concern, its promoter, Otto Kalmus, at once attempted to evade the effects of the order by starting the same scheme under another name—the Hamilton Dispensary. That his operations under the new title were extensive is evident from the fact that we received letters and “diagnosis blanks” sent out by this rechristened fraud from even as far away as the Philippine Islands.

The postoffice authorities again took up the matter and not only was a fraud order against the Epileptic Institute Company extended to cover the mail addressed to the Hamilton Company, but criminal proceedings were instituted against Kalmus. We learn from S. T. McPherson of Cincinnati, United States district attorney, that Kalmus was convicted October 22 of using the mails in furtherance of a scheme to defraud. A motion for a new trial was made, which the court has under advisement. Meantime the defendant is out on \$1,500 bail.

It is earnestly to be desired that the outcome of the case will be such that Mr. Kalmus, after enjoying a well-deserved rest at the expense of the United States, will go into a more honorable business than that of preying on epileptics.—(*Modified from The Journal A. M. A., Nov. 28, 1908.*)

INTERSTATE DOCTORS

"Doctors Cavrill and Culver, the two doctors of the Interstate Doctors, who have been in the city several days looking the field over for a site for the new Indiana institute, have at last decided that Evansville is a most promising city in Southern Indiana and accordingly the institute will be located here."

This is the first paragraph of an advertisement sent us during the past few days from Evansville, Ind. The Interstate Doctors, as the readers of THE JOURNAL know, is an organization of quacks which locates in "easy" communities, relieves the credulous sick and near-sick of their money and leaves when the glittering fiction in its advertisements has been dimmed by the accumulated force of facts. Although our records, based on the official records of every state in the Union, are exceedingly complete, we find no reference to any "Dr. Cavrill." Our files show that Indiana has a Dudley M. Culver who was advertised as one of the "consulting physicians" of the Dr. J. W. Kidd Company's mail-order fakery that operated from Fort Wayne for a good many years but finally went out of business when the federal authorities charged it with conducting a fraud. We also find reference to a "Dr. Culver" who was operating in Elkhart in 1914 under the name "United Doctors," and the terms "United Doctors" and "Interstate Doctors" seem to have been used with an indiscriminating flexibility by the same organization of quacks. Goshen, Ind., had an experience with the Interstate Doctors in the spring of 1915. Goshen, however, refused to be "easy." It has a wide-awake organization of business men known as the "Retail Merchants' Association." According to the Goshen *Daily Democrat* of April 13, 1915, the Retail Merchants' Association of that town suggested to the Interstate Doctors that Goshen was really not a healthy place for quacks to locate. Quoting from the newspaper: "When an ultimatum was laid down by the Retail Merchants' Association, the doctors . . . decided to give up without making a contest. They reasoned a fight would be too expensive." If the people of Evansville had a full realization of what concerns like the "United Doctors," "Interstate Doctors," "Botanical Doctors" and other euphoniously named quack organizations really were, it is not likely that any newspaper would publish the fact that the quacks, after looking over a city, decided that it was a most promising location! It is not likely, for instance, that an item such as this would appear in any newspaper even at "special" advertising rates:

"Flashy Dick, the well-known 'green-goods' man, and Bill Sykes, the second-story artist, were in town recently looking over the prospects of business. After sizing up the citizens of our city, they decided that

Blankville is a most promising locality and decided to locate here at least for a time."

No. It is hardly conceivable that any newspaper would publish an item of this sort even if offered as advertising. There are certain forms of deceit that the public is so familiar with that it needs little warning against them; there are other humbugs, of a semitechnical nature, with which the public is not so well acquainted. The operations of itinerant and semi-itinerant quacks belong to the latter class. It remains to be seen whether Evansville will go on record as belonging to the "sucker" class.—(*From The Journal A. M. A., Dec. 9, 1916.*)

THE KNOWN DOCTORS

The "Known Doctors," imitators of the methods of the "United Doctors," with offices at Ottumwa and Oskaloosa, Iowa, and Hastings, Neb., appear to have come to grief after a brief career. B. J. Chenoski, the promoter, according to press reports, recently pleaded guilty in the United States Court at Des Moines to using the United States mails to defraud, and sentence was deferred until the next term of court. James Ezra Meyers, one of Chenoski's hired "specialists," we are informed, was bound over to court for obtaining money under false pretenses, and is now under \$500 bail.

The Known Doctors opened an office at Oskaloosa in October, 1912. The preliminary advertising campaign in Iowa was conducted under the name of the "United Doctors" but it was changed to "Known Doctors" just before the office was opened. Later the offices at Ottumwa and Hastings were opened. The advertising was almost an exact copy of that used by the United Doctors.

After a career of seven weeks, the office at Hastings was closed and Dr. H. C. Williams, formerly of Omaha, who was in the employ of Chenoski, was left to hold the sack. Chenoski abandoned the office and, according to the *Hastings Daily Republican*, left rent and other unpaid bills.

B. J. Chenoski, the promoter of the concern, is not a physician, but claims to be a chiropractor. At one time he was a pharmacist in one of the department stores in Chicago. Later he became manager of the "Chicago Men Specialist Company" at their branch office at Des Moines. His peculiar methods while manager of this company are said to have brought about his discharge. He then became the promoter of the Known Doctors. About May 20, 1913, he was arrested by the post-office authorities for fraudulent use of the mails in connection with his medical business. According to the *Ottumwa Courier*, May 20, 1913, a bottle of tea was sent as a specimen of urine to Chenoski by a pretended patient who was in the employ of the government; and after an alleged examination of the specimen, a letter giving a diagnosis of diabetes was sent through the mail. On this he was arrested and when arraigned before Judge Smith McPherson in the Federal Court at Des Moines he pleaded guilty.

James Ezra Meyers was the "consulting physician" of the Known Doctors at Ottumwa. In the latter part of April he, with B. J. Chenoski, was arrested for obtaining money by false pretenses on the complaint of an aged patient, with cancer of the stomach, whom it is alleged they agreed to cure for \$225 of which \$175 was paid in cash and a receipt given.

The cure was guaranteed and the balance of \$50 was to be paid when the cure had been effected. The diagnosis of cancer was made by the physician who had previously attended the patient and was confirmed by others. The disease continued to advance, and, as already stated, the parties were arrested. Dr. Meyers, after a hearing before a justice of the peace, was bound over to the grand jury as stated. He graduated at the Illinois Medical College in 1910 and formerly practiced at Lansing, Iowa.

At Oskaloosa Dr. Theodore Milen seems to have been in charge of the office. Milen has been in the quack advertising business for many years. Like Ben W. Kinsey of the United Doctors he was a pupil and employee of "Phenomenal Kraus" when the latter invaded Des Moines, Iowa. In 1906 Milen was "physician-in-chief" of the Hot Springs Doctors at Sioux City, Iowa, and in 1909 he was associated with Dr. C. C. Aitken under the name of "Austro-American Doctors," with offices also in Sioux City. At that time charges were filed against him by the State Board of Health on account of fraudulent representation as to skill and ability, and gross unprofessional conduct. He left the state without appearing before the board and the charges became outlawed. He entered the employ of the Des Moines Specialists Company in 1912 and later became associated with Chenoski at Oskaloosa.—(*From The Journal A. M. A., June 14, 1913.*)

NEW YORK MEDICAL INSTITUTES

The State Department of Labor of New York, in connection with the Bureau of Industries and Immigration, has been making an investigation of some of the fraudulent "medical institutes" in New York City. A report issued by the department contains a brief account of what has been accomplished in the protection of immigrants and aliens who have been made the especial prey of these frauds. A description is given of the methods of these medical fakers. They open sumptuous offices under high-sounding names and place advertisements in the foreign-language press. They also distribute circulars, in all languages, throughout the immigrant section of the city of New York, calling attention to the wonders of the "institute." These circulars and advertisements are so worded as to give the impression that the institute is a charitable organization with advice and consultation "absolutely free"—a charge being made for medicine only. What happens to a person who consults the swindlers who run these institutes is thus described in the report:

"The applicant is ushered into a private office. To comply with the law a registered physician, under whose name the 'institute' operates and who is very often only an instrument in the employ of an unregistered financial backer, in addition to two or three interpreters, all representing themselves as physicians, take the patient in hand. He is placed before a large machine of complex appearance that conveys the impression to the ignorant immigrant of being costly and almost miraculous, and is examined by the two or more interpreters, who dramatically and with apparent emotion inform the patient that he is suffering from some dreadful disease, which if longer neglected, will result in death. The patient becomes alarmed and agrees to pay any price for a cure, which is guaranteed. A large sum is at first requested as part payment, but any amount that the patient has or can obtain is accepted. It is unnecessary to state that the so-called examination and later 'treatment' are absolutely without merit, and that unregistered assistants are acting as physicians and 'treating' the patient. No prescriptions are given, as the so-called 'institute' provides all medicines and medicinal appliances."

The report also describes the "wax museum" method of roping in the unsuspecting immigrant. It is said, also, that some of these "institutes" and "museums" publish newspapers and books that are extensively distributed, describing the marvelous cures accomplished.

"It is not uncommon for these 'physicians' to resort to forgery, trickery or any other device in order to obtain the

savings of their unfortunate victims. They have been known to take bank books and withdraw entire deposits on such orders. Persons convicted in various states for similar practices are now operating in New York City."

One of the so-called "professors," in one of these institutes, who was not a registered physician, confessed to a representative of the bureau that before examination patients are asked to undress in an anteroom where their clothes are searched for bank books, money, etc., to enable the fakers to estimate the size of the fee they shall demand. The victims are invariably told that they are suffering from some dangerous ailment, and the report cites instances in which the victims who had been robbed of all their money were found by reputable physicians to be suffering from no disease at all. Details of a number of such instances are given in which the representatives of the bureau were enabled to recover large sums of money from these fakers. Although it is expensive and troublesome, the bureau has been able to secure evidence in many instances against these fraudulent institutes. It is estimated that thousands of people, especially immigrants, are daily victims of these leeches. One "institute," which was compelled to disband through the efforts of the bureau, had an enrolment of about 14,000 patients.—(*From The Journal A. M. A., Nov. 20, 1915.*)

PACIFIC COAST QUACKS

The "business" of medical quackery is run on much the same plan in all sections of the country. It has been shown¹ that the "United Doctors," operating largely in the central West and in the Eastern states, is a business and not a professional organization; it is owned and controlled by persons who hire cheap doctors to "work" the public. On the Pacific Coast, a similar system is operated by another concern although the western offices are not run under one firm name. In Seattle, Tacoma, Portland, San Francisco, Los Angeles, Oakland and Spokane offices are owned by two persons, H. J. Jiles and C. K. Holsman, but are operated under various names. In Seattle, "Dr. Cook & Co." was found to be a corporation with these men as the chief owners. They also own the "Scott Medical Institute." In Tacoma, the office is conducted under the name of Dr. E. A. Severance. In Portland, where there are two offices, one is run under the name of Dr. C. K. Holsman. In the other cities they are run under the names of the men hired by Jiles and Holsman. When these doctors are changed from time to time the name of the office is likewise changed.

Recently in Seattle a campaign of exposure has been carried on by the *Sun*, a daily paper of that city, assisted by the county medical society, the district attorney, and by various suits in the courts for recovery of money fraudulently obtained by these advertising doctors. Commenting on their methods, which are almost exactly similar to those of the "United Doctors," the *Sun* says:

"EMINENT SPECIALISTS" ONLY HIRED MEN

"It should be of interest to any person contemplating answering one of their alluring advertisements to know that the 'eminent specialist' is merely a salaried employee—a hired hand of a corporation—that as such he draws pay of from \$30 to \$50 per week out of an income of \$500 to \$1,000 per week brought to the corporation. . . . It is not a profession; it is a business and a cold-blooded one, as most of those who have had dealings with it can testify."

HIRED MEN EXPECTED TO GET THE MONEY

According to the statement of one of the "eminent specialists" who was formerly in the employ of Jiles and Holsman, and who became disgusted with the business, the expenses of one of their offices for equipment, salaries, drugs, supplies and advertising bills amount to from \$1,500 to \$1,800 per

1. See Index for article on "United Doctors."

S. S. Johnson, J. Eugene Jordan and H. P. Wilkins. This young man after being pronounced physically sound and perfect by two reputable practitioners of Seattle, after a thorough examination, went on successive days to the offices of the three quacks named. In each instance he complained simply of a backache about which he told them he was "worried." Without making anything in the nature of a thorough examination, the suggestion of "worry" was immediately seized on by the quacks, who proceeded to try to inspire the young man with terror as to his condition and the awful consequences which would ensue unless he took their treatment at a substantial fee. The manner in which the quacks proceed to inspire terror into the hearts of their victims who are "worrying" is described by the reporter, as follows:

INSPIRING TERROR IN THE VICTIM

"Worry! That word 'worry,' that's it. It will get you anything the 'free consultation' room has in stock. Worry, w-o-r-r-y. That's the mental state that breaks down your defenses; that fans the slumbering worry-embers until flames leap out of them—flames that turn the brain hot; set streams of perspiration running down your body; that eat into your heart; scorch your courage; incinerate every vestige of hope in the human breast; that shrivel your strength, and wither your nerves.

"You go to the 'free consultation' room after your imagination has whipped your mind into horror. Submitting, you go into the room with mock defiance; chin up and shoulders thrown back. You come out beaten. You have a bottle under your arm. You don't exactly know what's wrong with you, but you know that the bottle holds the 'cure' for what you have got. The terror that capitalizes 'free consultation' is in you; the day looks gray. You are ready to sink under the gloom of hopelessness."

ALASKA MINER SWINDLED

Some of the practical results of the "free consultation" methods are revealed in the case of an Alaska miner named Emil William Nelson¹ who was lured into the offices of Dr. Cook & Co., owned by Jiles and Holsman, where he was made to believe that he was seriously ill and required a number of surgical operations. Nelson managed to recover most of his money after selling out the offices of Dr. Cook & Co., who immediately opened the offices again under the name of Dr. H. P. Wilkins, who was employed to run it. In another lawsuit, according to the *Seattle Sun*, Dr. S. S. Johnson, who was one of the quacks consulted by the reporter for the *Sun*, was required to pay back \$35 to a patient from whom that sum had been extracted at a "free consultation." In this instance the suit was not brought against Dr. S. S. Johnson, in whose name the office is run, but against R. M. Griebel. The lawyer for the defendant would not explain who the R. M. Griebel was, but it was admitted that Dr. Johnson was merely the hired man for the real owners of the office.

1. For details of Nelson case see Index for article on "Dr. Cook and Company."

VAST SUMS SPENT ON QUACKS

In commenting on the practice of these quacks, the *Seattle Sun* said:

"It would be impossible to estimate the total of the vast sum of money annually abstracted from the pockets of Seattle people by advertising doctors and patent-medicine fakers who sell their nostrums through a working alliance with the daily newspapers, but it is certain that the larger part of this sum is taken from the poorer class of the people of the community, including many unfortunates who are nigh unto death and are spending all the money they have under the delusion, fostered by the cure-all doctors, that they can be fully restored to health."

A CLEANUP PROMISED

In Washington a law has been enacted providing for the prosecution of persons who publish untrue, deceptive or misleading advertisements. The prosecuting attorney of the county in which Seattle is located has given it as his opinion that these advertising quack specialists can undoubtedly be reached under the law and driven from the city, and he expresses it as his intention to undertake prosecutions when the law becomes effective in June of this year. The work of the *Seattle Sun* in thus exposing quack organizations similar to that of the "United Doctors" in the central West, deserves the highest praise. It is understood that the *Post-Intelligencer* another leading paper of Seattle, has recently adopted the policy of excluding from its advertising columns all fraudulent medical advertising.—(*From the Journal A. M. A., June 7, 1913.*)

RADIO MEDICAL ELECTRO DOCTORS

In preparing manuscript for publication, it is not unusual to insert what are known as "catch lines" for the purpose of aiding the "make-up man" in preparing the matter according to the author's ideas. Such "catch lines," of course, are

deleted by the proofreader before the material finally appears in its finished form. Occasionally, however, these lines are overlooked, and the reader is given a peep behind the scenes of the printing office.

Itinerant quacks have certain stock advertisements which are interspersed with testimonials—genuine or faked. The testimonials, being a fluctuating quantity, are usually sent separately from the main advertisement.

The Radio Medical Doctors is the name assumed by some quacks who have recently been operating in Altoona, Pa. In common with their kind, they publish advertisements in local newspapers. We reproduce in miniature one advertisement that appeared in the *Altoona Times*, Oct. 1, 1914. It consists of the usual extravagant statements found in such advertisements, together with a testimonial from a Mr. Wheeler. The testimonial had evidently been sent to the printers at a different time from the body of the advertisement. That the type-setter

TOONA TIMES, ALTOO

FEELS TWENTY YEARS YOUNGER

J. W. Wheeler, 1209 Fifteenth Street, Too ill to Work, Regains Strength and Health Under Radio Doctors' Treatments .

radio electro medico docto bracke dop
 These 25 years ago I was past working. After taking several of the Radio Medical Electro Doctors' treatments I began to improve and in a few weeks as at work. I am still improving and feel better in every way than I have in 25 years. I have suffered less pain and am now able to work every day without much fatigue.

I can sleep better, work harder, climb hills and carry heavier burdens with less fatigue than I could 25 years ago I feel younger now at 48 than I did when I was 25
 (Signed)
 J. H. WHEELER,
 1209 Fifteenth Street,
 Altoona, Pa.

Mr. Wheeler's case is but one of thousands in Altoona. The wonderful new electrical treatments for chronic diseases of the stomach, liver, kidneys, blood and nervous system which these specialists have brought to Altoona is daily proving its worth. From every section of the city and from the surrounding towns are coming letters of praise and thankfulness from sufferers whose lives have been made happy by the Radio Doctors.

On file in their offices in the Goldschmid building, Eleventh avenue and Twelfth street, are hundreds of letters like Mr. Wheeler's, each telling of the wonders worked on the writers by the electrical treatments. It is these letters which are the Radio Doctors' best asset and highest recommendation. Eventually you will consult them, why not now while examinations are free?—(Adv.)

CONCLUSIONS

might know just where this testimonial was to be used, he headed it with a "catch line." This "catch line" we have marked in the miniature reproduction, and that it may be more easily read, have reproduced slightly enlarged thus:

radio electro medico docto bunko dope
 Three months ago I was past

The average newspaper man, whether he works in the composing room or on the editorial staff, is usually no fool. The printer who headed the Radio Medical Electro Doctors' testimonial as "bunco dope" was "wise." His classification cannot be improved on.—(*From The Journal A. M. A., Nov. 14, 1914.*)

STATE MEDICAL INSTITUTE OF OMAHA

On Jan. 24, 1917, W. T. Upton, E. F. Andrews and L. H. Staples pleaded guilty in the federal court at Omaha to conspiracy to use the United States mails for a scheme to defraud. Each was sentenced to pay a fine of \$350; the fines were paid.

This trio was indicted, March 15, 1913, and the men were arrested in November, 1913, when the *Chicago Tribune* was turning the light on the "men's specialists" quacks of Chicago. One of the firms of medical charlatans to which the *Tribune* devoted a good deal of attention was "Dr. Howe & Co." W. T. Upton was, according to the *Tribune's* report, manager of the Howe concern and also of a string of similar institutions operated under aliases in different parts of the country. Here in part is the *Tribune's* report¹ of the arrest of Upton, Andrews and Staples as it appeared in that paper, Nov. 9, 1913:

"Upton is charged with conspiracy with E. F. Andrews and L. H. Staples, both of whom reside in Omaha, to violate the postal laws by advertising the 'State Medical Institute,' which is the particular name given by the swindlers to their Omaha establishment.

"The indictment charges Upton and his two alleged fellow conspirators with representing the institute to be one conducted by skilled specialists in men's diseases, when, 'whereas, in truth and in fact, the institute was not a reliable concern, but was conducted solely for the unlawful, fraudulent, and felonious purpose of inducing persons to part with their money and property to said conspirators, without giving anything of value in return therefor.'

"Upton was arrested in his office by Deputy Marshal Charles Schrimple on a warrant issued by United States Commissioner Lewis F. Mason. He was taken to the federal building and gave bond before the commissioner. The bond was fixed at \$2,000, signed by Alphonse Russell and Charles H. Touzalin, president of the Touzalin Advertising Agency. Assistant District Attorney Peter P. Mindak represented the government in the proceedings. . . .

"The request for Upton's arrest came from District Attorney F. S. Howell of Omaha, who forwarded a certified copy of the indictment. The document recites the method of the alleged conspiracy and contains copies of numerous letters sent out to intended victims by the 'State Medical Institute.'

1. The matter appears in full, with additional information, in the pamphlet, "Men's Specialists," price 10 cents.

"The means of accomplishing the fraud, according to the indictment, was to send through the mails letters, circulars, and pamphlets and to advertise in the newspapers that the 'State Medical Institute' 'was an old established and reliable medical institute, conducted by a large staff of skilled specialists of recognized ability in the treatment of diseases of men, and whose experience, reputation and standing was such as to merit confidence.'

"The indictment continues that it was claimed: 'That it could and would cure men in all stages of nervous debility, vital weakness and loss of power. That the said letters, circulars, pamphlets and advertisements were so framed as particularly to attract the attention of and excite the fears and prey upon the minds of boys and young men and cause them to believe themselves to be afflicted with diseases of a private, insidious, and dangerous character, which if not at once arrested, would result in permanent disability and loss of power, both physical and mental, when in fact they were in a normal and healthy condition and in need of no medical treatment whatever.'

It thus appears that Upton, Andrews and Staples admit that the "State Medical Institute," which they operated in Omaha, was conducted solely for the unlawful, fraudulent and felonious purpose of separating the credulous sick from their money "without giving anything of value in return therefor."
—(*From The Journal A. M. A., Feb. 3, 1917.*)

THE UNITED DOCTORS

[ARTICLE I]

In the past few years we have repeatedly exposed the monstrous deception and fraud practiced on the public by the "patent medicine" venders and the exploiters of "sure cures." The money wasted on these worthless nostrums amounts to many millions every year, but the harm they do the public can not be conjectured.

Another form of fraud which not only constitutes an enormous tax on the financial resources of the public but which also works an untold amount of harm to its health and welfare is that of the advertising quack whose cupidity, consciencelessness and pretentiousness constitute a menace almost equal to that of the "patent medicine" business. This form of fraud is less well understood by the public, and it is the intention in this article to describe the characteristics and the methods of one type of these advertising frauds.

Just as in another branch of professional thievery, all grades exist from the pickpocket, the sneak-thief, the hold-up man and so on up to the gentlemanly bank-wrecker, so these professional medical highwaymen, the advertising "medical specialists," vary in the extent of their depredations. We have the "museum" doctor, such as those recently exposed in the raid on the medical museums in Philadelphia, who wrings money from his victim by frightening him about his supposed ailments or even by threats or violence; the quack who exploits a "consumption cure" or "cancer cure"; the mail-order quack who pretends to treat patients individually after making a supposed diagnosis from a list of questions sent by mail to the victim, and the advertising quack "specialist" who maintains a more or less pretentious and permanent office, and claims to have new and wonderful methods in the cure of disease.

The quack has appropriated and practically converted into his exclusive property the name "specialist," which means much to the public. In addition he usually tacks on to the term some high-sounding or significant handle, which he believes will aid him in his plans; thus we have the "Great English Specialists," the "Battle Creek Specialists," the "German-American Specialists," "Associated Medical Specialists," "Union Specialists' Association," "United Specialists," "United Doctors, Specialists," etc., or such designation as "Associated Doctors," "Associated Doctors, Specialists," "Associated Specialists Co.," "German and English Specialists," "Oriental Doctors," "Cleveland Institute of Medicine and Surgery," "Orig-

inal United Doctors," "Northwestern United Doctors," "Hot Springs Doctors," "Known Doctors," the "United Doctors," etc.

THE UNITED DOCTORS—WHAT THEY CLAIM TO BE

The United Doctors is an organization of quacks whose methods are somewhat different from those of the mail-order quack, on the one hand, and the itinerant "specialist" on the

**UNITED DOCTORS
WILL ESTABLISH
INSTITUTE HERE**

Doctors Who Have Been Treated
by Quack Have Died!

On Dayton.

**SAVE TRAVEL
TO MANY SICK**

New Medical Institute is to Be
Opened in a Few
Days.

The two branches of the United
Doctors, who have been in the city
several days, looking the field over for
a site for their Ohio Institute.

**UNITED DOCTORS NOW
EQUIPPING NEW HOME.**

Institute Will Occupy Building
at Fourth and Ludlow
Streets.

To equip the building at 116 West
Fourth street for the Dayton Institute of
the United Doctors instead of pre-
paring a new building immediately, was
the decision of the board of directors
of the United Doctors recently.

The medical institute will be located
in the building immediately west of the
Elmer Robinson, corner Fourth and
Ludlow streets. The work of furnish-
ing and equipping the new institute is
being pushed as rapidly as possible,
and it is expected that patients can be
received this week.

The institute will contain every in-
strument known to science for the
diagnosis and cure of disease. In ad-
dition to the better known instruments,
such as the sphygmometer, radiometer,
X-rays and catheter, it is said that

**UNITED DOCTORS
TO OPEN SATURDAY
MORNING**

NEW DAYTON INSTITUTE WILL
BE READY TO RECEIVE PA-
TIENTS SATURDAY
MORNING.

FIRST FEW CURED FREE

GRAND OFFER TO ALL PATIENTS
ACCEPTED FOR TREATMENT
BEFORE JULY 15TH.

Saturday morning at 9 o'clock is the
time now definitely set for the open-
ing of the United Doctors Institute
on the second floor of 116 W.

**UNITED DOCTORS
OPEN TOMORROW**

Commence Receiving Pa-
tients at 116 West Fourth
Street (Just West of
Ludlow Street).

**OFFER A FEW
FREE CURES**

Interesting Facts About the
Wonderful Cures Made
by These Specialists
in Other Cities.

Tomorrow, Saturday morning at
nine o'clock is the time for the open-
ing of the United Doctors' new Day-
ton Institute, which is located at 116
West Fourth street (just west of Lud-
low street) and this will be done by

**UNITED DOCTORS
OPENING DELAYED**

**WILL OPEN NOW
SATURDAY OR
MONDAY**

Part of Office Equipment
Delayed in Shipment,
the Reason.

**READY FOR
PATIENTS SOON**

Was Hoped That Institute
Could Be Opened To
the Public Friday.

As was announced in these columns
recently, it was hoped that the United
Doctors' New Dayton Institute, on the
second floor of 116 West Fourth street

**UNITED DOCTORS
GET BIG WELCOME**

New Dayton Institute Crowded
With Patients and Visitors
All Day Long.

**MANY FROM OUT OF TOWN
CALL ON SPECIALISTS**

Specialists Will Be Compelled to
Work Late Tonight and To-
morrow.

A most royal reception was extend-
ed to the United Doctors by the
people of Dayton and Ohio, today ap-
pear on the occasion of the opening of their
new Dayton medical institute at 116
West Fourth street, just west of Lud-
low street.

Series of advertisements in the form of reading notices inserted in the Dayton (Ohio) papers at the time of the opening of the "insti-
tute" of the United Doctors in that city. Almost identical advertise-
ments are used in every city where offices are opened. They announced
that they had the same "Royal Reception" and "Big Welcome" in
Elmira, N. Y., where the office was closed inside of two weeks for
lack of business.

other. The United Doctors establish offices in towns of con-
siderable size and remain there for varying periods of time,
from a few weeks to a few months, claiming a new and won-
derful system of treatment, and securing new victims by

extensive advertising in the local newspapers. Their claims can best be shown by reproducing part of a typical advertisement; for instance, this from the *Mattoon (Ill.) Star*, Sept. 13, 1912:

"The United Doctors, as the name implies, is an association of medical specialists who have united to organize a new school of medicine; new and more scientific and positive system of curing human ailments.

"A tremendous stride forward was made when the association of United Doctors was formed. The founders of this association consisted of eminent medical specialists from the various schools of practice. Eclectics, homeopaths, allopaths, regulars and irregulars met and agreed to drop their prejudices and form a new system of treatment that would embrace all the good points of the old methods and leave out the bad. The result of the efforts of these world-famous specialists of the various schools was the wonderful system of treatment now used by the United Doctors. All this was not accomplished in a day or week, but has taken years of patient work.

"This wonderful new system of medicine has cured thousands of cases of chronic diseases of liver, kidneys, nerves, skin, heart, lungs, bowels, stomach, including rheumatism, paralysis, neuralgia, appendicitis, gall-stones, piles, goitre, rupture and diseases of women. These cases are cured in their own homes without a surgical operation."

Like all medical fakers the United Doctors make free use of exaggerated or fraudulent testimonials alleged to have been written by grateful patients. They claim to be equipped with many wonderful instruments and appliances which are not known to the ordinary physician, and to possess a skill far beyond that of regular physicians in diagnosing and treating disease. For instance:

We treat diseases of the Nerves, Blood, Skin, Heart, Liver, Stomach, Kidneys and Liver, including Rheumatism, Paralysis, Goitre, Constipation, Catarrh, Epilepsy, Indigestion, Dyspepsia, Weak Back, Bloating, Dropsy, Eczema, Scrofula, Diseases of Women and Diseases of Men.

To prove to you that chronic diseases are our life study, and that we know the human body to the most minute detail, we will undertake to diagnose any case, in a few minutes, describing every ache and pain, without asking the patient a single question. To aid us in diagnosis we have instruments of our own, used by no other doctors.

UNITED DOCTORS
CONSULTATION FREE

Further to illustrate the extravagant claims of the United Doctors the following extracts are taken from some of their regular stereotyped advertisements:

"The equipment of the United Doctors' institute is an elaborate one. Every instrument known to science is to be found there. They use powerful microscopes, centrifuges, x-rays, besides a number of instruments invented by members of the staff of United Doctors, the use of which is unknown to other doctors. One of the great secrets

of success of these specialists in curing disease is in their expert knowledge of medical diagnosis. So complete is their knowledge of the human body that oftentimes by the aid of their wonderful instruments they are able to diagnose a case, describing and locating every ache and pain without asking the patient a single question."

"The expensive and elaborate instruments used in diagnosis and the extreme care used in securing pure drugs makes the treatment more expensive."

The latter statement puts the prospective patient in the proper frame of mind to be relieved painlessly of the largest possible fee.

WHAT THE UNITED DOCTORS REALLY ARE

"United Doctors" is a name for a business originated and owned practically by one man. It is not a professional organization but a business concern. The "great specialists" are professional renegades hired at a small salary, old and young, many of them with the most meager equipment, training and experience. Others have been failures in the regular practice or for various other reasons have been induced to engage in this form of quackery.

How such men are obtained, these two advertisements, which appeared on different dates in a Chicago paper, will show:

DOCTOR—GOOD CASE TAKER, FOR ADVERTISING office, registered in Iowa; give full description, experience, and state salary in first letter. United Doctors, Waterloo, Iowa.
 PHYSICIAN—FOR ADVERTISING OFFICE; state salary and experience; must have Indiana registration. Address S H 39, Tribune.

Since this article in abbreviated form was printed in THE JOURNAL, the following advertisement appeared in the Chicago Sunday Tribune, March 2, 1913:

DOCTOR — CASE TAKER, REGISTERED in Nebraska, to assume charge of advertising medical office in Omaha. Must handle correspondence and follow-ups. Write fully in first letter, quick. Address UNITED DOCTORS, 232 Neville Block, Omaha.

This advertisement would seem to indicate that the activities of the United Doctors are to be extended to the mail-order business.

It will be seen that the principal qualifications required are that the man be a good "case-taker"—in other words, a good salesman of fake medical services—and that he be registered in the state in which he is to be employed. The latter qualification is necessary in order to conform to the letter—not the spirit—of the state medical practice laws. On general principles it should not be difficult to estimate the value of the services of doctors procured by the advertising methods; but of this more later.

METHODS OF ADVERTISING AND RUNNING THE OFFICES

When it is proposed by the United Doctors to open an office or "institute" in a town, a preliminary advertising campaign is conducted in the local newspapers. Except names and dates the advertisements are precisely the same in every place. First it is announced that two or three of their "directors" have visited the city and have decided that it would be a suitable place to open one of their permanent "institutes." These men are not directors at all but only hired men—really, advance press-agents. They try to impress the public with the great favor they are doing the community in establishing therein one of their offices. At first they always profess that it is their intention to buy ground with the object of building later. In a subsequent advertisement they announce that they have decided not to build until fall or spring, as the case may be, but have leased such and such a location and the offices will be open about such a date. In their advertisements they announce one or more postponements of the time of opening the office, one of which will always be on account of the non-arrival of furniture and equipment. The same claims and promises appear in all places and with great regularity. Finally the "opening day" comes. Following this the advertisements—in every town—state that the office was crowded all day, that people were turned away, that many prominent business men called and wished them success, etc. They advertise "free consultation" and "free treatment" for a short time, requiring their patrons to pay only for their medicines which, it is needless to say, are always charged for at enormous prices and the patient is duly impressed with the expense and difficulty of obtaining the medicine. In subsequent advertisements they tell of the great amount of business they are doing, and publish testimonials of supposed patients—these, usually are from other towns, seldom from the town in which the office is located. Of the character and value of some of these testimonials we shall have something to say later.

To illustrate some of the points just mentioned the following extracts from their advertisements are given :

"Yesterday it was announced in these columns that the United Doctors had at last consented to establish one of their world-famous Medical Institutes in Muncie, and that it would be ready to receive patients soon."

"The board of directors have been looking about the city for some time for a suitable site upon which to erect a permanent home for the institution, but have at last postponed building until spring."

"Several fine suites of rooms have been leased on the second floor of the Little Block occupying the second floor of the building; this will be occupied by the institute for the first year, or until a more suitable building can be purchased or erected for a permanent home for the institute."

WIDE EXTENT OF THIS CONCERN

Such then, is the plan of the United Doctors. They now have established about fifty offices or "institutes" spread over thirteen states. During the last six months of 1912 at least ten



Examples of advertisements showing their almost identical character for each place. In some it will be noted the names of supposed directors are given. These are dummy directors and are really only some of Kinsey's hired specialists. In the early days of the United Doctors, Kinsey copyrighted his advertisements, as will be seen by the example in the middle of the illustration. At the lower right-hand corner is an advertisement of the Hot Springs Doctors, similar in many respects to the others, and showing B. W. Kinsey's connection with that fake.

new offices were opened in as many cities. They extend from Fort Dodge, Iowa, and Fort Worth, Tex., on the west and south, to Trenton, N. J., and Atlanta, Ga., on the east. They are all owned and controlled (with a few exceptions which will be noted later) by one man who exercises general supervision over the offices, writes practically all the advertising matter, contracts for insertion in the newspapers, rents the offices, buys the supplies and, most important of all, pockets the lion's share of the proceeds.

This man is Ben W. Kinsey, whose former headquarters were in Chicago. His history shows the evolution of the typical quack and should convince any one that medical services rendered under the circumstances here set forth and by a concern employing the methods of Kinsey could be nothing less than a swindle.

PERSONNEL OF THE UNITED DOCTORS

Ben W. Kinsey was born and reared at Mackinaw, Tazewell County, Ill. He was graduated by the Jenner Medical College (then a low-grade night-school), Chicago, in 1904, engaged in private practice for about a year, and then became a pupil and assistant of "Phenomenal" Kraus, a notorious quack who on account of his methods got into trouble with the federal and state authorities in Missouri and Ohio for misusing the mails and irregularity in practice, and was described as a "most shameless medical advertiser."

HOT SPRINGS DOCTORS

Kinsey spent a few months with "Phenomenal" Kraus learning the ins and outs of the quack specialty business and then, being an apt pupil, branched out for himself, about 1906, under the name of the "Hot Springs Doctors." He pursued much the same methods at that time as at present and established so-called institutes during 1906 and the next two or three years in Ottumwa, Iowa, Lincoln, Neb., Topeka, Kan., and other places. As at present, he claimed then that he intended to purchase property and build permanent institutes; but so far as known he never did so.

The idea exploited at that time was "a wonderful Hot Springs system of home treatment." Kinsey claimed in his advertisements that he was a specialist whose scientific research and ingenuity had enabled him to discover the secret of the Hot Springs waters and made it possible to give in any home the same results which formerly could be obtained only by a visit to Hot Springs, Ark. As is well-known, the Hot Springs of Arkansas are under the supervision of the United States government and physicians who practice there must have a license endorsed by the government authorities. With the shrewdness of the true quack, Kinsey ingeniously claimed that his system of treatment was highly endorsed by the United

States government and that the Hot Springs Doctors held a government license to treat all chronic diseases, etc. He described himself as being "better known among his associates in the medical profession as the man with the x-ray eye on account of his marvelous skill in locating and curing diseases." It will be seen that within a year or so after Kinsey graduated from a third-rate night medical school in Chicago he bloomed out as a wonderful specialist with the "x-ray eye," claiming marvelous power in the cure of all sorts of chronic diseases.



Other examples showing the identity in wording, etc., of advertisements in widely separated places.

About 1909, probably on account of the grossly false claims made for his system of Hot Springs treatment and the government endorsement thereof, he found it expedient to change the name and methods under and by which he operated and began establishing offices under the name of the United Doctors.

LEGAL SNAGS

The practice of the United Doctors has not been all clear sailing, and Kinsey and his hired men have been legally called to account in numerous instances. Together with one of his

hired specialists, Dr. Fletcher T. Riley, Kinsey was indicted in Milwaukee, Wis., in 1910, for violation of one of the statutes of Wisconsin regarding the publication of obscene matter in medical advertisements and for practicing without a license. Kinsey was convicted on the first charge and plead guilty on the other and was fined. Other indictments for similar violation of the statutes still hang over his head in Wisconsin. At the trial in Milwaukee, Kinsey on the witness stand stated that he used the term "United Doctors" simply as a name under which he conducted his business; that he wrote the advertisements and attended not only to their insertion in the newspapers but also to all business matters connected with the offices of the United Doctors. Kinsey has grown rich from the business and is said to own 400 acres of good corn land in the Illinois River bottoms in Tazewell County, Ill., and 1,500 acres in Canada. The income from the fifty or more offices is said to be large.

While Ben W. Kinsey has been apparently the sole owner of the United Doctors, his brother, Lee B. Kinsey, seems to have acquired an interest in the business. L. B. Kinsey lives at South Bend, Ind., and helps supervise the offices in Indiana and neighboring states. He formerly practiced as a civil engineer, but no doubt found from the experience of his brother that the advertising quack specialty business was a much more lucrative one.

SOME COUNTERFEIT "SPECIALISTS"

The character of the men employed by Kinsey as "specialists" in the offices of the United Doctors may be known by a brief history of a few of them.

Dr. Samuel C. Beach.—Beach graduated at Rush Medical College in 1892. In 1897 he practiced for a short time at McCook, Neb., a town of about 4,000 inhabitants, and according to our informant, after trying various other locations, he returned to McCook in 1902 where he remained up to about 1909 or 1910 when he opened an automobile repair shop. After a few months he again hung out his shingle as a physician only to withdraw it in a short time. 1910 he was connected with a traveling medicine show, it is said. He then became an assistant to a reputable physician in Omaha. He did not stay there very long—naturally enough—but soon was reported to be engaged in "theatrical work" at Plattsmouth, Neb. After a short time he returned to Omaha for a brief period, and then became an employee of the United Doctors and went to the Port Huron office, where a prosperous business was done until the local clientele was milked dry and the office closed, when he was sent to the Bay City office. It is said that he is eccentric and unreliable, and that when he left McCook a number of creditors mourned his departure.

Dr. Fletcher T. Riley.—In 1910 this man was arrested with Ben W. Kinsey in Milwaukee for a violation of the Wisconsin

statutes in regard to obscene advertising. He was graduated by the Ohio Medical College in 1877 and practiced for a time in Wisconsin. In 1909 he was connected with the United Doctors' office in Danville, Ill., and in 1910 with the Milwaukee office. Later he severed his connection with the United Doctors and is now running an advertising specialist concern under his own name in Milwaukee.

Dr. Warren D. Scott.—Scott is a homeopath who graduated at Hahnemann Medical College, Chicago, in 1882, and has been associated with Ben W. Kinsey since the days when he was running the offices under the name "Hot Springs Doctors." He is sometimes referred to as one of the "directors" of the United Doctors. Dr. Scott, like most of the other men employed by Kinsey, is moved around from one office to another as the occasion demands or prudence dictates. In 1907, while he was working at Terre Haute, Ind., for Kinsey as one of the Hot Springs Doctors an attempt was made to revoke his license on account of irregular practice. Scott, however, was not a resident of the state and did not remain in Terre Haute. The case against him was dropped.

Dr. Pierre Lafayette Stewart.—This man was graduated at the American College of Medicine and Surgery, Chicago, in 1905. After practicing at the village of Shelburne, Ind., for a time he was employed by the United Doctors at different times in the offices at Bloomington and Decatur, Ill., Omaha, Neb., and Logansport, Muncie and South Bend, Ind. In 1911, while he was practicing at Muncie and South Bend, Ind., charges were filed against him before the Indiana State Board of Medical Registration and Examination on account of fraudulent advertising and misrepresentation in connection with the Muncie office of the United Doctors and also because of his alleged excessive use of intoxicants. One specification in the charges referred to the fraudulent nature of a testimonial prepared by Stewart to which he secured the signature of one of his victims. This testimonial will be referred later. Stewart's advertisements claimed that he used many complex and wonderful instruments for diagnostic and other purposes. When asked by the state board to tell with what instruments the Muncie office was equipped, Stewart could name only a few of the instruments known to and used by nearly every practicing physician. He admitted that he had no x-ray apparatus, no centrifuge and no cystoscope, and he further admitted that he had no instruments whose use was unknown to other doctors. Of course, he claimed that he had nothing to do with the advertisements inserted in the newspapers and that he had no hand in writing them, his only duty being to examine and treat patients—and collect the fee! The case before the state board for revocation of Stewart's license has never been decided. He severed his connection with the United Doctors, however, and later opened an advertising business of his own at Richmond,

Ind., under the name of the Stewart Medical Company. According to the *Richmond Item* he suddenly left there about the middle of April, 1912, leaving several accounts owing to Richmond tradesmen for office furnishings, etc. The *Bloomington (Ill.) Bulletin*, April 15, 1912, states that Stewart, while in the employ of the United Doctors in that town, spent considerable time in neighboring barrooms and adds that a number of creditors in that city are anxious to find him.

Dr. L. F. Elston, alias L. F. Elstein, alias L. Fink Elstein, alias Leopold Finkelstein.—This multinamed individual at the time of its opening and for some time thereafter, con-

INSTITUTE OPEN
NEXT WEEK

Most of Instruments and
Fittures Have Arrived.

Workmen Busy Placing
and Adjusting Machinery.

MANY TO BE CURED FREE

Dr. Kinsey Makes Magni-
ficent Offer to First
Patients.

Most of the equipment for the new
institute of the Hot Springs Doctors at
123 Kansas street, has arrived. Work-
men are busy placing it in position.
Dr. Ben W. Kinsey, chief of staff, hopes
to open the institute soon.

DR. BEN W. KINSEY

The Hot Springs treatment should
reach the State Journal office

Advertisement of the Hot Springs Doctors from the Topeka (Kan.) *State Journal*, May 30, 1907, with picture of Quack Kinsey, "the man with the x-ray eye," early in his career of quackery.

ducted the office at Wheeling, W. Va. Formerly he supplied the Wisconsin offices in Eau Claire, Milwaukee, Racine, Janesville and Beloit, and is referred to in some of the advertisements as a "director" of the United Doctors. He received a diploma under the name of Leopold Finkelstein from the College of Physicians and Surgeons in Baltimore in 1885. The modesty of the real quack is shown in the statement made by

him concerning his qualifications in the *Wheeling Intelligencer*, May 16, 1912:

"One of the originators and the head of the United Doctors is L. F. Elston, A.B., M.D., a physician of vast learning, having devoted many years in obtaining his education to study [sic]. Dr. Elston has studied in France, Greece, Italy, England, Switzerland, Austria, Turkey and Russia. He has taken a scholarship at both Oxford and Yale. He has taken post-graduate work at the College of Physicians and Surgeons at Baltimore, Md., and was assistant to the great nerve specialist, Prof. Arnold, of the University of Pennsylvania. Dr. Elston was personally appointed a state health officer for the state of New Jersey by ex-Governor Abbott. A remarkable record is finished by the fact that he speaks, reads and writes nine languages."

The writings of Elston do not indicate that he profited much by the "extensive studies" in the various foreign countries mentioned by him. It is one of the customs of many men coming from abroad to claim graduation from foreign institutions which, when investigated, have no existence. Inquiry of the dean of the medical department of the University of Pennsylvania reveals the fact that no great nerve specialist by the name of Professor Arnold was ever connected with that university, and they know nothing of Dr. Elston, Elstein or Finkelstein. His claim to having been appointed a state health officer of the state of New Jersey is apparently based on the fact that Elston was appointed for a temporary service in 1893 for the purpose of making a report relative to the Russian-Jewish colonies in southern New Jersey.

These men are typical of the men employed by the United Doctors and heralded by them in their extravagant advertisements as great specialists with marvelous powers of diagnosing and curing disease. They probably are as good as could be secured by advertisements in the daily newspapers, and are men of the stripe needed to carry on such a swindle as that perpetrated by the United Doctors.

BUSINESS MEN'S ASSOCIATION ACTS

When the institute of the United Doctors was about to be opened in Wheeling, W. Va., the Retail Business Men's Association of that city, prompted by some inquires concerning their advertising methods, undertook to look into the standing of the United Doctors. Accordingly a letter signed by the Business Men's Association was addressed to the United Doctors asking the manager (Elston) to meet the Association and present credentials so that the Association might place them before the public correctly. The United Doctors or its representatives, of course, failed to appear and the Business Men's Association, in a statement in the *Wheeling Register* of May 15, 1912, made the following comments:

"The public will have to put its own construction on the failure of the United Doctors to appear and give proper information concerning themselves to the recognized organization of the legitimate business concerns who deal directly with the people. A fair infer-

ence would seem to be that the men who are advertising here under the name of the United Doctors are part of the same crowd who are using this name in the central west to hide the true character of the individuals in actual charge of the offices, and are unwilling to be questioned too closely concerning their antecedents."

As a "come-back," Elston, for the United Doctors, in one of his advertisements in the *Wheeling Intelligencer*, May 16, 1912, attempts to answer these criticisms. Notwithstanding his claim to be master of nine languages his English does not show up very well in this quotation:

"An article appeared in these columns recently, stating that a local business organization were to investigate the methods of the United Doctors. Owing to the unfairness of this organization in inserting this article in such a manner as to lead the public to believe that they had some moral or legal right to set themselves a judge and jury for the community and then placing still another article in the papers with further insinuation through no apparent reason for this badgering. There is a reason, of course—a very live and real reason, if one thinks and sees behind the scenes. Should one look hard enough he will not unlikely see a competitor pulling the strings."

A further attempt to offset the damaging criticisms made by the Business Men's Association appeared in an advertisement in the *Wheeling News*, May 19, 1912. Elston says:

"A telegram was received yesterday saying that the Beloit Commercial Association of Wisconsin would be pleased to answer all inquiries regarding the professional standing of the United Doctors. They state that the United Doctors' standing is in every way of the very best."

This statement was brought to the attention of the Commercial Club of Beloit which replied that there was no truth in it and that the president of the Commercial Club, who at the time was in California, would, if he were in Beloit, probably push the matter against the United Doctors for making such a statement. Neither the secretary of the club nor the members knew of any such action or endorsement.

FRAUDULENT TESTIMONIALS

The testimonial is a time-honored institution and is the thing chiefly relied on by both the "patent-medicine" fakers and the quack in selling medicines or in procuring victims. It is freely employed by the United Doctors and a few examples to illustrate the shameless manner in which the public is deceived will not be amiss.

RHEUMATISM—A CURE THAT DIDN'T CURE

One of the charges made against Dr. Pierre Lafayette Stewart before the Indiana State Board was that he had prepared and inserted in the *Muncie Morning Star*, March 18, 1911, the following testimonial:

"MUNCIE, IND., Feb. 5, 1911.

"To the Public:—I want to make a statement to the public concerning my wife. As I am a resident of Muncie, I am not ashamed for anyone to know where she got her first and only relief. For

thirteen years my wife has been suffering with inflammatory rheumatism and has been confined to her bed all this time. I tried doctor after doctor with no results and last Sunday I persuaded the specialist of the United Doctors to come and see her. He at once diagnosed her case and told me she could be relieved. I could scarcely believe this as I had experimented so much with other doctors, but I told him to put her under treatment.

"It has now been just one week since she began taking the doctor's treatment and she has been out of bed three days this week and I owe everything in praise of these specialists. If anyone does not believe this they can call at my house and I will gladly answer any questions.

"F. O. Trout."

The real status of this testimonial is made plain by the following affidavit made by F. O. Trout and filed with the State Board:

"State of Indiana, }
County of Delaware } ss.

"I, F. O. Trout, of my own free will and under oath, hereby state that I have read an advertisement of the United Doctors, who are practicing medicine in Muncie, Indiana, said advertisement appeared in the Muncie *Morning Star*, March 18, 1911, and contained a letter to the public over my signature. This letter contained statements that are untrue and which I did not authorize. At no time while doctoring with the United Doctors could my wife get out of bed without assistance.

"I wish to further state that Dr. Pierre Lafayette Stewart is the man who attended my wife as above stated, and who represented the United Doctors. The aforesaid Dr. Pierre Lafayette Stewart made the statement at the beginning of his treatment of my wife that he would have her walking in six weeks, and on this representation and agreement I paid him \$19.50, which he obtained under false pretenses, as at no time since the beginning of his treatment has my wife been able to walk without assistance. At this date, May 6, 1911, she is still an invalid and is confined to her chair.

"I make the foregoing statements voluntarily that the public may know the truth about this case.

"(Signed)

F. O. TROUT.

"Subscribed and sworn to before me this 6th day of May, 1911.

"(Signed)

OMAR G. WEIR,

"Notary Public."

"My com. expires May 28, 1911."

CURING CONSUMPTION—PATIENT DEAD WITHIN A MONTH

According to an advertisement of the United Doctors, printed in the Beloit News, March 5, 1912, William Bell, of Racine, Wis., gave them the following testimonial:

"*Dear Doctors*:—For the last seven years I have been troubled with a serious affection of the lungs complicated by rectal troubles which so undermined my strength and vitality that for weeks at a time I was not able to leave the house or attend to my business which is that of linotype operator. I was also losing weight very fast. I have naturally doctored with different doctors but didn't seem to derive any benefit. I kept right on getting worse and losing ground. My voice had failed me entirely so I could not speak above a whisper. There was no sleep for me at night, but cough, cough, all the time and those dreadful night sweats.

"I am thankful to be able to say that now after a short time of the United Doctors' treatment, my voice has returned and is strong and clear and the night sweats have entirely left me. I am gaining

in weight and sleep fine and feel so much better and stronger that I shall go back to my work. The United Doctors have done wonders for me.

"WILLIAM BELL,
"612 Prospect St., Racine, Wis."

As a matter of fact, William Bell, of 612 Prospect Street, was buried April 10, 1912. The death certificate which we

operator on The Racine Journal for over seventeen years. The testimonial is as follows:

"Dear Doctors: "For the last seven years I have been troubled with a severe affliction of the lungs complicated by rectal troubles which so undermined my strength and vitality that for weeks at a time I was not able to leave the house to attend to my business, which is that of Linotype operator. I was also losing weight very fast. I have naturally doctored with different doctors, but didn't derive any benefit. I kept right on getting worse and losing ground. My voice had failed me entirely so I could not speak above a whisper. There was no sleep for me at night, but only cough, cough all the time, and those dreadful night sweats.

"I am thankful to be able to say now after a short time of the United Doctors' treatment my voice has returned and is strong and clear, and the night sweats have entirely left me. I am gaining in weight and am feeling so much better and stronger that I shall go back to my work. You have certainly done wonders for me.

(Signed) "WM BELL,
"612 Prospect Street,
"Racine, Wisconsin."

The United Doctors' grand offer of free consultation and examination

Fac-simile of testimonial alleged to have been given by William Bell, Racine, Wis., who died in a little over a month after the above testimonial appeared in the advertisement of the United Doctors stating that he was cured of lung and rectal troubles. This advertisement continued to appear as late as Feb. 17, 1913, when it was printed in the Dayton (O.) *News*. See page —?— for death certificate of William Bell, dated April 7, 1912.

reproduce shows that William Bell died of tuberculosis a little over a month after the testimonial and advertisement stating that he was cured appeared in the Beloit paper. Nevertheless this testimonial continued to do service for months afterward as the Dayton (Ohio) *News*, July 1, 1912, and Feb.

17, 1913, contained it in an advertisement of the United Doctors exploiting their Dayton institute.

Mr. Ed. J. Cooper, then of Wamego, Kan., according to an advertisement of the United Doctors in the Danville (Ill.) *News* of May 28, 1912, gave the following testimonial, which was used by the United Doctors to show how one of their well-pleased (?) patients had induced his friends to go to the United Doctors:

1 PLACE OF DEATH		STATE OF WISCONSIN	
County <u>Racine</u>		Department of Health—Bureau of Vital Statistics	
Township _____		ORIGINAL CERTIFICATE OF DEATH	
or Village _____		Registered No. <u>135</u>	
City <u>Racine</u> (No. <u>612 Prospect St.</u> Ward <u>4</u>)		(If death occurred in a hospital or institution, give its name, number of street and number.)	
2 FULL NAME <u>William Bell</u>			
PERSONAL AND STATISTICAL PARTICULARS		MEDICAL CERTIFICATE OF DEATH	
3 SEX <u>Male</u>	4 COLOR OR RACE <u>White</u>	5 MARRIAGE <u>Married</u>	12 DATE OF DEATH <u>April 7, 1912</u>
6 DATE OF BIRTH <u>November 6, 1880</u>	7 AGE <u>31</u> <u>421</u> days		13 I HEREBY CERTIFY, That I attended deceased from <u>Feb 15, 1912</u> to <u>April 7, 1912</u> that I last saw him alive on <u>April 7, 1912</u> and that death occurred on the date stated above, at <u>6 P</u>
8 OCCUPATION <u>Printer</u>		The CAUSE OF DEATH* was as follows: <u>Tuberculosis of lungs</u> <u>for 5 years</u>	
9 BIRTHPLACE <u>Wisconsin</u>		Contributory <u>W.P. Collinson</u>	
10 NAME OF FATHER <u>John Bell</u>		14 LENGTH OF RESIDENCE (For Hospital, Institution, Transient, or Resort Residences)	
11 BIRTHPLACE OF FATHER <u>Don't know</u>		15 THE ABOVE IS TRUE TO THE BEST OF MY KNOWLEDGE	
12 MARRIED NAME OF MOTHER <u>Don't know</u>		16 PLACE OF BURIAL OR REMOVAL <u>Catholic</u>	
13 BIRTHPLACE OF MOTHER <u>Don't know</u>		17 DATE OF BURIAL <u>Apr 10, 1912</u>	
14 THE ABOVE IS TRUE TO THE BEST OF MY KNOWLEDGE		18 UNDERTAKER <u>Geo. J. Dietrich</u>	
15 THE ABOVE IS TRUE TO THE BEST OF MY KNOWLEDGE		19 SIGNATURE OF REGISTRAR <u>April 9, 1912 W.P. Ritter</u>	
16 THE ABOVE IS TRUE TO THE BEST OF MY KNOWLEDGE		20 ADDRESS <u>Deputy</u>	

Reproduction of certified copy of death certificate of William Bell, Racine, Wis., who died of tuberculosis April 7, 1912, and whose alleged testimonial appeared in the Dayton (O.) *News* as lately as Feb. 17, 1913, in an advertisement of the United Doctors, stating that he was cured of lung and rectal troubles.

"Dear Doctor:—I can recommend the United Doctors to any one needing the advice of a specialist in any chronic disease of the kidneys, liver and digestive organs. I have been under their treatment and was greatly benefited in less than two months. They seemed to understand my case from the start and gave me relief at once. I have sent them a friend for treatment and he has, also, been greatly helped by them.

"I am sure that any sufferer will find the United Doctors fair, just and courteous, as well as successful in their treatment.

"ED J. COOPER."

Cooper, who is in the real estate business in Denver, writes :

"They wrote the recommend and I never knew what it was until I saw it in print. They lied when they say my friend was helped for he never was. I can say that I never got any benefit after the first month and I think they are quacks preying on the unfortunate sick. I know some of their patients in Nebraska and they never were benefited after the first month. They claim to cure every chronic disease and I know three of us took the very same medicine and our disease was nowhere alike. We compared the medicine and were satisfied it was all alike.

"Yours respectfully,

"ED J. COOPER."

Notwithstanding the discrepancies between Cooper's own statement and that made for him by the United Doctors, the testimonial is still working overtime securing victims for these quacks.

FALSE CLAIMS AS TO CURE OF EPILEPSY

Although they are still making many reckless statements and claims in their advertisements and in the bogus testimonials which they print, these quacks are beginning to show evidence of caution, and claims for the "cure" of diseases known to be practically incurable are not so frequently made. Their statements are more general, both in the testimonials and in the advertisements. They will claim to cure stomach trouble, kidney disease, bladder trouble, bowel trouble, pain in the side or lame back, etc., without particularly specifying any definite disease.

Occasionally, however, they are unwise enough to make specific statements, as the following testimonials will show. The first is that of Mary Huggins, printed in the *South Bend (Ind.) News*, March 29, 1912:

"MONTPELIER, IND., March 15, 1912.

"To the Public:

"Ever since I was thirteen years old I have been a sufferer of that dreadful malady, epilepsy, and until within the last few months it was not safe for me to be out alone for fear of the terrible seizures which would suddenly take possession of my nervous system. I usually had from two to three a week of these attacks.

"No one who has not had the experience can conceive how terrible it is to be suddenly (without the least warning) thrown into a spasm and unconsciousness, to be dead to the world as it were, and yet be alive, we often wonder why we cannot die while suffering one of those dreadful attacks and thus put an end to the physical side of it, but destiny, fate or whatever you may call it has so decreed that such is not to be, at least not yet, and we must continue to hunt relief.

"To enumerate the different remedies and methods of treatment which I have tried Christian Science, three years of Osteopathy, Chiropractic and what not. To give all credit I will say that to a certain extent they helped, but I never got any real relief until I began treatment with the United Doctors, about three months ago, since beginning their treatment I have felt better and been less nervous than ever before. I am no longer afraid to be alone and go and come as I please.

Very Gratefully,

"MARY HUGGINS."

The answer to this is the following affidavit made by Mrs. Bessie Huggins and Mr. George W. Huggins, the mother and father of Mary Huggins:

"State of Indiana, }
County of Blackford } ss.

"Mrs. George Huggins and Mr. George Huggins, husband and wife, being duly sworn upon oath, say that they are residents of Montpelier, Blackford County, Indiana, and that a certain article, or purported to be testimonial, which was printed and circulated in several newspapers over the State of Indiana, and which was dated March 15th, 1912, and signed by Mary Huggins, who is our daughter, same containing statements of the help she had received from the treatments given her by The United Doctors, who claim to be expert medical specialists, that this statement was made without our knowledge or consent, and further without the knowledge and consent of our daughter Mary, and that our daughter is no better after taking treatments from these Doctors than she was before, and she informs us that at one time when she went to their office to take treatment, that she was asked to sign a paper which she now concludes was the statement which is being published by them, and that at the time she signed said paper she did not know what it was or what it contained, and would not have signed same if she had known that same contained statements printed as a testimonial from her, and that she does not feel any better at this time than she did before receiving and taking said treatments from said doctors, and that the statements contained in said testimonial are not true.

"(Signed)

BESSIE HUGGINS,
GEO. W. HUGGINS.

"Subscribed and sworn to before me this 6th day of April, 1912.

(SEAL)

(Signed) FORREST E. JUMP,
"Notary Public."

"My commission expires June 25th, 1912."

William Zackery, whose wife suffered from epilepsy, fell a victim to the wiles of the United Doctors. Here is his testimonial as it appeared in the St. Joseph (Mo.) *News-Press*, April 17, 1912:

"RED CLOUD, NEB., June 28, 1911.

"I am happy to state that my wife is improving fast under your treatment. You took her case after many other doctors had failed to do any good and so we are more than pleased with the improvement she has made. I can recommend the United Doctors, and any time I can speak a good word for you I will do so.

"If there is anyone you want to refer to us do not hesitate in doing so, for you have done more for my wife than all the other doctors ever did. She is so much better that we feel very grateful and know that she is on the right road to a cure.

"WILLIAM ZACKERY."

Within a few weeks of the time this appeared, W. Zackery was questioned regarding it. According to our informant he stated that after taking the first treatment he thought his wife was improving; afterward she became worse and at the time of making the inquiry (May, 1912) was no better. He said the statement in the testimonial was much exaggerated. He wrote them that she was better but never said that she was cured. Afterward she became worse. They charged him \$65 for the treatment. Mrs. Zackery's father, Joseph Saladen, also said she was no better and that they had no faith in the United Doctors.

in fine health after having been cured last year. I seem to feel better all the time. In fact, the hands of time seem to have turned back and I feel many years younger than I really am. I give credit to the United Doctors for my restoration to a normal life again, and my wife also has these doctors to thank for her present good health, for they have cured her of rheumatism.

"T. P. McCANDLESS."

When questioned concerning it, Mr. McCandless, it is said, emphatically denied fathering such a testimonial and said he did not know that such a statement existed. He admitted, however, that he had taken treatment from the United Doctors several years before for "malaria," when he was asked to sign some kind of statement the nature of which he did not know. He also says, regarding the statement that his wife was cured of rheumatism by the United Doctors, that at the time of making the inquiry she was as bad as when she was taking treatment of the United Doctors, if not worse.

The following testimonial of Mrs. A. W. Rice was printed in the Logansport (Ind.) *Reporter*, May 9, 1912:

"MUNCIE, IND., April 1, 1911.

"After having suffered for over four years with nervous headaches, sleeplessness, a tired feeling all the time, and being compelled to lay down nearly half the time, and during all this time I had doctored with several physicians, some of whom said an operation was necessary, and some told me I could not be cured. I had at last given up hope of ever being relieved when I read of the United Doctors and decided that I would try their wonderful treatment.

"I have now treated with these specialists only eight weeks and in that time I have gained over twenty pounds in weight and feel like an entirely different woman, and I know that I am going to be entirely cured.

"The United Doctors are the only ones that have ever given me any relief, and I cannot say too much in praise of their wonderful treatment, and I find their terms reasonable.

"MRS. A. W. RICE.

"313 Queen Street."

The report of the investigation of this testimonial is as follows: "When I called at the home of Mrs. A. W. Rice, a semi-invalid met me at the door. She dropped into a near-by chair before she could respond to my salutation. She told me she had not doctored with the United Doctors now in Muncie. She had consulted the doctor now here, considered him of no account and never returned to his office. Some two or three years ago one of the United Doctors by the name of Stewart had prescribed for her, and medicine gave her relief for a time. When I read the testimonial dated Jan. 24, 1912, bearing her signature, she became embarrassed and claimed she had written nothing within the past two years, and had never written all that said testimonial contained. Mrs. Rice is not well, in any sense of the word."

MAKING CAPITAL OF A SIMPLE CONDITION

As an instance of the way in which the United Doctors and other quacks make capital out of some simple condition the following testimonial of Mrs. William E. Moon of Greentown, Ind., is interesting:

"GREENTOWN, IND., April 29, 1912.

"*Gentlemen*.—In the night of July 8, 1906, our little boy, who was three years old, began to choke and gasp for breath. He was so bad that we did not think he would live until we could get the doctor, and from that time on up to one year ago, before we visited the United Doctors, which was in October, 1911, he had the same spells every six or eight weeks, which would last from eight to ten days. For one year before we visited the United Doctors the bad, loud, hard breathing bothered him all the time. He coughed and breathed so hard and loud that together with the constant care he required the rest of the family were worn out. The condition could not be exaggerated. He vomited great quantities of phlegm and about all his nourishment. He became pale and bloodless, and was not able to play or go to school on account of the distressing symptoms. We tried doctor after doctor, and bottles and bottles of patent medicines, and almost smoked his eyes out, all to no avail, for he grew worse all the time. Two of the best specialists in Evansville utterly failed to benefit him.

"On October 4, 1911, we began the United Treatment of the United Doctors. Wonderful to say, for it sounds like magic, the first night he slept like a new born babe, something he had not done for a year before. He has had no trouble since. He goes to school every day, and can run and play with any boy. He has picked up in flesh until the neighbors hardly know him.

"MRS. WM. E. MOON."

On inquiry into this wonderful case it was found by our informant that this child was subject to ordinary spasmodic croup occasionally, which was relieved by the family physician by the usual simple methods. In the hands of the United Doctors, however, the case becomes a horrible example of the failure of the ordinary doctor to recognize the true condition. This all helps to impress the gullible as to the great powers of the United Doctors.

Everything is grist to the testimonial mill of the quack. Any simple condition may be given a terrifying name and when the condition becomes better, as it would no doubt do without the valuable services of the United Doctors, much is made of it in a testimonial.

Edna Steele of Bellaire, Ohio, went to the United Doctors, according to the Wheeling, (W. Va.) *Register*, May 24, 1912, and subsequently they printed the following testimonial said to have been signed by her:

"*To the Public*.—I wish to say a few words to the public about my past and present condition. When I first went to the United Doctors I felt very miserable. I felt very tired, I had bad headaches and I could not sleep at nights. My trouble was Kidney and Liver trouble from which I suffered over a year. When I went to the United Doctors I did not expect such relief and especially in such a short space of time. I now wish to tell other sufferers like I used to be what six days' treatment did for me. I have no more headaches, I sleep better and am more cheerful and happier than I ever was before. I state this absolutely voluntarily for it is due the public to know the wonders the United Doctors have accomplished for me.

"Sincerely,
"3436 Trumble St., Bellaire, O."

"EDNA STEELE"

Investigation showed that Edna Steele had always been healthy and strong. She was a domestic in a Wheeling hotel

DAY 10

AFTER NINETEEN YEARS ILLNESS MAN IS CURED

Nineteen Years in Constant Pain From Stomach Trouble—Had Hemorrhage From Stomach A Year Ago

UNITED DOCTORS CURED HIM

Ailing Man Thought He Was Far Beyond The Stage Where He Might Even Obtain Relief

THE UNITED DOCTORS WONDERFUL SUCCESS

Record Breaking Number of Patients Accepted For Treatment in Last Two Months.

GREAT RECORD OF CURES

In the Last Two Months 759 Sick People Started the United Doctors Treatment.

Cured of Diabetes By United Doctors

Family Doctor and Six Other Doctors Said Nothing More Could Be Done for Him

SEVEN MONTHS IN BED

One Physician Wanted to Operate as An Experiment The Dying Man Refused Permission

UNITED DOCTORS RELIABILITY AND ABILITY QUESTIONABLE

UNITED DOCTORS HIGHLY ENDORSED

UNITED DOCTORS NEVER OPERATE OR USE KNIFE

PROTECTION FOR RATED DOCTORS

UNITED DOCTORS

WE ARE OPEN NOW



T. P. McCANDLESS' CURE WAS PERMANENT

UNITED DOCTORS

SECOND FLOOR SHARP BLDG. MAIN STREET, CHICAGO, ILL. MON. TO SAT. 10 A. M. TO 7 P. M. SUNDAY 10 A. M. TO 12 M.

United Doctors Cure Paralysis

DOCTORS REFUSE TO TREAT PATIENTS

UNITED DOCTORS TRIUMPH AGAIN

SEVEN SNAKES IN HIS STOMACH

TERRIBLE BLIND SPELLS CAUSED BY HEADACHES

Whirling Woman's Inense Headaches Would Cause Her to Go Blind During Their Periods

CURED BY UNITED DOCTORS

Complication of Allments That Caused Serious Results Vanished in One Month

United Doctors

The Master Builders of Marvel March of Science.

Every day gives birth to some new invention or discovery. Science is ever on the march. Nowhere has mankind made greater progress than in the field of medicine. The trained expert can now look farther and farther into the secrets of disease than ever before. America does not sustain a greater number of hopeless patients more alive in these conditions than the United Doctors. The new United System is certainly a boon to mankind.

Dr. Dresbach, who is at the head of the graded Doctors, in speaking about this new system of treatment, says: "The average person can scarcely realize the wonderful results obtained in many chronic and seemingly hopeless cases. The rapid absorption of large tumors, enlarged glands, abscesses and other abnormal growths in various parts of the body; the shrinking and disappearing of piles, the choking and healing of a rectal fistula without operation; the rapid reconstruction of a diseased lung, the restoration of the functions of the Stomach, the Liver, Spleen, Bladder and Kidneys, as well as the progress, as it were, the entire nerve system, has gained for us a wide population."

If you are a sufferer and want the best there is in modern medical science, the United System is the one to try. It is the only one that makes no mistake by cutting into the body. The operation is done with the hand, and the patient is able to get up and walk in a few days.

Write to: Dr. J. M. Hancock, 211 White Street, Chicago, Ill.

CARTHAGE

TWELVE DOCTORS FAIL NEW SYSTEM SUCCEEDS

NEW SYSTEM SUCCEEDS

United Doctors Again Triumph Over Old Methods of Treating Disease and Sufferers

ONE MONTH'S TREATMENT

Stomach, Kidney and Bladder Trouble Completely Relieved in One Month's Time

TRAVELLED HUNDRED MILES TO PRAISE UNITED DOCTORS

Another group of advertisements showing their preposterous claims for cures, including advertisements concerning Mrs. K. Quandt and T. P. McCandless, whose testimonials and the patients' replies to them will be found in the text of this article. When asked by a physician about the man with the "Seven Snakes in His Stomach" the "United" doctor grinned and side-stepped and said the patient thought they were snakes, but that the advertisement said they looked like snakes, and were "trail worms," whatever they may be. The statement in the advertisement "Doctors Refuse to Treat Patients" is highly improbable—unless, perchance, they had no money. The advertisement in the center of the illustration and the central one in the lower row represent the advertisements of infringers on the graft of Kinsey's United Doctors, and are described by him as "Small Fry Fakers Who Live Off of the Reputation of Great Men." The lower advertisement is that of Dr. H. V. Dresbach, who runs what seems to be an independent "United Doctors" office at Joplin, Mo., and another at Pittsburg, Kan. He makes even more extravagant claims as a "great specialist" than Kinsey and his hired men. The central figure in the group in the center of the illustration is Dr. James Monroe Hancock, formerly of Chicago, who is the chief promoter and manager of the United Doctors, incorporated in Indiana, with offices in Michigan City, Marion and Lafayette. This outfit uses the same methods as Kinsey's concern, and indeed, in their advertisements refer to and use some of Kinsey's testimonials and refer to some of his other United Doctor offices. He was formerly in the employ of Kinsey and opened and closed the Elmira, N. Y., office inside of two weeks for lack of business, and because one of his hired "specialists" was not licensed in the state and was not allowed to practice. The other quit because his salary was not paid, it is said. Hancock seems to be an energetic individual and said to have netted a loss of about \$1,000. Hancock seems to be an energetic individual and has recently started and is president of the United College of Chiropractors at Lafayette, Ind.

and was 25 years old. Because of some slight indisposition she consulted the United Doctors in Wheeling who told her she had liver and kidney disease. She is now well and the United Doctors claim great credit.

SOME TESTIMONIALS PLAIN LIES

Occasionally a testimonial seems to be made out of whole cloth and the victim after seeing it in print denies any responsibility for it. The testimonial of Mrs. K. Quandt of 111 South Third Street, Streator, Ill., which appeared in the Beloit (Wis.) *Free Press*, April 18, 1912, and in many other papers, is an example:

"To the Public:

"After suffering nine years from stomach and bowel trouble and having a miserable life from headaches and backaches I tried the United Doctors' treatment, though with very little hope of getting better as I had tried four doctors and two lady doctors without aid. I must say truthfully that after one month of the United Doctors' treatment I am feeling fine and enjoy my meals, and am a different person."

When Mrs. Quandt was asked about this testimonial it is reported that she stated that she did not write it; that the treatment she received made her worse and she had to discontinue it and was at that time being treated by her home physician for a condition different from that stated by the United Doctors in the testimonial which Mrs. Quandt asserts she did not write.

A RELATIVE BOOSTS THE GAME

John D. Clark says that he is a real-estate dealer and resides at Mackinaw, Ill. The South Bend (Ind.) *News*, Jan. 7, 1912, contains a long testimonial from John D. Clark in which he praises the United Doctors highly for curing him of constipation of sixteen years' standing which, he says, had made him a nervous wreck and at times rendered him utterly unfit for business. He also boosts their game by including in his testimonial a statement that when he saw what this wonderful new treatment was doing for him, he advised a friend who had gall-stones to go to the United Doctors for treatment. After going the rounds of all the other doctors without relief, some of whom advised operation, John D. persuaded his friend to go to the United Doctors. He fails to state whether or not the United Doctors cured the gall-stone patient, but leaves it to be inferred that they did.

On inquiry it was found that John D. Clark is connected by marriage with Lee B. Kinsey, who manages the South Bend and other offices, and that during the previous two years, at least, Mr. Clark had apparently been a perfectly healthy man and had never been laid up a day during that

time. Possibly the testimonial supply was getting a little stale and so Cousin-in-law John D. was called on for a little boost.

THE LESSON AND THE INIQUITY OF THESE TESTIMONIALS

These testimonials illustrate the various and devious methods of the advertising quack specialist in obtaining material to bolster up his fraudulent practice. They are samples only. Many others could be given if there were space. They are exactly on a par with those obtained and printed by the "patent-medicine" fakers. They represent purchase, deception, misrepresentation of the condition and what the patient intended to say about it, and downright lying. But they serve the purpose of ensnaring victims; thus their documentary truth or falsity is not a matter really to be considered, for except commercially, they are utterly worthless.

It is unfortunately true that even among educated and intelligent people the ridiculous pretensions and the fraudulent testimonials of the quack are often accepted at their face value and so the unwary fall easy victims to the wiles of such a concern as the United Doctors. It should be understood, however, that the money taken from the people for the alleged service rendered by these advertising fakers is not the most deplorable feature of the business, although in many instances money is taken from poor incurables who have been deluded by their lying advertisement into the belief that they can be cured when the money is actually needed for food. The most serious harm is done in cruelly and futilely raising the hopes of patients with incurable maladies such as the epileptics described, the consumptives, the gall-stone victims and others with serious diseases who require the most careful expert surgical or medical attention, which they certainly do not and could not possibly receive from these cheap, hired "specialists." It is in this respect that the advertising quack makes himself worse than a common criminal and a far greater menace to society.

INFRINGEMENTS ON THE UNITED DOCTOR'S GRAFT RESENTED

As might readily be supposed the success of the graft worked by the United Doctors has not been overlooked by other fakers, and the name "United Doctors" with slight modifications has been appropriated by them, so that we have the "United Doctors, Specialists," "Original United Doctors," "United Doctors, Incorporated" and "Northwestern United Doctors." This infringement on their particular form of swindle is resented by the United Doctors, and in their advertisements they complain of the "small-fry imitators" who claim to have "something just as good" or "the same thing under a different name." They say: "The phenom-

enal success of the United Doctors in curing old chronic and deep-seated diseases by their wonderful new system of treatment has brought forth a lot of swindlers pretending to have the same treatment." This is an instance of the pot calling the kettle black. They even offer in one of their advertisements \$100 reward for any person in Nebraska, Iowa, Missouri or Kansas who convicts any doctors or persons of fraudulently obtaining money by pretending to be the agents of the United Doctors. This offer of reward is set forth as a "WARNING TO SICK PEOPLE." As a piece of skilful advertising this probably brings returns.

Among other quacks who have appropriated the name "United Doctors" are the United Doctors of Joplin, Mo., run by Dr. Harry V. Dresbach, who has also recently opened an office at Pittsburg, Kan., and who exploits the "oxyoline machine" and the "Alfalfa Remedies." Also the "United Doctors," incorporated in Indiana by Dr. James Monroe Hancock, formerly of Chicago, and a number of other men. This concern has offices at Michigan City, Marion and Lafayette, Ind. Their advertising matter is practically the same as that of the United Doctors owned by Kinsey, and they refer to his other offices and use some of the same testimonials. Hancock's latest move is the opening of the United College of Chiropractors in Lafayette, Ind., as announced in the *Lafayette Journal*, Feb. 20, 1913. In this school chiropractors are to be made in sixty days.

The "United Doctors, Specialists," "Original United Doctors" and the "Northwestern United Doctors" and a host of other similar concerns, some of which have been named above, do not establish offices, but visit certain places for a day or two periodically or occasionally, after announcing their coming in the local newspapers. Otherwise their methods are much the same and the advertising matter for these concerns is almost identical. They employ cheap doctors as Kinsey does and their equipment and services are, if possible, more worthless than those of Kinsey's hired specialists.

The United Doctors seem also recently to have made a departure from their usual plan. In some of their advertisements it is claimed that they have no traveling or itinerant doctors who remain but a day or two in a place. Advertisements from Missouri, however, show that doctors from their "Institute" at St. Joseph do visit neighboring cities, remaining one or two days. Likewise the physicians from the Decatur, Ill., office make short visits to surrounding cities.

NEWSPAPERS PARTNERS IN THE SWINDLE

The success of these swindling concerns in making money depends on their use of the newspapers, and the credulity of the people in accepting the false and fraudulent statements they make in their advertisements. When once the people know how they are defrauded and deceived in a matter so

important as their health, and when they realize that the newspapers of their respective communities which they support, are really partners in this cruel swindling game, they will call the newspapers to account, and the United Doctors and all the other shameless medical frauds of this character will suddenly find themselves out of business.—(*From The Journal A. M. A., March 1, 1913.*)

THE UNITED DOCTORS

[ARTICLE II]

That organization of counterfeit specialists, the United Doctors, whose methods of preying on and deceiving the sick were exposed in *THE JOURNAL*, March 1, 1913, is still carrying on its swindling operations in many communities, but we believe that our exposure has already worked much benefit to the public.

Business men's organizations, the courts and legislatures are taking cognizance of the evils of this form of quackery. The legislatures of many states have passed laws to prevent fraud in advertising that will apply particularly to the advertisements of medical quacks.

Business men's organizations, in some instances in connection with public prosecutors, have taken up the investigation of the methods of the United Doctors and other medical advertisers in their respective communities. Among these are the organizations in Wheeling, W. Va., Huntington, W. Va., Trenton, N. J., Johnstown, Pa., Zanesville, Ohio, South Bend, Ind., and Oskaloosa, Iowa.

SOME NEWSPAPER COMMENTS

More newspapers are seeing the light and recognizing the fact that the printing of advertisements that aid in the swindling operations of quack doctors is indefensible. The way a large number of newspapers have commented on our exposure of the United Doctors and similar fraud is both encouraging and pleasing. A few selections may be worth while:

The York (Neb.) *New Teller* recently turned down the advertisement offered by the United Doctors and introduced its comments with this in display type:

"UNITED DOCTORS COMING TO YORK—HERE'S A FREE AD

"LOCAL RETAILERS' ASSOCIATION HAS OPPORTUNITY TO PROTECT PUBLIC FROM GANG OF ORGANIZED GRAFTERS AND PROFESSIONAL RENEGADES

"ARE THE WORST VARIETY OF FAKES, QUACKS AND SWINDLERS—IS THIS PLAIN?"

"INVALIDS, USUALLY FROM THE POORER CLASSES, THEIR VICTIMS—NOT A PROFESSIONAL ORGANIZATION BUT A BUSINESS CONCERN —SEPARATING PEOPLE FROM THEIR MONEY ONLY SUCCESSFUL OPERATION."

The editor, in explaining, says:

"'Coming to York, United Doctors, Specialists.' That's the way an announcement received at this office not long ago reads, and considering that they are willing to pay good money to have the fact announced they evidently do not expect to lose by the visit. Fakes is Fakes whatever name they travel under and the United Doctors, Specialists, are of the worst variety because they are willing to extract money from sick people by claiming untold powers in the healing of disease.

"THE JOURNAL of the American Medical Association is a publication intended primarily to interest members of the medical profession and does not have a very wide reading outside the ranks of physicians. Naturally much of the matter contained in its pages is couched in terms which the layman is not conversant with and naturally, too, there is more cheerful literature than descriptions of interesting 'cases.' But every once in a while THE JOURNAL prints things in its columns which everybody can understand and which are decidedly of general interest. In the issue of March 1 there is an article entitled 'The United Doctors, the History and Methods of a Fake Concern of Advertising Quack Specialists.'"

An abstract of the article in THE JOURNAL on the United Doctors then follows and the editor says:

"A few days ago the *New Teller* received an order for advertising which was not accepted. Here is a clause from the matter in question. It seems to indicate that the United Doctors who came to this neck of the woods are at least first cousins of THE JOURNAL's friends."

The Peoria (Ill.) *Star* of March 14, 1913, in an editorial in which it gives an abstract of THE JOURNAL article on the United Doctors, says in regard to "Phenomenal Kraus" who was the predecessor and instructor of Ben W. Kinsey in the quack business:

"It is to be remembered that some years ago a man under this name came to Peoria and started a general cure-all, stating that he was about to build a large hospital for the amelioration of the afflicted."

After giving the substance of THE JOURNAL article the *Star* winds up by saying of the United Doctors:

"The concern seems to be an ordinary advertising company with no more claim to call themselves specialists than any of the other medical frauds and swindlers which impose on the people."

North Dakota is also a state which has been considered a good harvest field for the United Doctors and quacks of a like kind, and some newspapers in that state appreciate their responsibility in this regard. The *Napoleon* (N. D.) *Homestead* of March 31, 1913, has the following in regard to the "United Doctors":

"The *Homestead* has repeatedly received advertising matter from this concern for publication at a fair advertising rate

but our lack of faith in its claims has caused us speedily to consign same to the waste-basket."

A long abstract of THE JOURNAL article on the United Doctors is then given and the chances are that the United Doctors will give Homestead a wide berth hereafter.

In Jacksonville, Fla., and other cities of that state the "United Specialists" and the "German-American Doctors" have carried on business by methods similar to those of the United Doctors. *Dixie*, a weekly paper with convictions and courage to state them, has waged an unrelenting war on such quack institutions, and through its efforts the licenses of many of these fake "specialists" have been revoked. Among these is George L. Dickerson and five or six members of his staff, who practiced in Jacksonville and other cities under the foregoing names. Dickerson is a notorious quack, formerly of Indiana, where his license was revoked on account of his general quack methods and because he loaned his diploma to his brother, who is not a medical graduate.

The *Seattle Sun*, a daily paper, excludes the advertisements of quacks from its columns and says that newspapers have no more right to permit lying in their advertising columns than they have to print lies in their news and editorial columns, and that newspapers which print quack medicine advertisements know that these advertisements are filled with lies. An account of the work being done by the *Sun* against concerns similar to the United Doctors is given in THE JOURNAL, June 7, 1913. Prosecutions in the courts by swindled patients, action by the county medical society, the persistent efforts of the *Sun* against them and the intention expressed by the public prosecutor in Seattle to prosecute these swindlers under the recently enacted law in Washington to prevent fraud in advertising have already done much to cripple their activities and will no doubt drive them from Seattle.

The Johnstown (Pa.) *Tribune* does not, if it knows it, accept misleading medical advertising, such as that of the United Doctors, and in the issue of March 6, 1913, during the time the United Doctors and similar institutions were under investigation by the Johnstown Chamber of Commerce, in a long editorial it says, among other things:

"It is our opinion that the so-called 'institute' doctors advertising to catch the chronic invalid, failing to attach names and identities to their advertisements, calling attention to superior equipment, and promising cures, are, as a rule, unworthy of the profession of medicine and not to be entrusted with that confidence which should prevail between doctor and patient. . . . It is utterly without warrant to assert that any combination of doctors, 'institute' doctors or otherwise, have or could have any greater degree of success than the faithful and competent men who answer to the call of the sick and injured, day after day, night after night, during the best years of their lives." The *Tribune* believes that "it has a duty to perform in warning individuals against the

persuasive qualities of medical advertising" and "it does believe, and says so, that there are large opportunities for deception in permitting the publication of uncensored advertisements of doctors who withhold their names from their announcements."

ACTION BY LOCAL COURTS

The action of local courts against the United Doctors in various places is illustrated by two instances from Texas.

At Quanah, Tex., G. Schreiber of Kansas City according to the *Quanah Tribune*, was arrested and fined before Judge Bannister for illegal practice of medicine. The *Tribune* says:

"Schreiber belongs to the celebrated firm of United Doctors. They have been doing considerable advertising hereabouts and claim to be able to cure any and everything. County Attorney Crowder, who tricked this rascal, gives a very good idea of the methods these quacks pursue."

How the county attorney sent the deputy sheriff, a perfectly healthy young man, to the United Doctors complaining of some slight illness is then described. After a pretended examination Schreiber proceeded to try to frighten the young man into the belief that unless he took a course of Schreiber's treatment, he would soon be in a hopeless condition. The officer excused himself on the plea that he would go and get the money. On his return Schreiber was arrested. Two other doctors with Schreiber succeeded in getting away before warrants could be served on them. The *Tribune* then says:

"It is said that there are over 200 of these 'specialists' working Texas at present and we hope the example set at Quanah will be followed all over the state and the rascals driven out before they have been able to harm too many people."

At Lockhart, Tex., W. D. Rea and G. W. Bourne, two traveling representatives of the United Doctors, were recently arrested for illegally practicing medicine. After the usual newspaper announcement of "free consultation" and "free treatment, except for the cost of medicines," they arrived in Lockhart, and a healthy man was sent to consult them. They declared that he had diabetes and could not live six months unless treated by them, for which they demanded \$45 cash. Complaint was filed by the public prosecutor and on their conviction a jail sentence of one hour and a fine of \$50 were imposed. They agreed to leave the state and canceled their arrangements in other cities in which they had advertised their coming. An account of this was printed in the *Austin (Tex.) Statesman*, Feb. 19, 1913.

PROSECUTIONS AT JOHNSTOWN, PA.

According to the *Johnstown Daily Democrat*, May 17, 1913, (following investigation by the Johnstown Chamber of Commerce), "charges of illegal practice of medicine were preferred yesterday afternoon against L. D'Orville Chabut, John E. Byrne and Harold Jackson, doing business here under

the name of the United Doctors." Inquiry of the State Bureau of Medical Education and Licensure brought the reply that none of the above-named men was licensed to practice medicine in Pennsylvania. Jackson and Byrne were then arrested, but Chabut, it is said, left Johnstown before the warrant could be served, and a Dr. Kaufman, having a state license, was hurriedly brought to the Johnstown office.

BOARD OF HEALTH Dr. E. BOWLING, President Dr. E. GARDNER, M. D. Dr. E. HOFFMAN, M. D. Dr. W. BROWN W. A. CANNFIELD	CITY OF NEW CASTLE DEPARTMENT OF HEALTH	W. A. WOMER, M. D. HEALTH OFFICER AND SUPERVISOR Dr. H. FERRY, M. D. PUBLIC INSPECTOR AND ASSISTANT MRS. MARY C. BROWDER, SECRETARY
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New Castle, Pa., June 30-1913.

The undersigned being duly sworn deposes and says that on the strength of an advertisement promising free examination and treatment by the "United Doctors," he took his son to their office for examination. The doctor in charge examined the patient and made a charge of One Dollar therefor. He also made a charge of Two Dollars for medicines furnished and a treatment alleged to be given.

The foregoing statement is the truth to the best of my knowledge and belief.

Signed,
E. H. Tryer

Sworn and subscribed
before me this 30th day of June 1913
C. Ed. Bowers
City Clerk

Facsimile of an affidavit showing the manner in which the United Doctors fulfil their "promise" of "free examination and free treatment." This occurred at the recently-opened office at New Castle, Pa.

At the hearing before the magistrate, conducted by the district attorney, Byrne swore that he was not posing as a doctor, but was only a clerk, and Jackson put up a like defense, that he was the business manager.

In the *Daily Democrat*, May 23, and subsequent issues, Harold Jackson as business manager printed a number of articles (evidently paid advertisements, though not so marked

as required by law) in which he attacked the American Medical Association "and its inner workings." He presented the usual twaddle of the League for Medical Freedom as to the American Medical Association being a "doctors' trust," and otherwise showed the most profound ignorance in regard to its organization. One of these articles is signed by our friend of the many aliases, Dr. L. F. Elston, now manager of the office of the United Doctors' office in Trenton, N. J., as "member of the Trenton Chamber of Commerce." Inquiry brought the reply that Elston joined the Trenton Chamber of Commerce as an individual, but it is safe to say that Elston's attempt to use the name of the organization to lend respectability to the methods of the United Doctors will not be relished by the Trenton organization or approved by it.

Concerning the foregoing series of articles by the United Doctors the *South Fork Record* (May 29, 1913), published in South Fork, a small city near Johnstown, has this to say:

"During the last week the Johnstown papers have given much space to attacks on the American Medical Association, or, as they are pleased to call it, 'the Medical Trust,' which have a tendency to mislead the public, or at least make them forget for a time, usually a very short time, their good family doctor. It is said that the 'stuff' referred to has been running as paid advertising, but it has not been marked as such and therefore one cannot be blamed for holding the opinion that it is printed as news or opinions of the various editors. Why they take such a stand is another matter. The charges contained in these articles are too absurd to repeat, except that they intimate that all doctors affiliated with the American Medical Association are banded together to hoodwink suffering humanity. If such were the case this country would be in a bad state."

TROUBLE IN THE UNITED DOCTORS' CAMP AT TRENTON

At Trenton, N. J., according to the *Trenton Times*, the "specialists" of the United Doctors have been having trouble among themselves. Dr. L. F. Elston is the manager. He was formerly at Wheeling, W. Va. Herman Spangler was employed as a "specialist" in the Trenton office. On account of some difficulty with Elston, Spangler left him, opened an office of his own near the office of the United Doctors, and employed the same advertising methods, testimonials, etc. On a warrant sworn out by Elston, Spangler was arrested for stealing certain medicines, bottles, labels and other property from the office of the United Doctors and was also accused of practicing medicine illegally. At the hearing it was brought out and admitted by Spangler that he was a graduate of an alleged osteopathic school in Chicago and had no New Jersey license of any sort. He had removed the word "Osteopath" from his sign and was practicing regular medicine. He was sent to jail, but was later released on bail. Spangler is a specimen of the men employed by the

United Doctors, and this incident still further elucidates their methods in swindling the public.

The deeper the inquiry goes into these quacks and their methods, the more sordid is the mess which is disclosed. Lying, cheating, false representation, evasion, the breaking of statute and moral law, false pretense and the robbing of the victim of both his money and, in many instances, his chance for life, make up the sum of the activities of the quack.—
(*From The Journal A. M. A., Aug. 9, 1913.*)

Later Developments Concerning the United Doctors

[The United Doctors organization, since its establishment by Ben W. Kinsey in 1908 and 1909, has not held together as one organization, but a number of the men who first started in as the hired men of Kinsey have become promoters of separate organizations under the same name. However, they all seem to have a close community of interest, as evidenced by references in their advertisements and in their stationery to the "Institutes" throughout the country. The offices in Ohio, West Virginia, Pennsylvania and New Jersey have as their chief promoters Dr. L. F. Elston, a man of many aliases, whom we have frequently referred to, Harold Jackson and C. W. Ihle, with perhaps some others. Lee B. Kinsey, brother of Ben W. Kinsey, makes his headquarters in South Bend, Ind., and has a number of offices in that state and is closely associated with the offices in western Ohio—Dayton, Hamilton, etc.

James M. Hancock, with C. H. Jones, Joel Waldron and Ray M. Van Cleave have a separate incorporated organization of United Doctors in Indiana with offices at Lafayette and Marion. The office at Michigan City has been abandoned. At Lafayette, Hancock and his associates attempted to start a "college" of "chiropractic" with one room, a second-hand desk and a few chairs, advertising to make "chiropractors" in sixty days. It was not a success.

The headquarters of Ben W. Kinsey's organization are now in Omaha, where he has associated with him Dr. Hugh Hover, Dr. Harry S. Brevoort and others. Warren D. Scott, who was formerly associated with Kinsey, it is said, runs a number of offices under the name of the United Doctors in Iowa—Waterloo, Marshalltown, Boone, etc.

The office in Erie, Pa., has been abandoned, and the office at Johnstown experienced a great slump in its business following the prosecutions by the local authorities for illegal practice of medicine. Dr. Elston, one of the promoters, in October, 1913, opened an office in Harrisburg under the name of "Triple System Doctors," an evident effort to get away from the unsavory reputation of the United Doctors.

In West Virginia the offices at Huntington and Parkersburg have been closed and the office at Wheeling is about to be

abandoned following suits for debt and the filing of charges and revocation of the licenses of A. O. McClelland and Silas Roberts, two of their hired men in Wheeling, where they practiced under the names of United Doctors and All Nations Medical Co., or Pelvic Specialists. The licenses were reinstated on technicalities, but the notoriety gained in these prosecutions and the exposure of their methods sadly crippled their fraudulent business.

In, Ohio the offices at Columbus, Springfield, Marion and Newark have been closed. At Marion they left, it is said, with their office rent unpaid, and in Springfield it is reported they were sued for bills for advertising and for drugs. At various places in Ohio offices are run by the same promoters under the name of "Interstate Doctors," and when the United Doctors abandoned the Columbus office it was occupied by the "Botanical Doctors."]

A News Item

"A constable sale of the personal effects of the United Doctors who maintained offices for a time in the Montgomery Block, corner of Second Street and Western Avenue, took place this morning under the direction of Constable William Nelson. The sale was to satisfy a claim of \$150 for rent which Mrs. Fannie T. Montgomery had against the physicians."—Muskegon (Mich.) *Chronicle*.

The preceding item would have a familiar sound to landlords, newspapers and others in various towns where the United Doctors formerly held forth, as in Springfield, Marion and Newark, Ohio. Among the great "Specialists" who supplied the Muskegon office of the United Doctors during its brief career were A. E. Weed, Harold K. Bryant and Samuel Cushing Beach; the last-mentioned was formerly of the Port Huron, Mich., office.—(From *The Journal A. M. A.*, March 21, 1914.)

Another News Item

The latest town to be abandoned by the United Doctors is South Bend, Ind., where Lee B. Kinsey, brother of Ben W. Kinsey, the original promoter, lived and had his headquarters. From there he directed the offices at South Bend, Elkhart, Kokomo, Muncie and Evansville, Ind., and several in northern and western Ohio and a number of offices in Michigan. Most of these offices, like the one at Muskegon, Mich., where the owners were sued for rent, died a natural death. The office at South Bend, which had been making a desperate struggle for some time, in a last spurt advertised in the South Bend and nearby Indiana and Michigan papers about the middle of February that the "President of the Medical Staff of the United Doctors" would be in South Bend for a week. Everybody was advised to come in and take advantage of the opportunity to see this "past master in the art of healing."

His name was not mentioned. Evidently the invitation to come in was not accepted to any great extent, for shortly the announcement was made that Dr. S. M. Bartlett, who had supplied the office for a year or more, had succeeded the United Doctors and was occupying the same offices. Bartlett now advertises under the name "Dr. S. M. Bartlett, Specialist," and in his advertisements calls himself "Master Specialist in chronic diseases." He is an example of the way in which the United Doctors make "specialists" in a short time out of indifferent or poor material, and foist them on the public as men with special skill and training. Bartlett graduated in 1904 at the Physio-Medical College in Indiana, which went out of existence in 1909. Until a little over two years ago he practiced at Oakford, Howard County, Ind., a town of 150 inhabitants, which has not supported a physician since he left. After leaving Oakford he became one of the hired men of the United Doctors at Kokomo, Ind., where he was immediately made one of the United Doctors' "great specialists," and was then transferred to the South Bend office.—(*From The Journal A. M. A., April 25, 1914.*)

ITINERANT "UNITED DOCTORS"

Many of our readers will remember that in 1913¹ THE JOURNAL published some articles dealing with a malodorous organization of quacks called the "United Doctors." The moving spirit of this concern was one Ben W. Kinsey.

THE MANCHESTER ORGANIZATION

It now appears that there is still another organization that has been conducted under the name "United Doctors." The concern previously dealt with, while not staying very long at any one place, usually opened offices and made a pretense of becoming a permanent resident of the towns in which it operated. The later brand of "United Doctors" has been a one-day-stand affair, coming to country towns, after having liberally advertised their visit, and plying their trade in the rooms of the hotel at which they stayed.

The general manager of this outfit is one Burton Edgar Manchester, who also seems to have operated an advertising agency, under the name Graham-Miller Company² of Milwaukee, Wis., which "placed" the advertising for the "United

1. The first article appeared in THE JOURNAL A. M. A. March 1, 1913; the second article, Aug. 9, 1913. News items also were published March 21, 1914, and April 25, 1914.

2. Some time ago Mr. A. C. Umbreit, attorney for the Wisconsin State Board of Medical Examiners, sent THE JOURNAL the following information regarding the Graham-Miller Company and its connection with the United Doctors: "With reference to the Graham-Miller Company, supposed to be the advertising agents of the United Doctors, this concern is unknown here. Their name does not appear in the telephone directory nor in the city directory. In looking up the address given upon the letter-head of this concern . . . I found such address to correspond to a small rear office in a small office building. There was not even a sign on the door, but the directory board of the building indicated the concern as occupying room No. 2, the name being given as Graham-Miller Company. The room referred to was occupied by a typewriter and its operator, some packages apparently containing medicines and other liquids and some papers and other nondescript matter. I made inquiries among reputable advertising agents here about this concern and none of them have ever heard of it. As to the supposed extensive laboratory of the United Doctors located at 531 E. Water St. I find that the place corresponding to this number is the ground floor of a small store building. The sign indicates that the space is occupied by the Gould Pharmacal Company, and it appears that one Paul Graw is proprietor of this concern. Apparently it is a small drug jobbing house. Nothing about the place indicated a laboratory of any size or description."

Later Mr. Umbreit wrote: "The Graham-Miller Company still has its headquarters in the Cary Bldg., a two-story office building on a side street. They apparently occupy four rooms and on the door of one of these rooms are written the words: 'United Doctors,' entrance through the office of the Graham-Miller Co. This name does not appear in the city directory nor in the telephone book."

Doctors." From our records, it appears that Manchester obtained a diploma from the Medical Department of the University of Buffalo in 1886. His disposition to wander seems pronounced. It appears that in 1886 he was in Buffalo; in 1890 and 1893 in Royalton, N. Y.; in 1900 in Syracuse, N. Y. In 1902 he had migrated to Crandon, Wis. Between 1904 and 1906 he seems to have been at Peshtigo, Wis., and Crystal Falls, Mich. In 1908, Menominee, Mich., was his place of abode, while in 1911 he had moved on to Green Bay, Wis., drifting from there to Milwaukee. Investigation has shown that Manchester's professional record at various places has been strictly in keeping with the class of business in which he is at present engaged. In December, 1915, Manchester was arrested in Kalamazoo, Mich., in connection with

<i>Graham Miller's</i> ESTABLISHED 1858 MILWAUKEE - WISCONSIN		Fort City, Kansas. 1915.	
Your 10 inch adv. of	United Doctors	will appear in	
		State St. Democrat,	issues of
		1/21 and	
as per order at rate of	per inch		
Will competitive advertising appear in same issue? Ans.....		Total	
		Less Agency Commission	
		Net.	

The newspaper publisher who accepted the advertisements of the United Doctors was required to sign a card similar to this and return it to Manchester.

his activities as head of the United Doctors concern. The complaint against him was signed by Dr. Beverley D. Harrison, secretary of the Michigan Board of Registration in Medicine. The case against him was *nolle prosequi* by the prosecuting attorney when Manchester agreed to keep out of Michigan in the future.

THE OHIO CIRCUIT

During the past year Manchester has been "working" Ohio—and therein he showed poor judgment. Manchester's method was to hire men who, presumably, had the legal right to practice medicine in the states in which the "United Doctors" wanted to advertise and do business. The names of the physicians, of course, did not appear. The advertisements which were put out by Manchester through his "advertising agency" (!) notified the gullible that the "specialists" of the

"United Doctors" would be in town on a certain date for one day only and could be seen from 9 a. m. to 8 p. m. at the hotel named in the advertisement.

Manchester's contract with his hirelings was sometimes that of "fifty-fifty" on the net profits. Manchester prepared the itinerary, paid for the advertising, furnished the "report blanks" and also the drugs prescribed by his case-taker. The

Doctores, Nebraska,	1/ /15.	 GRAY BLDG. MILWAUKEE WISCONSIN
Publisher <i>Doctores</i> Herald		
Enclosed find copy for a 4 inch. single column adv. of United Doctors to appear in issues of 2/5 and 2/12		
Duplicate type and space as closely as possible.		
Mail us complete copies of these issues in lieu of proof of publication. Bill us direct, less agency commission.		
This order is conditional upon the immedi- ate return of the enclosed card properly filled out. This is essential for us to collect from our clients and pay your bill.		
GRAHAM MILLER CO.		
MCR/GR		

Photographic reproduction (reduced) of typical contract made with country newspapers by Manchester, *alias* United Doctors, *alias* Graham-Miller Co. "advertising agents!"

hireling doctors, on their part, were supposed to send in daily reports to the Milwaukee office, giving the name, address and ailment of, and the financial capacity of, and prospect of fees from, the victims. After paying for the advertising and, presumably, the "advertising agency's" commission (Manchester being the "agency"), and paying also for the

drugs (which Manchester furnished from an alleged laboratory in Milwaukee) and, in addition, paying the railroad and hotel expenses of the hireling, what was left from the daily intake was divided between Manchester and his employees, Manchester always getting at least half—frequently more.

For the "Ohio Circuit" Manchester hired two men, G. W. W. Walker and Theodore Jacobsen. Walker and Jacobsen, finding how easy the money came, apparently concluded that it was not worth while to split the profits with Manchester. After familiarizing themselves with the United Doctors brand of quackery, they started out "on their own," appropriating not only the trade name "United Doctors," but the style of advertising and follow-up letters, etc., used by Manchester.

WHEN QUACKS FALL OUT

This act of perfidy on the part of Jacobsen and Walker caused Burton E. Manchester to come "humbly complaining" into court, "praying" that Walker and Jacobsen shall be perpetually enjoined and restrained from stealing his "stuff" and appropriating his own private "swag." But Jacobsen and Walker, apparently unwilling to give up easy money without a fight, filed an answer to Manchester's complaint declaring that Manchester was coming into court with "unclean hands."

This was the status of affairs when the case came before Judge John M. Killits of the District Court of the United States, Northern District of Ohio. Before considering the question of issuing an injunction, Judge Killits, who seems to have a keen appreciation of the menace of quackery to the public health, directed the Ohio State Medical Board to determine whether or not Manchester was legally entitled to practice medicine in the state of Ohio. To the consternation of plaintiff and defendant alike, the state medical board served subpoenas on Jacobsen and Walker to appear at its meeting on October 3 and show cause why the board should not revoke their licenses. They were charged with violating the Ohio Medical Practice Act in that they were guilty (1)

COMING TO

Elwood, Nebraska.

UNITED DOCTORS SPECIALIST
WILL BE AT THE
Simpson Hotel

Monday February 10, 1913

One Day Only. Hours 9 A. M. to 6 P. M.
Remarkable Success of These Talented Physicians in the
Treatment of Chronic Diseases

Offer Their Services
Free of Charge

The United Doctors, licensed by the State of
Nebraska, are experts in the treat-
ment of diseases of the blood, liver, stom-
ach, intestines, skin, nerves, heart, spleen,
kidneys or bladder, diabetes, bed-wetting,
rheumatism, sciatica, tape worm, leg ulcers,
appendicitis, gall stones, goitre, piles, etc.,
without operation, and are too well known
in this locality to need further mention.
Call and see them, it costs you nothing.
Laboratories, Milwaukee, Wisconsin.

Photographic reproduction (reduced) of typical advertising copy (of smaller advertisements) used by the United Doctors. Notice that the name of the hotel, date of visit, town and state are filled in a type-writer.

of splitting fees; were guilty (2) of "grossly unprofessional and dishonest conduct," based on their newspaper advertising and were guilty (3) of being connected professionally with an illegal practitioner, Manchester. After the hearing the licenses of Drs. G. W. W. Walker and Theodore Jacobsen were revoked.

On October 16, Judge Killits handed down his opinion in the case. This opinion is not only admirable in itself, but so succinctly describes the case before the court that we make no apology for giving it here in full:

JUDGE KILLITS' OPINION

"This is an action to restrain alleged unfair competition. The bill of complaint was filed on Sept. 5, 1916. An examination of the bill and its exhibit suggests very clearly that the defendants (assuming that the allegations are true) were violating whatever rights the complainant had in the premises, and, if the complainant's business were legitimate and entitled to the protection of the court, the case is one in which an injunction would clearly lie. We also note that, if complainant's business were illegitimate, his methods and manner of conducting it were shown to be so accurately copied by defendants that they could not complain of any restraint imposed by the court on their action. We therefore granted a temporary restraining order.

"The defendant filed a motion to the bill alleging that the complainant was seeking to protect an illegal business in the state of Ohio; that the complainant was in court with 'unclean' hands. The complainant thereupon filed a motion for leave to file an amended bill, and the matter is now before the court on the motion of the defendants to dismiss the case on the amended bill for the same grounds urged against the original pleading. The amended bill is permitted by the court to be filed on condition that the exhibits attached to the original bill are made part of the amended complaint.

MAKING MILWAUKEE FAMOUS

"Complainant alleges therein that he is licensed to practice medicine in the states of New York and Wisconsin; that his citizenship is in the state of New York, but because of his business and calling he is temporarily a resident of the state of Wisconsin; that at Milwaukee he maintains laboratories for the manufacture and compounding and sale of drugs under the trade name of 'United Doctors.' He asserts that he has given special study and 'most of his attention to the subject of certain diseases and their treatment and the healing thereof'; that he has extended his business throughout many states by means of agreements with other physicians who were licensed and duly qualified by law to practice in the several states where their practice was carried on.

"Briefly, complainant carried on his business in the state of Ohio, being the business which he seeks to protect by his appeal to this court, by entering into contracts in writing with physicians qualified to practice medicine in the state of Ohio, by the terms of which contract these local physicians are to be advertised in the various newspapers and periodicals circulating within the state as 'United Doctors Specialists' who will visit selected places from time to time and meet the afflicted. It is their duty to consult with patients, diagnose cases, recommend medicines in consultation with the complainant, and suggest the purchase of the necessary remedies from complainant's laboratories in Milwaukee. Exhibits have been offered to the court showing special and confidential instructions to his physician agents by complainant, in which they are *especially enjoined to report to him the financial capacity and disposition of the persons allured by the advertisements of the 'United*

the hour and place and the last words, 'Laboratories, Cleveland, Ohio,' it is copied, wording and punctuation, from the advertising matter of the complainant which he had 'worked out with great care' and which he assures us 'are the products of long experience . . . in his method of doing business.' We quote from the *Monroeville (Ohio) Spectator*, Aug. 16, 1916, as follows:

COMING BACK

**United Doctors Specialist Will Again Be at Bellevue,
Ohio, Friday, August 25th, Hotel Bourdette**

ONE DAY ONLY

**Hours 9 A. M. to 8 P. M. Remarkable Success of
These Talented Physicians in the Treatment
of Chronic Diseases. Offer Services
Free of Charge**

The United Doctors Specialist licensed by the State of Ohio, for the treatment of all diseases including deformities, nervous and chronic diseases of men, women and children, offer to all who call on this trip, consultation, examination, advice free, making no charge whatever, except the actual cost of treatment. All that is asked in return for these valuable services is that every person treated will state the result obtained to their friends and thus prove to the sick and afflicted in every city and locality, that at last treatments have been discovered that are reasonably sure and certain in their effect.

The United Doctors are experts in the treatment of chronic diseases and so great and wonderful have been their results that in many cases it is hard to find the dividing line between skill and miracle.

Diseases of the stomach, intestines, liver, blood, skin, nerves, heart, spleen, rheumatism, sciatica, tape-worm, leg ulcer, weak lungs, and those afflicted with long-standing, deep seated, chronic diseases that have baffled the skill of the family physicians should not fail to call. Deafness often has been cured in sixty days.

According to their system no more operations for appendicitis, gall stones, tumors, goiter, piles, etc., as all cases accepted will be treated without operation or hypodermic injection, as they were among the first in America to earn the name of "Bloodless Surgeons," by doing away with the knife, with blood and with all pain in the successful treatment of these dangerous diseases.

No matter what your ailment may be, no matter what others may have told you, no matter what experience you may have had with other physicians, it will be to your advantage to see them at once. Have it forever settled in your mind. If your case is incurable they will give you such advice as may relieve and stay the disease. Do not put off this duty you owe yourself or friends or relatives who are suffering because of your sickness, as a visit at this time may help you.

Worn-out and run-down men or women, no matter what your ailment may be, call, it costs you nothing.

Remember, this free offer is for this visit only.

Married ladies come with their husbands and minors with their parents.

Laboratories, Cleveland, Ohio.

"Our attention is called by the defendants to Section 1275 of the General Code of Ohio as amended in 1915—105 Ohio Laws 178, to

support their contention that plaintiff's (as well as their own) business is illegal in this state. This section provides that a license to practice medicine within the state of Ohio may be revoked by the state medical board for grossly unprofessional or dishonest conduct and by specific language of the statute, these words are declared to mean among other things, 'all advertising of medical practice in which extravagantly worded statements intended or having a tendency to deceive or defraud the public are made,' and also 'any division of fees or charges or any agreement or arrangement to share fees or charges made by any physician or surgeon with any other physician or surgeon or with any other person.'

DOG EAT DOG

"It is unnecessary to enlarge by argument on the propositions that *the advertisement quoted violates the spirit and letter of the section to which we have referred, and that the financial arrangement between the complainant and his representatives is likewise obnoxious to the statute.* These conclusions are too plain for extended discussion. Undoubtedly complainant's representative in this state 'split' fees with him. The advertisement which we quote is claimed by complainant as his very own; he puts it forth to the public as the statement of the qualifications of himself and his 'specialists'; one prominent grievance against defendants which he seeks to have alleviated by court action in his case is that they employ his language to claim for themselves the same miraculous powers which he ascribes to himself and his representatives in this advertisement. Yet he does not even pretend in his complaint that he has himself the comprehensive and profound professional qualifications which one would assume from this advertisement were enjoyed by the 'United Doctors.' He contents himself, as we have quoted elsewhere from the complaint, with affirming that he has made a special study and given much attention to 'certain chronic diseases,' whatever they may be; nor does he hint anywhere in his complaint that he employs representatives in this state who have anything more than the most ordinary medical qualifications. Apparently he did not dare to aver that he engages in behalf of sufferers allured by such advertising the medical skill which remotely measures up to the encomiums of this advertisement. *It, as well as its fellows, we feel justified in saying, is phrased in the language of a charlatan, of one who would prey on credulity born of suffering and weakness.* At least it must be the judgment of any intelligent and moderately informed person that complainant's advertising promises the impossible and is so extravagantly worded as to be considered deceptive, and, when we consider it in connection with the method by which he conducts his business in Ohio and with the fact of his personal irresponsibility as a nonresident of the state for malpractice, it seems very clear to this court that *we must regard that business to be essentially fraudulent and against public policy.*

"It is urged in his behalf that his business was established before the law in question was enacted in Ohio, and it is also somewhat naively suggested that we have nothing to do with the character of his business inasmuch as it may be legitimate elsewhere, but should protect his good-will and trade name in Ohio as a property right. This it seems to us is but begging the question. The validity of the Ohio act of 1915 has not been questioned and we are not disposed to question it. It is clearly in the interest of good faith and public welfare, and to enable one of the most deserving professions to be of the greatest possible service to people. The state at any time, in the interest of the welfare of its people, may legislate into illegality practices which theretofore were legal for want of legislative attention, and no rights in conflict with a reasonable exercise of the state's police power may ever be said to be vested.

INJUNCTION DENIED—COMPLAINANT PAYS COSTS

"What the complainant is asking the court to do is to protect him in the transaction of a business in this state which is reprobated by its laws; to permit him to make contracts with physicians in Ohio, the

performance of which by them in this state would be to put them into opportunity as well as temptation to defraud, and which ought, by law, to result in the forfeiture of their right to practice medicine at all and to subject them to criminal prosecution. Of course no court of equity would ever stand for such a practice.

"There is no other disposition of this case possible than to dismiss the bill at the cost of the complainant."

COMING

~TO~

Mound City, Kansas.

United Doctors' Specialist

Will be at the Hotel Brooks,
Monday, Jan. 25, 1915

ONE DAY ONLY Hours 9 a. m. to 6 p. m.

Remarkable Success of these Talented Physicians in the Treatment
of Chronic Diseases.

Offer Their Services Free of Charge

The United Doctors, licensed by the State of Kansas for the treatment of deformities and all nervous and chronic diseases of men, women and children, offer to all who call on this visit, consultation, examination and advice free, making no charge whatever except the actual cost of treatment for the purpose of proving that they have at last discovered a system and method of treatments that are reasonably sure and certain in their results.

These Doctors are among America's leading stomach and nerve specialists, and are experts in the treatment of chronic diseases of the blood, liver, stomach, intestines, skin, nerves, heart, spleen, kidneys or bladder, rheumatism, sciatica, diabetes, bird wetting, tape worm, leg ulcers, weak lungs, and those afflicted with long standing, deep seated chronic diseases, that have baffled the skill of other physicians, should not fail to call. Deafness has often been cured in sixty days.

According to their system no more operation for appendicitis, gall stones, tumors, goiter, piles, etc. By their method these cases uncomplicated are treated without operation or by podiatric traction. They were among the first in America to earn the name of Bloodless Surgeons by doing away with the knife, with blood and with pain in the surgical treatment of these dangerous diseases.

If you have kidney or bladder troubles bring a two ounce bottle of your urine for chemical analysis and microscopic examination.

Worn-out and run-down men or women, no matter what your ailment may be, no matter what you have been told, or the experience you have had with other physicians, settle it forever in your mind. If your case is incurable they will tell you so. Consult them upon this visit. — It costs you nothing.

Remember, this free offer is for this visit only.

Married ladies must come with their husbands and minors with their parents.

Laboratories, Milwaukee, Wisconsin

A typical United Doctors advertisement (greatly reduced).

Summed up, then, it seems that the United Doctors' brand of quackery is no longer to be tolerated in the state of Ohio. Manchester, the chief offender, is stamped as an undesirable by the courts and is denied relief in his plea for an injunction against Walker and Jacobsen, and is made to pay the cost of his appeal. The defendants in the case, Jacobsen and Walker, have had their licenses to practice in Ohio revoked.

In addition to the forthright action of Judge Killits, no little credit for this public service devolves on Dr. George H. Matson, secretary of the Ohio State Medical Board, and

Mr. G. V. Sheridan, executive secretary of the Ohio State Medical Association. Both of these gentlemen attended the second hearing of the Manchester case in Toledo and carefully investigated the court records showing the various counter charges. The case is discussed at some length in the October issue of the *Ohio State Medical Journal* which was published before the licenses of Jacobsen and Walker were revoked. In closing, the *Ohio State Medical Journal* well says:

"The state medical board is determined to press this case to the limit. There has been too much itinerant quackery in Ohio. The amendment to the law adopted by the last legislature materially strengthens the power of the board in dealing with medical crooks. With this increased power, those who are familiar with the situation believe that it will now be possible to inaugurate a state wide campaign on traveling quacks and permanently separate them from the source of their 'easy' money.

"Hasten that day!"—(*From The Journal A. M. A., Nov. 11, 1916.*)

THE "WISCONSIN MEDICAL INSTITUTE" AND "THE MASTER SPECIALIST"

This case is really the history of a fight of the Wisconsin State Board of Medical Examiners against the notorious Reinhardt brothers, who for a number of years have carried on business in Milwaukee under the name of the "Wisconsin Medical Institute" and "The Master Specialist." The account is furnished by A. C. Umbreit, attorney for the board. The three brothers Reinhardt, with various members of their families, etc., conducted, also, other similar concerns, the "Heidelberg Institute," at St. Paul, Minn., the "Vienna Medical Institute," Chicago, and the "Copenhagen Institute" at Davenport, Iowa. Their methods were those of advertising quacks, roping in their victims by decoy letters, giving out terrifying diagnoses of sexual diseases, taking iron-clad judgment notes, when the victims' ready-money payments failed, etc. Their profits were enormous, netting several thousand dollars a month, and they dipped also into politics, employing attorneys and an active legislative and advertising agent in Chicago, who worked the legislature and the country press and who had to be included with them in the prosecution started by the state board. The board has finally succeeded in driving them out of Wisconsin, but there is nothing to prevent this delectable family group from carrying on their frauds in other states where the laws may be less rigid or the authorities less active. It is to be hoped that other state boards will be alive to the situation and prevent them repeating or continuing their depredations elsewhere.

The history of the case is most interesting and the summary which follows is taken from the report to the governor of Wisconsin, by Mr. A. C. Umbreit, attorney for the Wisconsin State Board of Medical Examiners.

THE WISCONSIN MEDICAL INSTITUTE

The Reinhardts are brothers, two of them twins. The two twin brothers claim to have studied medicine and to have received diplomas from medical colleges. The third brother, F. A. H. Reinhardt, never studied medicine, but is a blacksmith by trade and claims to be an expert electrical mechanic. The home of these Reinhardts and their relatives is now at St. Paul, Minn. So far as is known, Minnesota is their native state. These Reinhardts and their relatives have been conducting medical institutes in Milwaukee under one name or another for the past seven years and have made tens of thousands of dollars out of their fraudulent business.

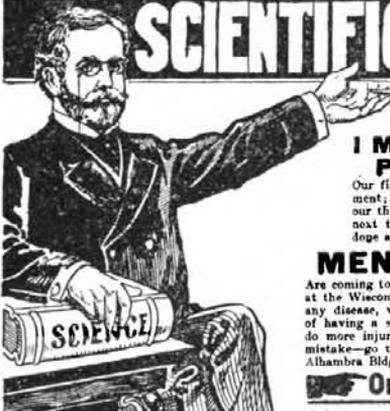
Willis F. and Wallace A. Reinhardt are twin brothers. F. A. H. Reinhardt is an older brother. Mary Reinhardt is their mother. Della Hageman is their sister. William Hageman and J. M. Ruffner are their brothers-in-law, and M. C. Wolf was a former employee of theirs. In 1902 The Wisconsin Medical Institute was incorporated by Willis F. Reinhardt, Della R. Hageman and Mary Reinhardt. In 1904 The Master Specialist was incorporated by William Hageman, J. M. Ruffner and M. C. Wolf. These two alleged corporations conducted by them advertised under their corporate name and held themselves out as specialists in so-called private and secret diseases peculiar to men. The president of both corporations was L. J. Reinhardt, the wife of Wallace A. Reinhardt. The secretary of one corporation was Wallace A. Reinhardt, and of the other F. A. H. Reinhardt. The manager of the local office of both corporations was Willis F. Reinhardt. Although these two concerns were incorporated for the apparent purpose of conducting a medical institute, yet all its business, as far as business matters thereof was concerned, was conducted in the name of F. A. H. Reinhardt. Thus the lease of the premises occupied by them ran in his name, the bank deposits were made in his name, all the checks were signed in his name, and all judgment notes were made payable to him.

These same people conducted three other alleged medical institutes, one at St. Paul, known as the Heidelberg Institute; another one at Chicago, known as the Vienna Medical Institute, and the third one at Davenport, Iowa, known as the Copenhagen Institute. All these three other alleged medical institutes were conducted in the same way as the one at Milwaukee, namely, all formal business matters were conducted in the name of F. A. H. Reinhardt.

Advertising most extensively in the local and state newspapers under the names of these two corporations, and professing to be specialists in the particular diseases referred to, these Reinhardts have reaped a rich harvest by the way of returns from the fraudulent business during the past six years. Previous to coming to Milwaukee, the twin brothers Reinhardt conducted a fraudulent medical institute at Minneapolis, and when their fraud became so notorious that the grand jury began investigating their methods, an alleged sale of their institute to F. A. H. Reinhardt was made, and the twins disappeared, ostensibly going to Europe but in fact making such trip to Europe via San Francisco, Hawaii and Australia. By reason of their fraudulent acts just referred to, the license to practice medicine of Wallace A. Reinhardt revoked by the State Board of Medical Examiners of Minnesota, July 12, 1900. Willis F. Reinhardt never had a license in Minnesota, nor has had one in Wisconsin, and, so far as is

known, the only state that has given him a license to practice is Illinois, and that fact is in doubt. After their rather unpleasant experience in Minneapolis, these twin brothers came to Milwaukee and conducted a so-called medical insti-

SCIENTIFIC TREATMENT



FOR DISEASED MEN

I MAKE NO CHARGE FOR PRIVATE COUNSEL, CALL!

Our first thought is to ascertain the real cause of your ailment; our second thought is to ascertain if a cure is possible; our third thought to produce speedy and lasting results. Our next thought is the quickest method by which this can be done and then to figure the lowest price for you.

MEN IN THE COUNTRY

Are coming to Milwaukee to be cured by the great Men's Specialists at the Wisconsin Medical Institute. All sensible men afflicted with any disease, weakness, varicose, or rupture, realize the necessity of having a specialist cure them. Many times a poor doctor will do more injury than good. Be careful, be sensible—don't make a mistake—go to the Wisconsin Medical Institute, Milwaukee, in the Alhambra Bldg., corner 4th Street and Grand Avenue.

One Week Free

If you call now we will give you one week free trial treatment, if you desire, to prove that we can cure you. Did you ever receive a fairer offer?

VARICOSE OR KNOTTY VEINS

We Cure Without Cutting. Come for One Visit.

So much has been said about Varicose in medical advertisements that every man ought to know if he has it or not. It is a solid fact, however, that we run across men every day that are complaining of weakness who have been no sicker as to not even examine themselves and discover their trouble until it has run them down and weakened them mentally and physically.

WHAT IT DOES TO MEN

"Varicose," a prevalent disease of man, is a dilation or enlargement of the veins, which from various causes become knotted and knotty, feeling like a bundle of earthworms when taken in the hand. It usually occurs on the left side and produces disagreeable sensations in the groin and back. It often impairs the general health and then causes much worry, and you may grow dependent.

DON'T WANT

No sensible man should wait. He should realize that the longer he delays the more the parts affected will waste away. Don't live and linger.

DEAD TO THE JOY OF HEALTH

When we have a good cure for your varicose and weakness and can make you a happy, manly man with mental and physical powers complete. We cure without cutting. Come for one visit. We cordially invite consultation. We cure after others fail.

Chronic Diseases

And skin diseases, eczema, discharge, ulcers, painful swellings, piles, constipation, itching heart, kidney liver, stomach, catarrh, rheumatism, pains. Consultation free, at office or by letter.

WRITE

Many cases can be treated at home. One personal visit is necessary, but if it is impossible or inconvenient for you to call, write to us. We make no charge for private consultation, by letter or at office. Our price for treatment is always the lowest in the city, and our vast experience enables us to cure quicker than other doctors. Every train brings people to the city to get cured by us.

BLOOD DISEASES

Ulcers in mouth, sore gums, falling hair, swellings, copper colored spots, eruptions, boils. Our treatment is better than Hot Springs. Call and investigate, free.

Marriage Laws

Some states have suggested making laws to require men to be examined before given a marriage license. Many men are afflicted with diseases and deformities WITHOUT knowing it; others know they are not right. Regardless of any laws, every man should, for his own benefit, be as nearly perfect, physically, as possible before entering marriage. We invite men contemplating marriage to consult us free. We will take advice, you free. If you have any ailment, call at once in time to get cured before marriage.

RUPTURE

We can cure almost any case without cutting operation. You need not lay off from work. Many cases are cured in one visit so they never need to wear a truss again. Call and let us explain. Consultation Free.

Bladder Trouble and Urinary Obstruction

Many men suffer much from urinary obstruction. Believing the bladder is so slow and painful that it is a great dread. The trouble is due to closure in the urethral canal, and often, by the water being held back, inflammation sets in, and then matter and blood come with the discharge.

YOUNG MAN

If by your own acts through ignorance, you have violated a single law of nature, against body or mind, by omission or commission especially by any habit, then there is no escaping the punishment made and provided for every transgression; which is Sickness, Decay or Death. The immutable laws of nature, governing and regulating the universe, are so nicely adjusted, both in the animal and vegetable kingdoms, that for each violation of any law there is a fixed penalty of Sickness, Decay or Death. This is as certain as night follows day. And you, young men may pay the penalty right here on this earth, in this life, sooner or later. Take advantage and go to The Wisconsin Medical Institute at Milwaukee and be cured.

Middle-Aged Men

The springtime of youth with you has passed. Life is a sober reality. You see, feel and understand differently now. You know more. Looking back over your life you can point out the mistakes you have made. For some of the violations of nature's laws in your youth you have no doubt paid the penalty, for punishment in these transgressions is swift. But written upon nature's calendar there are other and graver charges for which you are now probably suffering. Nature will make no compromise in your case; you must suffer the penalty of Sickness, Decay or Death in this life and not in the life hereafter. Now is the time to act. Be a man and ask for help. Go to the Wisconsin Medical Institute. They will lend you a helping hand and make you well and happy.

WISCONSIN MEDICAL INSTITUTE

Alhambra Theater Building, Milwaukee, Wis.

Permanently located—Room 203, Second floor Alhambra Theater Building, northeast corner Fourth street and Grand avenue. Office hours: Every day from 8 a. m. to 5 p. m. Sundays, 9 a. m. to 1 p. m. This is the largest and richest institute in the state, therefore we can cure you the cheapest.

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

Photographic reproduction (reduced) of a typical "Wisconsin Medical Institute" advertisement. It will be seen in the latter part of this article how the Reinhardtts, through their advertising campaign, enlisted the help of the newspapers in the protection of quackery.

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Original from
UNIVERSITY OF CALIFORNIA

tute in their own names and later in the names of the Leipsic Doctors and the German-American Doctors, but finally formed the corporations already described.

THEIR METHODS TO ENTICE AND FLEECE THE UNWARY

In conducting their alleged medical institute in Milwaukee the Reinhardts generally employed physicians just out of college and anxious to get any kind of practice, or those who had made a failure of life as well as of their practice and were willing to do any kind of work for the sake of eking out a precarious existence. A brief description of the way they conducted their fraudulent business will at once show the enormity of the frauds committed by these Reinhardts and the extent of their imposition on the people of the State of Wisconsin.

By far the largest number of their customers came from places outside of Milwaukee, and the victim generally began his experience of being fleeced by these men by sending a letter of inquiry to the institute by reason of having been attracted by the flaming advertisements. In response to this letter of inquiry there was sent a decoy letter written by the stenographer employed at the institute, urging the expected victim to call because a personal examination was necessary. Herewith are given verbatim copies of actual letters received at the institute:

Wisconsin Medical Institute:

Gentlemen:—I wish to consult you in regard to my case. Will describe the best I can. Have a pain in back of head and in temples, have heart trouble, pain in small of back, and lower part of abdomen, and an itching, a fullness of bowels. Am nervous, and 73 years old. Good appetite. What is the trouble, what can you do for me, what will be the expense? Can you guarantee anything? If so, if I can stand the fees, should like to come and see you.

Respectfully yours,

Another form of letter which was frequently received is herewith reproduced:

*The Master Specialist,
Milwaukee, Wis.:*

Dear Sir:—To-day as I was looking over some old books I found one called Private Medical Adviser, by the Master Specialist. As I could find no date in the book, haven't any idea whether you are in business yet or not, but decided to write and find out, as I am sick. The home Dr. calls the trouble Typhoid Malaria. Have felt it coming on several years, was down last summer with it six weeks, took down 1906. I Aug. down three months, have been up sometime, am unable to work, am constipated. Liver and Spleen bothers me, take a sick spell every few days. I have good reasons to believe it is not caused all together from malaria. Please send me charges for home treatment, etc.

Yours truly,

In response to letters like these the decoy letter was sent, of which we herewith reproduce an exact copy:

WISCONSIN MEDICAL INSTITUTE

MILWAUKEE, WIS., Jan. 8, 1907.

Mr. Blank, Spring Lake, Wis.

Dear Sir: Your favor received, and we have carefully read all you say. You will have to come to our offices for a careful personal examination. We will examine you carefully, free, and advise you what can be done for you in order to obtain a cure. Try to come at once and be carefully examined and, if you are satisfied, you can take the treatment and go back home cured.

Yours very truly,
WISCONSIN MEDICAL INSTITUTE.

Usually in response to such suggestion the victim was induced to call at their institute and at the door was asked to give his name and address, which was then apparently sent in to the doctor who was always busy; but the reason this suggestion was made was to give the alleged doctor time to investigate the standing and financial ability of the person whose name had just been sent in. Then the person was led into the office of the alleged doctor, who generally was Willis F. Reinhardt and who had absolutely no right to practice medicine in Wisconsin and whose claim of having graduated from any medical college whatever is most seriously disputed by the people who know him best. The person thus calling was thoroughly examined by Reinhardt as to his residence, business or vocation, income and financial ability to pay, and was finally asked what he thought was the matter with him. No matter what ailment the victim thought he had or was suffering from, and no matter whether he was suffering from no ailment whatever, the disease or alleged disease was diagnosed by this man Reinhardt as due to some private or sexual ailment.

Then one of the doctors employed by these people was called and told that this man was suffering from varicocele, and this employee of theirs then made another diagnosis of the case and, of course, found the cause to be the same as that named by his employer. The witness was then scared into the belief that his affliction was most serious and that immediate treatment was absolutely necessary, and various other means and devices were employed to place the alleged patient in such a frame of mind that he was willing to do almost anything for the sake of being cured. If the alleged patient demanded a guarantee, these men did not stop at that, but would give a written guarantee to cure the most incurable disease known to the medical profession. Then the victim was told that the treatment would be all the way from \$50 to \$500, depending on what the Reinhardts had concluded they could extort from the victim now entirely

within their power. If the alleged patient had any money with him it was taken away from him at once. If he did not have sufficient funds in his possession, all that could be secured from him was taken and he was induced to sign a judgment note for the balance. Then began the "stringing" of this alleged patient, and after they had sent him such medicine as they thought sufficient to keep him on their list of patients, and the patient became dissatisfied because of having received no benefit from their treatment, he was induced to come in again for another examination, and if he was foolish and credulous enough to be imposed on he was told that another disease had been discovered and that treatment for that disease was necessary and that an additional sum of money would have to be paid to cure the ailment. In this way they secured large sums of money from a great number of persons and induced some of them to take treatment from them for one alleged disease or another for years, and when finally the victim could not be fleeced any more he was told that he was cured, even though he was not, and if he came again the door was closed on him and he was told to remain away. If the victim insisted on a settlement and a return of the money for which no services had been rendered and was shrewd enough to get an attorney to enforce his claim, in some few cases, where suits were threatened and exposure in open court stared them in the face, settlements were made and part of the money extorted was returned.

EXACT A JUDGMENT NOTE

The judgment note hereinbefore referred to was of the most steel-bound and rock-ribbed kind. Its wording is reproduced below. Many thousands of victims signed these notes:

I hereby agree to begin a course of treatment for my case and promise to follow directions carefully and continue treatment faithfully for the full course prescribed, and will report at the office as often as the Doctor may deem necessary.

.....19—
 For value received, I promise to pay or
 order Dollars from date, to be
 paid as follows:

\$.....190	\$.....190	\$.....190
\$.....190	\$.....190	\$.....190
\$.....190	\$.....190	\$.....190

In case this note or any installment is not paid at maturity, I hereby agree to pay ten dollars as liquidated damages to cover charge of collecting same. To secure the payment of said amount I hereby authorize irrevocably any attorney of any court of record to appear for me in such court, in term time or vacation, or any time hereafter, and confess a judgment without process in favor of the holders of this note for such amount as may appear unpaid thereon, together with costs and twenty-five dollars attorney's fees, and to waive and release all errors which may intervene in such proceedings, and consent to immediate execution on such judgment, hereby ratifying and confirming all that

my said attorney may do by virtue thereof, and if default be made in any of the foregoing installments it shall be lawful for the holder of this note to declare the whole sum above specified to be due and payable.

Signed.....

Address.....

If the victim was not satisfied with mere verbal promises of cures the Reinhardts did not hesitate to give a written guarantee. Herewith is reproduced such guarantee actually written by one of the Reinhardts.

It is hereby agreed between the Wisconsin Medical Institute and John Blank: The Wisconsin Medical Institute guarantees to cure permanently for life Mr. John Blank of varicocele, sexual weakness, lost manhood, and ailments resulting from self-abuse for \$150.00. The Wisconsin Medical Institute agrees to furnish all medicines until a complete cure is effected, and Mr. John Blank agrees to use same faithfully according to directions.

WISCONSIN MEDICAL INSTITUTE.

This is but an outline of the methods employed generally by these people who reaped large returns through frauds, extortions and false pretenses.

CONCRETE EXAMPLES OF FRAUD SUCCESSFULLY PRACTICED

In January, 1906, a coachman called at their offices and complained of having rheumatism. Willis F. Reinhardt examined him and told him that his ailment was hydrocele, and, although the alleged patient told him that he never had that disease yet he was induced to believe that he had and was also induced on the same date to pay Reinhardt \$310 under the guarantee of a cure. He was induced to continue this treatment for five months, calling at the office of the institute frequently, but received no benefit whatever. When this man insisted on being cured or that his money be returned, the door was shut in his face and he was told to remain away from the office. He still had his rheumatic pains. This man went to an attorney, presented his claim, and the attorney compelled these Reinhardts to return \$200 of this man's money.

Another man from the interior of the state was induced by the advertisements of these people to come to Milwaukee and visit their offices for the purpose of an examination. He had been suffering from heart disease and he was told by the man who conducted the alleged examination that his heart trouble was due to sexual weakness, and that his disease would be cured by them for the sum of \$250. But he was told it was necessary also to wear an electric belt, and in addition to this \$250 he was induced to pay \$10 for this appliance; after taking treatments for some time and having received no benefit, he was induced again to call at their office and was then told that his disease was due to organic stricture, although he had never been subject to that disease, and

was induced to pay another sum of \$265 for treatments to cure this imaginary disease still receiving no benefit from their treatment, he was again induced to call at their office and then was told it was necessary for him to take treatment for the spine and also to purchase a brace, for which he paid the sum of \$35, and finally when he insisted that something be done to relieve him from this ailment he was told that it was necessary to pay them \$100 before he could be cured; he told them he had paid them sufficient money to be cured and was then being treated for all diseases that human flesh is heir to, and these people locked the door on this man and told him that they would not let him go until he paid the sum; he then gave them all the money he had, \$80, and discontinued any further treatment. He had given them the sum of \$640 and in return received no benefit.

Another man from the interior of the state attracted by the flaming advertisements of these people came to the city and called at their office, and after he had been thoroughly examined as to his financial condition, his income and his business affairs he was told that his disease was varicocele and that he was in a very serious condition and immediate treatment was necessary. This man was, in fact, suffering from a slight attack of paralysis, but he was induced to believe that said paralysis was due to varicocele and was also induced to pay the sum of \$150 for an alleged treatment of this alleged disease. After he had received treatments for some time and had received no benefit and had so informed these people, he was induced to call again at their office and was then informed that he was suffering from piles, and this fact was interfering with the effectiveness of their treatment. He was then asked to pay the further sum of \$100 in order to be cured of this ailment. This man refusing to pay \$100, they accepted \$50 and he was induced to receive treatment for the piles. Of course, he received no more benefit from the second treatment than he received from the first, and after they had secured \$200 from him he discontinued any further treatment. In fact, this man had never been suffering from varicocele and was not afflicted with piles.

Another man, living in Milwaukee, 68 years old, was attracted by the advertisements and called at the institution. He had some slight ailment, he thought, by reason of his advanced years and was examined by Willis F. Reinhardt. He was told by this man that he was suffering from syphilis, in face of the fact that he had never been afflicted with that disease, and was induced to contract for a course of treatment, executing a judgment note for \$300. He took treatment for a year, paid the note and received no benefit. Then he was again examined by the same man and told he was suffering from varicocele and induced to part with \$80. The

second treatment conferred no benefit and thereon he was informed that he had kidney troubles and induced to pay another \$40 for this treatment. His health in no wise being benefited, he was then told he had piles and induced to be treated for this affliction and to part with \$125. These alleged treatments began in September, 1903, and continued until November, 1906, and his health in no wise improved. On this last date he was coaxed into being circumcised under the pretense that such operation would complete a cure. For

Men, Come to Us

AND AVOID DANGEROUS OR UNCERTAIN TREATMENT

RELIABLE TREATMENT Private consultation for all diseases—skin and blood diseases, bladder trouble, kidney weakness, rupture, varicose veins, catarrh, nervousness, stomach and liver diseases.



Men Young men and middle-aged men who have injured themselves, with weak backs, sunken cheeks, bulging eyes. We cure cheaply.

Blood Diseases Ulcers in mouth, sore gums, falling hair, swellings, copper-colored spots, eruptions, boils. Our treatment is better than Hot Springs. Call and investigate, free.

Enlarged Veins Produce heavy sensations in the groin and back. They often impair the general health and often cause much worry.

Are You Nervous and dependent; debilitated; tired mornings; no ambition; irritability; eyes sunken, red and blurred; pimples; restless; bone pains; sore throat.

WE LEAD THE NORTH—WEST IN CURING DISEASES OF MEN.

You Run No Risk—We Will Treat You Free

If you call now, before March 1st, we will give you one week of treatment free. If you desire, to prove that we can cure you. Did you ever receive or hear of a fairer offer? If you cannot call, write for 242-page medical adviser, sent FREE.

OUT-OF-TOWN MEN VISITING THE CITY

Consult us at once upon arrival and maybe you can be cured before returning home. Many cases can be cured in one or two or more visits, continuing treatment when home. Consultation and advice free.

Heidelberg Medical Institute,

CORNER FIFTH AND JACKSON STREETS, ST. PAUL, MINN.
Entrance 181 N. Fifth St. Only Three Blocks from Union Depot.
Largest Medical Institute in the Northwest. \$100,000 Capital.
Incorporated Under the State Laws of Minnesota. Old and Reliable.
Hours 8 a. m. to 8 p. m. Sundays and Holidays—8 a. m. to 1 p. m.

Photographic reproduction (reduced) of one of the Reinhardt's Minnesota advertisements—the Heidelberg Medical Institute. This appeared after these quacks had been driven out of Wisconsin.

this he paid \$35. The operation was so unskillfully performed that he had to give up his work and such serious complications arose that he died in April, 1907.

Another resident of Milwaukee, a machinist, was relieved of \$320 in the following manner: He was actually afflicted with a private disease and called on Willis F. Reinhardt, who examined him and fixed the terms for a cure at \$150, which was paid. After five weeks' treatment, no benefit resulting,

he was induced to purchase a mechanical appliance and use it, and pay \$50 therefor. This made a bad matter worse. Then he was advised and induced to violate the moral law, became very sick, was treated for this ailment for six weeks and paid \$70 for the same. After several months of treatment he was in a very bad physical condition and then told to take some pills, very expensive, imported from Germany. He was induced to purchase them for \$50, but, of course, no benefit resulted from taking them. He stopped taking treatment, demanded the return of his money, brought suit and the matter was compromised by the return of \$200.

ALSO MAIL ORDER SPECIALISTS

These Reinhardts were also doing an extensive mail order business. Finally complaint was made against them to the U. S. postal authorities and an investigation made by a government postal inspector. He sent a letter of inquiry under an assumed name from an interior town and he received the usual decoy letter enclosing a symptom blank with the request that this blank be filled out and returned to the institution. The inspector took this blank to a physician and the two inserted answers indicating a condition of perfect health on the part of the supposed patient. Nevertheless the inspector received a long letter informing him that he was suffering from sexual weakness, with threatening dire complication, and advising immediate treatment, which the institution was willing to furnish him for \$30. Later the inspector had an interview with Willis F. Reinhardt, in which the latter was asked about these letters and blanks and obscene books, and why in response to the symptom blank indicating perfect health they had urged treatment for the supposed patient, and Reinhardt answered that any one who wrote them was supposed to need treatment, no matter what the answers on the symptom blank were. When asked why persons writing for electric belts which were advertised as being distributed free were sent medicines with the belts C.O.D., Reinhardt answered that others were doing the same thing and they had not stopped to consider whether it was right or wrong. He also admitted that they had published and distributed the obscene medical adviser and sold certain mechanical appliances. Of course, he promised they would not do these things in the future. The interview took place in April, 1906, and the letters were written in the fall of 1905.

The concrete examples here given are very brief extracts of the testimony given by a few of the witnesses called by the state in the criminal action against F. A. H. Reinhardt on the charge of conspiracy to defraud. In addition to these herein referred to, two physicians, one formerly employed

by them and the other in their employment at the time of the trial, were called and testified, though exceedingly unwilling, to the colossal frauds committed by these people, the fake x-ray treatments, the instructions to get all the money possible out of dupes who call, and gave the names of many persons who, from their own knowledge, were defrauded out of large sums of money under the pretense of medical treatment for ailments they did not have.

This colossal fraud was exceedingly profitable for the Reinhardts.

The money gathered in from the dupes was simply enormous. The year 1906 was an "exceedingly lean" year, according to their own statement. Yet on Jan. 4, 1907, a report was prepared showing that during 1906 the institute had treated 485 "patients" who were still on the books as customers, from whom had been collected, in hard cash, \$28,243.90. In addition to this money already paid in, these dupes had delivered judgment notes for amounts still due aggregating \$6,113.50. Hence the total business for the year was \$34,357.40.

The profits for one month were as follows:

Judgment notes secured during Dec., 1906, last month..	\$2,778.00
Cash deposits, net, after all expenses, same time.....	1,140.50
Total.....	<u>\$3,918.50</u>

THE POLITICAL ACTIVITY OF THE REINHARDTS

These Reinhardts did not confine their activity to exploiting the practice of medicine in Wisconsin, but in order to protect their fraudulent institution, took a very active interest and part in the political affairs of the state.

In the session of 1905 of the Wisconsin legislature a bill was introduced to give the State Board of Medical Examiners the power to revoke licenses of doctors for unprofessional conduct, including indecent advertising. Violent opposition developed at once, led by a so-called Wisconsin Newspaper Association. Attorneys, hired apparently by this association, appeared to argue against the bill. But the sentiment was so strong that it could have passed as drawn if it had been pressed. As first drawn the power of revocation was in the medical board, the same as in most other states having medical laws, with the exception of Rhode Island. The move was then made to give the power of revocation to the courts instead of to the board, and this won out and the law was passed so amended, thus making the overtaking of the quacks slow and somewhat difficult. It now appears that this so-called Wisconsin Newspaper Association was a creation of the fertile and mischievous brain of A. J. Wilson, legislative and advertising agent of the Wisconsin Medical Insti-

tute. The medical institute financed the whole affair and paid the attorneys that did the lobbying against the medical bill.

CHICAGO, Jan. 26, 1906.

Dr. W. F. Reinhardt, Milwaukee.

Dear Will: You will see from the enclosed that the Heidelberg Medical Institute is going to take care of the paper printed in Speaker Lenroot's town which backed him.

Had we not better send some copy to the two Janesville papers and to Assemblyman LeRoy's paper right away before the meeting of the State Press Association, which meets on Wednesday, the 31st?

If you think well of it, I would like to have you send me some copy to-morrow without fail, so that I will get it Monday morning and send it to them Monday, so they will have it Tuesday and come down to the state convention with it fresh in their minds that we have made good and are giving them business.

I think this might help some to shape up the action of that body. I could make small contracts that would not amount to much in the way of money.

A. J. WILSON.

The Reinhardts took a deep interest in politics in Wisconsin. They took an active part in the effort to defeat District Attorney McGovern for re-election. An idea of how far their tentacles reached may be had from the fact that we have seen a letter written by him to Aylward, while the democratic candidate for governor, in which they say that, although he can not, of course, be elected, his running will tend to make him leader of the democratic minority in the present legislature where he can do good work in blocking medical legislation. The following letters are sufficiently tell-tale to need no comment:

CHICAGO, Sept. 6, 1906.

Wisconsin Medical Institute, Milwaukee, Wis.

Dear Will: I have yours of yesterday. I am delighted to hear that McGovern was defeated for district attorney. I have not been able to learn this from the papers. Now, this should lend courage and energy to our efforts to get Flint a license, and, if we can get that, at once force through a license for yourself. While McGovern and their friends are discouraged is the time for us to push the thing along.

A. J. WILSON.

THANKING THE NEWSPAPERS

Sept. 6, 1906.

M. C. Douglass, Managing Editor, Sentinel,

Dear Sir: My hearty congratulations on the glorious victory of Tuesday (primary election). Kindly express my feelings to Foley as well. It was a glorious victory, and certainly the *Sentinel* did its full share. Now I trust we shall see decency, justice and peace obtain in Milwaukee and throughout the state.

A. J. WILSON.

Sept. 6, 1906.

M. A. Hoyt, Editor, Milwaukee Daily News.

Dear Sir: Accept my heartiest congratulations on the results of the primary election. I have just read your stinging editorial in Wednesday's *News* on LaFollette, and your no less vigorous editorial on McGovern in the same issue. God rest their political souls, and may they continue to be dead for a long, long time. I am anxious to hear whether Assemblyman Dr. Powell is also among the slain. I hope to-day's Milwaukee papers will show the details all over the state, and I shall keep my eye on them, and especially on the *News*.

A. J. WILSON.

Of course they had the greatest interest in the composition of the legislature, and to show how vigilant they were as far as their own particular interests are concerned a portion of a letter by Wilson to the Reinhardts, dated Aug. 24, 1906, is herewith given:

Now I want to dwell a little on how you could proceed to get pledges from candidates for the state legislatures of the various states where we are interested.

In Minnesota the *Dispatch* could send a circular letter to every editor in the state. In Wisconsin the Milwaukee papers might unite in a joint letter, or one or more of them might unite together or act through their Daily Newspaper Association. In Illinois, I think, it might be managed out of Chicago through the Chicago papers and in Iowa you would have to have it done through one or more of the Des Moines papers.

Each of these newspaper centers could appeal to each editor in the state to call for a signed pledge if possible and in any event a verbal pledge right now, or at any rate during September to the following effect:

"If elected to the legislature, I pledge myself to oppose and work against and vote against any laws intended to abridge the freedom of the press in either editorial or advertising column.

("Signed) JOHN JONES,
"Candidate."

The signing of this pledge all over the states by candidates now when they need the editors' help would put the editors in position to demand and command the services of these legislators in opposing any effort to pass the Michigan law in the other states.

A further insight into this activity as to the legislature in Wisconsin is obtained from the following quotation taken from a letter by Wilson to Dr. Flint and dated Oct. 2, 1906:

So far as the legislative situation is concerned, referring more especially to candidates for the legislature to be elected next month, I found that our friends, the newspapers, had pretty thoroughly reorganized the state and have left out, by retiring them in the primary canvass so that they are no longer candidates for the legislature, nearly all of our known enemies in the last legislature, in the assembly or lower house, like Dr. Dinsdale, Dr. Powell, and one or two others; and so far as Speaker Lenroot is concerned, who is decidedly unfriendly to us, he bowled himself out by running for the gubernatorial nomination and getting left.

It is more than likely that the speaker of the next house will be one of the men who was our champion on the floor of the assembly. Your experience in politics has long ago informed you how very difficult it is for proposed legislation to get by a speaker unfriendly to it. I should add that this speaker, whom we hope to secure, is known to be in sympathy with the newspaper side of our controversy. I met him again and again when at Madison on the basis of friendly confidence and good-will.

So much for the general political situation.

Determined efforts were also made by them not only to interfere with the action of the Wisconsin Board of Medical Examiners, but also to dictate its composition. This was due to the fact that the board had refused to license a Dr. Flint from Chicago. This Dr. Flint is a rupture specialist and a man who conducts the medical institute of the Reinhardts in Chicago. Every effort was made to secure a license for this man, and in order to influence certain members of

the board an attempt was made to enlist the help of a judge of one of the circuit courts of Wisconsin, whose brother is a member of the board, in favor of Dr. Flint. Of course, this effort utterly failed, but merely shows how extensively these Reinhardts interested themselves in all public affairs which could in any way affect their business.

THE PROCEEDINGS SO FAR

When the facts with reference to this alleged medical institute, a brief outline of which has been given, were discovered after a long and arduous investigation, they were laid before the attorney general of the state, and, after a careful investigation of the law on the subject, this officer began an action in the circuit court, restraining the corporation known as The Master Specialist and the officers, stockholders and managers of such corporation from continuing their unlawful business. This action was brought under the provisions of Section 3236 of the statutes, which provides that the attorney general may bring an action restraining a corporation from assuming or exercising any franchise, liberty or privilege or transacting any business not authorized by its charter, and restraining any individual from exercising any franchise, liberty or privilege not granted a corporation by any law of the state. A temporary restraining order was secured on the complaint forbidding the corporation in question and its officers and agents from continuing its business in any way. This order was signed by the court Dec. 28, 1906, but it appears that the Reinhardts had been kept well advised of every move made by the authorities to restrain and prevent their unlawful business. After all of the relatives of the Reinhardts, who resided in Milwaukee, had been induced to leave the state, and all of the persons who it was supposed by them might furnish evidence against them had likewise been removed from the state, then F. A. H. Reinhardt appeared in Milwaukee and process was served on him in the civil action just mentioned, and he was also arrested for a conspiracy with his brothers and one A. J. Wilson to defraud the public generally.

It is needless to state that the twin brothers had left the state immediately on learning of the injunction issued by the circuit court, and have remained outside of the jurisdiction of our courts ever since. Shrewd and skilful attorneys were retained to defend the Reinhardt who had submitted to the processes of our court, and a determined fight was made in the circuit court to vacate the temporary restraining order, and after a large number of hearings and considerable argument the temporary restraining order was modified in some particulars, but the substance thereof was continued in force.

EVADING THE LAW

Notwithstanding the comprehensiveness and positiveness of the original temporary restraining order, F. A. H. Reinhardt attempted to carry on and continue the business of the institute in a roundabout way. For this conduct he was brought before the court for contempt, and after an extensive hearing and the taking of oral testimony the court found him guilty of such contempt and fined him \$150 and costs. After an amended complaint had been prepared and served on him, on which another temporary restraining order was issued, and

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If you have an old trouble that has kept hanging
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doctors and druggists has failed to cure right,
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is still reason. We have a scientific cure and
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science drag you down and weaken you.

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

before the matter thus raised could be heard before the court, the alleged stockholders of the corporation known as The Master Specialist apparently passed a resolution dissolving said corporation and filed such dissolution with the secretary of state and recorded it with the register of deeds for Milwaukee County. The corporation known as the Wisconsin Medical Institute had gone through the same process of apparent dissolution before the action herein referred to could be begun by the service of the papers on the defendants. It seems that there was another corporation in existence known as the State Medical Institute, but this corporation had never

been thoroughly and fully organized, and a resolution of dissolution of this corporation was also filed and recorded.

By these moves it was expected that all the actions against these corporations by the state would have to be dropped, and the Reinhardts, in some way, might again take up their alleged medical business and continue conducting a so-called medical institute. The court, after examining the law on the subject, decided that the civil actions would have to be dismissed, and they were dismissed with costs against the defendants. The state, however, gained this advantage in these injunctive proceedings, namely, that it made it impossible for the Reinhardts to conduct an alleged medical institute under the guise of a corporation with its officers and directors non-resident, and thus leave no responsible party within the jurisdiction of the state who could be held liable for any unlawful acts done by them in connection with their institute. They were now compelled to conduct an alleged medical institute under the management of some person whose name was known or could be easily learned and who could, in case of unlawful acts on their part, be brought before the courts and held responsible therefor.

Criminal proceedings were also instituted as the result of this investigation. The investigation herein referred to was instituted by the Wisconsin Board of Medical Examiners and conducted by its attorney. After a consultation with the district attorney of Milwaukee County a complaint for conspiracy to defraud was issued against Willis F., Wallace A. and F. A. H. Reinhardt and A. J. Wilson. It appears that the officer employed by the Wisconsin Board of Medical Examiners to investigate and secure evidence against the Reinhardts was also in their employ and consequently they were kept thoroughly posted as to every move made by the authorities against them. Consequently when the summons was issued in the civil action and the warrant in the criminal action the Reinhardts had all disappeared and gone beyond the jurisdiction of the State of Wisconsin. Jan. 19, 1907, F. A. H. Reinhardt came to Milwaukee and the civil process was then served on him and he was arrested on the criminal warrant. After a good many delays the case against him was finally called for trial in the district court of Milwaukee, and after a two weeks' trial and twenty-four witnesses had testified he was found guilty of the charge brought against him and fined \$500 and the costs. He immediately appealed from this conviction to the municipal court of Milwaukee County, where the case is now pending.

THE LAW'S DELAYS

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

governor of Wisconsin to the governor of Minnesota, and after a long contest before the latter he ordered the surrender of the two Reinhardts. These two then instituted habeas corpus proceedings before a court in St. Paul, and, although the office of the attorney general of Minnesota did all that could be done there to defeat these habeas corpus proceedings, they were nevertheless discharged, and hence could not be brought to Wisconsin.

At the time these proceedings were pending in St. Paul a request was made to have the attorney for the board come to St. Paul and assist in securing the return of these two Reinhardts. But because the board had absolutely no funds at its disposal to pay for the necessary expenses to send its attorney to St. Paul the request could not be complied with.

After the circuit court had dismissed the civil proceedings the Reinhardts immediately opened their alleged medical institute again at the old place under the name of "The Wisconsin Medical Institute (not inc.)." This, of course, is a gross and very apparent deception and circumvention of the law, and under our law as it now stands the state is helpless to prevent such deception and circumvention. F. A. H. Reinhardt inserted an advertisement signed by "The Wisconsin Medical Institute (not inc.)" For this advertisement he was arrested on the charge of holding himself out as a physician without having a license to do so. On this charge he was tried in the district court of Milwaukee and convicted and fined \$50 and costs. He had likewise appealed from this conviction to the municipal court.

Since the date of this last conviction advertisements for a time appeared in several of the daily papers of Milwaukee under the name of the Wisconsin Medical Institute (not inc.). In these advertisements it was stated that the institution was under the management of Dr. Emmons, one of their employees, a broken-down physician, much inclined to intoxication. The advertisements were exceedingly mild when compared with those that formerly appeared, but apparently remained within the letter of our present law as to obscene medical advertising.

The appeal of Frank A. H. Reinhardt from the conviction in the district court came on for trial in the municipal court during February, 1908, before a jury. After a long and bitter trial lasting ten days, the jury promptly convicted him and he was again fined \$500 and the costs of the prosecution. This fine and costs amounted to \$2,271.95. From this judgment he appealed to the supreme court of the state. At about this time a second criminal action for gross fraud and common law cheat was instituted against these Reinhardts and another attempt was made to extradite the twin brothers from St. Paul. On account of the continued absence from the state of Governor Johnson, this application was delayed several months.

The criminal proceedings that issued in the conviction of Frank A. H. Reinhardt were based on the provisions of Section 4568, which provides a punishment for a common law conspiracy. This punishment, however, is merely a fine of \$500 or imprisonment in the county jail for one year. These people do not care for fines as long as they are not imprisoned and their business is not exterminated.

The second prosecution on which it was attempted to extradite the twin brothers from St. Paul a second time is based on the provisions of Section 4430. The punishment

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Go to the Specialists of the Copenhagen Medical Institute, 4th and Brady Sts.

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Photographic reproduction (reduced) of a typical advertisement of the Copenhagen Medical Institute, another of the numerous names under which the Reinhardts operated.

provided by this section is very severe, comparatively, the maximum being a four years' imprisonment in the state prison.

Before the civil and criminal proceedings were instituted a considerable amount of documentary and other evidence came into the hands of the attorneys for the state through the police department and an old employee of the Reinhardts. In order to destroy the effect of this evidence, or, perchance, compel its return, in July, 1907, an action was brought by Wallace A. Reinhardt as plaintiff, against District Attorney

McGovern, his assistant, Mr. Backus, one Jacob Schultz, Drs. P. H. and J. J. McGovern and the attorney for the board, for the conversion of this evidence claimed by them as property and judgment was demanded for \$6,879.15, the alleged value of this property. In the fall of 1907 this action was dismissed by the plaintiff, and immediately thereafter another action for the same cause and for the same amount was brought against Mr. Umbreit alone in the U. S. Court for the Eastern District of Wisconsin. Practically all of this evidence was in the manual possession of the attorney for the board, and the most determined efforts were made to force a successful issue for the plaintiff in this case and thus intimidate the agents for the state and possibly prevent any further proceedings against the Reinhardts.

In addition to the witnesses called at the first trial of Frank A. H. Reinhardt, a number of new witnesses were found who testified at the second trial. Since said second trial a number of other witnesses have volunteered to tell their tales of woe.

THE PROFITS OF SCOUNDRELISM

These people have unlimited means at their disposal. During the years when they were running at full speed, and their advertisements were accepted and published, no matter how obscene, and their manner of business had not been interfered with by the government authorities, these Reinhardts received at least \$100,000 yearly in net returns from their medical institute business. It was for this reason that such a determined fight was made by them to prevent a conviction of any serious offense and an extermination of their business.

An attempt has been herein made merely to give the briefest abstract of the frauds committed by these Reinhardts, of the injury done to the people of this state and of the methods used by them to fleece our people and fill their coffers. The question presented to the authorities was whether such flagrant methods could or could not be reached by our laws and whether these people could openly defy not only the whole of the honorable profession of the practice of medicine in Wisconsin, but also the laws of the state and the authorities who are charged with the duty of enforcing these laws simply because they have unlimited means, while the means at the disposal of the authorities especially charged with the execution of the laws are exhausted.

The final settlement of the case was consummated on July 13, 1908, when Mr. Killilea, attorney for the Reinhardts, signed the stipulation and agreement formulated by the attorney for the state board and district attorney for Milwaukee County. This stipulation provides:

1. That Frank A. H. Reinhardt pay the judgment entered in the municipal court of Milwaukee County to the amount

of \$500 and costs, and that the writ of error sued out by him and pending in the Supreme Court of the state of Wisconsin be dismissed.

2. That the district attorney for Milwaukee County dismiss the criminal action pending in the District Court of the county against A. J. Wilson, Willis F. and Wallace A. Reinhardt.

3. That the request for the extradition of Wallace A. and Willis F. Reinhardt be recalled.

4. That the complaint against Frank A. H. Reinhardt on charge of unlawfully practicing medicine be dismissed.

5. That the civil action against A. C. Umbreit, attorney for the state board, be dismissed.

6. That Wallace A. Reinhardt, Willis F. and Frank A. H. Reinhardt do not engage in the state of Wisconsin in any medical practice or medical business whatever, directly or indirectly, either individually or jointly under the names or designation of any medical institute or corporation, except that Wallace A. is not prevented from practicing individually in Wisconsin under his existing license.

The termination of this interesting and hard fought case is satisfactory so far as the Wisconsin State Board of Medical Examiners is concerned in that this board has done its duty in protecting the people of Wisconsin against rank imposition and quackery. There is nothing, however, to prevent this delectable family group from going into other states in which the laws, perhaps, are less rigid or the board is less energetic and again engaging in their contemptible work. The testimony in the case shows that persons attracted by the deceptive and misleading advertisements of these men, who placed themselves in their hands in the hope of regaining their health, were deceived, lied to and fleeced of all the money which could be obtained from them and were finally cast aside when wrung dry. Such a history and such possibilities of deceptions are a disgrace to the civilization and the legal system of any state. The green-goodsman and the confidence man, if detected in a single fraudulent transaction, are sent to the penitentiary. The thief who takes a few dollars worth of property is sent to the jail or the workhouse, but the fraud and the faker who, masquerading under the name of "doctor," not only fleeces his victim of his money but often robs him of health in return, enjoys his filthy gains without hindrance and, if prosecuted by the proper authorities, is regarded by the public as the victim of persecution and in the end is able to compromise on the sole condition that he leave the state and agree not to defraud the people of that state any longer. An exactly similar arrangement would be one in which a crowd of safe-blowers, after publicly carrying on their depredations for years, would finally agree with the state authorities, if all prosecution was aban-

done and if they were allowed to enjoy unmolested the profits of their thievings, to steal no more from the people of that state.

The Wisconsin Board of Medical Examiners is to be commended for the persistency with which it has followed up this case. It is hoped that all the state boards will take cognizance of the details so that a repetition of the career of the Reinhardts in any other state may be impossible.—
(From *The Journal A. M. A.*, Act. 3, 1908.)

INDEX

	PAGE		PAGE
Advanced Medical Science Institute	1	Gatlin Institute	32
Advanced Medical Science Institute	35	German-American Doctors	94
Aitken, C. C.	56	Graham-Miller Company	101
American Health College	20	Griebel, R. M.	61
American Health Instructor.....	28	Guertin, A. L.	48
Andrews, E. F.	65	Guild Company	39
Austro-American Doctors	56	Hageman, Della R.	112
Bartlett, S. M.	100	Hageman, William	112
Beach, Samuel C.	75, 99	Hamilton Dispensary	37
Bellevue Medical Institute.....	6	Hancock, James Monroe.....	91, 98
Boston Medical Institute.....	6	Heidelberg Institute	111
Bourne, G. W.	95	Hibbard, Edward R.	6
Brantley, E. D.	35	Hibbard, F. L.	18
Brevoort, Harry S.	98	Holsman, C. K.	30, 59
Bruce, James E.	32	Holst, Frances	2
Bryant, Harold K.	99	Hot Springs Doctors.....	73
Byrne, John E.	95	Hover, Hugh	98
Campbell, J. B.	28	Howe, Dr., & Company.....	65
Carson, C. H.	19	Ihle, C. W.	98
Carson, R. M.	25	Interstate Doctors	53
Cavrill, Dr.	53	Itinerant United Doctors.....	101
Chabut, L. D'Orville.....	95	Jackson, Harold	95
Chenoski, B. J.	55	Jacobsen, Theodore	104
Chicago Men Specialist Company	55	Jessamine, Charles A.	10
College of Psychic Sarcology... 25		Jiles, H. J.	30, 59
Cook, Dr., & Company.....	30, 59	Johnson, S. S.	61
Copenhagen Institute	111	Jones, C. H.	98
Culver, Dudley M.	53	Jordan, J. Eugene.....	61
De Barthe Treatment	32	Kalmus, Otto	37
De Barthe, Jos.	32	Kempe, Oscar A.	10
Delish-Etts Manufacturing Com- pany	1	Kinsey, Ben W.	73
Des Moines Specialists Com- pany	56	Kinsey, Lee B.	75
Dickerson, George L.	94	Known Doctors	55
Dresbach, Harry V.	91	Koehn, Dr.	6
Edmondson, Gilbert W.	9	Leipsic Doctors	114
Electro-Oxygen Institute	35	Luecke, H. J.	38, 48
Elstein, L. Fink.	77	Marchester, Burton Edgar....	101
Elston, L. F.	77	Master Specialist	111
Embry, Dr. S. E.	9, 11	McClelland, A. O.	99
Epileptic Institute	37	Metropolitan Medical College... 33	
Finkelstein, Leopold	77	Meyers, James Ezra	55
Flint, Dr.	123	Milen, Theodore	56
Foreman, George W.	2	Neal, B. E.	32
Foreman, W. M.	2	Neal Institute	32
Forman, George	2	Newton, B.	18
		New York Medical Institutes.. 57	
		Norton, B.	18

PAGE	PAGE		
Pacific Coast Quacks.....	59	Staples, L. H.....	65
Planck, F. M.....	25	State Land Company.....	1
Psychic World	25	State Medical Institute of Omaha	65
Pyle, Mr.....	38	Stewart, Pierre Lafayette.....	76
Radio-Electric Company	1	Temple of Health.....	19
Radio Medical Electro Doctors..	63	United Doctors	55, 67
Rea, W. D.....	95	United Specialists	94
Reed, Mr.....	24	Upton, W. T.....	65
Reinhardt, F. A. H.....	111	Van Cleave, Ray M.....	98
Reinhardt, L. J.....	112	Vienna Medical Institute.....	111
Reinhardt, Mary	112	Waldron, Joel	98
Reinhardt, Wallace A.....	112	Walker, G. W. W. W.....	104
Reinhardt, Willis F.....	112	Ward, Mr.....	9
Riley, Fletcher T.....	75	Weed, A. E.....	99
Roberts, Silas	99	Wilkins, H. P.....	61
Ross, John Alexander.....	32	Williams, H. C.....	55
Ruffner, J. M.....	112	Wilson, A. J.....	121
Schoenling, E. H.....	38, 48	Wisconsin Medical Institute....	111
Schönka Treatment	44	Wisconsin Newspaper Associa-	121
Schreiber, G.....	95	tion	121
Scott Medical Institute.....	59	Witman Medical Company	1
Scott, Warren D.....	76, 98	Witman, H. W.....	35
Severance, E. A.....	59	Witman, X. W.....	1, 35
Shafer, Charles	48	Witman, Z. T.....	35
Silcox, J. B.....	19	Wolf, M. C.....	112
Spangler, Herman	97		

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